

**Erasmus + Programme
KA2 Strategic Partnership
Cooperation for innovation and the exchange of good practices – VET field
Project n°. 2015-1-IT01-KA202-004745, CUP Code: G76G15000440006**

SMART JUMP - Smart entrepreneurial skills for Creative Industries: an inclusive perspective

**CALL FOR APPLICATION FOR THE SELECTION OF PARTICIPANTS TO BLENDED
MOBILITY ACTIVITIES ABROAD**

This is an open call to partake to Blended Mobility Activities Abroad within the framework of the Erasmus+ Programme.

In the context of the Erasmus+ Programme Call for Proposal 2015 — EAC/A04/2014 (EU Regulation no. 1288/2013 of the European Parliament and of the Council of 11th of December 2013), it has been approved the project “SMART JUMP – Smart entrepreneurial skills for Creative Industries: an inclusive perspective” (n°2015-1-IT01-KA202-004745 - CUP Code: G76G15000440006).

The above-mentioned project foresees mobility activities addressed to:

- start-uppers;
- female/young entrepreneurs and SMEs from creative industries and manufacturing sectors;
- practitioners skilled in innovation, creativity and technological transfer;
- VET providers professionals of the SMART JUMP partnership consortium.

More detailed information on the project goals and achievements are available on the Erasmus+ Programme Dissemination Platform VALOR: <http://ec.europa.eu/programmes/erasmus-plus/projects/eplu-project-details-page/?nodeRef=workspace://SpacesStore/1553e73e-9c44-49e0-bc02-b0b8171aed85>

PROJECT OUTLINE

The SMART JUMP project (1st of October 2015 – 1st of April 2018), aims at strengthening the links between training and labour environments, through the improvement of the training offer (with a reduction of gaps of specific skills for entrepreneurship and intrapreneurship) and the support to the governance system referring to education and training.

Accordingly, the project intends to enhance the quality of the training offer linked to the entrepreneurship and intrapreneurship of women and young entrepreneurs who are active or have entered the Creative Industries sector.

More in detail, by applying the Quadruple Helix model developed in Sweden by WINNET and the Women Resource Center, the project aims at fine-tuning the training offer at local level with the National/regional strategies of development for growth and innovation in Italy, Spain, Hungary and Sweden.

The project envisages achieving the above-mentioned goals through the implementation of Blended Mobility Activities (SP-VET-BLEND - Blended mobility of VET learners), combining short-term physical mobility abroad with distance learning, in order to enhance transnational skills for creativity and innovation.

The training activity topic is “**BRAND VALUE MANAGEMENT**”, transferring to participants knowledge and tools to design an effective and customised marketing and communication strategy for their businesses or business ideas. Participants will therefore understand how to properly manage and valorise their personal and/or corporate image and brand.

Learning activities will be structured on the basis of a transnational peer learning approach through **in-class physical training mobility activity abroad** and two **distance webinars**.

Main goals of the Mobility Activities foreseen are:

- supporting creative enterprises to strengthen and value their brand at an international level;
- setting up a multicultural working environment with partners and professionals from Italy, Sweden, Spain and Hungary to improve the way creative enterprises face international markets;
- developing international networks by implementing innovative - creative methodologies and getting in contact with testimonials of best companies in the Creative Industries sector.

ART. 1 – BLENDED MOBILITY ACTIVITIES ENVISAGED

The SMART JUMP project foresees a mobility flux in Italy, structured as follows:

ITALY			
Organisation	N. internal staff	N. External Learners	Mobility Typology
Winnet Sverige	2	2	SP-VET-BLEND

The Blended Mobility Activity (SP-VET-BLEND) is structured as follows:

Total duration 7 days: 5 days of activity + 2 days of travel

- **1 day of distance learning** on the planned topics, aimed at preparing and homogenizing the group of selected participants;
- **1 travel day + 3 days of in-class activity abroad + 1 travel day ;**

- **1 day of distance learning**, designed to gather feedbacks from participants on the activities carried out abroad and subsequent follow up.

For a detailed description of the Blended Mobility Activity structure and contents, please see Annex B attached to the Call for Applications.

ART. 2 - ADMISSION REQUIREMENTS AND ELIGIBILITY CRITERIA

VET LEARNERS:

Women/youth people:

- intending to develop business opportunities in the Creative Industries sector;
- who have already launched a business or a start up in the Creative Industries sector;
- entrepreneurs active in the Creative Industries, manufacturing companies and SMEs who need a reinforcement of their communication/marketing strategies and/or of their personal/corporate image.

VET STAFF:

Internal staff member of the ERASMUS+ SMART JUMP partnership consortium.

Each participant must have an English Common European Framework of Reference for Languages (CEFR)¹ level of B1 or superior

ART. 3 - HOW TO APPLY

Before applying read carefully the Call for Applications and the information about the Erasmus+ SMART JUMP project included in the project summary available at www.smartjump.eu.

In order to apply to this Call, please submit your application (in digital format only), to Winnet Sverige:

You must include:

- Curriculum Vitae Europass Format. The CV must report your level of knowledge of the English language according to the Common European Framework of Reference for Languages (CEFR) framework;²
- Participation Form (Annex A to the Call of Applications), duly filled in, signed and dated.

