

## ADA - Learning Agreement

### 1. Purpose of the learning agreement

This learning agreement defines the conditions and expected outcomes of the training organised within the framework of the Erasmus+ ADA project. Parties in this agreement shall abide by the project's rules and quality standards.

### 2. Information about the learning mobility

Field	Adult education
Activity type:	KA220-ADU - Cooperation partnerships in adult education
Mode:	Virtual
Start date:	01/11/2021
End date:	31/07/2024

### 3. Parties to the learning agreement

The learning agreement is concluded between the participant in the training and the recruiting organisation:

- Fachhochschule des Mittelstands (FHM), Germany
- Creative Thinking Development (CRETHIDEV), Greece
- Centro Italiano per l'Apprendimento Permanente (CIAPE), Italy
- Development Solutions (DeSo), North Macedonia
- Institute for Technology Transfer and Innovations (ITTI), Bulgaria
- Stratigon, Greece
- Trainings-Online, Germany
- Virtual Campus Lda, Portugal

### 4. Learning context

At the recruiting organisation, the participant is currently enrolled in:	
Title of the qualification / profession:	Advanced Training for Fostering Female Entrepreneurship

## 5. Learning outcomes

The parties have agreed that the following learning outcomes should be achieved during the training:

<b>Outcome 1: Digital Skills</b>	
Relevant subject, skill or competence:	<ul style="list-style-type: none"> <li>-Set up digital presence</li> <li>-Promote business online (digital marketing/ digital channels)</li> <li>-Digital tracking and analytics</li> <li>-Getting to know the technical background</li> </ul>
Description:	<ul style="list-style-type: none"> <li>-Participants have a basic understanding of technical infrastructures in web applications and know the terminology connected to them.</li> <li>-Participants are able to identify the target audience, create a website and build the brand ID.</li> <li>-Participants know how to find the right channels for their plans and how to use them.</li> </ul>
<b>Outcome 2: Entrepreneurial and Social-Emotional Competencies</b>	
Relevant subject, skill or competence:	<ul style="list-style-type: none"> <li>-Ideas and Spotting Opportunities</li> <li>-Resources</li> <li>-Active Leadership (Into action)</li> <li>-Self-regulation across Social Contexts</li> </ul>
Description:	<ul style="list-style-type: none"> <li>-Participants are able to shape and elaborate new ideas based on detected future market needs, customer wishes and expectations.</li> <li>-Participants are able to create value and support their business idea through effective communication, collaboration and leadership.</li> <li>-Participants are able to respond to emerging needs and make the most of opportunities available.</li> <li>-Participants are able to reflect on own needs, aspirations and wants in the short, medium and long term.</li> <li>Participants are able to cope with unexpected change, setbacks and failures and stay focused on their vision and goals, despite challenges.</li> <li>-Participants are able to identify and regulate their emotions in different contexts including negatively stressful social situations and mental load.</li> </ul>
<b>Outcome 3: Business Competences</b>	
Relevant subject, skill or competence:	<ul style="list-style-type: none"> <li>-Business Planning</li> <li>-Customer understanding</li> <li>-Market research</li> <li>-Marketing Concept</li> <li>-Management Infrastructures &amp; Operations</li> <li>-Financial Planning</li> </ul>

Description:	<ul style="list-style-type: none"> <li>-Participants understand the key elements of a business model and know how to develop a business plan.</li> <li>-Participants are able to transform their initial ideas into specific actions and goals using business and marketing tools.</li> <li>-Participants have a sufficient overview of the entire market and an understanding of how this market works.</li> <li>-Participants are able to conduct market research.</li> <li>-Participants understand the key assets required to make a business work.</li> </ul>
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## 6. Training programme and tasks

This training program includes:

- 3 online courses, each with a different number of modules. Total duration of 3 hours per course;
- Short introductory videos with an overview of the topics in each module;
- A library with collection of external sources you can use to collect further information on each topic;
- Practice tasks and self-awareness activities;
- Quizzes per module for self-assessment of acquired knowledge;
- Final evaluation quizzes per course that allow the award of a badge;
- Mentoring sessions;
- Access on mobile and pc;
- Badges and certificate upon completion.

## 7. Monitoring, mentoring and support during the activity

### 7.1. Responsible persons at the recruiting organisation

The person(s) at the recruiting organisation are tasked with introducing the participant to their activities and tasks at the hosting organisation, providing practical support, monitoring their learning progress, supporting them to achieve the expected learning outcomes, and helping them to integrate into the daily routines and the social context at the hosting organisation.

### 7.2. Mentoring arrangements

As a minimum, the mentoring arrangements will include the following activities:

- Activity 1: Before enrolling to the course, you should choose your mentor(s) from the mentors' profiles and contact him/her by sending a message.
- Activity 3: You can participate in six (6) hourly individual or group mentoring sessions using the videoconference tool of the platform.
- Activity 3: You can be involved in the group discussions through the forum or communicate through the chat of the platform to individual contacts or all the members of the group you belong.

## 8. Evaluation of learning outcomes

After the training activity, the participant's learning outcomes will be assessed in the following way:

### **Evaluation format:**

Each module includes self-assessment and self-awareness activities and exercises to test learning achievements.

At the end of the training, participants will undergo evaluation in the form of an online assessment questionnaire. In order to successfully complete the ADA training, you must answer at least 80% of the final e-learning assessment questions, per course, correctly. The questions will refer to all the modules of each course.

In case a participant answers less than 80% of the questions correctly, she can re-take the assessment. Before retaking the assessment, the participant will be instructed to review the training materials.

## 9. Recognition of learning outcomes

The learning outcomes attained by the participant will be recognised in the following way:

### **Recognition procedures and documentation:**

Open Badges will be automatically issued to certify your skills and achievements after the successful completion of each course.

The recruiting organization will issue a certificate after the successful completion of all the courses. This certificate will include a detailed documentation of the skills and competences you have acquired in the ADA training program.