



VEDA: Online Toolkit Concept Model Report

December, 2023

Produced by: Center for Social Innovation [CSICY]



Image source: [Free Photo | Free photo girl sitting on the grass with a beautiful view of florence \(freepik.com\)](https://www.freepik.com)



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project Number: 2022-1-SK01-KA220-VET-000090008

Executive Summary:

The VEDA project is an EU Funded Project by Erasmus+, a visionary initiative in the realm of education and empowerment, endeavors to bridge gaps and open doors for mainly young women in the Travel, Tourism & Hospitality (TTH) sector. The essence of this project lies in its commitment to providing avenues for skill development, boosting employability, and nurturing entrepreneurship among women. This executive summary offers a glimpse into the strategies and innovations employed to translate the training package into an online format, positioning it as a beacon of good practice with the potential for replication in diverse educational settings.

The global context within which the VEDA Project unfolds is characterized by a shifting landscape in education and employment. The COVID-19 pandemic has accelerated the adoption of online learning, making it not just a convenient option but a necessity. The VEDA Project seizes this opportunity to not only address the specific needs of the TTH sector but also contribute to the broader discourse on leveraging digital platforms for educational empowerment.

The six meticulously designed modules—Social Skills, Marketing, Digital ICT, Entrepreneurship, Innovation & Creativity, and Self-Empowerment—comprise the heart of the training package. Each module reflects a commitment to holistic development, recognizing that skills alone are insufficient without the cultivation of a mindset conducive to success in the TTH industry.

The primary purpose of this report is to articulate the methodologies and advancements employed in translating the Training Package of the VEDA project into an online format through innovative digital pedagogies. The document, to be published on the project website, not only showcases the successful adaptation of the training materials for online delivery but also positions it as an exemplary model of good practice. By offering insights into the strategies and innovations utilized, the executive summary aims to serve as a valuable resource for other sectors and educational settings seeking to replicate similar success in the digital transferability of training packages. The VEDA Project stands as a visionary initiative committed to closing gender gaps, fostering skill development, enhancing employability, and nurturing entrepreneurship among women, thereby making a significant impact on education and empowerment in the TTH sector.

In conclusion, the VEDA project is not merely a project; it is a testament to the transformative power of education when coupled with digital innovation. By making the training package transferable online, the project sets the stage for a new era of empowerment for mainly young women in the TTH sector, with the report standing as a testament to good practice and a guide for those embarking on similar journeys of change and empowerment.

Project Consortium

EkoRegion, Slovakia



Innovation Training Center, S.L., Spain



Stimmuli For Social Change, Greece



PRISM IMPRESA SOCIALE S.R.L.



INSTITOYTO BIOMICHANIKIS KAI
EPICHEIRISIAKIS EPIMORFOSIS KAI KATARTISIS
SEV SYNDESMOS EPICHEIRISEON KAI
BIOMICHANION, Greece



Center for Social Innovation, Cyprus



Uludag University, Turkey



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project Number: 2022-1-SK01-KA220-VET-000090008

Index:

1. Background	5
2. Project Objectives and Outcomes	6
3. The purpose of this report	9
4. Methodology	10
5. The VEDA Project Learning Experience	11
6. Assessment & Certification	13
7. Monitoring & Evaluation	15
8. Dissemination & Replicability	15
9. Conclusion	17



Image source: [Free Photo | Free photo full shot smiley woman at farm \(freepik.com\)](https://www.freepik.com)



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project Number: 2022-1-SK01-KA220-VET-000090008

1. Background

In an era characterized by rapid technological advancements and an evolving employment landscape, the Travel, Tourism & Hospitality (TTH) sector stands out as a vibrant and dynamic industry. Recognizing the sector's potential as both an economic powerhouse and a source of opportunities, the VEDA project emerges as a response to the imperative of fostering inclusivity and empowerment, particularly among young women. This initiative is propelled by the understanding that, despite the sector's growth, there exists a gender gap, with women underrepresented in leadership roles and entrepreneurship within TTH.

The genesis of the VEDA project lies in the realization that education, coupled with digital proficiency, can serve as a formidable catalyst for transforming this landscape. The project partners [EkoRegion in Slovakia, Innovation Training Center in Spain, Stimuli for Social Change in Greece, Prism Impresa Sociale Srl in Italy, IVEPE in Greece, CSI in Cyprus and ULUDAG University in Turkey] fueled by a commitment to social equity and economic empowerment, conceived an endeavor that not only imparts knowledge but also nurtures the skills and mindset necessary for young women to navigate and excel in the multifaceted world of TTH.

The backdrop against which the VEDA project unfolds is one of global connectivity and increasing reliance on digital platforms. The COVID-19 pandemic, while posing unprecedented challenges, has also accelerated the digital transformation of education, making online learning an imperative rather than a choice. Thus, the VEDA Project not only responds to the specific needs of the TTH sector but also aligns with broader trends in education and employment.