The email address per each Contact Organisation to which submit your application are the following:

Contact Organisation	Contact Person	Email address
Winnet Sverige	Ms. Britt-Marie Söderberg Torstensson	britt-marie.torstensson@winnetsverige.se

¹ http://www.coe.int/t/dg4/linguistic/cadre1_en.asp

² CV Europass format Model is available at the following link:
<http://europass.cedefop.europa.eu/documents/curriculum-vitae/templates-instructions>

In case you need further assistance in applying to the Call or more detailed information about the project and the mobility activities, please write an email to the Contact Person above-mentioned.

APPLICATIONS MUST BE FULFILLED AND SUBMITTED BY 12.00 (CET TIME) ON FRIDAY 12 MAY, 2017, UNDER PENALTY OF EXCLUSION.

To be considered valid, all candidates must submit their applications using the online procedure as referred to in the above paragraph.

Do not wait until the due date to apply! If you find you are missing some documents or information and have problems with internet connection you might not succeed in applying just in time.

Incomplete applications and applications lacking the obligatory eligibility criteria shall not be considered valid.

Winnet Sverige reserves the right to request additional information and / or integration

Winnet Sverige may extend the deadline or reopen the Call for Applications, if necessary.

Any further communication about this Call will be published on the project website on the website of Winnet Sverige.

ART. 4 - SELECTION PROCUDERES

Valid Applications will be evaluated by Winnet Sverige on the basis of the compulsory documentation attached to the Participation Form. Hereafter the evaluation criteria applied:

Coherence of the professional profile with the training contents foreseen on the basis of the CV Europass submitted (see art. 3)	max.15 point
English Common European Framework of Reference for Languages (CEFR) level of B1 or superior	At least B1

The publication of the final evaluation results will be published online on the Winnet Sverige Website at least 1 weeks ahead the start date of the activities (the 18th of May 2017).

In detail, Winnet Sverige will publish online the list of selected applications and a reserve list (if any).

The online publication of the results is equivalent to notification in all respects for the purpose of convening the evidence, if any.

ART. 5 – GRANTS

An assigned number of Mobility Grants funded by the Erasmus+ Programme are available to cover part of the expenditures occurred in order to participate to the Blended Mobility Activity.

In detail, the following Mobility Grants are available:

Contact Org.	N. Mob. Grants Internal Staff	N. Mob. Grants External	Travel (roundtrip) amount per person	Subsistence costs amount per person	Total Amount per
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		Learners		(including 2 travel days)	person
Winnet Sverige	2	2	275,00 €	385,00 €	660,00 €

The GROSS AMOUNT per each Mobility Grant is calculated on the basis of the following Erasmus+ Programme parameters:

- 275,00 €, roundtrip travel costs;
- 55,00 € per day, subsistence costs (meals and accommodation – including 2 travel days).

THE ATTENDANCE TO THE COMPLETE BLENDED MOBILITY ACTIVITY (WEBINARS AND PHYSICAL IN-CLASS ATTENDANCE) IS COMPULSORY IN ORDER TO THE MOBILITY GRANT AWARD.

FAILURE IN ATTENDING ANY OF THE ACTIVITIES FORESEEN (SEE ART. 1 – BLENDED MOBILITY ACTIVITIES ENVISAGED) LEADS TO THE REVOCATION OF THE MOBILITY GRANT AND REFUND TO THE CONTACTING ORGANISATION.

ART. 6 - ENROLMENT INFORMATION

Further details on the enrolment procedures and the detailed organisation procedures of the Blended Mobility Activity will be available after the selection phase end and will be communicated by Winnet Sverige in due time.

Candidates intending to withdraw must do so by an email communication within three working days from the date of publication of the results due to organisational reasons. Candidates failing to send via mail the communication of intent to withdraw within three working days will be considered to have withdrawn in any case.

Winnet Sverige will acknowledge the safe receipt of the request of withdrawal via email to the address reported in the Participation Form.

In case of withdrawal by candidates, their places could be reassigned to the following Candidate included in the Reserve List (if any).

Candidates concerned will receive an email offering them a place. They must accept within three working days by following the same procedure as above.

ART. 7 – RECOGNITION OF THE LEARNING OUTCOMES

Learning outcomes formal recognition will be ensured by the issue of a:

BEFORE THE START OF THE BLEND MOBILITY ACTIVITY

- Learning Agreement/Work Programme signed by the Sending Organisation, the receiving Organisation and the Participant.

AT THE END OF THE BLEND MOBILITY ACTIVITY

- SMART JUMP Certificate of Attendance;

- EUROPASS MOBILITY³ (If possible).

ART. 8 - CONTACTS

Any further communication about the Call will be published on [Winnet Sverige website](#).

For any request of further information or clarification about the Blended Mobility Activity contents and the application procedures, please contact via mail via mail the Contact Person to the address above listed (see art. 3 – How to apply).

ANNEXES

Annex A – Participation Form

Annex B – Blended Mobility Activity Structure

³ <http://europass.cedefop.europa.eu/documents/european-skills-passport/europass-mobility>