



Blue Economy Entrepreneurship

The Training Mobility in Limerick, Ireland & The Development of the Training Guide



We are thrilled to share the exciting outcomes from our recent training mobility held in Limerick, Ireland, at the beginning of November. This marked a crucial milestone in our Blue Economy Entrepreneurship project as we gathered to assess the training guide that we have developed.

The training mobility, in which people from Malta, Cyprus, Ireland, Madeira, and Italy took part, **served as a test for the effectiveness of our guide, providing a dynamic platform for real-world application and feedback.** The enthusiastic participation of the participants showcased the dedication and commitment that underpins our collective pursuit of fostering innovation and sustainability in the blue economy sector.

About the project

The BEE project aims to create new education opportunities for low-skilled adults facing economic difficulties living in the European Islands, focusing on the coastal tourism of the blue economy and entrepreneurship skills. Coastal tourism accounts for 5.4 million jobs across Europe, making up 64% of employment, with 41% of the profits in the EU's blue economy. Therefore, enhancing competencies in such fields will allow the target group to progress towards qualifications and enter the labour market in a more accessible way, validated through the Entrecomp Framework and the Europass, to ensure proper qualifications to be used after the project. Moreover, the Blue Economy sector is intrinsically related to the environment and the fight against climate change. Therefore, this project aims to develop sustainable green and blue economic growth.



The Training Guide

BEE comprehensive training guide for adult educators on sustainable tourism entrepreneurship initiatives is a well-structured and multifaceted program that equips its participants with diverse skills and knowledge.

Module 1 initiates the journey by introducing the overarching Blue Economy Entrepreneurship (BEE) project, primarily focusing on providing educational opportunities for low-skilled adults in the European Islands, particularly in the blue economy and entrepreneurship sectors.

As the educators progress to **Module 2**, they delve into the concept of non-formal education (NFE) and its applicability in the context of sustainable tourism within the European Union, setting the stage for a pedagogical approach tailored to their adult learners.



In **Module 3**, the historical perspective and contemporary relevance of Entrecomp are explored, emphasizing its importance in guiding the BEE project towards success.

Module 4 underscores the practical aspect of entrepreneurship in the tourism sector, concentrating on the essential skills required for fostering innovation and developing new ideas.

Module 5 extends the purview to social entrepreneurship, shedding light on its principles and diverse approaches within the European Union, allowing educators to appreciate the potential of their role in driving positive social change. **Module 6**, on the other hand, delves deeper into the critical topic of sustainability, specifically within the environmental sector and its implications for sustainable tourism.

Module 7 broadens the educators' perspective by providing insights into the financial and political resources available at EU and national levels to support sustainable tourism initiatives.

Module 8 combines theory and practice, creating a holistic learning experience. The theoretical component lays the groundwork for transitioning from an entrepreneurial idea to a sustainable reality. In contrast, the practical part involves business plan development and hands-on activities, ensuring educators have actionable skills.

Finally, in **Module 9**, the training program culminates with a practical recap session. This module engages participants in the creative process, encouraging them to generate sustainable business ideas within the sustainable tourism sector through a workshop, thus consolidating their knowledge and fostering their ability to inspire innovation and entrepreneurship in their adult learners.

Collectively, these modules form a robust training program that equips adult educators to be effective catalysts for change in sustainable tourism entrepreneurship.

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