

GUIDEBOOK

EU-REKA: Developing self-employment opportunities for vulnerable adults facing COVID19 consequences

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Recover through self employment!



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INTRODUCTION

The Covid-19 pandemic has been a huge problem for several countries around the world and its spread has led to catastrophic consequences in the health, economic and social fields. And it is precisely for these reasons that, through a co-financed project of the Erasmus+ program of the European Union, five partners from five different countries (Italy, Spain, Greece, Austria and the Czech Republic) have decided to engage in a transnational initiative called “EU- REKA: Developing self- employment opportunities for the vulnerable adults facing Covid19 consequences” to help those adults who have been affected by the employment crisis triggered by the Covid-19 epidemic.

In addition to wanting to increase the entrepreneurial skills of participants with fewer opportunities, thanks to different training sessions implemented with them in the involved countries, or give public and private institutions the possibility to improve the services offered to the community by replicating the learning outcomes, the final goal of the project was the creation of this " Guidebook " which can be disseminated free of charge to as many European citizens as possible and which contains all the general guidelines necessary for adults in difficulty.

Everything about the EU-REKA project has the aim of putting the European Union first by eliminating any type of discrimination and strengthening those employment skills in the field of self- employment, thus managing to provide adults with concrete entrepreneurial educational skills that are useful for their training



As already mentioned, the choice of theme was based on the difficulties that have been triggered by the Covid-19 pandemic, a real drama which, in addition to the health consequences, has led to the closure of many economic activities. The choice of the partner countries that took part in drafting the project was not accidental given that, according to Eurostat data, more than 2.7 million European citizens have lost their jobs due to Covid-19 with an increase of 52 % of long-term unemployed in Austria and a more than 2 percentage point drop in employment recorded in Spain at sunset 2020.

Furthermore, gross domestic product in the Czech Republic decreased by 5.6% in 2020, the worst figure since 2020. independence, with a drop in investments never recorded before. In Italy, the employment rate went from 68.3% in 2019 to 62.9% in 2020, decreasing overall by 0.9 percentage points compared to a European average of 0.6 percentage points.

Among the various European states, one of the few that has recorded a slight increase in employment is Greece, the fifth and last partner of the "EU-REKA" project, which has managed to limit the damage thanks to an internal growth plan which aimed 22% of European funds on the strengthening of digital services for professional growth.

The main purpose that derives from the dissemination of this guide lies in promoting free high-quality initiatives for self-employment especially where there is a lack of resources and possibilities, all aimed at reducing the unemployment rate by giving participants the basic tools to open their own business.





Project Partners



Italy for EU is a European non-profit organisation, which pursues social solidarity objectives and works in the fields of training, non-formal education, volunteering, sustainable tourism and youth. The organisation manages and organises projects to stimulate active citizenship, European mobility and youth exchanges by coordinating different types of vocational training courses and offering a counselling service for unemployed young people and the reintegration of young people into society.

Website: <http://www.italyforeu.org/>

Facebook: <https://www.facebook.com/ITALYFOREU/>

Mail: info@italyforeu.org



Since 2004 eFuturo is a Portuguese certified and specialized private organization that provides Vocational and Professional Training with a special focus on Adult Skills Development in the fields of Hospitality and Tourism, Health and Beauty Care, Entrepreneurship, Language Teaching, ICTs and Soft Skills. We have 3500 students / professionals in the whole national territory placed in the labour market, several of them abroad by Erasmus Projects. eFuturo works to promote and provide professional, training and personal development opportunities for adults and young people, especially those that need a new change to be employed or to upgrade their employability levels.

Website: <https://efuturoacademy.pt/>

Facebook: <https://www.facebook.com/efuturo.formacao>

Mail: info@efuturoacademy.pt





Our organization aims at reaching out and helping people who have lost the capacity to meet their basic needs by themselves (accommodation, food, health care, etc.), often even the capacity to ask for help and being in deep desperation. Such groups are, for example, street children, homeless individuals, unaccompanied minor refugees, isolated women, refugees with disabilities, unemployed without support, etc. With Greece remaining in a prolonged crisis, their numbers are growing; social marginalization is now hitting people who belonged to the well-off social groups until recently.

web : <https://kinonikoekav.gr/index.php/en/>
email : kinonikoekav@kinonikoekav.gr



RESTART PRO is a non-formal education organization founded by enthusiasts with diverse qualifications who want to use their experience, knowledge and professional network. The main aim of the organization is to provide high quality non-formal educational programs for youth and adults.

Although RESTART PRO is a relatively young organization, we have already cooperated with private entities, schools, town hall and employment office being able to demonstrate important achievements and results. We work closely with these subjects in providing trainings, creation of learning materials and frameworks for skills development.

Websites: <https://www.restartpro.cz>
Contact: info@restartpro.cz

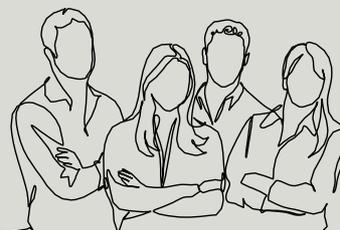




The Steirische Wirtschaftsförderung (SFG), a wholly owned subsidiary of the Province of Styria, positions itself as an initiator, supporter and promoter of the more than 60,000 companies in the province. The portfolio of activities includes promotion campaigns focusing on business start-ups, innovation, growth and further education as well as various financing programs with a focus on SMEs increasing entrepreneurial equity.

In addition to monetary resources, we provide expertise, training and coaching for our clients. Our special areas related to this call include the operation of funding programs for VET activities in SMEs as well as running initiatives to bring companies and providers (secondary and tertiary level) into exchange. Styria has 25 of Austria's 42 competence centers and one of the highest R&D ratios in Europe. In addition, the Styrian cluster and network strategy is considered an international brand of success with adult education training opportunities in different levels.

<https://www.sfg.at/>
networking@sfg.at





Countries Situation

ITALY

Analysis of the labor market situation

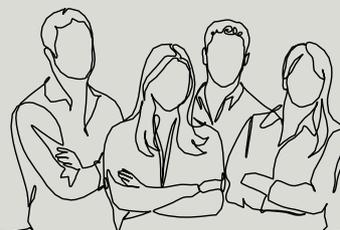
Following an unprecedented crisis due to the pandemic, Italy's recovery and resilience plan responds to the urgent need of fostering a strong recovery and making Italy, future ready.

The reforms and investments in the plan will help Italy become more sustainable, resilient and better prepared for the challenges and opportunities of the green and digital transitions. To this end, the plan consists of 132 investments and 58 reforms. They will be supported by € 68.9 billion in grants and € 122.6 billion in loans; 37.5% of the plan will support climate objectives and 25.1% of the plan will support the digital transition.

The transformative impact of Italy's plan is expected given a set of ambitious and mutually reinforcing reforms and investments, which address the specific challenges of Italy.

The reforms address bottlenecks to lasting and sustainable growth, while investments are targeted to fostering the digital and green transition as well as addressing social and territorial divides. All reforms and investments have to be implemented within a tight time frame, as the Regulation on the Recovery and Resilience Facility foresees, they have to be completed by August 2026.

The plan will foster economic growth and create jobs. It is expected to lift Italy's gross domestic product by 1.5% to 2.5% by 2026. This boost to the economy is set to bring up to 240 000 people into jobs. Italy will benefit significantly from the Recovery and Resilience Plans of other Member States, for instance through exports. These spill-over effects account for 0.3 percentage points of gross domestic product in 2026. This demonstrates the added value of joint and coordinated action at the European level.



Good practices of supporting employment during Covid-19

1. Government decree-law called “Cura Italia”.

It has identified four main areas of action to mitigate the impact of the shock caused by the COVID-19 epidemic. In this case the Government’s efforts have been aimed at preventing the effects of the pandemic on the real economy from being transferred to families, especially focusing on the safety of the population with a significant budget designed to strengthen the health system at this time of emergency.

2. Government decree-law called “Decreto Rilancio”.

It allocates an additional 155 billion to start the so-called “Phase 2 of the Italian economy” that will face the unprecedented crisis triggered by the Covid-19 pandemic and support the recovery of the country. In particular, more than 130 billion are allocated to provide liquidity and support to work and the economy through relief measures for companies with grants, contributions for rents and bills, the payment of debts of the Public Administration, measures to help the self-employed, seasonal workers, craftsmen and tradesmen and the introduction of measures to help carers.

3. Economic helps from Bolzano Province (Trentino Alto-Adige region).

The Autonomous Province of Bolzano pays contributions to cover the fixed costs incurred by the activities most affected by the consequences of the state of emergency caused by the pandemic. The only requirement is to carry out the company in the province of Bolzano, and the allowed activities to receive the economic help are: gym and companies who make dance, yoga, pilates and similar classes, travel agencies, nightclubs, companies who make events and manifestations, private bus companies.



GREECE

Analysis of the labor market situation

Greece has a long history of unemployment. After the 2008-2009 economic crises unemployment rates peaked in 2013 at almost 28 %. Since that day, Greece's unemployment rates have shown great reduction, even during the covid-19 pandemic. However, when comparing with fellow European countries, in many cases, unemployment rates are more than double.

