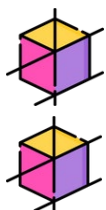
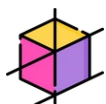




Guidelines





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INDEX

Guidelines to develop the contents:

- General considerations
- Module's PPT template
- Training fiche template

Guidelines for future training

- Training Program Structure
 - o Structuring Training Initiatives
 - o Designing Training Curriculum
- Recruitment and Enrollment Strategies
 - o Attracting and Enrolling Participants
- Effective Classroom Management
 - o Managing Training Environments
- Final Recommendations
 - o Optimizing Training in Diverse Operational Settings



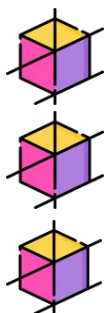


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GUIDELINES TO DEVELOP THE CONTENTS

General considerations

- ✓ Courses should be elaborated with a **simple terminology** in order to fit all levels of education
- ✓ Courses should be **clear, easy and usable**. Have in mind that quality is more important than quantity!
- ✓ Courses will include detailed learning outcomes, keywords, self-assessment tool (5 multiple-choice questions per module) bibliography, glossary entries and all relevant information included in the training fiche
- ✓ Online courses should **not last more than 45 minutes** therefore a **maximum** length of **1500 words/ 10 pages/ 20 slides** for the presentation is recommended.
- ✓ **Short and attractive/catchy titles**
- ✓ Toolkit should include:
- ✓ Each partner shall develop 1 training fiche and 1 ppt per assigned module.
- ✓ Contents will be arranged in:
 - > **Modules**
 - >> **Didactic Unit**
 - >>> **Sections** with contents in text format



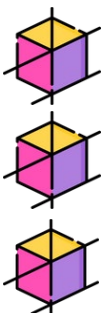


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- ✓ Training content in **easy to use**, short and “crisp” micro-training fiches and custom-made based on their needs

- ✓ Each training fiche will include:
 - **1 Summing up**
 - **5 glossary entries** [not very long]
 - **Bibliography**
 - **1 self-assessment evaluation test** with 5 true/false or multiple-choice questions and related answers [not very long]

- ✓ **Short animations:** if needed they can be developed with free tools such as Powtoon, which is free for 3-minutes video. Once elaborated they will be shared with the official YouTube channel and embedded from there on the OER platform to optimize server resources and boost YouTube channel visibility.



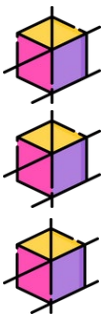


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MODULE'S PPT TEMPLATE

Module's PPT template includes the following common slides to ensure uniformity and coherence among training contents developed

✓ Common cover







✓ Objectives and goals of the training




Objectives & Goals

At the end of this module you will be able to:

-  **Contents**
Write your text.
-  **Contents**
Write your text.
-  **Contents**
Write your text.









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✓ Index



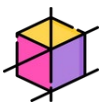
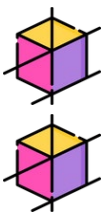
Index

-  **Unit 1**
Section 1
-  **Unit 2**
Section 2
-  **Unit 3**
Section 2



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✓ Contents, indicating Unit name and Section name




1. Unit Title

Contents in sharp/crisp/attractive/easy format ;)

XX
XXXXXXXXXXXXXXXXXXXX


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2. Unit Title

Contents in sharp/crisp/attractive/easy format ;)

XX
XXXXXXXXXXXXXXXXXXXX


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✓ Short summing





Summing up


 **Your Text Here**
Add contents
Write here.

 **Your Text Here**
Add contents
Write here.



 **Your Text Here**
Add contents
Write here.


 **Your Text Here**
Add contents
Write here.






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✓ Alternative images (to be erased when delivering)



Alternative images

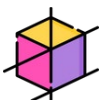
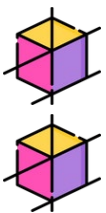






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✓ Closing slide



Partners will have to provide 1 Training fiche and 1 PPT per each module.





