

Pilot Project Blended Learning 50plus

A Project in the Framework of the EU Community Initiative EQUAL

German Development Partnership "Activating Women's Potential for Entrepreneurship" (AWOPE)

The pilot project focuses on facilitating women business start-ups in rural areas.

Our goal:

To support women with professional experiences in developing their business concept and in starting their own business in the most efficient way. We use the Internet for learning and counselling, thus offering new facilities for women in rural areas which may not have sufficient infrastructure.

Our project targets women with professional experience

- who are currently unemployed or at risk of becoming unemployed
- who want to become entrepreneurs
- who lie in Brandenburg (Germany)
- who are 40 or older

We offer:

- Professional and individual guidance by a competent advisor with extensive experience in the field of business creation during all stages of the project
- Long term study groups where participants can learn and exchange experiences
- Teaching methods custom tailored to the individual
- New and innovative methods of teaching and exchange including virtual facilities
- Assistance and guided information research

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- Support for the application for business funding and credits
- Individual technical assistance in using the learning platform and communication facilities
- Personalized business cards for every client on the Internet

We combine:

- Tutored e-learning on our communication platform
- Individual courses of study
- Exchange within a learning group
- Seminars
- Individual counselling and group guidance
- Coaching.

Framework:

Our project seminars are conducted in small groups during six-month periods. After that period additional assistance is offered to our clients for up to three months.

ERGOLOG – Institute for communication design

ERGOLOG is a private research and consulting institution with a special focus on:

- vocational training
- ICT in training and e-learning
- organisation of knowledge and information management in SMEs,
- gender specific approaches and learning demands
- gender mainstreaming in e-learning and new training medias
- quality management in vocational and further training

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