



KA2 - Strategic Partnership for Adult Education  
“New Upskilling Pathways for Adult Migrants In  
Craftsmanship”

BLENDED MOBILITY OF ADULT LEARNERS

Online, ZOOM platform

23-30 April 2021

INFOPACK

## New Upskilling Pathways for Adult Migrants in Craftsmanship

The project is a strategic partnership aimed at promoting up-skilling and re-skilling of adult migrants (18 to 35 years) facing social exclusion with basic craftsmanship skills in EU countries through an innovative educational format integrating transversal and entrepreneurial skills and an ecommerce platform to sell their traditional hand-crafted ethnic products.

Objectives:

- Promote the re-skilling or up-skilling of migrants' basic, transversal and entrepreneurial competencies through a new upskilling path to give them the capacity to valorise their handicraft skills;
- Valorise skills and competencies of crafts migrants in the e-commerce field;
- Build capacity of self-entrepreneurship for a sustainable and independent life;
- Promote social inclusion of migrants in EU countries by empowering them to enter the job market through newly acquired competencies.

## Blended Mobility of Adult Learners

The Blended Mobility of Adult Learners is conceived as an instrument of testing the Ethnicraft training format created in IO 1. Participants and trainers will be asked to provide feedback on the training format, that will be collected and integrated into a revised version of the training format methodology. Participants will be 30 migrants adult learners aged 18-35, and 6 cultural mediators. Every partner involved in mobility will send 5 adult learners and 1 cultural mediator. The participants must already have skills in crafting as after the mobility they will exploit the E-commerce platform to sell their products.

Due to COVID-19 pandemic, training will be hold in online ZOOM platform.

## Agenda

	23 <sup>rd</sup>	24 <sup>th</sup>	25 <sup>th</sup>	26 <sup>th</sup>	27 <sup>th</sup>	28 <sup>th</sup>	29 <sup>th</sup>	30 <sup>th</sup>
<b>15h 16h</b>	Presentation of the project and objectives of the Blended Mobility/ Ice-Breaking	Entrepreneurship in action: Building a company	E-commerce	Basic Marketing Management	Diversity and Inclusion in Business	Digital marketing: Creating social media	Business Plan	Evaluation of the Mobility and planning next steps  <b>15h – 17h</b>
<b>16h 17h</b>	Teambuilding Activities / Setting expectations	The launch of a product	Combining Digital Skills, Creativity and E-commerce	Communication for everyone	Gender Equality and Awareness	Brand building: Brand Strategy and Identity		
<b>17h 18h</b>	Entrepreneurship principles	Digital Skills	Business Management in Theory	Introduction to Human Resources Management	Identifying market niche: demographic and psychographic segmentation	Business Model Canvas		
<b>18h 19h</b>	Entrepreneurship in action: Business plan	Creativity	Strategic Management	Internal Relations management and welfare assessment	Brand building: Brand Strategy and Identity	Stakeholder Mapping		

For further inquire, please contact

Project Contact Person  
Antonella Cadeddu  
Email: [mvngo.lab@mail.com](mailto:mvngo.lab@mail.com)