

**Erasmus + Programme
KA2 Strategic Partnership
Cooperation for innovation and the exchange of good practices – VET field
Project n°. 2015-1-IT01-KA202-004745, CUP Code: G76G15000440006**

SMART JUMP - Smart entrepreneurial skills for Creative Industries: an inclusive perspective

CALL FOR APPLICATION FOR THE SELECTION OF PARTICIPANTS

This is an open call to partake to Blended Training Activities within the framework of the Erasmus+ Programme. In the context of the Erasmus+ Programme Call for Proposal 2015 — EAC/A04/2014 (EU Regulation no. 1288/2013 of the European Parliament and of the Council of 11th of December 2013), it has been approved the project “SMART JUMP – Smart entrepreneurial skills for Creative Industries: an inclusive perspective” (n°2015-1-IT01-KA202-004745 - CUP Code: G76G15000440006).

The above-mentioned project foresees training activities addressed to:

- start-uppers;
- female/young entrepreneurs and SMEs from creative industries and manufacturing sectors;
- practitioners skilled in innovation, creativity and technological transfer;
- VET providers professionals of the SMART JUMP partnership consortium.

The organisations managing the Call are the following:

ORGANISATION	COUNTRY	ADDRESS	WEBSITE
Confindustria Veneto SIAV S.p.A.	IT	Via Torino 151/C 30172 Venezia Mestre	www.siaav.net
Fondazione CUOA	IT	Via Marconi 103 36077 Altavilla Vicentina	www.cuoa.it

More detailed information on the project goals and achievements are available on the Erasmus+ Programme Dissemination Platform VALOR: <http://ec.europa.eu/programmes/erasmus-plus/projects/eplu-project-details-page/?nodeRef=workspace://SpacesStore/1553e73e-9c44-49e0-bc02-b0b8171aed85>

PROJECT OUTLINE

The SMART JUMP project (1st of October 2015 – 1st of April 2018), aims at strengthening the links between training and labour environments, through the improvement of the training offer (with a reduction of gaps of specific skills for entrepreneurship and intrapreneurship) and the support to the governance system referring to education and training. Accordingly, the project intends to enhance the quality of the training offer linked to the entrepreneurship and intrapreneurship of women and young entrepreneurs who are active or have entered the Creative Industries sector.

More in detail, by applying the Quadruple Helix model developed in Sweden by WINNET and the Women Resource Center, the project aims at fine-tuning the training offer at local level with the National/regional strategies of development for growth and innovation in Italy, Spain, Hungary and Sweden.

The project envisages achieving the above-mentioned goals through the implementation of Blended Training Activities, combining short-term in-class training with distance learning, in order to enhance transnational skills for creativity and innovation.

The training activity topic is “**BRAND VALUE MANAGEMENT**”, transferring to participants’ knowledge and tools to design an effective and customised marketing and communication strategy for their businesses or business ideas. Participants will therefore understand how to properly manage and valorise their personal and/or corporate image and brand.

Learning activities will be structured on the basis of a transnational peer learning approach through **in-class physical training activity** and two **distance webinars**.

Main goals of the Training Activities foreseen are:

- supporting creative enterprises to strengthen and value their brand at an international level;
- setting up a multicultural working environment with partners and professionals from Italy, Sweden, Spain and Hungary to improve the way creative enterprises face international markets;
- developing international networks by implementing innovative - creative methodologies and getting in contact with testimonials of best companies in the Creative Industries sector.

ART. 1 – BLENDED TRAINING ACTIVITIES ENVISAGED

The SMART JUMP project foresees a Training activity in ITALY at Fondazione CUOA.

The Blended Training Activity (SP-VET-BLEND) is structured as follows:

Total duration → 5 days of activity:

- 1 day of distance learning on the planned topics, aimed at preparing and homogenizing the group of selected participants;
- 3 days of in-class activity at Fondazione CUOA premises;
- 1 day of distance learning, designed to gather feedbacks from participants on the activities carried out and subsequent follow up.

For a detailed description of the Blended Training Activity structure and contents, please see Annex B attached to the Call for Applications.

ART. 2 - ADMISSION REQUIREMENTS AND ELIGIBILITY CRITERIA

VET LEARNERS:

Women/youth people:

- intending to develop business opportunities in the Creative Industries sector;
- who have already launched a business or a start up in the Creative Industries sector;
- entrepreneurs active in the Creative Industries, manufacturing companies and SMEs who need a reinforcement of their communication/marketing strategies and/or of their personal/corporate image.

VET STAFF:

Internal staff member of Confindustria Veneto SIAV S.p.A. and Fondazione CUOA.

THE NUMBER OF PLACES AVAILABLE IS 8.

EACH PARTICIPANT MUST HAVE AN ENGLISH COMMON EUROPEAN FRAMEWORK OF REFERENCE FOR LANGUAGES (CEFR)¹ LEVEL OF B1 OR SUPERIOR.

ART. 3 - HOW TO APPLY

In order to apply to this Call, please submit your application (in digital format only), to Confindustria Veneto SIAV S.p.A. or Fondazione CUOA.

You must include:

- Curriculum Vitae Europass Format. The CV must report your level of knowledge of the English language according to the Common European Framework of Reference for Languages (CEFR) framework;²
- Participation Form (Annex A to the Call for Applications), duly filled in, signed and dated.