Furthermore, the VEDA project is founded on the principles of equity and inclusion. It recognizes that empowering young women transcends mere skills development; it involves breaking down barriers, challenging stereotypes, and creating an environment where every individual, irrespective of gender, feels not only welcomed but also equipped to thrive in the TTH sector.

In essence, the background of the VEDA project is a narrative of convergence – where the dynamism of the TTH sector intersects with the transformative power of education, and where the digital realm becomes the canvas upon which the aspirations of young women are painted. This initiative is not merely an educational endeavor; it is a call to action, a commitment to reshape the narrative of women in TTH, and a testament to the belief that empowering individuals goes hand in hand with creating a more robust, inclusive, and sustainable industry.

2. Project Objectives and Results

The VEDA Project aligns closely with the overarching goals of the European Union's strategies, contributing significantly to the advancement of female entrepreneurship and sustainable development. The project's objectives are intricately woven into the fabric of these strategies, aiming to empower a diverse range of women and harness their potential through comprehensive educational initiatives.

2.1 Empowering a Diverse Range of Women:

At the core of the VEDA Project objectives is the commitment to providing opportunities for a broad spectrum of women to actively participate in the TTH sector. By doing so, the project directly contributes to the EU's strategies for female entrepreneurship, ensuring that women from various backgrounds can engage, excel, and leverage their untapped potential within the industry.

2.2 Contributing to the Female Green Economy:

The VEDA Project extends its impact beyond conventional entrepreneurship by actively participating in the development of a female green economy. Through targeted modules and initiatives, the project aims to foster sustainable practices within the TTH sector. By doing so, it aligns with the EU's objectives for sustainable development and ecological responsibility, contributing to the broader vision of a green and inclusive economy.

2.3 Cultivating Innovative Digital Skills:

In response to the evolving landscape of the digital age, the VEDA Project dedicates itself to the development of innovative educational tools. These tools are tailored specifically to facilitate the acquisition of new and advanced digital skills among women in Europe. By fostering digital literacy, the project not only addresses the immediate needs of the TTH sector but also aligns with the EU's strategic vision for a digitally skilled and competitive workforce.

2.4 Nurturing Entrepreneurial Spirit:

Embedded within the VEDA Project objectives is the ambition to nurture an entrepreneurial spirit among women. This goes beyond conventional business ventures, emphasizing sustainable and innovative approaches to entrepreneurship. By encouraging participants to explore and realize their entrepreneurial potential, the project contributes directly to the EU's broader goals of fostering economic growth through diverse and sustainable business practices.



2.5 Promoting Inclusivity in Innovation:

Innovation is a key driver of progress, and the VEDA Project aims to ensure that innovation is inclusive and accessible to all. The project's objectives prioritize the development of innovative skills among females, not only as a means of personal and professional growth but also as a catalyst for positive change within the TTH sector. This inclusivity aligns seamlessly with the EU's vision for a diverse and innovative European landscape.

Through these objectives, the VEDA Project becomes a beacon of transformative change, actively participating in the realization of the EU's strategic objectives. By empowering women, fostering sustainable practices, and cultivating digital and entrepreneurial skills, the project stands as a testament to the potential for impactful educational initiatives to shape a more inclusive and prosperous future.

The VEDA Project aims to provide equal opportunities for learning and employability to women, through the utilisation of their existing skills and the development of new competences. The project will have the following results and outcomes.

1) Provision of an in-depth analysis of the current economy and female entrepreneurship strategies in Europe on a regional, national and local level: This analysis will be based on the collection of data from interviews and focus groups which will take place during the project. The objective is to map out the specific character of the current opportunities for female entrepreneurship in the contemporary European labour market, as well as the benefits of including women in current and future SMEs, in order to better address it through the provision of opportunities for learning and employability in the field of tourism.

2) Development and implementation of interactive learning material, which will include activities designed to help women improve their skills and capacities to enter the labour market. These skills include digital literacy, as well as ways of developing their own tourism business ideas, thinking about start-up companies, entrepreneurship skills etc.

3) Development of an online platform, which will work as a bridge between women and local SMEs, tourist businesses

stakeholders and organizations who offer opportunities for employment and/or entrepreneurship. This platform will also include the learning activities, as well as information about opportunities for the development of TTH in the EU.

4) Development of interactive guidelines, which will summarise the activities and outcomes of the project and will be a comprehensive resource that will work towards the objective of building the professional capacity of practitioners in the field of green entrepreneurship.

In conclusion, the VEDA Project stands as a transformative initiative committed to fostering equal opportunities for women in the realms of learning and employability. The project's multifaceted approach is poised to yield impactful results and outcomes.



