

## BLENDED LEARNING BEST PRACTICES

<b>RELESE - RE-integration into Labour market through Entrepreneurship</b> <small>Leonardo da Vinci Transfer of Innovation program - LLP-LdV-TOI-2010-LT-0068</small>	
<b>2010 - 2012</b>	<b>Partnership</b>
<b>Element</b>	<b>Guiding questions</b>
<b>Type of document</b>	Information sheet
<b>Publisher</b>	Partnership organisations: Vilnius Business College – Lithuania TECMAIA – Parque de Ciência e Tecnologia da Maia – Portugal Laurea – Finland The School of Business Administration Turiba, Ltd – Latvia UITM – Poland Siaures Northtown Technology Park (NTP) – Lithuania Labour Market Training Centre in Utena - Lithuania
<b>Target audience</b>	Unemployed
<b>Field</b>	<ul style="list-style-type: none"> <li>- Entrepreneurship</li> <li>- Unemployment</li> </ul>
<b>Objective</b>	The project's main objective is transfer of the innovative e-learning platform and blended course contents and activities focused upon entrepreneurship enhancement. The aim of the project is to implement a realistic, competitive and sustainable Virtual Learning Community, which will promote a specific entrepreneurial training/mentoring programme offering an integrated guidance to entrepreneurs from the early stage of motivation and idea generation through a personalized support in implementing business projects.
<b>Location /geographical coverage</b>	The project has been implemented in the partner countries.
<b>Introduction</b>	The goal of the RELESE project is to contribute to the re-integration of socially vulnerable group of unemployed people into the labour market by enhancing their entrepreneurship skills and competencies. The project focuses on the needs of those who dropped out of labour market and would like to return to it by starting their own business but do not have necessary skills and know-how. It is the fear of unemployment and changes brought about in today's labour market that inspire them to look for new paths to find a new work place or, rather, to create their own.
<b>Stakeholders and Partners</b>	Target group: unemployed, agencies working with unemployed
<b>Financing Body</b>	This Project is co-financed within the frameworks of the European Commission Leonardo da Vinci Programme No. LLP-LdV-TOI-2010-LT-0068

<b>Context</b>	The goal of the RELESE project is to contribute to the re-integration of socially vulnerable group of unemployed people into the labour market by enhancing their entrepreneurship skills and competencies. The project focuses on the needs of those who dropped out of labour market and would like to return to it by starting their own business but do not have necessary skills and know-how. It is the fear of unemployment and changes brought about in today's labour market that inspire them to look for new paths to find a new work place or, rather, to create their own.
<b>The main objectives</b>	The project's main objective is transfer of the innovative e-learning platform and blended course contents and activities focused upon entrepreneurship enhancement. The aim of the project is to implement a realistic, competitive and sustainable Virtual Learning Community, which will promote a specific entrepreneurial training/mentoring programme offering an integrated guidance to entrepreneurs from the early stage of motivation and idea generation through a personalized support in implementing business projects.
<b>The description of the practice</b>	<p>Transferred, translated and adapted blended training course has been developed as well as E-learning platform including virtual enterprise simulations and case studies. The original course containing the following modules: Company, Marketing, Financing, Business Plan, Intellectual Property, Communication, Internationalization, Project Management, Innovation Management, is supplemented by Business English module which was selected in accordance with the needs analysis results in the partner countries.</p> <p>The course consists of a two phase process: 1) a blended learning course combining workshops with a set of collaborative and participative activities; 2) a mentoring phase to support the launch of business projects.</p> <p>The course content is converted into multimedia and interactive contents. The course requires 250 hours of learners' work, divided in modules of 25 hours each. Each module lasts for a period of two weeks approximately. Online content is organized in lessons, including activities and intermediate online assessments designed to deepen the understanding on the subjects at hand and evaluation of knowledge uptake progression. The course also comprises specially arranged sessions for presentation and discussion of learners' business projects with peers and experts, as well as institutional representatives expressly invited for this purpose.</p>
<b>Outcomes of the practice</b>	The quantitative indicators are not clearly stated. But the intangible use of the project is obvious, as the project tackled motivational issues of the unemployed, and contributed to their self-employment by becoming new entrepreneurs, also set ground to create the conditions to increase the success rate of start-up companies.
<b>Success Factors</b>	Openness, willingness to learn
<b>Constraints</b>	Available only in certain languages.
<b>Lessons learned</b>	The material developed is very useful and also can be adapted as a model for creation of some other blended training.
<b>Sustainability</b>	The material is ready to use and free of charge. Therefore no costs occur for potential users. The only investment is the time of the educators to deal with the features and the handling before using.

<b>Development of the practice</b>	The material will remain available online and usable free of charge and may serve as a starting base for further projects. Course material can be adapted and used by the unemployed who are willing to improve their skills free of charge only by registering on the platform.
<b>Conclusion</b>	The material developed is very usefull and also can be adapted as a model for creation of some other blended training.
<b>Related resources that have been developed</b>	All the materials developed are available on <a href="http://www.relese.eu/">http://www.relese.eu/</a>
<b>Language(s)</b>	Lithuanian, Latvian, English, Finnish, Portuguese and Polish
<b>Contact details</b>	
<b>Name</b>	RELESE project
<b>Company/Institution</b>	Partnership
<b>Website</b>	<a href="http://www.relese.eu/">http://www.relese.eu/</a> <a href="http://aurora.turiba.lv/bti/Editor/Manuscript/Proceeding/EN_Luka_Talente_Malavska_Sundar.htm">http://aurora.turiba.lv/bti/Editor/Manuscript/Proceeding/EN_Luka_Talente_Malavska_Sundar.htm</a>
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