The Great Resignation was introduced as a term in 2021 to describe the record number of people that have left their jobs since the beginning of the pandemic. After an extended period of working from home with no commute, many people have decided their work-life balance has become more important to them.

If we examine how the great resignation is affecting Greece, we can observe that it does not strictly follow the initial movements ideas. In Greece we identified a shift in the type of occupation rather than a complete resignation. Furthermore, the numbers are a bit affected by the fact that during the pandemic many people that were placed in economically vulnerable occupations got early retirement.

Good practices of supporting employment during Covid-19

Good practice 1 – Working remotely.

Similarly, to most of the countries in the EU, Greece adopted working remotely as the primary strategy to overcome the effect of covid on employability. The ministry of Labor introduced legislation stating that 50% of the staff would have to work remotely. This decision provided workers the opportunity to continue working on their existing positions while being able to keep safe of potential infection.

Good Practice 2 - Supporting Family business.

Family business is considered to be the backbone of Greece's economy and culture. 80% of Greek companies are characterized as family businesses and they currently employ 50% of total workers. These are impressive percentages. Covid 19 was a great challenge for family businesses that came unexpectedly right after the long effect the great recession of 2009 had on our economy. However, the structure of the family business allowed them to survive. Statistics showed that family businesses made the right choices throughout the pandemic and prioritized their workers in contrast to cutting costs.

Good practice 3- online modernization of the public sector.

Gov.gr was launched on 21. 3. 2020, simultaneously with the Covid-19 wide spreading. Through the single digital platform gov.gr, implemented by the Ministry of Digital Government, citizens and businesses can find the digital services they want quickly and easily. The platform launched at the time it was most needed. Gov.gr in combination with remote working allowed workers to be able to proceed with their tasks in a sustainable manner without having to engage in unsafe gatherings and cues and gave them the chance to avoid complicated policies and procedures.



AUSTRIA

Analysis of the labor market situation

In February 2020, there were the first confirmed cases of Sars-Cov-2 infections in Austria. Shortly afterwards - in mid-March 2020 - the federal government published drastic measures to contain the virus.¹ Specifically, entry from Italy was forbidden at that time because the number of infections in the neighboring country was already significantly higher. Austrians who travelled home from Italy had to observe a two-week quarantine. Over the next few months and years, further entry bans were imposed. In addition, schools, technical colleges, and universities were closed or switched to virtual teaching. Events in the private and professional sectors have been banned for a long time. Social contacts had to be reduced to a minimum, including being restricted to household members in several lockdowns that lasted a few months.

Effects on the labor market Within a few days, a completely different picture emerged on the Austrian labor market in March 2020. From mid-March to the end of March 2020, 193.829 people became unemployed because of the Corona crisis. This corresponds to a growth of over 62 %.

Good practices of supporting employment during Covid-19

In Austria, there are four main types of financial support for starting a business. In Styria there are two further grants and two financing programs from the SFG. Companies that are founded in Graz, the Styrian capital, have the opportunity for two further grants. In total, 30 grants are available in Austria and Styria to support companies, employees and founders in overcoming corona-related difficulties or unemployment. In Styria there are a total of twelve different initiatives that support people before, during and after founding a company.

1. Good practice: Short-time work.

Aim of the measure: The aims of Corona short-time work are to secure jobs and maintain the liquidity of companies by reducing labour costs in the short term.

2. Good practice: funding Start!Klar.

Aim of the measure: The aim of this funding, which is processed by the SFG for Styrian companies, is the financial support of founders. This support reduces expenses at the beginning of entrepreneurship. The funding Start!Klar is processed by the SFG for entrepreneurs who are either founding a company or taking over a company for the first time. It is therefore a financial support for the expenses of founders.

3. Good practice: WE! Women's Entrepreneurship.

Aim of the measure: The WE! Women's Entrepreneurship initiative has existed since 2018 with the aim of increasing the number of innovative female founders in Styria. The initiative is offered to women who set up their companies in economically strategically relevant sectors. In the years 2018 to 2020, women were supported in the fields of mobility, medical and environmental technology, creative industries and digital technologies in the pre-foundation phase and the first five years of entrepreneurial activity. In 2021, female founders from the trades and crafts sector were included in the target group, with a total of 20 women taking part in the coaching program.



SPAIN

Analysis of the labor market situation

In 2021 there were 776.478 more affiliates and 782.232 fewer unemployed registered in public offices, according to numbers from the Ministries. The employment numbers were not so high since 2005. The unemployment numbers have been decreasing for 10 consecutive months already, mostly because of the lifting of the restrictions, the progress of the vaccination and the improvement in consumption thanks to the disbursement of accumulated household savings. In February 2020, the last month before the economic impact of covid-19, there were 19.250 members and 3.246 unemployed. Registered unemployment also reflects this recovery and is not far from falling below the 3 million mark. Unemployment has now fallen for 10 months, the longest period in the historical series, and December ended with 76.782 fewer unemployed thanks to the pull of the services sector, closing the year with the lowest figure for that month since 2007. Registered unemployment also reflects this recovery and is not far from falling below the 3 million mark. Unemployment has now fallen for 10 months, the longest period in the historical series, and December ended with 76.782 fewer unemployed thanks to the pull of the services sector, closing the year with the lowest figure for that month since 2007.

Good practices of supporting employment during Covid-19

1. Good practice: Madrid's strategy for the employment.

The State of Madrid has a lot of undergoing programs to help the community re-enter the labour market. It's a plan of 3 years (2021–2023) in which they developed more than 40 initiatives and 20 different programs divided by group of profiles, like: young people, people with disabilities, people out of the labour market for a long period, etc.

2. Good practice: ENDITA: 2022–2027.

The program NATIONAL STRATEGY TO PROMOTE SELF-EMPLOYMENT (ENDITA) is an initiative from Spain's Ministry of Employment and Social Economy that has the objective of promoting the self-employment as it's of main importance for the economy recovery from the pandemic.

3. Good practice: Yes, we coop – FAECTA.

Free technical and corporate advice to create a cooperative. Among the general services they provide are those related to specialized legal and technical advice, the business development of cooperatives, continuous training and the defence of the interests of cooperatives before the Administration.

4. Good practice: FUNDAE - State Foundation for Job Training.

Fundae's functions are established by law and are included in an annual action plan.



CZECH REPUBLIC

Analysis of the labor market situation

The first three cases of covid-19 in the Czech Republic were confirmed by testing on Sunday, March 1, 2020, and in the following days considerable media attention was paid to the newly discovered cases.

During the first year of covid-19, shutdowns of various parts of the domestic economy and other anti- pandemic measures were introduced, which resulted in an unprecedentedly deep drop in GDP. Of course, the domestic labor market did not avoid a certain deterioration either, which, however, remained in relatively solid condition compared to initial fears. The slump in economic activity was not reflected in a significant increase in the unemployment rate.

What was behind the better-than-expected development of unemployment? First, there was no spillover of the entire decline in employment into unemployment. Part of the former workers (e. g. women with part-time jobs) left the labor force, which led to a decrease in the rate of economic activity of the Czech population.

Government measures to maintain employment (especially the so-called Antivirus program) also played a role in maintaining a low level of unemployment or mitigating the decline in employment.

Good practices of supporting employment during Covid-19

1. Good practice: Government support program Antivirus – support of the employment.

Ministry of Labour and Social Affairs has launched already 1st of April 2020 a new program called Antivirus as a reaction on negative consequences of Covid-19 pandemic on companies' employment. The goal of the scheme was the partial or full compensation of the wage costs to the companies during the period of obstructed work to avoid job reductions. No matter if it was an obstacle to work on the side of the employee (ordered quarantine) or the employer in connection with government measures related to the spread of COVID-19.

2. Good practice: Compensation bonuses - support of the employment.

Later from October 5th, 2020, there was launched a next wave of financial government compensations. Except companies there were supported also other economic subjects to keep the employment in the period of covid-pandemic. It was aimed to following groups: self-employed people, persons - partners of the company with limited liability established for profit, persons employed on limited contract agreements.

3. Good practice: National Recovery and Resilience Plan - support of European Recovery and Resilience Facility (RRF).

Document submitted at European Commission on 1st of June 2021 is next following step how to recover from the Covid crisis. One of the main six pillars is the pillar education and labour market (the Plan includes also other 5 pillars such as: digital transformation, green transformation and physical infrastructure, R&D and innovation, public administration, and health).



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Training Sessions

The sessions took place between January and April 2023. Each partner allocated the sessions according to their own schedule. The learning sessions aimed at adults between 30 and 45 years old looking for work and business opportunities. The goal of the sessions was to provide information and tools to adults and help them understand the mechanics of self-employment. In summary, those sessions focused on the current employment situation in Europe, the creation of a business canvas, business plan development, funding opportunities and group stimulation.



1. 1ST TRAINING SESSION

In the first part will be done a general presentation of the European situation and good practices collected by all the partners participating in this project. Then, an evaluation of students' ideas will take place. Some of their skills will be analyzed, and they will be asked what they would like to develop in their life, what need meets their idea etc.

