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THE UPthEM PROJECT

NEWSLETTER 3



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THE PROJECT'S NEWS

The partners in **Upskilling Pathways for Employability**, project UPthEM, completed the development of the UPthEM training programme, designed for training of aspiring entrepreneurs with disadvantaged background. The programme focusses on four different disadvantaged groups: people facing socio-cultural (gender, ethnicity or religion related), economic (related to unemployment and poverty), geographical disadvantages (living in remote and rural areas with limited employment opportunities and higher, in relation to other regions, rate of long-term unemployment) and the group of people with disabilities. In October 2021, the project partners will organize training of adult educators to implement the UPthEM programme, followed by online dissemination activities and 5 multiplier events, targeting entrepreneurs from the disadvantages groups. The project partners produced videos stories of successful entrepreneurs with disadvantages backgrounds in Bulgaria, Romania, Poland, Greece and Spain. These successful motivational stories are visual aid for the UPthEM programme.

The collection of motivational videos can be seen in the project's YouTube channel:
https://www.youtube.com/channel/UCcANtomI_PRsfii3_C9710g

Here is a flavor of the stories of overcoming difficulties!

MOTIVATIONAL STORIES

OVERCOMING SOCIO-CULTURAL DISADVANTAGES

“Dare! The Future is Yet an Unwritten Book”, the story of Ramona Popescu of Romania, a young widow and mother, a graduate of fine arts. Two years ago she set up an agricultural/beekeeping business in the town of Topoloveni, after she accessed European funds through the Leader program. Ramona's Beekeeping business had a difficult and painful beginning, but with daring, with self-confidence and with the support of the people around her, the business began to grow.



With her arts, (Ramona is graduate of fine arts), her beekeeping experience (she comes from a family of farmers) and the participation in a training course on a farm in Sweden, Ramona manages to turn the honey into a high quality product and to create a good image of this product."



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OVERCOMING GEOGRAPHICAL DISADVANTAGES



“History will appreciate us one day for what we’ve done for our region”, Stefan Prodanov of Svishtov, Bulgaria.

Stefan is the Chairman of Association "Tourism Council – Svishtov. The aim of the organization is to save and preserve the cultural and historical heritage in the municipality of Svishtov, and especially the heritage, related to the Roman Archaeological Park Novae, and to attract tourists to the remote, in terms of infrastructure, city and the region. The Association created a Roman re-enactment group.

OVERCOMING ECONOMIC DISADVANTAGES

“Looking for professional support”, Sara Carrascosa from Mancha Real in Andalusia (Spain).

Having been awarded a PhD in Education, a higher degree in psychology and a master's degree in educational psychology, 12 years ago she established a company in education Educarium. She overcame lack in administrative training and accounting illiteracy by attracting likeminded specialist in these areas and by getting local, state, regional and European aid, and aid for a woman working in rural areas.

“Turning challenges into opportunities”, Elpiniki Chatzidimitriou & Christina Papagianni in Thessaloniki (Greece) started a website for producers of healthy food in Greece in the first



Covid-19 quarantine, while trying to maintain healthy diet themselves. Overcoming difficulties related to the restrictions to physical movement in time of pandemics, they performed much of their work electronically and learned to do it well and efficiently.

“Don't give up if you believe in your idea”, Konrad Ziaja (Poland).

Konrad Ziaja, the CEO of CinematicVR start-up that produces all kinds of VR and AR contents for business clients, started his business with the training, technical and financial support of a start-up platform in Eastern Poland. He believes in his idea and constantly strives for improving the expanding the company.





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OVERCOMING PHYSICAL DISABILITY

“The Flower Theatre”, Tsvete Yaneva (Bulgaria) is the director of the „Tsvete“ (Flower) Theatre. The theatre works with children from minority groups, some of them with intellectual, sensory or physical problems and they often come from very poor families. Tsvete Yaneva graduated in Engineering and later studied Puppet Directing at the Bulgarian National Academy of Theatre and Film Arts. Though a person in a wheelchair and suffering multiple scleroses, she finds that the biggest difficulty in her work is the scarcity of funds for culture. Motivated by her love for the children and profession, surrounded by like-minded people she never stops learning and innovating; and with the help of European projects.