



## BLOSSOM

*Basic competences as literacy, numeracy & digital skills focused on  
business development*



### **About the project**

The BLOSSOM project is a co-funded project by the European Union under Erasmus+ framework, carried out by a consortium of five countries organizations, Spain (Innohub), Poland (CWEP), Cyprus (Growth), Romania (CPIP) and Greece (AKADIMOS). The purpose and objective of the project is to design, develop and integrate elementary core skills, necessary for the potential upgrade of the low-skilled women competencies, with reference to the enhancement of their professional development, referring to business literacy, digital and numerical skills, with the purpose of fostering their effective social and professional integration. Through the development of the project's intellectual outputs, we aim to reach the goal of strengthening the professional and social role of low-skilled women. To achieve our project landmarks, the partner countries regularly carry out online meetings, while the first Kick-Off meeting already took place in Valencia in May 2022.

## Progress of the project

At the time being, the consortium has successfully completed the first Project Result; the development of the targeted Conceptual Model Framework. To achieve this step, all partners conducted National Literature Reviews, to retrieve the first part of relevant data and documentation. During the meeting in Valencia, the partners decided upon the defined profile of low- skilled women, depicting their main obstacles in their pursuit of finding and creating their own professional opportunities.

The next part of the research process included the defining and finding of national best practices and successful real case scenarios, in order to depict the profile of the successful female entrepreneurs, their characteristics and traits. Through structured interviews and relevant questionnaires, we received the second part of our data.



Finally, the research process complemented the training expert's validation stage that successfully led to the development of our Conceptual Model Framework, which includes specialized digital and entrepreneurial skills, necessary to help and enhance low-skilled women's professional development, in reference to the European models of DigComp and Entrecomp, as the most appropriate and relevant to our needs, European digital and entrepreneurial models. These results are the following:

### **Digital competences:**

- ✓ Browsing, searching, identification of digital content and navigation through digital environment.
- ✓ Organization and storing of digital data and information
- ✓ Ability of sharing digital content
- ✓ Participation through the usage of digital services in daily life
- ✓ Fully mastering the interacting abilities with smartphones, online digital platforms, emails and Social Media

### **Entrepreneurial competences:**

- ✓ Focusing on the ability of working with others. Team bonding competences
- ✓ Motivational Competence - Stay motivated
- ✓ Development of creative ideas
- ✓ Learning through experience - experiential learning/ learn by doing

Following the closure of our first project result, the next part of the project is already ongoing, which refers to the transmission of the aforementioned skills into practical and specialized courses. By the end of the second project result, we aim to boost progress in business literacy, numeracy and digital skills towards higher qualifications, provide basic skills and key competencies needed to successfully operate entrepreneurial activities, for which the usually expected level, according to EQF, should be level 4. To do so, the consortium is going to develop ten modules on three educational pillars: business literacy, digital literacy and numerical skills, all targeted and designed for our indicated audience, the low-skilled women of Europe.



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