

Project Name: “Eco Tech Update”

Project Venue: Project Consortium Countries

STEP 1

Needs analysis – Why this project is needed?

Needs:

1. Traditional Business → Update Eco/Tech Competences
2. Scale up, more competitiveness of their business
3. Raise awareness about sustainability

ADVICE

- A problem analysis should be carried out prior to the project about the problem that the project wants to solve, in general in the world, in Europe and in the countries where the project will be implemented. (i.e. current figures, articles, analysis from references)

- BEFORE THE PROJECT APPLICATION a “customized needs analysis” study should be carried out in all countries where the project will be implemented specifically for the target audience that the project focuses on. The results of this study should be included in the general needs analysis of the project. By selecting a target group of 20-30 people from the countries where the project will be implemented - a total of 120 figures will make sense- the actual needs of the main theme of the project can be identified and the project activities can be shaped in this way. Furthermore, the fact that the project consortium makes such a needs analysis before the project will bring a significant plus point for the project evaluation. (This research can be published in pdf or infographic format on the web page of the project coordinator.) Linking

directly to this page in the project form will be very important for understanding the motivation of the project consortium to realize the project.

- In this section, reference should be made to the areas in which the project intersects with the priorities of the program.

Who will be the target group(s) of your project? (age group, characteristics of the target group)

Target:

1. 60 adults: working in traditional business or unemployed for the moment but were working in that field
2. Trainers
3. Stakeholders: municipalities, chambers of commerce, economy/society as a whole

ADVICE

- Project target groups should be classified as focus groups as much as possible according to their differences. (For example, Target Group 1: Unoccupied and unemployed young women between the ages of 20 and 25, living in relatively less developed areas of Madrid)

- When defining the target group, the past experiences of each target group, the needs to be focused on the project objectives, the problems to be solved during and after the project, and the competencies they need should be defined.

- The methods to reach each target group should be discussed in detail. What methods, tools, activities will be used to reach the target group and the responsibilities of the project partners should be answered.

- In addition to the target group to be directly involved in the project, different groups/institutions/stakeholders to be reached through dissemination activities should be included in this section.

- - Objective / measurable criteria to be used for the selection of the target audience to be included in the project should be established with the project consortium. A scoring/evaluation system should be established for the weight of these criteria in the selection to be made. (Example: 25 points for being unemployed, living in the targeted area, the urgency of the need for the project, etc.)

- If there is a disadvantaged group among the project target groups, the special measures to be taken to reach this audience should be included in this target audience statement.

STEP 2

Defining the aim and objectives – What is the project for?

Aim:

Provide manual workers and owners of traditional business the tools to perform their jobs in a more innovative, efficient way through the adoption of technological & eco-friendly solutions. traditional businesses to become eco-friendly, less waste producing businesses

Objectives:

1. Enhance the online competences of the target:social media, online business tools, marketing 3.0
2. Raise awareness about the importance of running a more sustainable business
3. Modernize the traditional business to adapt them to the current needs of the market

ADVICE

General considerations for the project objectives and purposes;

- The project objective statement should be simple, understandable and, if necessary, divided into sentences. The objective statement should give a general answer to the question, "Why does this project exist? '.
- The target sentences that will enable us to reach the general purpose of the project should be written based on the results you will reach in the project. While writing these, the needs of the target audience should be set out and concrete contributions should be made to meet these needs.
- Project objectives should include the short and medium-term. It should be numerical, measurable, clear and concrete.

For this project, for example;

Aim of the Project: To provide manual workers and owners of the traditional businesses the tools to perform their jobs in a more innovative, efficient way through the adoption of technological & eco-friendly solutions. Thereby helping their profit growth and creating new areas of employment. Moreover, to enable traditional businesses to become eco-friendly, thus less waste producing businesses.

In this context;

Project Objectives :

1. Enhance the online competences of the target business owners and employees by improving their social media skills, usage of online business tools and marketing 3.0.
2. Raise awareness about the importance of running a more sustainable business. With this aim, creating a certificate system evaluating businesses' innovativeness, efficiency and eco-friendliness by the help of the project

partners and their stakeholders. In the scope of the project, to award 20 businesses with the certificate “Eco Tech Business”.

2. To develop a set of online and offline tools – Training Programme Contents
- to support these target financial management legislations and institutional structures.

- Within the scope of the project, a 100-hour ‘VET Programme - Eco Tech Business’ will be created. Within the scope of the VET, 10 different experts will produce content, programme will be made into its final version by getting feedback from 10 different organizations.

- The VET programme, within the scope of our previous researches, will be designed “specific for manual workers and owners of the traditional businesses” in order to develop the competences of the target groups, in areas that they need the most; will include the fundamental subjects of their social media skills, usage of online business tools and marketing 3.0., financial management legislations and institutional structures. > The context and training plan of the 100-hour VET

3. To ensure international international mobilities of manual workers and owners of the traditional businesses for development for vocational skills

- 30 manual workers and owners of the traditional businesses that participated in the VET Programme will be sent to accomplished ECO Tech business in project partner countries for job shadowing for 14 days. With this, they will view the accomplished Eco Tech businesses, receive peer-mentoring, develop their career and entrepreneurial leadership competences.

