

Partners

d-ialogo



GENIE has the clear objective of “contributing to the competitiveness, and innovation of MSMEs through the development of innovative training tools and content”.

This objective is then articulated into:

- Upgrading VET provision with innovative content on entrepreneurship development
- Developing new VET solutions and gamification
- Improving the involvement of MSMEs’ staff in the growth and competitiveness prospects of enterprises
- Enhancing work-based learning opportunities for people already in employment and new entrants into labour market through MSMEs.

GENIE is inspired by gamification and intrapreneurship for enhanced VET solutions in support of microenterprises’ competitiveness.

About us

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Gamification & Education

GENIE

to Nurture Intrapreneurship at Enterprise



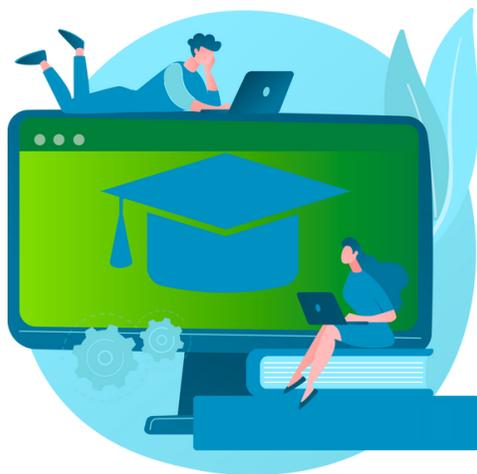
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Project results

Putting innovation at the centre from day one, the “GENIE in the lamp” approach for EU MSMEs draws on GENIE’s original take on gamification: a HR Management-based model that emphasises staff engagement and connection via intrapreneurship-focused team bonding activities.

This joint effort brings together different cultural and microentrepreneurial realities, which will trigger a multi-pronged approach –and solution– to tackle the challenges this project faces.

Additionally, partners are both VET providers in a plethora of contexts, which adds up to their proven track of entrepreneurship support.



This setting opens a gap for GENIE to broker the cross-border exchange between all these realities, bringing its main actors (VET providers, entrepreneurs, MSMEs) together in the process.

Likewise, this process aims to help MSMEs reach much-needed competitiveness levels via new training solutions that are in compliance with EU-approved products such as Cedefop, EQF, DigComp 2.1, Eures, Europass and ESCO.



It consists of 2 main elements:

The “**Genie Adoption Suite**”: a set of guidelines to foster GENIE training and boardgame implementation. This artifact is developed following the feedback of Genie consortium partners and VET/MSME users, which validate the product in real operational settings.

This Suite includes teacher’s notes for VET professionals to employ GENIE in their lessons, optimal delivery of the boardgame and integration models for team bonding activities.

The “**Entrepreneurship in Microenterprise and VET Decalogue**” is an operational document meant to be a “call to Action” for all interested parts.

GENIE’s “Decalogue” promotes the adoption of its model in MSMEs across Europe, tapping into the vast potential European businesses possess.



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