



THE SMART JUMP LEARNING MODEL

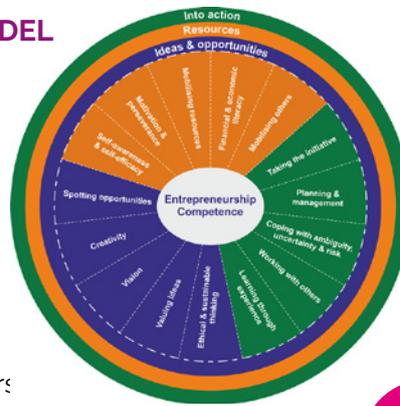
The Smart Jump consortium structured a learning model for the development of entrepreneurial skills **for women and young entrepreneurs** and **start-uppers** who are active or have entered the creative industries sector. Main goal of the model is to propose an innovative learning offer for an inclusive approach to entrepreneurship and intrapreneurship in the field of creative industries.

The Smart Jump learning model has been tested in two **Blended Training Activities**, respectively in Italy and Sweden. Each training activity has been structured foreseeing an **in-class physical training mobility abroad** and **two distance webinars: an introductory and a follow-up one**.

MAIN CONTENTS OF THE SMART JUMP LEARNING MODEL

The Smart Jump learning model includes the key transversal competences to all types of entrepreneurship in the identified at European level in the EntreComp Framework.

In detail The Smart Jump learning model focuses primarily on **two core contents** identified as strategic for the strengthen of the creative entrepreneurs:



■ Gender specific tools for an inclusive entrepreneurship

A) Gender observations: by observing gender and diverse aspects and differences the tool explores ring to life differences in how women and men act and react in everyday interaction. interactions.

B) Critical Incident Technique: is a technique for collecting observations on human behaviour to identify a particular event that somehow has been critical, either positively or negatively.

C) Personas: personas are fictional descriptions of a person whose goals, feelings, perceptions, experiences, etc. are relevant to the work group it is designed for. It is a design method to make the design team emphasize user experiences.

■ Brand value management



SMART JUMP INNOVATIVE TRAINING PARTICIPANTS

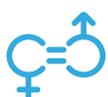
Young and women entrepreneurs active in the field of the creative industries from Italy, Sweden, Spain and Hungary, looking for:

INTERNATIONALISATION ■



■ MULTICULTURAL ENVIRONMENT

CREATIVITY AND ENTREPRENEURSHIP ■



■ GENDER EQUALITY

NETWORKING ■



INNOVATIVE TRAINING MODEL

The Smart Jump learning model not propose a traditional, classroom, teacher-centered training. The training is delivered by adopting a **participant-centered, fun-based and safe learning environment** as well as **peer-to-peer learning formats**.

The Smart Jump learning model sees the **combination and the intersection** of various active and creative learning methodologies and measures

Experienced trainers of the Smart Jump learning model

The Smart Jump learning model saw the involvement of experienced trainers on various key topics:



Creative Methodologies



CREATIVE AND INNOVATIVE COMPANIES & INCUBATOR IN SMART JUMP LEARNING MODEL

Creative & Innovative Company testimonials



WRAD
Sustainable fashion brand

METALCO
Street furniture Italian company



DRIVHUSET
Meeting place for people who want to develop business ideas and entrepreneurial drive



HERIZON
Spanish Disruptive Innovation and Creativity Agency for Companies

ZARAGOZA ACTIVA
Spanish public ecosystem of companies encourages entrepreneurship, creativity and innovation



LA COLABORADORA
Collaborative community hosted in Zaragoza Activa



DESIGN TERMINAL
Incubation Ecosystem for Creative Industries



MOVEXUM
Swedish Lean Startup Incubator



KAPTÁR
Hungarian coworking space of freelancers in the heart of Budapest





Join the Community! 

www.factoryofknowledge.net/smartjump



PARTNERSHIP



CONFINDUSTRIA
Veneto SIAV s.p.a.



WINNET
SVERIGE



INSTITUTO INTERNACIONAL
DE LA INNOVACIÓN, EL
CONOCIMIENTO Y LAS
COMPETENCIAS



ITL GROUP
YOUR GATE TO HUNGARY



REGIONE DEL VENETO

IAF INSTITUTO
ARAGONES DE
FOMENTO

Website: www.smartjump.eu

This project is co-funded by the European Union.

This project has been funded with support from the European Commission. This contents reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.