



# A CALL FOR GOOD PRACTICE

**TOWARDS EXCELLENCE IN  
ENTREPRENEURSHIP AND  
ENTERPRISE SKILLS**

**Deadline for submission: 3 July 2015**

**Email: [EEPGoodPractice@etf.europa.eu](mailto:EEPGoodPractice@etf.europa.eu)**

# BACKGROUND

With increasing expectations on policymakers and practitioners to develop more cost-effective ways of developing human capital, good practice sharing has been identified as one option to reduce time, cost and effort in bringing innovation and value to education and training. In its recently published strategies 'Rethinking Education' and the 'Entrepreneurship Action Plan', the European Commission underlines the necessity to 'embrace and exploit' the good practitioner experience to boost job creation and prosperity. Good practice developments, however, are constrained by two factors. Firstly, access to good practice is often confined to specific events (e.g. conferences, seminars) and to closed networks with many education and training providers relying on hearsay for access to more innovative developments in their field. Secondly, good practice for the most-part is subjectively defined i.e. training providers keen on self-marketing make particular efforts to publicise their activities without any systematic effort to evaluate their practice.

Within this call, training programmes will be peer reviewed virtually. The peer review will be carried out by experts and ETF staff based on an ETF good practice 'scorecard'. The scorecard comprises a set of criteria against which training providers can determine quality, value and innovation in training. Training programmes that meet the good practice criteria will be assigned merit and posted the ETF's international good practice platform.

The call for good practice and the corresponding assessment tools were elaborated and road-tested over a 3-year period by training providers from EU member states and ETF partner countries, working in teams.

Training providers involved in the pilot phase of the ETF good practice initiative may re-apply.

## WHY SHOULD I PARTICIPATE?

The training providers who participate in the call and who are selected as a good practitioner will benefit in a number of ways, including:

- through constructive peer review, identify areas of the **training programme to be improved**;
- opportunities to have your **good practice show cased at international level**;
- possibility to **enhance your networking through ETF's international network** across the EU 28, ETF's 30 partner countries and beyond;
- possibility to **enhance your market position** through ETF's website, the good practice international on-line platform, the participation to events and other initiatives your training programme will be widely spread.

Note that all material used for the peer review purpose will remain confidential. All material made public on the ETF website or platform will be agreed with the training provider beforehand.

## GOOD PRACTICE THEMES

The ETF is presently seeking applications from training providers to participate in the call in the following thematic areas:

1. Training for **youth entrepreneurship**<sup>1</sup>;
2. Training for **women's entrepreneurship**<sup>2</sup>;
3. Training for **internationalisation of SMEs**.

All themes are priority policy concerns for the EU's Small Business Act.

All good practices submitted should have a clear and explicit human capital dimension i.e. education, training or other staff development feature (e.g. mentoring). Consequently, networking which may have an inherent human capital development line would not be sufficient unless it forms part of a clearly defined human capital development initiative.

## TRAINING ADDRESSING DIGITAL SKILLS

Note that while this call looks specifically at the three thematic training areas (youth entrepreneurship, women's entrepreneurship and skills for SME internationalisation), ETF is also interested in how the training addresses digital skills set against an increasing drive towards e-commerce and a wider digital economy in the EU, its neighbouring regions, and beyond.

In their submissions, training providers should ensure to demonstrate how their training programme interfaces with the development of digital competences and skills. For example:

- start-up training for young people: how young budding entrepreneurs are skilled up for effective use of available technologies for their businesses. This could include hardware (e.g. smartphone) as well as software (e.g. Excel).
- early-phase women-owned enterprises: how on-line mentoring reduces the mortality rate of women-owned businesses.
- SMEs breaking into international markets: how SMEs effectively use the internet for international market research purposes.

Please note that the scoring focuses on the training delivery across the three core themes. It does not apply to the digital skills component of the training programme.

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1 For the purpose of this call, youth age is considered from 15 to 35 years old.

2 This refers to women keen on starting a business as well as women already running a business

## WHICH COUNTRIES ARE ELIGIBLE?

### EUROPEAN UNION

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- France
- Finland
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- The Netherlands
- Poland
- Portugal
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden
- United Kingdom

### ETF PARTNER COUNTRIES

- Albania
- Algeria
- Armenia
- Azerbaijan
- Belarus
- Bosnia and Herzegovina
- Egypt
- Georgia
- Iceland
- Israel
- Jordan
- Kazakhstan
- Kosovo \*
- Kyrgyzstan
- Lebanon
- Libya
- former Yugoslav Republic of Macedonia
- Moldova
- Montenegro
- Morocco
- Palestine \*\*
- Russia
- Serbia
- Tajikistan
- Tunisia
- Turkey
- Turkmenistan
- Ukraine
- Uzbekistan

\* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence.