The email address per each Contact Organisation to which submit your application are the following:

Contact Organisation	Contact Person	Email address
Confindustria Veneto SIAV S.p.A.	Ms. Celina Solomon Ms. Chiara Cortese	area.progetti@siav.net
Fondazione CUOA	Ms. Elisa Peruzzi Ms. Alessia Buzzi	elisa.peruzzi@cuoa.it alessia.buzzi@cuoa.it

In case you need further assistance in applying to the Call or more detailed information about the project and the training activities, please write an email to the contact above-mentioned.

APPLICATIONS MUST BE FULFILLED AND SUBMITTED BY 18:00 (CET TIME) ON 05.05.2017, UNDER PENALTY OF EXCLUSION.

¹ http://www.coe.int/t/dg4/linguistic/cadre1_en.asp

² CV Europass format Model is available at the following link:
<http://europass.cedefop.europa.eu/documents/curriculum-vitae/templates-instructions>

To be considered valid, all candidates must submit their applications using the online procedure as referred to in the above paragraph.

Do not wait until the due date to apply! If you find you are missing some documents/information or have problems with internet connection you might not succeed in applying just in time.

Incomplete applications and applications lacking the compulsory eligibility criteria shall not be considered valid.

Confindustria Veneto SIAV S.p.A. and Fondazione CUOA reserve the right to request additional information and/or integration.

Confindustria Veneto SIAV S.p.A. and Fondazione CUOA may extend the deadline or reopen the Call for Applications, if necessary.

Any further communication about this Call will be published on the website of Confindustria Veneto SIAV S.p.A. and the project website www.smartjump.eu.

ART. 4 - SELECTION PROCUDERES

Valid Applications will be evaluated by Confindustria Veneto SIAV S.p.A. and Fondazione CUOA on the basis of the compulsory documentation attached to the Participation Form. Hereafter the evaluation criteria applied:

Coherence of the professional profile with the training contents foreseen on the basis of the CV Europass submitted (see art. 3)	max.15 point
English Common European Framework of Reference for Languages (CEFR) level of B1 or superior	At least B1

In case of a large number of application, candidates under the age of 35 will be privileged.

The publication of the final evaluation results will be published online on the website of Confindustria Veneto SIAV S.p.A. and the project website www.smartjump.eu at least 1 weeks ahead the start date of the activities (the 18th of May 2017).

In detail, Confindustria Veneto SIAV S.p.A. and Fondazione CUOA will publish online the list of selected applications and a reserve list (if any).

The online publication of the results is equivalent to notification in all respects for the purpose of convening the evidence, if any.

ART. 5 - ENROLMENT INFORMATION

Further details on the enrolment and the detailed organization procedures of the Blended Training Activity will be available after the selection phase end and will be communicated by Confindustria Veneto SIAV S.p.A. and Fondazione CUOA in due time.

Candidates intending to withdraw must do so by an email communication within three working days from the date of publication of the results, due to organizational reasons. Candidates failing to send via mail the withdrawal notice within three working days will be considered to have withdrawn in any case.

In case of withdrawal by candidates, their places could be reassigned to the following Candidate included in the Reserve List (if any).

Candidates concerned will receive an email offering them a place. They must accept within three working days by following the same procedure as above.

ART. 7 – RECOGNITION OF THE LEARNING OUTCOMES

Learning outcomes formal recognition will be ensured by the issue of a:

BEFORE THE START OF THE BLEND TRAINING ACTIVITY

- Learning Agreement/Work Programme signed by the Sending Organisation, the receiving Organisation and the Participant.

AT THE END OF THE BLEND TRAINING ACTIVITY

- SMART JUMP Certificate of Attendance;

ART. 8 - CONTACTS

Any further communication about the Call will be published on the website of Confindustria Veneto SIAV S.p.A. and the project website www.smartjump.eu.

For any request of further information or clarification about the Blended Training Activity contents and the application procedures, please contact via mail the Contact Persons above listed (see art. 3 – How to apply).

ART. 9 PERSONAL DATA MANAGEMENT

We inform you that Legislative Decree. n. 196 of 30 June 2003 ("Law regarding the protection of personal data") provides for the protection of persons and other subjects regarding the processing of personal data. According to the law, the personal data management will be based on principles of correctness, lawfulness and transparency and the protection of your privacy and your rights.

The personal data provided by the candidates will be collected by Confindustria Veneto SIAV S.p.A. for the purposes of the Call for Application management and will be treated according to the current legislation. Confindustria Veneto SIAV S.p.A. undertakes to use the personal data provided by the candidate only for performing the selective procedures. Participation in the call involves, in compliance with the principles set forth in the aforementioned law, the expression of consent that the personal data of the candidates will be published online and made public.

Data concerning your person will be managed by Confindustria Veneto SIAV S.p.A. and will not be communicated to third parties. You can exercise the rights referred to the art. 7 Legislative Decree no. 196/2003: Confirmation of the existence of the data, origin, purpose, update, cancellation, right of opposition. in order to exercise these rights you have to contact the Data Processing Manager, Mr. Stefano Miotto (area.progetti@siav.net, Confindustria Veneto SIAV S.p.A. Via Torino 151/c 30172 Venezia Mestre).

ANNEXES

Annex A – Participation Form

Annex B – Blended Training Activity Structure