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TRAINING FICHE TEMPLATE



Training Fiche Template

Title									
Keywords									
Provided by									
Language									
Objectives									
Learning outcomes									
Training Area	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Digital Entrepreneurship in rural setting</td><td style="background-color: #ffc107;"></td></tr> <tr><td>Female Entrepreneurship</td><td style="background-color: #ffc107;"></td></tr> <tr><td>Access to Finance</td><td style="background-color: #ffc107;"></td></tr> <tr><td>Sharing economy</td><td style="background-color: #ffc107;"></td></tr> </table>	Digital Entrepreneurship in rural setting		Female Entrepreneurship		Access to Finance		Sharing economy	
Digital Entrepreneurship in rural setting									
Female Entrepreneurship									
Access to Finance									
Sharing economy									
Content index	<p>Course 1: course name</p> <p>Unit 1: unit name Section 1: Section 2: Section 3:</p> <p>Unit 2: unit name Section 1: Section 2: Section 3:</p>								



Content development	<p>Course 1: course name</p> <p>Unit 1: unit name Section 1: Section 2: Section 3:</p> <p>Unit 2: unit name Section 1: Section 2: Section 3:</p>
Glossary	
Self-evaluation (multiple choice queries and answers)	<p>1. Question</p> <p>a) correct answer b) answer c) answer</p>
Bibliography	
Resources (videos, reference link)	



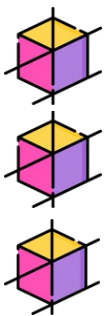
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Training fiche template includes the following fields to be filled in to ensure uniformity and coherence among training contents developed.

Title: Choose an attractive and catchy title in line with WIDE values

Keywords: to boost search visibility for users

Provided by: Insert the name of your institution

Language: it will be English at elaboration phase and your language at translation phase.

Objectives/Learning outcomes: they should be clear and relevant.

Training area: Choose the training area to which the course belongs.

Content index: Information should be divided into:

Unit 1: unit name

Section 1: section name

Section 2:

Section 3:

Unit 2: unit name

Section 1: section name

Section 2:

Section 3:

Contents development:

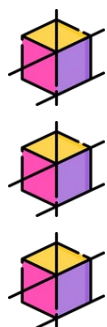
[Conceptually information should be divided into introduction, content, conclusion]

1. Module name: Unit name:

• Topic 1:

• Topic 2:

• Topic 3:





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Unit name:

- Topic 1:
- Topic 2:

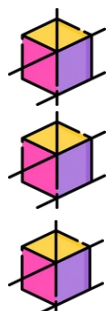
Glossary: please insert 5 glossary entries with related definition relevant to your module.

Make sure you quote the source and try to prefer official EU sources. [Not very long]

Self-assessment test (5 multiple choice questions): to assess skills acquisition. [Not very long]. Questions should be related to the content

Bibliography: APA style + links of interest + additional materials if needed


Resources (videos, reference links): if any. You can provide if you want added value external pdfs or URL. This material will not be translated and you have to make sure that it is creative common material.





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CASE STUDY TEMPLATE



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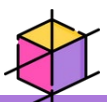
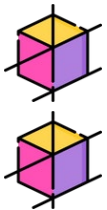
Case study Template

Title of Case study	
Keywords (meta tag)	
Provided by	
Language	ENGLISH
Case study	
<p><i>(Please keep this description to a limit. The case study must be of 1 page)</i></p>	
Reference Link (if any)	
Type of material	CASE STUDY



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Title of Case study: Choose an attractive and catchy title in line with the case study

Keywords: to boost search visibility for users

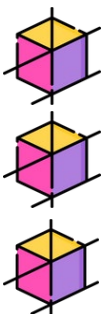
Provided by: Insert the name of your institution

Language: it will be English at elaboration phase and your language at translation phase.

Case study: Insert the case study content

Reference Link (if any): You can provide if you want added value external pdfs or URL. This material will not be translated and you have to make sure that it is creative common material.