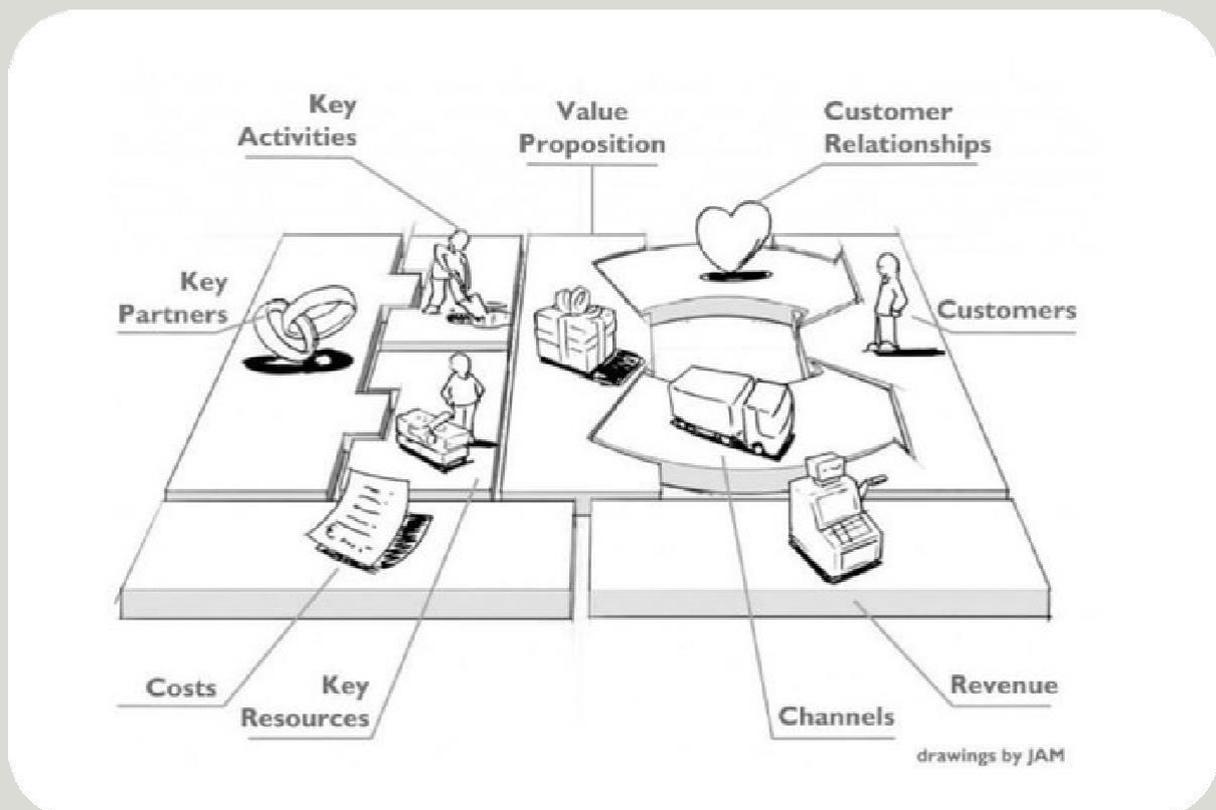
The second part will evaluate their ideas. This is made by using the “Javelin Board” method to understand if a certain type of person suffers from a specific problem or has a need that is not satisfied. The Javelin board is one of the main tools to validate an idea and to discover and define

the link between the problem and its solution. It is a graphic whiteboard that allows people to concretize an idea experimenting and evaluating the problem with the eyes of the customer. At the end, they will be able to evaluate their ideas in a better way than before.

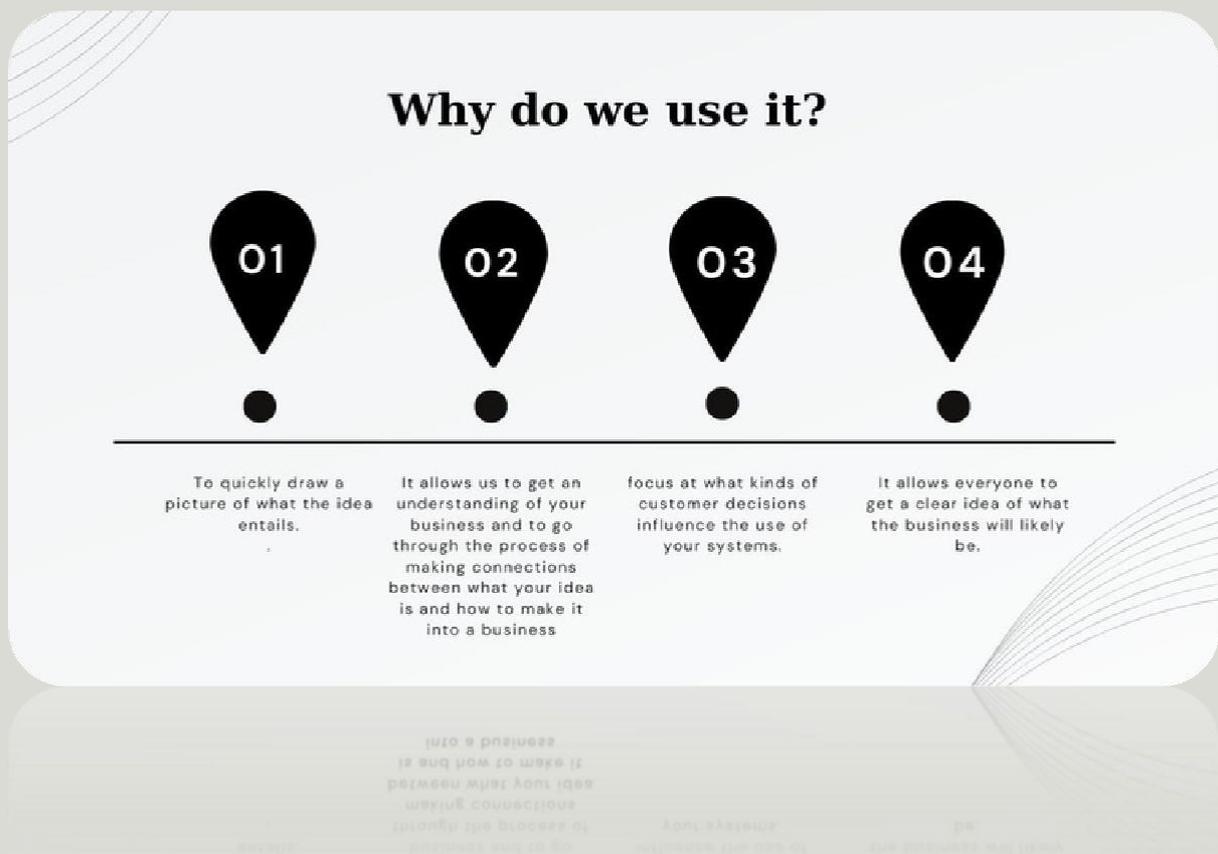
2. 2ND TRAINING SESSION Creation of a Business Canvas

1. Executive summary:

The Business Model Canvas (BMC) consists of nine elements and is used to define and document a business model. The inventor of the Business Model Canvas is Alexander Osterwalder, who in his book "Business Model Generation. A Handbook for Visionaries, Game Changers and Challengers" (Osterwalder, Alexander and Pigneur, Yves, 2010, John Wiley & Sons) describes the design of a business model using the Business Model Canvas.



- Advantages of the BMC
- The BMC provides you with a structured form of a concrete linguistic frame of reference and order.
- The structure of the BMC is very simple; teams can quickly work productively with the BMC
- Due to its size and working with sticky notes, all participants are forced to "get to the point".
- Your business model is laid out as a one-pager.
- You recognize dependencies in your business model.
- Teams gain a common understanding of the importance of individual components of your business model.



2. Nine elements of the BMC

1. Customer Segments
2. Value Proposition
3. Channels
4. Customer Relationships
5. Revenue Streams
6. Key Resources
7. Key Activities
8. Key Partnerships
9. Cost Structure

Designed for:
Designed by:
Date:
Ver:

| | | | | |
|---|---|---|--|--|
| <p>Partners</p> <p>What key partners do our Value Propositions require? Which one of our customer's problems are we helping to solve? Resources are we acquiring from partners? Activities do partners perform?</p> <p>KEY ACTIVITIES</p> <p>What key activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>KEY RESOURCES</p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>KEY PARTNERSHIPS</p> <p>What key partners do our Value Propositions require? Which one of our customer's problems are we helping to solve? Resources are we acquiring from partners? Activities do partners perform?</p> | <p>Key Activities</p> <p>What key activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>Key Resources</p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> | <p>Value Propositions</p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> | <p>Customer Relationships</p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our Business Model? How costly are they?</p> <p>Channels</p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer relationship?</p> | <p>Customer Segments</p> <p>For whom are we creating value? Who are our most important customers?</p> |
| <p>Cost Structure</p> <p>What are the most important costs incurred in our business model? Resources are most expensive? Activities are most expensive?</p> | | <p>Revenue Streams</p> <p>For what value are our Customers really willing to pay? Do they do they currently pay? How are they currently paying? How should they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> | | |



Customer Segments

The definition of market segments and target groups is the core of any business model, on which all other elements depend.

