

SPAIN



DG Educación y Cultura

Programa de acción en el ámbito del aprendizaje permanente



Proyecto Leonardo Da Vinci

Presentation of

The Good Practices Guide 2013



MISSION



<http://pye.kszia.eu>

Introducción a las plantillas



Lifelong Learning Programme
Leonardo da Vinci



Education and Culture DG

The 'Aula de Adultos' of Piélagos Council **Mission** is to develop activities, both theoretic and practical and to facilitate disadvantaged people, such as adult people and women, the entry to the labour market.

ACTIVITY AREAS



Young people needing basic education and professional training.
Adult people, mainly women, who need training on health (infirmary area), especially aimed to the elderly people care (geriatrics area).
Unemployed people who need to get skills and abilities in varied professional areas. The one of them that we can consider as handicraft is .

OBJECTIVES

To inform public opinion about the absolute necessity of permanent education for the adult people.

Increasing basic education level and professional skills on the following groups:

Illiterate **active-aged** people.

Disadvantaged people, **with no basic education**.

Active-aged women, **to promote their labour market insertion**.

To provide **unemployed people education and training** to manage official degrees that will make it easier their labour market insertion.

To give people **cultural mechanisms** that will let them face the realities of society, economy and culture in a democratic and critical way.

To value the big significance of **collaboration, solidarity, participation and autonomy** as a basis for the personal and community development.



What institutions or individuals are important to the company, business or institution?

Grups of interest

Grups of interest



- Shareholders, owners or investors.
- Customers.
- Employees and Partners.
- Providers.
- Competitors.
- The Community.
- European governments, national, regional and local levels.

Colaboration

Spain will coordinate the project with the member countries through their Blog created for this purpose:

Proyectoemprendedoresjovenes.blogspot.com.es

The important thing is [teamwork](#) and [coordination](#)



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Good Practices Guide



INTRODUCTION

- The myth of the entrepreneur
- Need undertaking or obligation
- Advantages of entrepreneurship
- Objective of a good practice guide



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SELECTION OF INTERNATIONAL EMPLOYMENT PRACTICE

- Leonardo Da Vinci
- Erasmus for young entrepreneurs



GUIDE TO SELF. STEPS TO CREATE YOUR BUSINESS

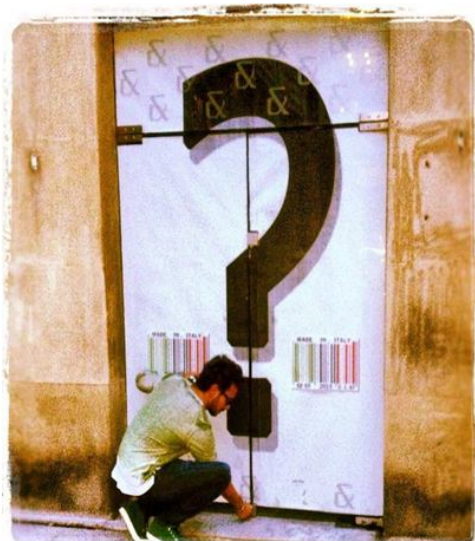
- Searching for the idea. The seed. How to generate ideas?
Brainstorming or talking with other entrepreneurs.

- Learn to manage your ideas:
Innovation means three things:
First, create;
Second, patent it;
Third, know that at first may not work.



GUIDE TO SELF. STEPS TO CREATE YOUR BUSINESS

- The market. The land on which we grow. The market is also the Social environment.
- The product or service.
The fruit that we get. The product is part of the company, together with price, distribution and promotion.



GUIDE TO SELF. STEPS TO CREATE YOUR BUSINESS

- The business plan, the payment of the seed.
- Issues to be addressed by a business plan:

- project
- market research
- Marketing Plan
- HR Plan
- Legal and tax plan
- economic and financial plan
- implementation schedule
- Finance:
Short-term financing
Long-term financing.

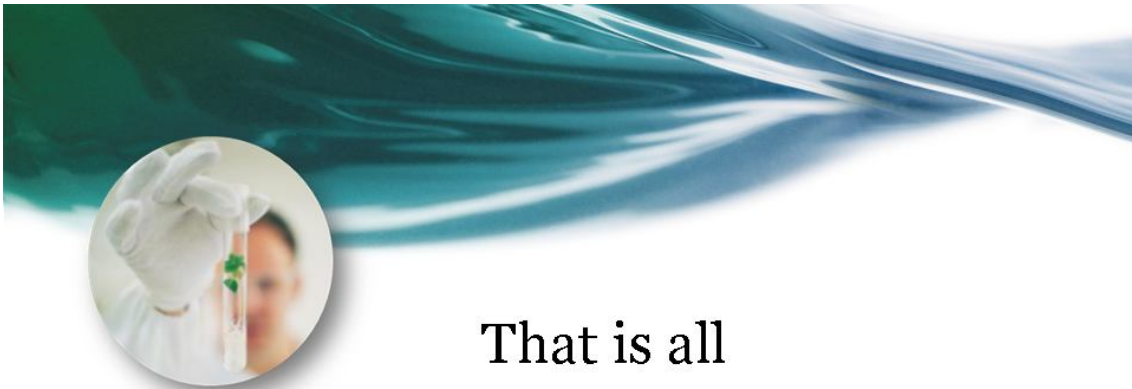


GUIDE TO SELF.
STEPS TO CREATE YOUR BUSINESS

- Legal, permission to grow
The legal and administrative procedures have to be performed.



Working the message you want to convey to potential customers, investors, partners, employees, network, attend events that never known where the opportunity may come.



That is all

Thanks for you attendance

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