Type of material: CASE STUDY





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BEST PRACTICE TEMPLATE



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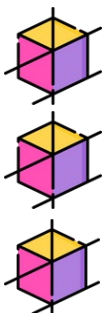
Best practice Template

Title of Good practice	
Keywords (meta tag)	
Provided by	
Language	ENGLISH
Best practice	
<p><i>(Please keep this description to a limit. The best practice must be of 1 page)</i></p>	
Reference Link (if any)	
Type of material	BEST PRACTICE



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Title of Best practice: Choose an attractive and catchy title in line with the case study

Keywords: to boost search visibility for users

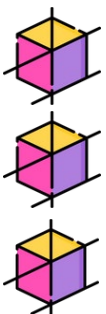
Provided by: Insert the name of your institution

Language: it will be English at elaboration phase and your language at translation phase.

Best practice: Insert the case study content

Reference Link (if any): You can provide if you want added value external pdfs or URL. This material will not be translated and you have to make sure that it is creative common material.

Type of material: BEST PRACTICE





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GUIDELINES FOR FUTURE TRAINING

TRAINING PROGRAM STRUCTURE

Structuring Training Initiatives

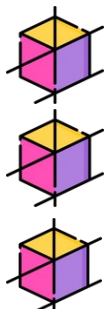
All contents have been piloted in 6 languages and in 6 countries and WIDE OER platform contents proved to be perfectly adapted to online training. Each training course has an average duration of 45 minutes and they can be presented as self-standing units or as a complete training path with units interconnected in a coherent way. In presential or blended mode the teacher can explain the content, provide examples, and ask attendees questions.

The training proved to be relevant and applicable, while topics we considered interesting. The material developed has been valued as complete and useful, ready to be delivered by any trainer to other users and also great for self-learning.

The vocabulary is accessible with not too technical terminology. The information included is considered valuable especially in terms of strategies and techniques to be applied in daily activities (especially hands-on practical techniques and models, i.e. the SMART model). There are useful tips and tricks insights that add value to the training which in general as a friendly approach.

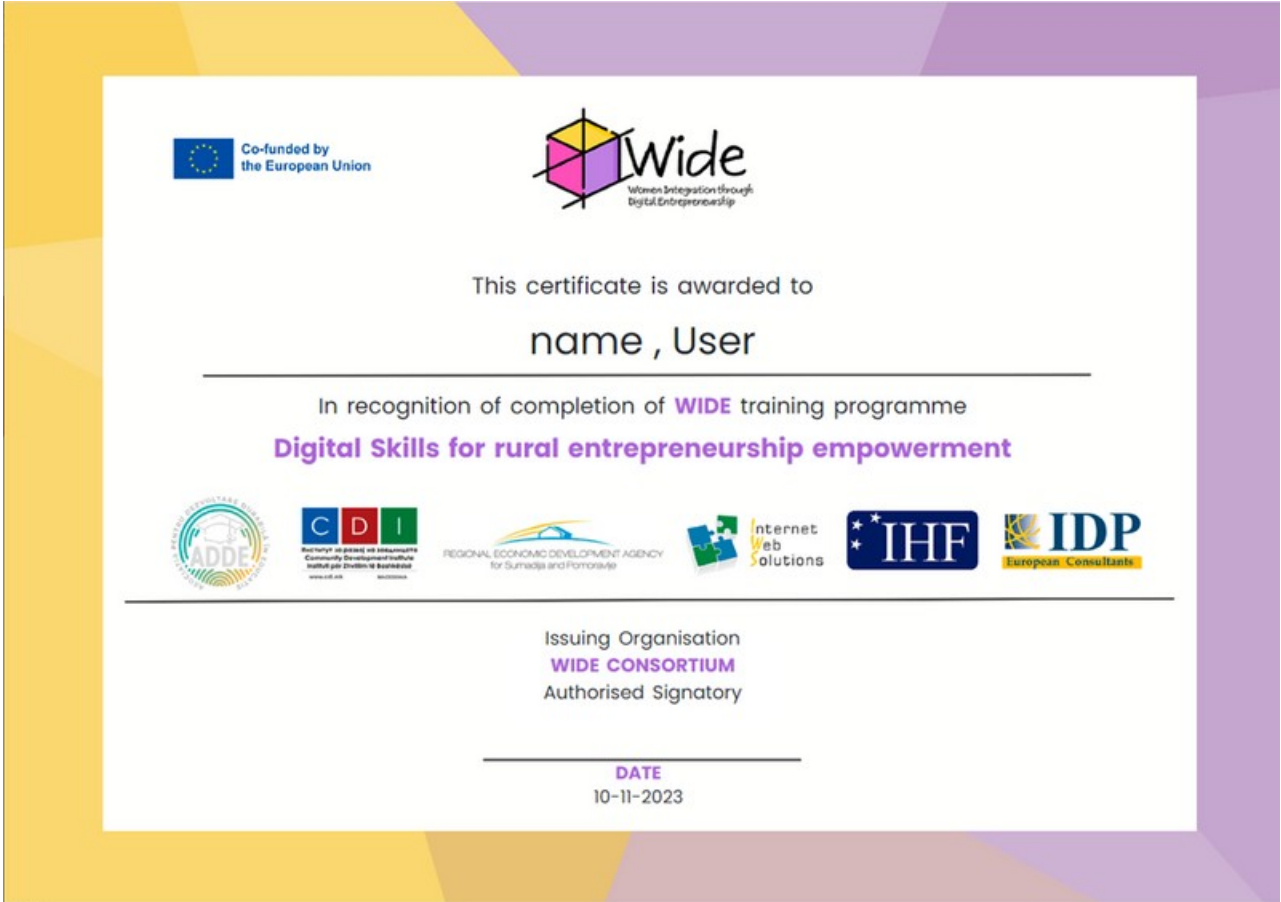
WIDE OER Platform has also been considered well designed, easy to access, user-friendly, well-structured with contents nicely organized. All training materials (training contents, best practices, case studies and other rich and various other resources such as personality profile & other useful sites) are collected in the toolkit section. Materials are available in different formats PPT, word, online text, detailed info, etc. They are creative commons licensed, free to use, downloadable and no login is required.