STEP 3

Defining the Methodology (Activities & Outputs)

Activities:

- Training Programme (Financial management legislations institutional structures art workshops) (Academy + Gabriella)
- Exchange Programme (Check-In)
- Educational Guide

Output 1: VET Programme - Eco Tech Business

Output 2: Eco Tech Business Certificate System

Output 3: www.ecotechbusiness.eu Portal

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1 - Good practice visits (Eco Tech Businesses in project countries.(The visits will be completed in the first 5 months of the project and a total of 3 countries will be visited)

2 – Generating project outputs (experienced members from the project consortium will produce project outputs in an 8-month work program)

3 – Project execution meetings (kick off, mid-term and final meeting will be held. 2-day meetings in project consortium countries)

4. –The VET programme will implement in order to develop the competences of the manual workers and owners of the traditional businesses, in areas that they need the most; will include the fundamental subjects of social media skills, usage of

online business tools and marketing 3.0., financial management legislations and institutional structures > The context and training plan of the 100-hour VET

5 – Implementation of pilot Exchanges : 30 manual workers and owners of the traditional businesses that participated in the VET Programme will be sent to accomplished Eco Tech Businesses in project partner countries for job shadowing for 14 days. With this, they will view the accomplished Eco Tech Businesses, receive peer-mentoring, develop their career and entrepreneurial leadership competences.

6 – Organizing A Project Final Summit to disseminate the results of the project. In 3 days, all experts from different regions of Europe will be invited to create a network, the results of the project will be shared and the project will be transferred to different countries.

STEP 4

Dissemination and Sustainability:

Dissemination:

- HUB events, exhibitions (Dinamo10)
- Website, blog, social media

Sustainability

- Building a concrete cooperative with the selected participants

ADVICE

For example; in order to disseminate the “Eco Tech Update” project, similar tools and activities to the following tools and activity contents were produced.

1 – www.ecotechbusiness.eu.org

- The content of all the training programs created by the project will be recorded and installed professionally and uploaded to this site via an online

training module. In addition, an online test system will be developed. Target groups will be able to receive the training. All systems will be free of charge and they will be able to get a certificate if they are successful in examinations made through the system. In addition, many dissemination tools that will be created by the project will be accessible on this site. The site will be available in all languages of the project partners.

2 – Eco Tech Update Project Magazine (Online and Hard Copy)

- The project magazine will be produced both online and hard copy. It will be included for all outputs and dissemination tools of the project like, photographs, special writings and many other topics that the project has produced over the 2 years of operation.

3 - VET Programme - Eco Tech Business Toolkit

- All contents and outputs of the training programs produced by – Eco Tech Update project will be available in the training box. In this way, all materials of the training and printed educational contents booklets and DVDs will be accessible directly.

4- Eco Tech Update project Presentation Presentations

- Presentations will use in all activities of the project. (seminars, congress, events, and online dissemination)

5 - Eco Tech Update project Documentary

Within the context of the project, all phases of the project will be recorded. We will produce a documentary about the project at the end of 2 years. This study will be an interesting tool to be used in expansion activities.

6 - Eco Tech Update Project Final Report

This report, which will set the initial targets and results of the project, will be an objective outcome, especially in reaching policymakers and producing new similar projects.

7 - Digital and Printed Images

Posters, brochures and social media images will be produced in printed and digital media for all promotion and dissemination activities of the project.

8 - Social Media Apps

Facebook, Instagram, and LinkedIn will be used to reach our target groups. We will produce innovative social media campaigns to spread the results of the project.

9 - Eco Tech Update Project Hub Events, Exhibitions and Seminar Series

Our project stakeholders will organize 10 different Hub Events, Exhibitions and Seminar Series sequences with the education centres, youth centres, public and private schools.

10 - Eco Tech Update Project Summit

Organizing the Eco Tech Update Summit to disseminate the results of the project. In 3 days, all experts from different regions of Europe will be invited to create a network, the results of the project will be shared and the project will be transferred to different countries.

11 - Regular Meetings of the National & International Authorities

Effective dissemination of the Authorities Project will be held at these meetings.

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12 - EU Common Centres and Networks Meetings

- Our project partners will disseminate the results of our project at regular networking meetings held by 25 institutions which are in the EDI networks.

13 - Meetings with Policy Makers

Face to face meetings with policymakers will be held with the European Commission by the organization of EDI. EDI has a strong lobby network in Brussels, which is directly related to youth policymakers in Europe. At these meetings, we will present the reports of our project, and we will disseminate the Eco Tech Update Project model for piloting by policymakers.