

# Moving from Research to Action

## Synergy Multiplier Event

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- **What we set out to do...**

- Identifying specific skill assets and knowledge within existing micro-enterprises that could be harnessed to support the development of the sector as a whole
- The learning preferences of micro-enterprise owners and the most appropriate learning platforms and environments for the proposed peer-to-peer learning;
- What are the learning areas where gaps in provision exist that need to be addressed with the proposed mini-learning-format resources;
- What are the skill assets within the micro-enterprise community that could be used to inform the train-the-trainer course-ware to ensure that the skills developed within the VET sector reflect the needs of business.

# SYNERGY Audit

- The audit was conducted with **132** small- and micro-enterprise owners in Ireland, Italy, Romania, Greece, Cyprus and Germany
- Key characteristics of audit participants:
  - 84.8% were indeed micro-enterprises with less than 10 employees
  - Predominately operating in the Services and ICT sectors across all partner countries (food, agriculture, construction and engineering)
  - In Ireland, Greece, Romania and Cyprus the majority (54%) were in operation between 1 to 5 years
  - However in comparison in Germany and Italy, 51.8% of respondents were in business for more than 15 years

# Experience of Training

- Of the 132 MEOs audited, on average 53.16% had attended some type of vocational training related to the management of their business
  - 21.05% in Romania
  - 78.6% in Italy
- The most common types of training completed was in the areas of business management, IT, marketing and communications
- Training was typically offered in either a class-room format or team-work setting
  - Many benefits to this type of training in terms of networking, information and knowledge exchange, peer2peer learning and input from experienced subject experts
- On average, 54% of MEOs have shared skills, experiences and expertise with others, in an organised matter (23% in Germany to 85.7% in Italy)
- Core barriers to training were cost, relevance and location of training on offer; followed by duration, class size and methods used

# Future Requirements of Business Owners

- 1 to 3 hours per week was the optimum amount of time that the majority of business owners wished to commit to training
- Priority training themes for successful businesses were identified as followed:
  - Management, Marketing, Communications & Teamwork and Negotiation
- Gaps in currently provision were universally identified by
  - Business Law, Logistics, Supply Chain Management
- Business owners were willing to share information, skills and knowledge with each other (81% on a non-fee basis) and this is reflected in the numbers that are already engaged in this activity



# Our solution: mini-learning format training

- Key business questions and problems addressed in short online training courses
- Maximum length of time 5 to 8 minutes designed as short teaching videos or online presentation with voice overs
- Developed by trained experts and experienced business owners in a variety of business sectors
- Opportunity for networking and exchanges locally and across the partner countries
- Free to use and available on demand once you register with [www.synergyexchange.eu](http://www.synergyexchange.eu)
- Available in each national language and will be online in January 2016



## Some example of what we mean....

- **From Italy and Greece**



**Thank You for your Interest and Attention**

Any Questions?



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