

OFFSET ARTICLE

Name: OFFSET – digitalizatiOn and entrepreneurship For handcraFting Sector vET

“Creativity is intelligence having fun.” – Albert Einstein

“digitalizatiOn and entrepreneurship For handcraFting Sector vET” (OFFSET) is an Erasmus+ project in the VET sector that aims to facilitate the passage through the digital transformation for handcrafting entrepreneurs (present and potential), making them able to use digital skills and transforming them into digital artisans, through their participation to VET training.

The main objectives of the project are:

- Train the trainers: Produce a collection of best practices and educational materials to fill digital and entrepreneurial knowledge gaps for handcrafting VET trainers and business coaches.
- Create/enhance handcrafting entrepreneurs’ digital and entrepreneurial skills and competencies.
- Improve the awareness of present handcrafting entrepreneurs and investors on the possibilities offered by digital technologies and instruments implementation in the handcrafting sector.

The main results of the OFFSET project are:

- Course for handcrafting entrepreneurs
- Course for start-up coaches/entrepreneurial trainers
- MOOC platform which includes a profiling test in order to test the knowledge of the handcrafting entrepreneurs and provide them with a personalized plan through the course content
- Interactive library which will be included in the MOOC platform and will be divided into 3 different levels (basic, intermediate, and advanced), and a collection of resources (links, documents, videos, etc.) will be available in English and in partners’ languages (Spanish, Italian, Greek, Dutch and French)

The OFFSET consortium designed the online course, and training material concerning handcrafting industry digitalization for handcrafting entrepreneurs and start-up coaches/entrepreneurial trainers.

The training material for entrepreneurs focuses on potential or current entrepreneurs empowering their ability to grow startups and help startup owners from the very beginning to the potential access to markets.

The training material for start-up coaches/entrepreneurs’ trainers includes guidelines, instructions, and handouts on how the trainers can teach and train the training material for entrepreneurs.

For more information about the OFFSET project, you can visit the website <https://offset-project.eu/>

Stay tuned for the launch of the MOOC platform!