At the end of each module a digital customizable certificate is issued if the users get at least 75% of the queries correct.





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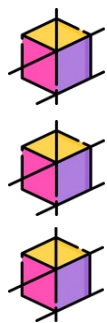


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Designing Training Curriculum

When designing WIDE training curriculum WIDE consortium considered various factors to ensure that the curriculum is effective and meets the needs of the learners and the organization. In this sense the following actions were taken:

- ♦ **Assess Learner Needs:** In the analysis phase partners took stock of the specific needs and goals of the learners, conducting a needs assessment to identify the knowledge and skills they require to perform their roles effectively.
- ♦ **Set Clear Learning Objectives:** All training modules have clear and measurable learning objectives describing what learners will be able to do after completing the training.
- ♦ **Adapt to Learning Styles:** Training is developed in an easy to use and effective terminology recognizing that learners have diverse learning styles, this is why the contents are available in different formats to accommodate visual, auditory, and kinesthetic learners, incorporating a variety of teaching methods.
- ♦ **Sequential and Logical Structure:** The curriculum is structured in a logical and sequential manner to facilitate effective learning. Modules can be used as self-standing or as part of a training path.
- ♦ **Engage Learners:** Case studies, best practices and real-world examples have been developed to maintain learner interest.
- ♦ **Include Assessment and Feedback:** WIDE training material incorporate assessments (quizzes/tests) at the end of each module to gauge learner progress. Each module is provided with a feedback form to collect users' suggestions.
- ♦ **Use Technology Wisely:** The OER platform has been built from zero adapting to users' needs and skills, ensuring that it enhances rather than distracts from the learning experience. User-friendly interfaces and responsive design have been considered crucial.
- ♦ **Flexibility and Adaptability:** The curriculum can adapt to changes as new contents and new areas can be added at any time to ensure that it remains relevant over time.
- ♦ **Assess Training Effectiveness:** The OER platform collects anonymous statistics to monitor users' preferences and progress.
- ♦ **Budget and Cost-Effectiveness:** The Platform is open and all the material is available for free with CC licensing, with a perfect balance between the quality of the curriculum and cost-effectiveness.





