

ENTRE_VET PROJECT

Informative newsletter from the second period of the project.



Workshops with entrepreneurial insights

Over the past months, VET students across Belgium, Estonia, Germany, Greece, and Spain have had the opportunity to engage in hands-on workshops with successful entrepreneurs from their own countries. These events provided first-hand insights into various business aspects, from finance and branding to strategic marketing and social entrepreneurship.

The workshops by country

Belgium

In September, beauty and hair students learned about online marketing and branding from Stephanie of 'De Salonplanner,' with a focus on Instagram strategies. In October, a former MIRAS student inspired culinary students with insights into strategic marketing, SWOT analysis, and the importance of passion-driven entrepreneurship.

Estonia

From November to January, PVEC organized three engaging workshops. The first tackled finance and AI in business, exploring automation in marketing and logistics. The second highlighted resilience and market differentiation in the pastry industry, with a hands-on confectionery session. The final workshop focused on trade and sales, where entrepreneurs from Plantos, Black Giraffe, and Nordic Vendure shared strategies on customer targeting and visual branding importance.

Germany

Held in December, this workshop introduced second-year carpentry students to entrepreneurship. Christian Woska, a catering and butchery entrepreneur, shared his journey, emphasizing leadership in business. The session concluded with students developing their own business ideas, including a unique sustainable tiny- and treehouse concept.

Greece

In November, VET students in Larisa explored social enterprise models with Nikoleta Tsampandoura from the Floriculture Cooperative for People with Disabilities, "Sunflowers." This session highlighted the impact of cooperatives and social entrepreneurship, receiving overwhelmingly positive feedback from participants.

Spain

In October, MCC hosted two dynamic workshops featuring industry professionals. Carlos Catalá of Carnicerías Catalá emphasized business planning and customer service, while Kanrós Restaurant owners discussed problem-solving, time management, and human resources. Over 100 students participated, gaining firsthand knowledge of culinary entrepreneurship, topped off with inspiring dish presentations.



What's next?

- The Transnational Project Meeting (TPM) in Slovakia, hosted by TOPCOACH SRO.
- The training program curriculum is ready and we will proceed now with the development of the ENTRE_VET MOOC platform.

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