\*\* This designation shall not be construed as recognition of a State of Palestine and is without prejudice to the individual position of the Member States on this issue.

## WHICH TRAINING PROVIDERS ARE ELIGIBLE?

Training providers must be from organisations that design and deliver training (or mentoring and coaching) in the three thematic areas. This could include:

- business support organisations with a developed training profile (e.g. Chamber of Commerce, SME agency);
- training organisations that develop training for specific target groups (private training providers, public employment service, vocational education schools, training centres, specialist NGOs);
- SMEs that have in-house training to promote knowledge, competences or skills (this could include more innovative ways to promote human resources e.g. staff rotation, on-the-job mentoring, e-learning).

## PROCESS OVERVIEW

The ETF good practice call involves the following steps:

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### STEP 1

#### INFORMATION WEBINAR

Training providers interested in submitting a training practice will have the opportunity to participate in a webinar on 22 June 2015 at 11:00 CET to learn more about the submission procedures and how to ensure a quality submission.

Please register to the webinar by clicking on the following link:

**<https://attendee.gotowebinar.com/register/7769869708778071809>**

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### STEP 2

#### DEADLINE FOR SUBMISSION

The deadline for submission is **3 July 2015, mid-day CET**.

Training providers should submit the application form by e-mail to:

**[EEPGoodPractice@etf.europa.eu](mailto:EEPGoodPractice@etf.europa.eu)**.

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### STEP 3

#### ELIGIBILITY CHECK

The ETF will review all submissions against a set of eligibility criteria (see application form). Those applications meeting the eligibility criteria will be passed to a peer review.

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### STEP 4

#### PEER REVIEW

The peer review involves a set of assessment criteria (see checklist of the application form).

The training providers selected for peer review will be invited for a virtual peer review session of up to 2 hours. Before and during the session, they will be required to provide evidence to demonstrate that the programme meets the demands of the good practice criteria.

On recommendation of the peer reviewer, the ETF may undertake a site visit to the training provider. They may also contact beneficiaries of the training to verify evidence as a final quality control step.

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### STEP 5

#### INCLUSION IN THE ETF INTERNATIONAL GOOD PRACTICE DATABASE

The results of the peer review are communicated to the training provider, identifying the strengths and weaknesses, as well as recommendations for improvement.

Training programmes that meet the good practice status will be included in the ETF international good practice on-line platform. This will require that the good practices are written up in an easy-read format with sufficient detail to inspire readers and to encourage exchange and networking. The lifetime for good practices on the ETF platform is 24 months after which the training provider may re-submit the training programme for peer review.

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### STEP 6

#### PARTICIPATION IN THE GOOD PRACTITIONERS AND POLICYMAKERS FORUM

The final step involves a meeting involving the good practitioners and policymakers. The objective of this forum is to determine how policymaking can benefit from the experience, knowledge and know-how of the good practice training environment. Note that this step only applies to good practices from the ETF partner countries.

## GOOD PRACTICE DIMENSIONS

The selection panel will be interested in the methods and tools used by the good practitioners in the following 5 dimensions:

1. Training Needs Analysis
2. Training Design
3. Training Environment
4. Monitoring, evaluation and improvements
5. Marketing

## PEER REVIEW ASSESSMENT METHODOLOGY

### ELIGIBILITY CHECK

Applications that meet the eligibility criteria will be peer reviewed by an international expert with extensive knowledge and experience in the thematic area for which the application is submitted.

### PEER REVIEW

The peer reviewers will use the ETF's good practice assessment criteria which have been established for each of the above five dimensions. The objective of the criteria is to allow the peer reviewers to capture the level of quality and innovation in the training programme. The criteria were established and road-tested over a three year period on training programmes from the EU and ETF partner countries in each of the three thematic areas (youth, women, SMEs). The criteria are listed in the checklist attached to the application form.

### SCORING METHOD

The criteria within each of the five training dimensions are scored exponentially, i.e. higher scores are assigned to more developed and innovative aspects of the training. The scoring methodology will be explained in detail during the information webinar on 22 June.

### SELECTION AND AWARD

Training practice meeting the good practice threshold will be awarded the ETF good practice insignia and will be made available on the ETF good practice platform.

## HOW TO APPLY

Training providers must submit their application using the Microsoft Word application form, downloaded from the ETF website. All applicants must complete the eligibility criteria and the checklist at the end of the application form.

Completed forms must be sent by email to **EEPGoodPractice@etf.europa.eu**.

Training providers involved in the pilot phase of the ETF good practice initiative may re-apply.

## DEADLINE

The deadline for applications is **3 July 2015**.

## CONTACT

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