Whom am I creating value for with my offering?

Who are my most important customers?

A list of personas (groups of users with certain characteristics and usage behaviors) or customer segments. In the best case, you have a priority list for these.

Value Proposition

The product and its value for the customer must be defined for the respective target group.

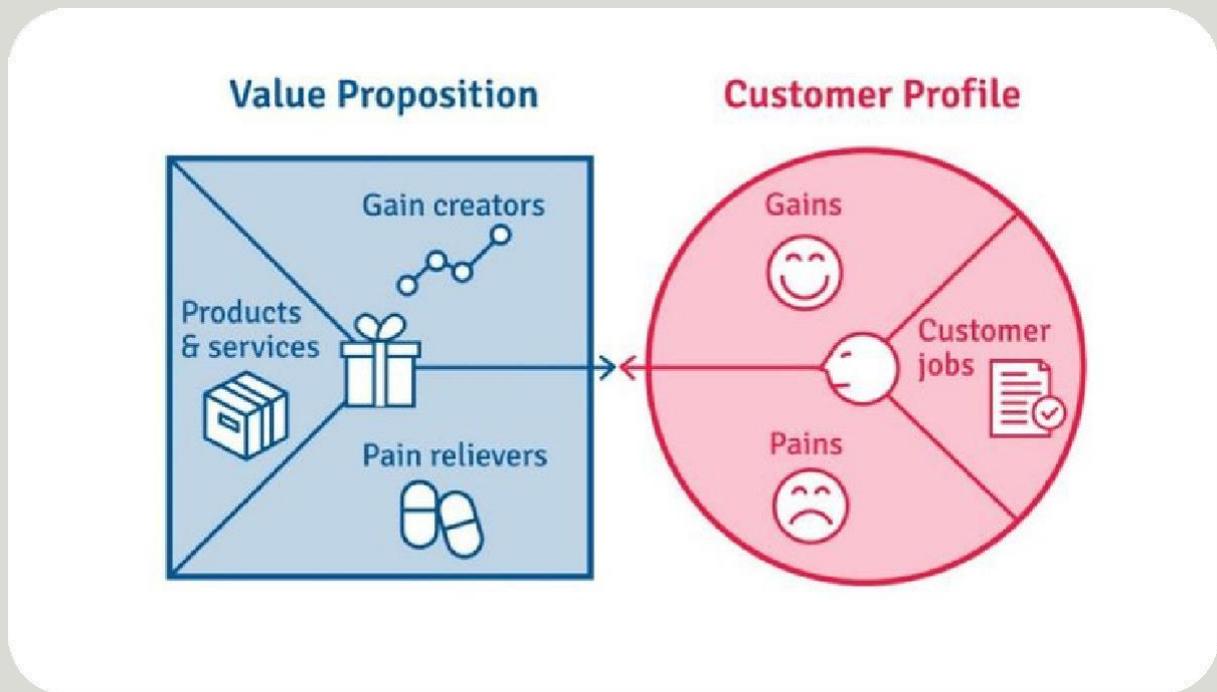
What problem do these customers want a solution for?

What benefit/added value do I offer the customer?

What customer needs do I want to meet?

What combination of products and services do I offer to the target groups?

Value propositions (prioritized) linked to appropriate personas or customer segments.



Channels

Communication channels and distribution channels are a prerequisite for customers to learn about the products and to be able to purchase them.

Which way or which channels do I use to reach my customers?

Which channels work best?

What are the best touch points?

A list of important channels that are linked to the personas or customer segments.

Customer Relationships

This element describes how the business relationships with the individual customer groups are structured.

What kind of relationship do I maintain with customers?

What am I doing to build, maintain and expand the relationship?

Does the form of the customer relationship fit my business model?

Is there a support hotline?

Do you offer self-service?

A description of the customer relationship, you should mark differences between customers separately.

Revenue streams

The goal of any business activity is to generate profit. The Building Block Revenue Streams defines

how revenues are generated. Together with the Building Block Cost Structure, profitability calculations are possible.

What benefits are my customers willing to pay for? And how much?

Are there comparable products/services? What are the revenue streams there?

How much does each revenue source contribute to total revenue?

Is there any licensing, subscription services or a maintenance model available?

A list of revenue streams ideally linked to the personas, segments or value propositions.

Key Resources

This element describes which key resources are required to fulfill the value proposition and to serve the customers.

Key Resources: Keys to Your Successful Business



In this field, you specify the resources and infrastructure you need to offer your product/service.

What are the key resources on which my value proposition is based?

What key resources do I need to deliver the customer value?

What resources do my distribution channels/customer relationships/revenue streams require?

What patents, brands is your product based on?

A list of key activities tied to the Value Propositions. Are also linked to the key resources.

Key partnerships

In most cases, a company needs partners to successfully implement a business model. This section lists, for example, the suppliers needed.

Who are my key partners, who are my key suppliers?

For which key resources/key activities am I dependent on partners?

Who is your most important partner?

Does one partner provide you with special Know-how?

A list of key partners. You should note the connection to the key activities.

Cost structure

Here, all costs incurred to realize the business model are compiled and estimated.

What is the cost structure resulting from the planning?

Which key resources/key activities are the cost drivers?

What is your cost on acquisition?

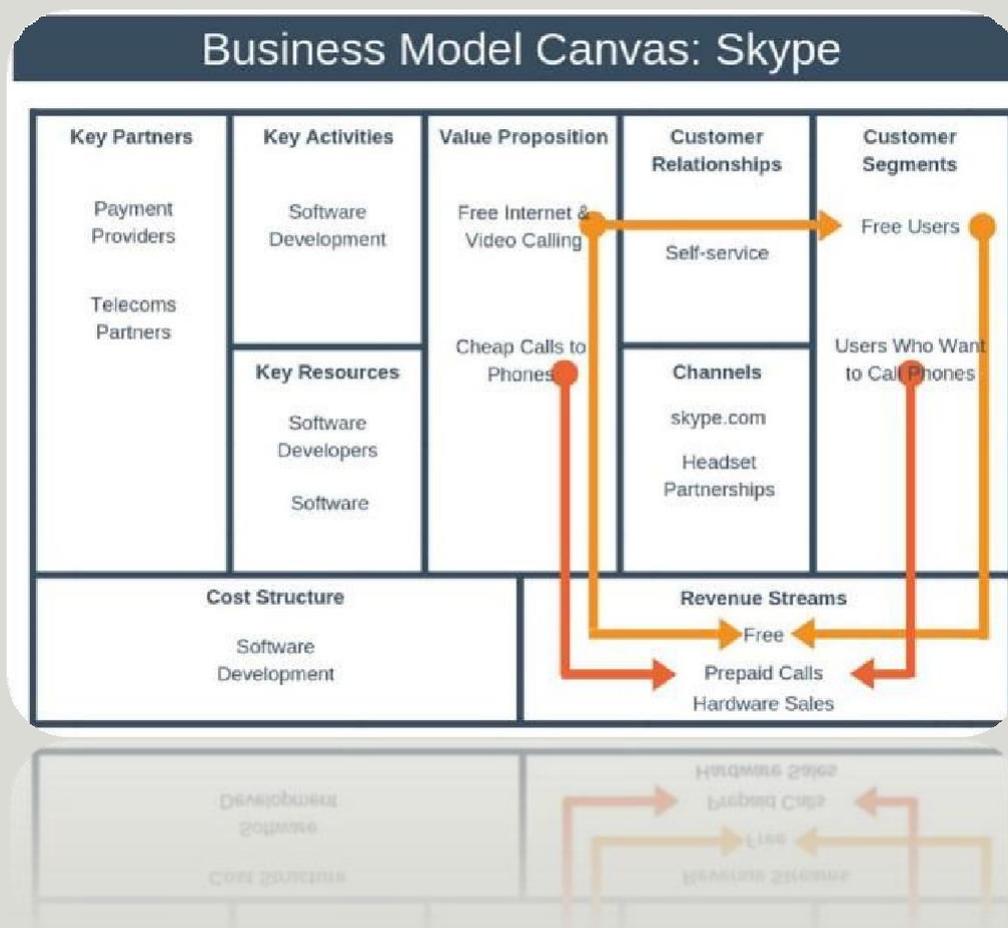
Do you pay for licensing?

Value Propositions (prioritized) linked to appropriate personas.

3. BMC Example: Amazon & Skype

One business model canvas examples is for an e-commerce company. This business model canvas example will be a simple look at Amazon, one of the largest e-commerce companies in the world.

Here we take a deep look at Amazon's strategy, business model, and financials. Check it out if you want to learn how to apply advanced valuation techniques to one of the largest and most complicated companies in the world.



