



BeTheChange

Boosting entrepreneurship through
intergenerational exchange



Erasmus+

“BE THE CHANGE” PROJECT 2016-2018

Why "Be The Change"

With an increase in life expectancy, more than 20% of the European population will be over 65 years old by 2025. In their many years of work and personal lives, the older generation have gained experience and knowledge that is worth sharing with younger generations. At present, 14 million young European people - the so-called NEETs - 15.4% of the age range 15- to 30, for many reasons, but do not study, do not work or attend vocational training. Most of these young people are therefore viewed as a problem rather than an opportunity. Taking into account the real needs of the European labor market, this project approaches and adapts business thinking in a new way.

What's "Be The Change"

"Be The Change" is an international project that helps older entrepreneurs transfer their skills, knowledge and attitudes to entrepreneurship. This is, moreover, a strategic goal and a priority area for European cooperation in education and training between 2016-2020.

The aim of the project is to develop trainings, curricula and guidelines for assessing entrepreneurial competences acquired during an informal learning process, which is achieved through knowledge transfer between generations. The program helps older people stay active in society and share their experiences and knowledge in their lives. At the same time, NEETs are able to develop their skills that are considered the most important today and help them to be the leading actors of their own life.

High-quality learning opportunities

"Be The Change" developed a methodology and educational materials based on a non-formal and informal learning approach to promote entrepreneurial competences and skills with a view to stimulating entrepreneurial attitudes. The methodology follows the learning by doing approach and provides case study analysis, project work, role play, focus group work, and other interactive methods. Online training provides educational units and a practical guide to their application. You can use it as a full course or apply as a custom module in all forms of education. Educational materials for the older people and NEETs are available on an online platform in several languages.

Who are the developers of the "Be The Change" program

Partners in the project represent different regions of Europe. Their aim is to develop a common approach and methodology that can be an international measure of knowledge transfer between generations. Their strength lies in the fact that the participating partners bring different competencies to the project, including a research and education institute, two universities, two adult education institutions and a non-governmental organization.

Partners:

Istituto Nazionale Di Riposo E Cura Per Anziani, Inrca (Coordinator) – Italy;

Universita Ca' Foscari Venezia – Italy;

Magyar Női Karrierfejlesztési Szövetség, MNKSZ – Hungary;

Awo Berlin Spree Wuhle E.V. – Germany;

Upi – Ljudska Univerza Zalec – Slovenia;

Universita Ta Malta – Malta.

The results of the "Be The Change" project

Research materials have been prepared on national and international level which form the basis of the pilot trainings as well as training materials which are freely available on the project website.

In the project content and results manual, the authors summarize the research results of the project, the teaching materials and the criteria for assessing the entrepreneurial competences acquired during the course of the study. This manual also contains suggestions that support the widest use of the Be The Change method. Be The Change currently offers training materials of online courses (in English).

Multiplier events

In October 2018, within the framework of the Be the Change Project, participating partners will organize project closing multiplier events in their countries in order to present the main steps and achievements of the EU project and to draw stakeholders' attention to the topics covered by the project.

The expected impact of the "Be The Change" project

The older participants of the program will learn how to be mentors of young entrepreneurs. In the process, it will help them to remain active members of society, to cope with changes in their lives and careers. and increase their quality of life by remaining useful members of society. Through the informal and non-formal education, their acquired competences can be utilized in practice.

For NEETs, the program will help to increase self-esteem and to get more job opportunities, improve their entrepreneurial attitudes and, overall, help them reintegrate into society at both personal and professional level.

Role of the MNKSZ in The Be the Change project

On the basis of the successful tender submitted within the framework of the European Union Erasmus + "Strategic Partnerships" program, MNKSZ participates as a partner in the "Be the Change" project coordinated by the Italian partner. Within the partnership, MNKSZ is responsible for the research that forms the basis of the project (Intellectual Output No.1) and the dissemination tasks.

MNKSZ organized a highly successful closing event of the Be the Change Erasmus+ project on 16 October 2018 in Győr, in the building of the Győr-Moson-Sopron County Chamber of Commerce, with their support and in cooperation with their Women's Entrepreneurial Club, with 110 participants.

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AZ ENSZ GAZDASÁGI ÉS SZOCIÁLIS TANÁCSA KERETÉBEN



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