



**European
Mobility**



European Mobility

**SEMINAR ON
PROMOTION OF
ENTREPRENEURSHIP**

Duration: 1 week



Pixel
Via Luigi Lanzi 12
50134 Firenze
Italy
Tel. +39-055-48.97.00
Fax. +39-055-462.88.73
www.pixel-online.net
staff@pixel-online.net



OBJECTIVES

The Promotion of Entrepreneurship training course integrated with study visits aims to provide participants with the opportunity to get to know the Tuscany region labour market and new strategies for the promotion of employment and of entrepreneurship. The focus will be on the regional experience in the field and on Tuscan strategies for promoting, enhancing and supporting entrepreneurship .

The specific objectives of the initiative are to give participants the opportunity to:

- Acquire a better understanding of the Italian and Tuscan Vocational Education and Training systems promoting youth entrepreneurship
- Acquire knowledge about the current policies and strategies for the organisation and management of the Vocational Education and Training promoting youth entrepreneurship
- Acquire information about how the training for promoting youth entrepreneurship is organised and managed in Italy and in Tuscany in particular
- Experience the delivery of lectures for the promotion of entrepreneurship in both vocational education schools and training institutions
- Acquire information of the existing methods and experiences for the promotion of youth entrepreneurship
- Share best practices in promoting youth entrepreneurship
- Develop new contacts and explore opportunities of cooperation with public and private institutions operating for the promotion of youth entrepreneurship in Tuscany

TARGET GROUP

The initiative is addressed to officers, executives, directors, managers, lecturers, teachers, trainers, researchers and experts working in public bodies, universities, schools, training organizations, adult education institutions, research centres interested to the opportunity to get to know new methods, strategies and solutions adopted in Tuscany for promoting, enhancing and supporting entrepreneurship.



PROGRAMME

Day	Time Table	Contents
DAY 1 Monday	Morning TRAINING AT PIXEL	<ul style="list-style-type: none"> • Presentation of Pixel • Presentation of the participants • Presentation of the course • Introduction to the Italian labour market and economic system with a special focus on Tuscany region. • Introduction to the Italian policies for the promotion of entrepreneurship
	Afternoon	<ul style="list-style-type: none"> • Cultural visit of Florence guided by Pixel Staff
DAY 2 Tuesday	Morning TRAINING AT PIXEL	<ul style="list-style-type: none"> • Tuscan tradition in entrepreneurship • Case studies and success stories • Best practices and experience for the promotion of entrepreneurship • Presentation of current and past projects carried out in Tuscany for the promotion of entrepreneurship.
	Afternoon STUDY VISIT	<ul style="list-style-type: none"> • Study Visit to Chamber of Commerce of Florence. It will be possible to meet the staff so as to learn about their strategies to promote and sustain entrepreneurship.
DAY 3 Wednesday	Morning TRAINING AT PIXEL	<ul style="list-style-type: none"> • Job shadowing • Start up • Job incubator • Support to young entrepreneurs • Financial support to new entrepreneurs
	Afternoon STUDY VISIT	<ul style="list-style-type: none"> • Study Visit to Public Job Centre of Florence, Services to enterprises and company incubators. It will be possible to meet the staff so as to learn about their strategies to support entrepreneurship.
DAY 4 Thursday	Morning TRAINING AT PIXEL	<ul style="list-style-type: none"> • Challenges of entrepreneurship • Techniques for improving the creative process • Competitive advantage • Feasibility analysis
	Afternoon STUDY VISIT	<ul style="list-style-type: none"> • Study Visit at the Tuscan Association of Industrial Entrepreneurs. A Regional Association aiming at the promotion and support of entrepreneurship. It will be possible to meet the staff in order to learn about their experience and also investigate on possible cooperation.
DAY 5 Friday	Morning TRAINING AT PIXEL	<ul style="list-style-type: none"> • European policies for the promotion of entrepreneurship • The European programmes funding the promotion of entrepreneurship • Evaluation of the initiative
	Afternoon	<ul style="list-style-type: none"> • Free Time for visiting Florence and the surroundings



Pixel
 Via Luigi Lanzi 12
 50134 Firenze
 Italy
 Tel. +39-055-48.97.00
 Fax. +39-055-462.88.73
 www.pixel-online.net
 staff@pixel-online.net

