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# BLOSSOM

## Press Release

### September, 2022

Cooperation partnerships in adult education - BLOSSOM - Basic competences as literacy, numeracy & digital skills focused on business development, no. 2021-1-ES01-KA220-ADU-000035128

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## Press Release

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## BLOSSOM - EMPOWERING LOW-SKILLED WOMEN

Fostering social and professional integration

September, 2022

### Section 1. BLOSSOM project description and first project result

#### What is the BLOSSOM Project?

The BLOSSOM Project is a co-funded project by the European Union under the Erasmus+ framework, carried by a consortium of five European countries organizations, Spain (Innohub), Poland (CWEP), Cyprus (Growth), Romania (CPIP) and Greece (AKADIMOS), with the intention of devising and integrating elementary core skills, indispensable for the potential upgrade of the low-skilled women's competencies, referring to business literacy, digital and numerical skills, with the motivation of fostering their effective social and professional integration.

#### Importance of BLOSSOM Project

One of the most important problems that the European Union faces is that of social marginalization. The national research reviews, carried out by the partner countries of the consortium, indicated that women with low skills face problems in reference to finding professional and social development opportunities. The partnership, through BLOSSOM project, is trying to reverse this situation, while equipping the low-skilled female population with all the appropriate competencies, so that their imperilment of social and professional marginalization subsides.

#### Focus of the BLOSSOM Project

Through the BLOSSOM Project, the coalition of the five European countries strive for the amplification of adult women's individual scope of action in the modern labor market and in



every aspect of life, by introducing innovative approaches, alongside with assessment tools, capable of providing the mandatory feedback on the acquired skills and competences.



## First Project Result

The countries of the consortium have accomplished their very first Project Result, the development of the Conceptual Model Framework by following the stages of:

- 1) Conduction of National Literature Reviews
- 2) Defining and locating of the best practices and real case scenarios, procedure that was made possible through targeted interviews of successful female entrepreneurs, for depicting the traits of their success
- 3) Complementation of the training expert's validation stage, which led to the development of the Conceptual Model Framework, consisted of particularized digital and entrepreneurial competencies, capable of acting as a guide, in order to enhance low-skilled women 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.

Following this research, the results indicate that the skills needed for our target groups 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

## Section 2. Progress of the project and next steps

### The next steps

Following the conclusion of the first 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 achieve this goals the partner organizations will:

- 1) Impart the extracted specialized competencies into practical and specialized courses
- 2) Complete ten modules on three didactic pillars: business literacy, digital literacy and numerical literacy, in order to boost the progress in these areas of expertise, by providing essential competencies, to flourishingly utilize entrepreneurial undertakings.

Please stay tuned for the upcoming new results and follow us on [Facebook](#) for more or visit our [website](#).

