

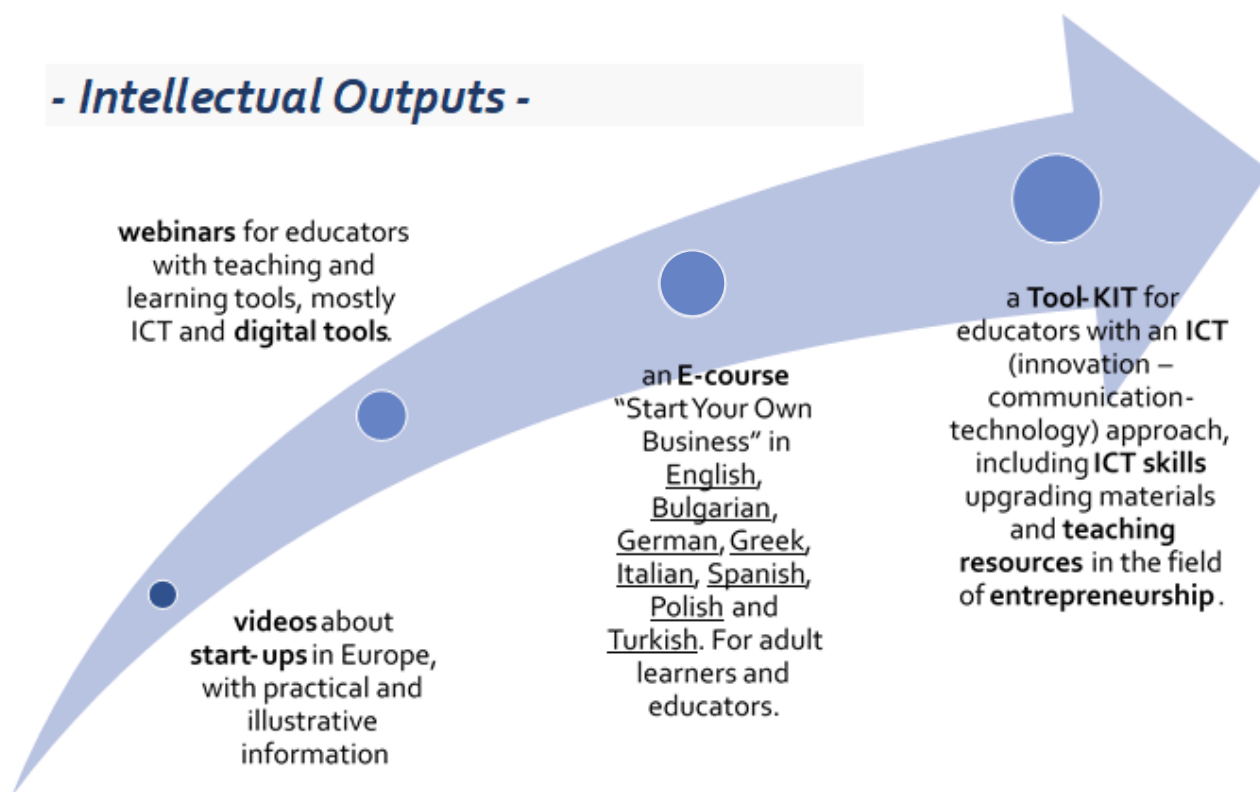
## FOURTH NEWSLETTER – MARCH 2020

### Open IT Up - Boosting Adult Educators Competences To Upskill Pathways of Adult Learners (Erasmus+ KA204 n. 2017-1-ES01-KA204-038085)

The project aims to extend and develop educators' competences in the effective teaching of **literacy, digital** and **entrepreneurial skills** to vulnerable groups of adult learners. Read more about our project on the open platform [www.openitup.eu](http://www.openitup.eu).

### As part of this project, partners developed:

#### - Intellectual Outputs -




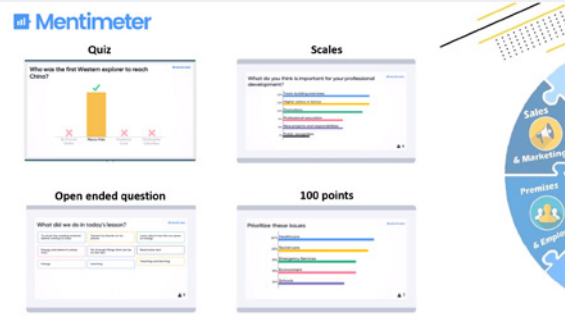
1. Videos about start-ups in Europe, which provide practical and illustrative relevant information about how the ideas of different businesses were born; problems faced and how they were dealt with; lessons learnt, etc.

Courses      ICT Tool Kit      Videos

If your idea seems not enough to you, get inspired with our collection of successful EU start-ups and learn how others made it. You will learn/see how other European entrepreneurs came up with their ideas, what difficulties they encountered on their way and how they overcame them.

**Thinking of starting your own business ?**

If you want your business to be successful, you have to work hard shape your idea. This video is about the success story of an EU-based startup and will help you to make a conscious decision whether running your own business is right for you and to better prepare yourself...

2. Webinars for educators with teaching and learning tools, mostly ICT and digital tools.

3. An E-course "Start Your Own Business" in English, Bulgarian, German, Greek, Italian, Spanish, Polish and Turkish. It will be freely available to adult learners and educators.

**Grocery store**

After finishing high school, Andreas started thinking about what he could do to support his family. Since his parents were farmers, he thought he could sell fresh fruit and vegetables from all over the country.

Opening a grocery store was easy and didn't require a big investment. No special education was needed and the only thing needed to start his business was a store and a few tables. Then he could buy fresh fruit and vegetables from wholesalers and display them in his store.

One of the first things he did, was to think about competition. Since grocery stores can be found in almost every neighbourhood, he had to search very carefully where to open his store.

Another thing he found out after opening the store, was that fruit and vegetables **spoil** quickly and are very sensitive to high temperatures and the sun.

It is best to **renew** his **stock** every day with fresh products.

Two years in, Andreas's store is running smoothly, and he earns enough money to support his family. He has regular customers, that come every day.

Now, he is thinking about opening a second store and he has already started searching for the right location.

**Glossary**

- **Spoil:** Food that goes off and is no longer good to eat
- **Renew:** To replace the goods with new ones
- **Stock:** The total amount of goods for sale

OPEN IT UP: project n. 2017-1-ES01-KA204-038085

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**Business Ideas**

- Travel the world with CONFITO
- History, culture and education
- Tailoring services
- Moving the world...



4. A toolkit for educators and learners with an ICT (innovation – communication-technology) approach, including ICT skills upgrading materials and teaching resources in the field of entrepreneurship.

Coordinator:

Partners:

