Good practice 1 - Austria

GENERAL INFORMATION

Title	**DEEP Project - Digital Entrepreneurship for Employability Paths**
Country	EU Project funded by Erasmus+ Programme
Type of initiative	Interdisciplinary training programme
Training Provider/Actors involved	CASE – Center for Social and Economic Research is an independent, non-profit economic and public policy research institution established in 1991 in Warsaw; CTS Customized Training Solutions highly specialized trainings for people in the IT industry; IDP European Consultants with branch offices in Italy and in Brussels; IHF, INSTITUT DE HAUTE FORMATION AUX POLITIQUES COMMUNAUTAIRES ASBL, a non-profit organisation established in Brussels; Internet Web Solutions is a leading provider of information technology (IT) and engineering services based in Málaga; Law and Internet Foundation is a Bulgarian NGO & Research centre which supports and performs applied studies and scientific researches; and Mindshift is a start-up HR Consultancy established in 2017 in Lisbon, with a strong focus on digital-based solutions. DEEP is a Project co-funded by the Erasmus+ Programme of the European Commission involving seven Partners from six countries (Poland, Portugal, Italy, Belgium, Spain and Bulgaria). Licensed under Creative Commons Attribution-NonCommercial 4.0 International (CC-BY-NC)
Duration of the training	Individual duration: The courses are structured in a modular format allowing trainers to use the contents according to their training needs and learning contexts. Trainers can easily adapt and combine parts of the different courses to achieve specific objectives
Date/Year	2019-today
Geographical coverage	The DEEP training courses are available in six languages: Bulgarian, English, Italian, Polish, Portuguese and Spanish

Source	https://project-deep.eu/
Motivation/Selection Criteria:	The main aim of DEEP is to improve the chances for professional success of VET students with different backgrounds by developing not only their entrepreneurial skills (or knowledge), but also their digital skills. One of the innovative features of the DEEP project is that it teaches these skills in an integrated and interdisciplinary manner, unlike their separate treatment in the curricula of state education in most European countries.

METHODOLOGY AND CONTENT INFORMATION

Training aim/objectives	The DEEP courses are focused on boosting the digital competences of VET students by nurturing their entrepreneurial and digital skills and talent for enhanced employability. The courses cover the following thematic areas: ● Digital skills for build and position start-ups branding ● Identifying and extrapolating digital skills applied to entrepreneurial ideas ● Digital Communications ● Guidance and direction towards Digital Entrepreneurship ● Fundamentals of Digital Entrepreneurship
Target population/beneficiary	● VET students and trainers
Training topics	The proposed training path is composed of six independent courses:

	• Basics of digital entrepreneurship for business competitiveness Boosting and nurturing digital culture in the development of entrepreneurship (part 1 & part 2) • Branding for digital entrepreneurship • Competencies and skills for entrepreneurship in digital environment • Digital communication • IT and digital solutions for digital entrepreneurship (level 1 & level 2)
Mode of delivery	The courses modular format allows it to be implemented using any training method - face-to-face, e-learning, blended format, or self-directed learning
Short description of the practice	The programme is structured in the following modules and units: BASICS OF DIGITAL ENTREPRENEURSHIP FOR BUSINESS COMPETITIVENESS Unit 1: ICT and digital solutions for business competitiveness Unit 2: Novel technological trends for business Unit 3: EU funding opportunities BOOSTING AND NURTURING DIGITAL CULTURE IN THE DEVELOPMENT OF ENTREPRENEURSHIP part 1 Unit 1: Adapting the business model to the online environment Unit 2: Building a user-friendly business Unit 3: Selection of tools for remote working BOOSTING AND NURTURING DIGITAL CULTURE IN THE DEVELOPMENT OF ENTREPRENEURSHIP part 2 Unit 1: Remote working Unit 2: Role of a home office in remote working Unit 3: Tools and methods to manage yourself over time

Unit 4: Clouds characteristics
Unit 5: Virtual (geographically dispersed) teams

BRANDING FOR DIGITAL ENTREPRENEURSHIP
Unit 1: The ABC of branding
Unit 2: Digital branding for start-ups: how to start?
Unit 3: Starting your start-up branding strategy: telling your story
Unit 4: Go further with your branding strategy
Unit 5: Case studies

COMPETENCIES AND SKILLS FOR ENTREPRENEURSHIP IN DIGITAL ENVIRONMENT
Unit 1: Business and organisation in IT Ecosystem
Unit 2: Value chain in digital markets
Unit 3: Basic competencies and skills for leaders in digital entrepreneurship
Unit 4: Managing your digital business: e-Commerce opportunities
Unit 5: Case study

DIGITAL COMMUNICATION
Unit 1: The basics of digital communication
Unit 2: Pros and Cons of digital communication
Unit 3: What do you need for an effective digital communication?
Unit 4: Importance of establishing and maintaining a network within digital environment

IT AND DIGITAL SOLUTIONS FOR DIGITAL ENTREPRE-NEURSHIP level 1
Unit 1: Informal financing: Business Angels and Crowdfunding
Unit 2: Business incubator vs business accelerator
Unit 3: ICT and social media

IT AND DIGITAL SOLUTIONS FOR DIGITAL ENTREPRE-NEURSHIP level 2
Unit 1: ICT tools for financial management

	Unit 2: ICT Tools for business management Unit 3: ICT Tools for entrepreneurship promotion and start-up creation, for communication and branding See: https://project-deep.eu/training.php
Training tools	All DEEP courses are supported by didactic aids, such as videos, examples of case studies with practical examples and scenario-making activities. Each course has specific activities for final assessment focusing on the content provided in each module.
Impact and results	As a result of the testing and validation phase, partners engaged a total of 367 VET students, 11 trainers and seven representatives of the participating organisations in six different countries - Belgium, Bulgaria, Italy, Poland, Portugal and Spain. The feedback collected is summarised, and structured as guiding principle, tips and recommendations to support other VET providers in Europe when implementing and delivering the DEEP training courses. The guidelines also includes a collection of testimonials, in a format of case studies, of some of the participants from Bulgaria, Portugal and Spain.
Key takeaways for the development of the DigEnYou Curriculum	In principle, all training contents are well suited for the DigEnYou curriculum. The decision on this can only be made once the national reports have been completed and analysed.
Notes/ Further comments:	See also: DEEP_04_Guideline: https://project-deep.eu/pdf/DEEP_O4_Guidelines_for_future_training_EN.PDF

Good practice 2 - Austria

GENERAL INFORMATION

Title **Country**	**Youth Start Digital (Austria)** The learning program that Youth Start digital is based on was scientifically researched within the framework of the Erasmus+ project Youth Start – Entrepreneurial Challenges
Type of initiative	Interactive and modular learning environment designed to drive independent learning and the implementation of own ideas.
Training Provider/Actors involved	The Youth Start Entrepreneurial Challenges programme was developed in Austria. It is based on the TRIO model for entrepreneurship and the reference framework for entrepreneurship competences. The impact of the Youth Start Entrepreneurial Challenges programme on students was researched in the school years 2015/16, 2016/17 and 2017/18 in Luxembourg, Austria, Portugal and Slovenia. Approximately 20,000 students from 175 schools and 15 different school types were randomly assigned to experimental and control groups and interviewed.
	Based on this, Youth Start digital was launched in Austria. Youth Start digital is an interactive and modular entrepreneurship learning environment. Our content promotes independent learning and the implementation of own ideas.
	In addition to its use in schools, Youth Start digital is aimed at all people who are looking for support in implementing their ideas. In particular, people who are planning to start a business or are in the start-up phase.
	The development of Youth Start digital was made possible by the B&C Private Foundation. The project is being implemented as a cooperation between the Kirchliche Pädagogische Hochschule

	Wien/Krems and the Initiative for Teaching Entrepreneurship.

All learning modules as well as the online library are freely accessible online. |
Duration of the training	Individual duration: an interactive and modular learning environment provides learning material for "future entrepreneurs"
Date/Year	2020-today
Geographical coverage	Austria
Source	https://www.ifte.at/digital
Motivation/Selection Criteria:	Youth Start digital offers different modules that can be individually combined and inserted into courses on lms.at. In addition there is an online library freely accessible (after registration).

METHODOLOGY AND CONTENT INFORMATION

Training aim/objectives	The learning programme that Youth Start digital is based on was scientifically researched in the framework of an Erasmus+ project with almost 30,000 young people. The results show that it promotes initiative and entrepreneurship among young people and, in particular, strengthens the following competences and attitudes:

● Self-confidence (= belief in oneself)
● Dealing with uncertainty
● economic and entrepreneurial skills
● financial literacy
● planning competence and resource management
● Creativity
● Fundamentals of Entrepreneurship |

Target population/beneficiary	● Students, teachers, trainers and everybody interested in becoming an entrepreneur
Training topics	The interactive and modular structured learning environment is designed to drive independent learning and the implementation of own ideas. The main theme is economic literacy for future entrepreneurs. The individual modules are prepared interactively and contain numerous videos, checklists and interactive exercises. Great emphasis is placed on putting knowledge into practice. Currently (June 2023) there are 21 modules online available. We only list a few topics here: ● Develop a sustainable business model ● Project management ● Developing a business idea ● Clarifying legal issues ● From business model to business plan ● Team - people make ideas happen ● Bringing ideas to market ● Developing successful services ● Looking beyond the horizon ● When ideas fail - crisis management
Mode of delivery	The courses modular format allows it to be implemented using any training method - face-to-face, e-learning, blended format, or self-directed learning, preferably directly via the learning platform: Youth Start digital learning content is available free of charge at www.lms.at. After successful registration, you get access to all modules, which are divided into so-called e-books and contain numerous learning contents. You can combine selected modules in your own library, embed individual chapters in courses or compile tasks and exercises yourself. Updates of individual learning contents are automatically transferred to your own courses.

Short description of the practice	See intro video on YouTube: [(31) Youth Start Digital - YouTube](#) Youth Start digital offers different modules (e-books) with learning content for entrepreneurship and economic education! The individual modules can be combined individually and inserted into courses on lms.at free of charge! Besides e-books, there are also many other practical tools and case studies. As described above, there are currently 21 modules available and more are to be developed. In addition, (currently 7) YouthStart Challenges are offered, such as the Empathy Challenge, Challenge on Legal Issues or the Business Idea Challenge. There is also a toolbox that includes (currently 23) tools and guides.
Training tools	In addition to the content presented abote, there is also a toolbox that includes (currently 23) tools and guides.
Impact and results	The learning programme that Youth Start digital is based on, the project Youth Start – Entrepreneurial Challenges, was scientifically researched in the framework of an Erasmus+ project with almost 30,000 young people.
Key takeaways for the development of the DigEnYou Curriculum	All training contents are well suited for the "business parts" of the DigEnYou curriculum. The decision on this can only be made once the national reports have been completed and analysed.
Notes/ Further comments:	All training content is available only in German.

Good practice 3 - Austria

GENERAL INFORMATION

Title Country	**Digital Marketing - Austria**
	WIFI, the Wirtschaftsförderungsinstitut, offers numerous courses on the topic of digitalisation. These courses are cost-intensive, but there is often the possibility of funding for young people. The WIFI offers information about this on its own website: https://www.wifiwien.at/kurs/26161x-digital-marketing-kompakt. In Austria, we would like to explicitly point out this possibility, as specific training for "digital entrepreneurs" is only offered at universities and universities of applied sciences in Austria. As a third example of good practice, we would like to briefly present one course, which is relevant for DigEnYou curriculum. There are many more.
Type of initiative	Course for a sound and fundamental know-how in digital marketing.
Training Provider/Actors involved	Wirtschaftsförderungsinstitut (WIFI) Possible funding bodies: ● AK Wien Initiative Digi-Winner ● AMS – Arbeitsmarktservice ● Arbeiterkammer ● waff - Wiener Arbeitnehmer:innen Förderungsfonds https://www.wifiwien.at/artikel/197-foerder-und-steuer-tipps

Duration of the training	56 Learning Units; evening sessions within two months
Date/Year	2023
Geographical coverage	Austria
Source	https://www.wifiwien.at/kurs/26161x-digital-marketing-kompakt
Motivation/Selection Criteria:	We have chosen this course as a good example to show that young entrepreneurs should check this type of offer. Since there is the possibility of funding, the future young entrepreneurs can at the same time deal with the funding landscape and gain their first experience in this field.

In terms of content, this course covers a central topic of our DigEnYou curriculum. |

METHODOLOGY AND CONTENT INFORMATION

Training aim/objectives	In this course, participants acquire a sound and fundamental know-how in digital marketing. The training covers all the important sub-areas of digital marketing, with a focus on the easy applicability of the imparted knowledge in practice. With practical exercises in a workshop and a short final paper on a topic-related task of own choice, the participants deepen their digital knowledge and can use it straight away in their professional lives.
Target population/beneficiary	● Students, Jobseekers and everybody interested in the theme
Training topics	The blended-learning course is delivered by digital marketing experts from the field. Here is the main content:

● Digital Marketing at a glance |

	- Market overview - relevant figures - data & facts - context - Website - Design criteria - Search engine optimisation - Search engine marketing - E-commerce - Online Shopping - Conversation Optimisation - Analytics - Multi- and Omnichannel Marketing - Digital channels in the context of classic marketing - Email and newsletter marketing - Tools, success criteria - Legal basics - DSGVO, Telecommunications Act - Social media - Basics - Channels - Marketing Tools - Content marketing - Design of communication - Storytelling - Gamification - Added content - Online & Mobile Advertising - Display Advertising - Programmatic Advertising - Digital Signage - Apps - Mobile Advertising - Basic possibilities - Examples of success - Integrated Communication Workshop - Practical examples
Mode of delivery	Blended-learning course
Short description of the practice	After the training: - the participants will have a sound insight into the current state of the art in digital marketing - know the possibilities and tools in digital marketing and be able to use them in practice - you will be able to better assess the opportunities and risks of different tools - know that they do not have to be able to do everything themselves (e.g. design a website), but

	- have a basis for deciding which success criteria are important in which context - have taken the first step towards a professional use of digital marketing
Training tools	Blended-learning Curriculum
Impact and results	The training covers all important sub-areas of digital marketing, with a focus on the easy applicability of the knowledge imparted in practice. With practical exercises in a workshop and a short final paper on a topic-related task, the participants deepen their digital knowledge.
Key takeaways for the development of the DigEnYou Curriculum	The structure of the training content is well suited for the DigEnYou curriculum. We do not have access to the learning materials.
Notes/ Further comments:	As mentioned above, the point of this example is to show that courses of this kind can be interesting for our target group and that there are funding opportunities.