As can be seen, Skype provides users with two value propositions: free Internet & Video calling and cheap calls to phones. These propositions correspondingly help Skype attract two customer segments: free users and users who want to call phones. In Skype's model business, there is a majority of users who make free calls via the Internet, and just 10% of users choosing the prepaid service. We can explain this business model by looking at key partnerships, key activities, and key resource building blocks. Key partnerships, key activities, and key resources are the three elements that allow Skype to offer low-priced and free calls. Unlike other traditional telecoms providers, Skype does not have to build and manage a huge and complicated infrastructure to work effectively, Skype just relies on backend software and the servers hosting user accounts, which is called the freemium business model.

4. Materials and support needed

To work with the BMC you need the following materials:

Sticky notes, pens

BMC template in DIN A0, A1 or A2 (download)

Surfaces / walls to hang up the canvas

2-4 hours of time

If you plan to use the canvas in large groups, e.g. in a workshop with your team, I recommend a facilitator.

5. Software for BMC creation

In addition to the handwritten version, there are numerous software tools helping to create the Business Model Canvas very easy.

Canvanizer

In the free version, Canvanizer offers a basic template that the team can work on via link access. The basic canvas, called Classic Canvas, breaks down into the Business Model Canvas, as well as Lean Canvas and other models. The premium version Canvanizer 2.0 unlocks additional features such as image upload and PDF/PNG export. Collaborative work in a team is possible and printing the canvas works with this tool.

Miro

Miro offers several canvas templates: the classic Business Model Canvas, but also a Lean Canvas and project-specific canvas templates. Miro's strength is its intuitive operation: a canvas can be created without much introduction, and pre-filled templates further facilitate orientation. Up to three canvas can be created for free in Miro and worked on together, e.g. a canvas board, a gap

analysis as well as a market strategy. Team members can be invited and work simultaneously. The board can be printed out with an export function.

Strategyzer

The software Strategyzer offers a clear, classic Business Model Canvas for download. The prerequisite for the free download is the specification of an e-mail address as well as the first name and surname, the country of origin and the own role (e.g. Entrepreneur). The template is minimalistic designed in black and white, leaving enough space for the actual notes in the respective segments.

Visual Paradigm:

This tool impresses with a professional look and a variety of setting options, for example for the colors and shapes of the notes in the Business Model Canvas. Furthermore, over 1,000 icons are available, as well as numerous colored backgrounds. Visual Paradigm uses the design architecture of the Business Model Canvas software Strategyzer and extends it with features. Teamwork works and the finished canvas can be printed.

With the help of online tools, you can create the Business Model Canvas in less than an hour. Offline, it usually takes a little longer. Advantages of the digital solutions are the clarity and the simple possibility to adjust aspects at any time without much effort. The tool also makes it easy to collaborate in a team from different computers or locations. Using the comment function, messages can be left and directly viewed in a clear manner.

3. 3ND TRAINING SESSION Creation of a business plan

1. Executive summary:

Company:

Please explain the product or service clearly!

Who brings what kind of skills, experiences, etc. to the team?

Business environment

Which markets and sectors are important for your company?

Who will be your customer and how will the customer benefit from your product or service?

What need can you cover with your product or service?

Where are the advantages of your product or service compared to your competitors?

What social added value does your product or service have?

2. Company

Company Name:

Location:

Project Name (if applicable)

Strengths and weaknesses of the team (e.g.: special experiences, knowledge, capabilities)

Company profile

What is your business idea?

Which market area does your product or service cover?

What is your company name and why did you choose it?

What does the organizational structure look like (who does what)?

Company goals

Have you already taken the first steps towards founding your business?

What are your long-term goals? Where do you want to stand in 3 years?

What are your short-term goals (1 year)?

What are your main success factors?

3. Product and/or Service

Customer advantages and benefits

Which product or which service will be offered?

Which customers will be addressed with your product of service?

What are the customer needs?

What is the customer benefit of your product or service? (Clear definition of the customer benefit)

What does the product or service offer?

Are there already competing products?

How much are the costs for your product or service? (Break even?)

Is there potential for further development? (e.g. further innovations)

4. Industry and Market

Sector Analysis

What are the drivers for growth in your industry or sector?

Are there any market entry barriers?

Are there any peculiarities (legal, economic, regional, etc.) to be expected?

Are there similar products or services? (IPR)

Are you dependent on suppliers or partners?

Can partnerships, networks, cluster etc. be used?

Market Analysis

What is your market potential?

What is your target market (regional)?

What growth do you expect? Forecast?

Customers

Who is the target group?

What sales, turnover and profit can be expected?

What are purchasing factors for your target group?

To what extent is the company dependent on a special customer target group?

Competitors:

Who are your competitors?

What are the strengths and weaknesses compared to your competitors?

(SWAT)

How can you differentiate yourself from your competitors?

Location:

Where is your company located?

Why did you choose this location? What benefits does it provide?

5. Marketing**Market entry**

What steps are you planning to introduce your product or service to the target group?

How are customers targeted and won?

What is the schedule and what should be implemented in your marketing plan?

How much should the product cost the customer?

Which sales targets are you aiming for?

How should the product or service be sold, how will your customers be acquired?

Which advertising opportunities should be used?

How much time, money and also manpower will it cost to get buyers?

What product guarantees are given?

6. Opportunities and Risks

What opportunities and risks are there for the company?

What measures are planned to minimize the risk?

How can risks be limited and opportunities used?

Present the best and worst case scenario for the next two years!

7. Personnel

What is the career and profession of the founding team?

What experience and skills does the founding team have?

Does the founding team work full time for the company or partly?

What experience and skills does the team lack?

8. Planning

How many staff members will be needed in the next 3-5 years? How much are the costs?

How much does the investment of my production facilities or other equipment cost?

How will sales, expenses and income develop over the next few years? (Inflation)

How much income and expenditures are planned for the next few years?

What are the financial needs of the company?

4. session

Project management

1. Executive summary:

Project management is the process of coordinating a team and its resources to successfully execute a specific task from start to finish. It includes planning the activities, measuring the

progress, allocating resources, identifying constraints and completing the task while respecting

those constraints. A huge part of “coordinating” in project management is communication.

Most

project managers struggle with this because they underestimate how important (and difficult) it

is to communicate the right information to the right people at the right time.

We are talking about big challenges and not about "everyday projects". Time-constrained, risky,

complex - projects with such characteristics cannot simply be carried out. They need management. In companies, this is always goal-oriented, with tasks such as

Defining the goals of the organization

Development of a strategy to achieve the goals

Organization and coordination of production factors

Leadership of the employees

2. Nine elements of Project Management

The tasks in project management range, as already briefly mentioned, quite widely. For this reason, the Project Management Institute has divided the term into 9 sub-disciplines. From the project management basics to the details, it is altogether a very broad topic, which need explanation.

Integration management

This sub-area is primarily concerned with defining suitable processes that are necessary for good coordination and integration of the project. Specifically, it deals with project plan development and implementation, as well as possible changes in the area.

Scope management

"Is the project moving in the right direction?" This is the central question in this sub-discipline. Accordingly, performance progress must be consistently reviewed and managed. This includes project initiation, performance definition, performance verification and performance monitoring.

Time management

Time - always an important factor. Especially when it is in short supply. Time management must keep track of time, i.e., all time constraints and deadlines of the project. The schedule, setting task sequences, task duration estimation, schedule development and monitoring belong to this area. Schedule templates are helpful here and save a lot of time, especially in recurring projects.

Cost management

Finances naturally also play an important role in a large project. These resources should be used as efficiently as possible. The goal is to achieve maximum effectiveness with minimum effort. Accordingly, resources must be planned, costs estimated, budgets allocated and, finally, the use of financial resources monitored in project management.

Quality management

In most cases, projects have a client who has certain demands on his product. In addition, even if not, a house should not crack after 10 years. There are various quality requirements that quality management has to take care of. It deals with quality planning, assurance and control.

Human resources management

In addition to time resources, capacity planning in project management also deals with human resources - in other words, employees.

Who does what tasks?

How long does he need to do it?

Can he accomplish the task in the allotted time and with his existing skills?

With whom should/must he cooperate?

Do we have enough staff for the project?

All these questions are asked by personnel management during project organization, personnel acquisition and team development. Team development and team building are particularly important issues.

Communication management

This subarea deals with project communication - whether with employees, project managers or people outside the company. Communication management collects, defines and disseminates all information relating to the project.

Risk management

A complex project is always associated with risks. If a delivery is delayed, production falls behind schedule and deadlines cannot be met, which has further consequences. For this reason, risk management deals with risk identification and assessment as well as the development of measures to track and evaluate risks.

Procurement management

You cannot work without certain resources. Therefore, procurement management provides for all necessary goods and services by making preparations for purchasing, obtaining offers, selecting suppliers, and being responsible for drafting contracts and ensuring fulfillment.

3. Five phases of a project

Another important part of the project management basics are the phases that a project goes through. In general, a project can be divided into five project management phases with different tasks - the phases are visualized in the project phase model.



Conception & Initiation

At the project start or preparation, all basics of the project are clarified: e.g. framework conditions, content, duration, costs and effort. At this stage, no concrete decisions are made with regard to implementation. However, basic concrete goals should always be set right at the beginning. Precise goal formulation is particularly important. The project plan, project profile and

the project environment analysis as well as SWOT analysis are helpful here. The project scope defines the scope of a project in this phase. Either as part of the project plan or as a stand-alone document, the project scope can be used to define the goal of the project and set very clear boundaries.

Launch & Implementation

Implementation is then about translating the planning into concrete measures, processing the tasks and working together in the project team.

Performance & Controlling

This is followed by project controlling in the fourth phase, controlling. This includes, among other things, the TARGET-ACTUAL comparison, the overview of project progress and status, and the identification of problems. Transparent and regular communication is particularly important here, so that all information and data can be evaluated.

Conclusion

In the closing, we summarize, evaluate and learn: How did the project go? What went well? What can we do better next time? If necessary, the results can also be compared with similar projects.

4. Common project management methods

In addition to the project management basics, various approaches and methods can be found in practice. If you look at the nine sub-disciplines again, project management is a cross-sectional task. For this reason, methods from different areas are used to help. Project management requires a sum of disciplines and tasks from other, specific areas.

These include:

Analyzing and developing ideas

Planning and calculating

Controlling and steering

Leading employees and teams

Reporting and documenting

Develop strategies

5. Visualization of projects

Visualizations are a way to present complex issues in a simple way that everyone can understand. That is why graphics, drawings and symbols are indispensable in the working world. Three graphical representations in project management are for example

The Gantt chart

As a special form of the bar chart, the Gantt chart is used for detailed time planning. It graphically depicts the duration of all tasks, their sequence and dependencies as a predecessor/successor relationship - this becomes important for the critical path method, for example - and thus illustrates an entire project. A special feature are especially the dependencies between tasks as well as the milestones. This way, projects can be optimally planned as well as adjusted in case of delays or changes in the plan.

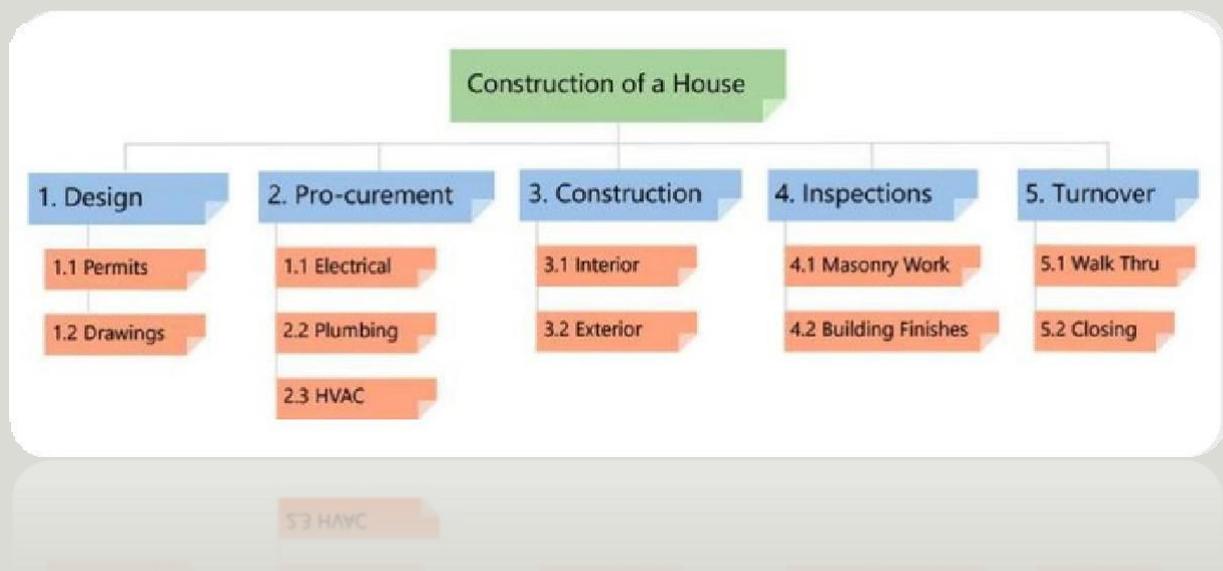


Follow up

Implementation

Work breakdown structure (WBS)

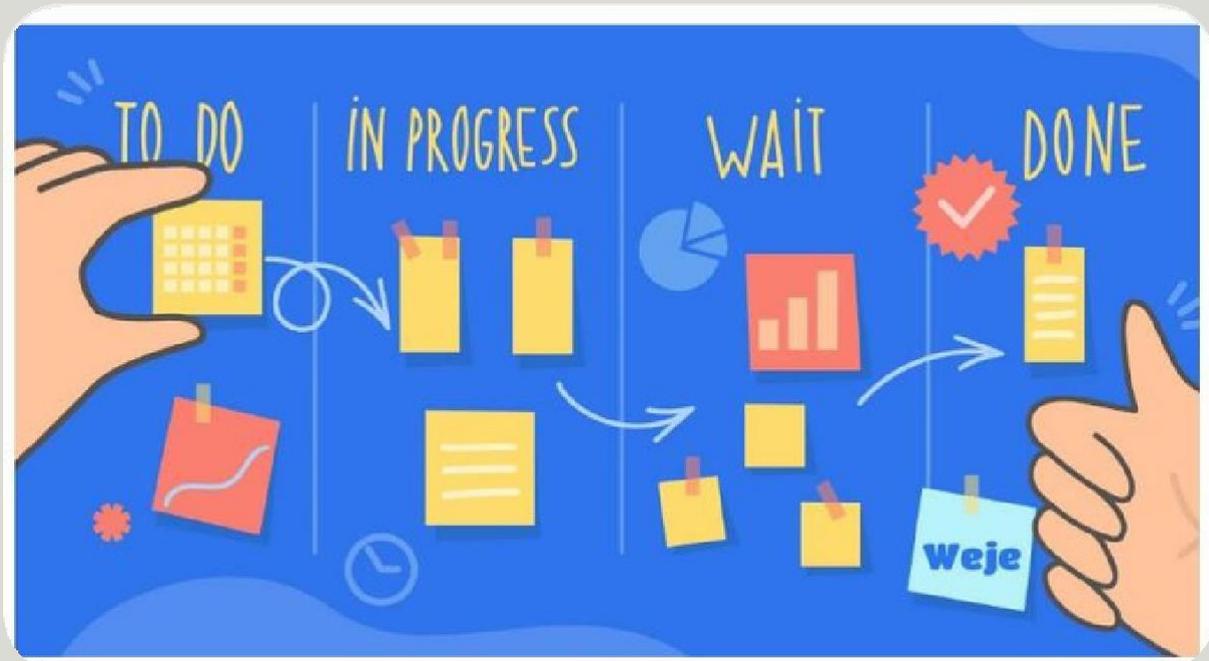
The work breakdown structure, also called the project structure plan, is often used in planning as the basis for all other plans, since it depicts the structure of a project. All elements are mapped hierarchically in operationalizable units with their interrelationships.



The Kanban Board

As a "prime example" of agile project management, the Kanban Board has a great impact despite its simple structure. Especially in the area of task management, it is a very helpful overview. With the classic columns To Do, In Progress and Done, tasks are sorted by their status. This way, you always know which tasks are currently active, which ones are still planned in the future and which ones are completed.

As an extremely flexible approach, tasks can also be sorted by other criteria - for example, by responsible person or due date. Accordingly, the columns can also be changed or extended.



5. Roles in project management

A project is always also teamwork and is therefore (almost) never carried out by a single person. "Inside" and "outside" a project, different roles with different functions take their places.

Client/customer: Initiator and highest decision-making authority

Project manager: expert for planning and organization, bears overall responsibility

Project manager: Head of the project team, coordinates team members and is involved in terms of content

Project team members: Perform technical work

Stakeholders: People/groups that are affected by or have an interest in the project

Team Communications

In project management, communication is a very important but often underestimated area. Failed projects can often be attributed to a lack of or poor communication within the team. Project management communication is crucial for the general acceptance of the project - within the company, but also outside. Project management communication is particularly important for teamwork. Are all project members on the same page? Does everyone know what tasks they need to complete? Have agreements been made? Who is the contact person for questions and how can they be reached?

6. Necessary management skills

People carry out management in the sense of business leadership. These - often referred to as project managers or project leaders - should have certain skills in order to be able to optimally manage a project. In addition to technical and methodological skills, social and personal skills are required, as in any other management profession:

Communicative skills

Problem-solving orientation

Leadership skills

Personal initiative

Entrepreneurial thinking

Ability to work in a team

Empathy

Critical faculties

Willingness to perform

Flexibility

Of course, these skills are not quite enough. In addition, you also need a project manager.

Success factors - this is what counts

Berlin's BER Airport, Stuttgart 21, Hamburg's Elbe Philharmonic Hall. Practice shows: The rate of failed projects should not be underestimated. Since 1994, the Standish Group has been investigating not only a "failure" rate with its CHAOS Report, but also success and failure factors in project management.

Goal setting

Every project should have a clear goal, which, when achieved, also adds value to the company. In this context, it is also important that the goal is set from the beginning and, if so, is not changed too often. SMART goals help with a clear formulation.

Definition of critical values

In order not to lose sight of the big goal, milestones are important. Clear deadlines and budgets, for example, help to stay on track and to counteract obstacles and minimize the risk of a holistic project failure.

Management level

Leadership support is imperative for a project. In general, all key individuals and groups should be behind the project.

Infrastructure

Related to leadership support, a project needs a good infrastructure. Relevant resources, materials and premises - all of these are needed to harness the potential of those involved and to complete the project successfully.

Definition & Planning

The planning is where things get concrete. Depending on the type of project - in-house, commissioned, day-to-day, innovative - analysis plays an important role in this phase.

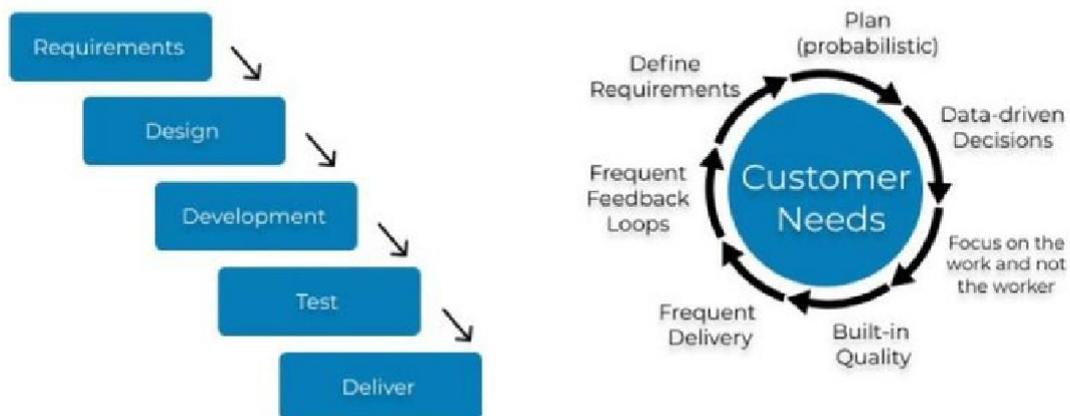
Here it is also important to allocate tasks, create a schedule and decide in which project organization - such as matrix organization - the work will be done. The most important data are noted in the project order.

Of course, many other factors can determine the success or failure of a project. Most important, however, is structured management. When that is in place, problems can be addressed in a much more controlled manner. The risk of failure is minimized. This brings us to another criterion: the human success factor.

7. Traditional vs Agile Planning

The Agile project methodology breaks projects into small pieces. These project pieces are completed in work sessions that are often called sprints. Sprints generally run anywhere from a few days to a few weeks. These sessions run from the initial design phase to testing and quality assurance (QA).

Traditional vs Agile Planning



The Agile methodology enables teams to release segments as they are completed. This continuous release schedule enables teams to demonstrate that these segments are successful and, if not, to fix flaws quickly. The belief is that this helps reduce the chance of large-scale failures, because there is continuous improvement throughout the project lifecycle. Agile teams build rapid feedback, continuous adaptation and QA best practices into their iterations. They adopt practices such as continuous deployment and continuous integration using technology that automates steps to speed up the release and use of products.

Additionally, Agile Project Management calls for teams to continuously evaluate time and cost as they move through their work. They use velocity, burn down and burnup charts to measure their work, instead of Gantt charts and project milestones to track progress. Agile Project management does not require the presence or participation of a project manager. Although a project manager is essential for success under the traditional project delivery methodologies, such as the waterfall

model -- where the position manages the budget, personnel, project scope and other key elements -- the project manager's role under APM is distributed among team members.

For instance, the product owner sets project goals, while team members divvy up scheduling, progress reporting and quality tasks. Certain Agile approaches add other layers of management. The Scrum approach, for example, calls for a Scrum Master who helps set priorities and guides the project through to completion. Many organizations still use them for agile projects -- particularly larger, more complex ones. These organizations generally place project managers in more of a coordinator role, with the product owner taking responsibility for the project's overall completion. Given the shift in work from project managers to agile teams, Agile Project Management demands that team members know how to work within the framework. They must be able to collaborate with each other and with users. They must be able to communicate well to keep projects on track. Moreover, they should feel comfortable taking appropriate actions at the right times to keep pace with delivery schedules.

8. Project manager: competencies & tasks

The project manager is the boss of the project. He bears the greatest responsibility and is the central contact person for stakeholders, employees and customers. The wide range of activities can best be divided into four main topics: Planning the project, organizing all project activities, coordinating the team, and monitoring progress.

Tasks of the project manager

Among other things, the project manager must create the project schedule, allocate resources, calculate costs, and communicate with the team and stakeholders. He or she must assess the quality of the work and promote team cohesion. In addition, he or she often takes on essential project controlling tasks if a separate department is not created for this purpose.

The challenges of the project manager include maintaining the balance between cost, quality and time - also known as the magic triangle of project management. For this reason, the skills profile

of such a position is very versatile. In addition to social skills and soft skills, a project manager must also master the required project management methods.

The qualification is often achieved through economic courses of study such as business administration, economics or industrial engineering, project management certifications and, of course, a lot of practical experience.

Funding Opportunities

The participants will be shown some websites that could help them to find opportunities to open new businesses. These websites will be, for example, the one of the European Commission <https://urly.it/3s1m3>, in which people can find funded opportunities divided by sector of work. The European Union provides a lot of fundings that can be different depending on the sector of business that a person wants to open. https://oceans-and-fisheries.ec.europa.eu/index_en this one, for example, gives sustain to the fisheries and the business related to the ocean world. This other one https://agriculture.ec.europa.eu/common-agricultural-policy/cap-overview/cap-glance_en supports the farms and the agricultural world.

After seeing the websites, the participants will be given some instructions on how they can apply for the funds they previously saw presented. Each of them has different rules to apply, that's why an accurate and specific analysis is needed to understand how they work and how to obtain them.

5. 5TH TRAINING SESSION

The participants will be involved in some group sessions, where they will participate doing interesting and dynamic activities about the topic of the project, such as self-employment and how to face the consequences of Covid-19.

Then, they will be introduced and prepared for the Joint Mobility event that will take place in Graz (Austria) from the 20th and the 21st of April 2023. They will be updated about the activities they will do in groups once arrived in Graz, the Erasmus project in general and its guidelines and also the networking they will be able to do during the mobility.

LTTA in Austria

Unlocking business potential: How a training session for adults in Graz maximizing future business strategies

“I understand the importance of constant learning and growth in business. That's why I was excited to attend a business training session in Graz, Austria, where I gained valuable insights into the Business Canvas model, project management, and business plan development. As an adult learner, I appreciated the interactive nature of the training session, which allowed for open discussion and feedback from other participants.” , shared a future to food entrepreneur his thoughts about the training session from the 19th to the 21st of April 2023.

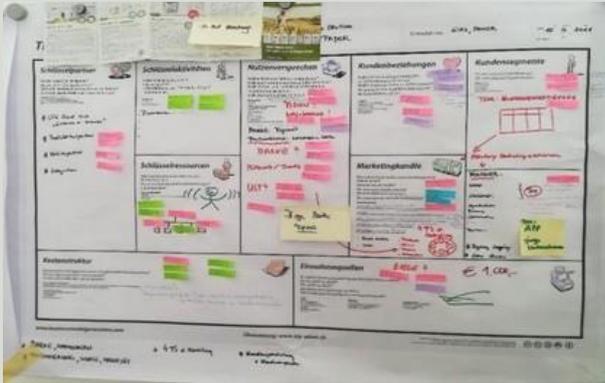
Introduction to business training sessions for adults

Business training sessions offer a unique opportunity for entrepreneurs and professionals to develop their skills and knowledge in specific areas of business. These sessions are typically led by experienced professionals, who provide valuable insights and practical advice on various aspects of business. This collaborative learning environment allowed the participants to gain new perspectives and ideas that they could apply to their own businesses.

Understanding the business canvas model

One of the key topics covered in the training sessions was the Business Canvas model. This model is a visual representation of a business plan, which outlines the key elements of a business, such as the value proposition, customer segments, and revenue streams.

The Business Canvas model is a useful tool for entrepreneurs who are just starting out or for those who are looking to pivot their business strategy. By using this model in the EU-REKA project, entrepreneurs can identify potential gaps in their business plan and develop a more comprehensive strategy that addresses the needs of their target market. Additionally the green transformation cards were used in combination with the business canvas model.



Importance of project management in business

Another important topic covered in the training session was project management. Project management is the process of planning, executing, and monitoring a project from start to finish. Effective project management is essential for the success of any business, as it ensures that projects are completed on time, within budget, and to the satisfaction of stakeholders. The training session provided valuable insights into project management methodologies, such as Agile and Scrum, which can help entrepreneurs and professionals streamline their project management processes.

Steps to developing a successful business plan

Developing a successful business plan is essential for any entrepreneur who wants to start or grow their business. The training session provided a step-by-step guide to developing a business plan, which included identifying the target market, conducting market research, and defining the value proposition.

The session also emphasized the importance of setting realistic and measurable goals, as well as developing a financial plan that accounts for all expenses and potential revenue streams. By following these steps, entrepreneurs can develop a comprehensive business plan that sets them up for success.

Additionally, the training sessions also provided a valuable networking opportunity, as all participants were able to connect with other entrepreneurs and professionals in different fields. This networking opportunity allowed the participants to expand their business network and potentially form future partnerships or collaborations.

Introduction to funding opportunities

Before we dived into the specifics of funding, let's first define what funding opportunities are. Funding opportunities are financial resources provided by governments, private organizations, or non-profit entities to support a variety of projects and initiatives. These financial resources can be used to support start-up, research, innovation, education, and training activities. Funding opportunities can come in many forms, including grants, scholarships, and awards.



National funding instruments provided by national and regional governments to support various projects within their respective countries were discussed. As well as European funding instruments provided by the European Union (EU) to support various projects across its member states. These funding instruments can come from various EU departments and agencies, such as the European Commission or the European Social Fund. European funding instruments can be used to support a range of educational and training activities, including study visits, job shadowing, and staff training.

Benefits of attending a business training session in Graz

Attending the EU-REKA business training session in Graz provided the participants with a wealth of knowledge and insights that they could apply to their business ideas and own businesses. One of the main benefits of attending such a session, which was indicated in the survey, was the opportunity to learn from experienced professionals and other participants in the session.

Tips for making the most out of a business training session

To make the most out of a business training session, it is important to come prepared with specific goals and questions that you want to address. This will allow you to focus your learning and ensure that you get the most out of the session. That's not new, but still very true. During the sessions, actively participate in group activities and discussions, as this will allow to gain new perspectives and insights from other participants. Take notes and ask questions whenever you have the opportunity to do so. After the session, take the time to reflect on what you learned and how you can apply it to your own business. Consider reaching out to other participants or the session leader for additional insights or advice.

Resources for further learning and development in business

Attending a business training session is just the beginning of your learning journey as an entrepreneur or professional. There are many resources available for further learning and development in business, such as online courses, industry conferences, and networking events.

One valuable resource is the Business Model Canvas website, which provides a wealth of information on the Business Canvas model and how to apply it to your own business. Other resources include industry-specific websites and publications, as well as mentorship programs and business incubators.

Conclusion: Unlocking business potential with our EU-REKA training session in Graz

“Attending the EU-REKA business training session in Graz provided me with valuable insights and the interactive as well as collaborative learning environment allowed me to gain new perspectives and ideas that I could apply hands on to my own business” one of the final statements in our survey after the training session.

By attending our business training session in Graz, future entrepreneurs were able to unlock their business potential and take their business to the next level. With the right mindset of our participants and our innovative approach, you we turned our business training session in April 2023 into a valuable learning and networking opportunity.



A large, teal-colored graphic with a wavy, organic shape that resembles a stylized landscape or a splash of paint. It occupies the central portion of the page, framing the text.

**Recommendations about self-
employment opportunities
for vulnerable adults**

Recommendations about self employment opportunities for vulnerable adults

The "EU-REKA" project, as a transnational initiative involving five European countries (Italy, Spain, Greece, Austria and the Czech Republic), collected relevant information and good practices from each country on the labour market scenario, developed training sessions with adults and events with practical activities. These actions and researches form a set of important steps to result in a complete and targeted guide based on the experiences of the leaders, staff, persons in charge of the Project management and participants.

In this context, the Guidebook recommendations cover vulnerable adults facing Covid-19 consequences, but will also reach out as a general guide to vulnerable or disable adults as the pandemic is under control after following containment measures such as vaccines, medicine development, protocols establishment and decreasing in the cases rate.

Self-employment is an option for vulnerable adults as it provides flexibility, autonomy and the opportunity to leverage their unique skills and abilities. It's important to familiarize themselves with local regulations, taxation rules and obtain necessary permits or licenses for their chosen self-employment opportunity.

Additionally, seeking guidance and support from local business development organizations or vocational training centers can be beneficial for resources and advice tailored to their specific region. The guide contains a list the main institutions that contribute to financial support for starting a business, undergoing programs to help the community re-enter the labour market, initiatives of Free technical, mentoring and corporate advices to create a new business in each country.

This project gathered in a detailed way how to transform an idea into a plan for the execution and construction of new businesses through:

- ✓ Recognized models and methodologies;
- ✓ Key questions to be answered by the entrepreneur;
- ✓ Tools and models to define business strengths and weaknesses;
- ✓ Structured frameworks that lead to better decision making considering the balance between problems and solutions.

Here are some key orientations to summarize the ideal pathway to a new business or career replacement:

Business Idea and Research: Start by developing a solid business idea. Identify your target market, assess the demand for your product or service, and conduct market research to understand competition and potential customers. This step is crucial for creating a viable business plan.

Business Plan: Create a comprehensive business plan that outlines your objectives, target market, marketing strategy, financial projections, and operational details. A well-prepared business plan will serve as a roadmap for your business and may be required when seeking financing or legal documentation.

Legal Structure: Determine the legal structure for your business, such as a sole proprietorship, partnership, limited liability company (LLC), or corporation. Research the specific legal requirements and regulations for your chosen business structure in the country where you plan to operate.

Name and Branding: Choose a unique and memorable name for your business. Ensure that the name is not already in use by another business in your target country. Consider trademark registration to protect your brand identity if necessary.

Financing: Determine how you will finance your business. This can include personal savings, loans, grants, or investments. Explore funding options available in the country, such as government support programs, venture capital or bank loans.

Register Your Business: Register your business with the appropriate authorities. This typically involves tax authorities and other relevant agencies. Each country has its own registration process and requirements, so consult the local authorities or seek professional advice to ensure compliance.

Permits and Licenses: Determine if your business requires any permits or licenses to operate legally. This can include industry-specific licenses, health and safety permits, environmental permits, or trade licenses. Research the specific requirements for your business activities and apply for the necessary permits.

Tax Obligations: Understand the tax obligations for your business, including corporate income tax, value-added tax, and social security contributions. Register with the tax authorities and ensure you comply with ongoing reporting and payment obligations.

Employment Considerations: If you plan to hire employees, familiarize yourself with employment laws, including labor contracts, working hours, benefits, and social security contributions. Understand your responsibilities as an employer and ensure compliance with labor regulations.

Business Insurance: Evaluate the insurance needs for your business, such as liability insurance, property insurance, or professional indemnity insurance. Adequate insurance coverage can protect your business from potential risks and liabilities.

Accounting and Bookkeeping: Set up an accounting and bookkeeping system to maintain accurate financial records. Consider hiring an accountant or using accounting software to manage financial transactions, invoicing, and tax compliance.

Marketing and Promotion: Develop a marketing strategy to promote your business and attract customers. Utilize online and offline marketing channels to reach your target audience. Establish a strong online presence through a website, social media, and other digital marketing techniques.

Finally we can list some recommendations for self-employment opportunities for vulnerable adults in different fields as some tips or ideas about small business:

Home-based Services: Many vulnerable adults can provide services from their homes, such as virtual assistance, data entry, content writing, graphic design, translation, transcription or online tutoring. These types of remote work can be done independently and offer flexibility.

Art and Crafts: The EU has a rich tradition of art and crafts. Vulnerable adults with artistic skills can create and sell their artwork, handmade crafts, jewelry, or clothing online through platforms like Etsy, eBay, or their own websites.

Local Market Stalls: Setting up a stall at local markets or fairs can be an excellent way for vulnerable adults to sell their products directly to customers. They can showcase and sell items like handmade soaps, candles, pottery, textiles, or organic food products.

Personal Care Services: Vulnerable adults with experience or training in personal care can offer services such as home care assistance, pet sitting, gardening or house cleaning. They can market their services locally and build a customer base through word-of-mouth referrals.

Tourism and Hospitality: If located in tourist destinations, vulnerable adults can consider starting businesses in the tourism and hospitality industry. Opportunities include bed and breakfast establishments, guided tours, souvenir shops or organizing local experiences and cultural events.

Online Retail: The EU offers a vast online market for self-employed individuals. Vulnerable adults can sell a variety of products through their own e-commerce websites or popular platforms like Amazon, eBay, or Shopify. It requires investment and marketing efforts, but it provides access to a wide customer base.

Sustainable and Green Businesses: With the growing emphasis on sustainability and eco-consciousness, there are opportunities for vulnerable adults to start businesses in areas like organic farming, eco-friendly product manufacturing, renewable energy consulting or recycling and waste management.

Cultural Heritage Preservation: Vulnerable adults who have knowledge and passion for their local cultural heritage can start businesses related to cultural preservation. They can offer services such as traditional craft workshops, cultural tours, heritage conservation consulting, or organizing cultural events.