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The result are 6 training modules with 6 case studies and 6 best practices per language, totaling 108 training materials available, with the following titles:

- ♦ Course | Digital Skills for rural entrepreneurship empowerment
- ♦ Best Practice | The digitisation of the management of shellfishing on foot
- ♦ Case study | Social Catering “El Avío”

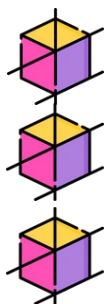
- ♦ Course | My home- based business
- ♦ Best Practice | Good Practices on Home- Based Businesses
- ♦ Case study | Claudia Pilat – Entrepreneur in Tourism, Guesthouse. Christiana Island (insulachristiana.com), Cristian Village, Sibiu County- Romania

- ♦ Course | Female entrepreneurship
- ♦ Best Practice | MARELLA NATURAL Ltd
- ♦ Case study | Etno art Pavlović

- ♦ Course | Women leadership
- ♦ Best Practice | Good Practices on Women leadership
- ♦ Case study | Roxana- Larisa Haja – Entrepreneur, Cluj- Napoca County, Romania

- ♦ Course | Access to finance
- ♦ Best Practice | Enterprise Ireland Action Plan for Women in Business
- ♦ Case study | Female Founders and their Key to Success

- ♦ Course | Sharing Economy
- ♦ Best Practice | OLIO - A Female Food Sharing App
- ♦ Case study | Nughedu Welcome – Social eating for rural development





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RECRUITMENT AND ENROLLMENT STRATEGIES

Attracting and Enrolling Participants

Communication with target groups and potential attendees has been managed through e-mail and social networks or associates. In order to recruit the target groups, several national associations were contacted by e-mail, informing them of the date, characteristics and objectives of the training. It is as easy as providing the link to participate in the online training.

Targets are mainly women and training operators interested in entrepreneurship, self-employment and reentering the labor market.

EFFECTIVE CLASSROOM MANAGEMENT

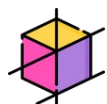
Managing Training Environments

Training contents have been used both in face-to-face and online sessions. The official PPTs were used and the trainers explained contents using PPTs and other online materials to show the applicability and relevance of presented concepts.

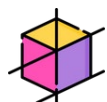
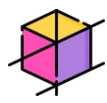
Contents can be further translated and localized to any other language as they have been elaborated in a pan-European perspective.

Trainees can also be invited to explore further the training material or test their knowledge through the online self-assessment tests by accessing the WIDE platform at www.wideproject.eu.

Adult learners tested were quite motivated about the usefulness of the contents presented. In general, all contents were considered useful and interesting, highlighting the quality of valuable tools for business development and management. We also noted the interest of the adult learners through their questions and comments during the course. In general, all the comments were quite positive.



All adult learners were happy to know that they could access the platform to follow other courses in addition to the ones presented to increase their knowledge.





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Brainstorming sessions were held at the end of the course collecting suggestions and ideas, reading out loud the questions from the feedback form template which proved to be extremely useful to create an interactive and motivating atmosphere.

The students felt that the contents of the training were mainly practical. They considered that it met their current needs.

One of the most positive aspects is that the training contents were adapted to a basic level of knowledge; This is considered advantageous to keep the attention on the training, not disconnect.

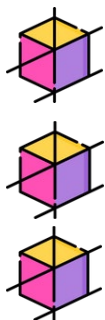
The length and arrangement of the units were considered adequate. It encourages active learning.

Participants liked the number of courses, the variety of content, the availability of all the material in 6 languages and the possibility to download the courses.

FINAL RECOMMENDATIONS

Optimizing Training in Diverse Operational Settings

- It is interesting to use social networks to reach as many interested parties as possible.
- It is useful to combine the training material with additional real live examples to show the usefulness of the concepts learned in the real world.
- The length of training session can be adapted to the needs of the training provider by using one or more modules, one or more case studies or best practices, one support or another.
- It might be interesting to include some ice-breaking activities at the beginning to foster users' participation in face-to-face settings.
- It might be nice to include practical activities or tips. For example, create an essential website or a blog or design an online presence campaign.





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