Image source: [Free Photo | Free photo asian female farmer see growth of pineapple in farm. agricultural industry, agriculture business concept. innovation technology for smart farm system, farmer occupation. \(freepik.com\)](#)



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project Number: 2022-1-SK01-KA220-VET-000090008

3. The purpose of this report

The comprehensive report, meticulously crafted by the CSI team and thoroughly reviewed by all project partners, elucidates the strategic roadmap for making the Training Package seamlessly transferable online through innovative digital pedagogies. Spanning 18 pages, the report, written in English, unfolds with a contextual Background section, providing insights into the genesis and context of the initiative. It then delves into the meticulously outlined Project Objectives and Outcomes, elucidating the overarching goals and anticipated results. The Methodology section meticulously details the approach taken to ensure the efficacy of the digital transition. The VEDA Project Learning Experience is intricately explored, shedding light on the immersive learning encounters crafted for online delivery. Assessment & Certification processes are elucidated, ensuring a robust evaluation framework. The report systematically addresses Monitoring & Evaluation mechanisms, underscoring the commitment to ongoing refinement and improvement. A dedicated section on Dissemination & Replicability outlines strategies to share insights across sectors and educational settings, with the report set to be published on the project website as a beacon of good practice. The concluding section encapsulates the essence of the report, summarizing key findings and emphasizing the significance of the project's transferability, offering a blueprint for future initiatives in the educational landscape.

4. Methodology

The methodology employed in crafting the e-learning platform for the VEDA Project is a dynamic fusion of interactive and engaging instructional strategies tailored to the thematic core of Travel, Tourism & Hospitality (TTH). The platform is meticulously designed to transcend traditional learning approaches, integrating diverse elements such as interactive readings, exercises, quizzes, scenarios, videos, and diagrams. Each module unfolds as a rich tapestry of multimedia resources, offering participants an immersive and varied learning experience. Interactive readings stimulate active engagement, while exercises and quizzes reinforce comprehension and application of theoretical concepts. Real-world scenarios bring a practical dimension to learning, allowing participants to navigate challenges akin to those encountered in the TTH sector. The inclusion of videos enhances visual and auditory learning, providing dynamic insights into industry practices. Diagrams serve as visual aids to simplify complex concepts. Continuous assessments strategically interspersed throughout the modules gauge participant understanding and retention, ensuring a comprehensive and effective learning journey. This multifaceted methodology aims not only to impart knowledge but also to foster a deeper understanding of TTH concepts, preparing participants for the multifaceted demands of the industry.



Image source: [Free Vector | Free vector hand drawn flat design gamification illustration \(freepik.com\)](#)

5. The VEDA Learning Experience

The educational content within the VEDA Project platform is meticulously structured around six core modules, each representing a vital aspect of personal and professional development within the Travel, Tourism & Hospitality (TTH) sector. These modules, namely Social Skills, Marketing, Digital ICT, Entrepreneurship, Innovation & Creativity, and Self-Empowerment, collectively form the backbone of the curriculum, offering participants a comprehensive and well-rounded learning experience.

5.1 Multilingual Support

Available in five languages—English, Slovakian, Italian, Spanish, Turkish and Greek—the platform ensures accessibility for a diverse and international audience. This multilingual approach not only breaks down language barriers but also acknowledges the cultural diversity within the TTH sector, fostering a truly global learning community.

5.2 Platform Content

The educational journey unfolds through interactive reading materials, providing engaging and informative content to participants. Quizzes, strategically integrated within the modules, serve as interactive checkpoints, reinforcing comprehension and facilitating active learning. Real-world scenarios are presented to immerse participants in practical challenges encountered in the TTH industry, encouraging critical thinking and application of theoretical knowledge.

Assessment tests, a key component of each module, gauge the participants' understanding and proficiency. These assessments go beyond mere evaluation; they serve as benchmarks for personal and professional growth, guiding individuals toward mastery of the module's content. The combination of interactive reading, quizzes, scenarios, and assessments creates a dynamic learning environment, catering to various learning styles and ensuring that participants actively engage with and internalize the material.

In essence, the content development strategy within the VEDA Project platform is intricately aligned with the project's objectives. It not only imparts knowledge but also cultivates practical skills, fosters critical thinking, and empowers participants to excel in the multifaceted landscape of the TTH sector. Through these modules, the VEDA Project strives to equip individuals with the tools they need to navigate challenges, seize opportunities, and contribute meaningfully to the TTH industry.

5.3 Universal Design for Learning (UDL):

One of the main and most important aspects of the platform is to promote inclusive learning through the way it's designed (UDL). Embracing the principle that learning environments should be designed to accommodate the widest range of learner variability, the training package adheres to Universal Design for Learning (UDL) principles. This ensures that content

is not only accessible but also, **inclusive** and adaptable to individuals with diverse learning needs. The platform features customizable interfaces that allow users to tailor their learning experience, accommodating preferences and specific requirements. Multiple formats for content delivery, including text, audio, and visual elements, cater to different learning styles, making the educational journey inclusive and effective for all participants. By prioritizing UDL, the VEDA Project endeavors to create an environment where every individual, regardless of their learning profile, can thrive and derive maximum benefit from the educational modules. This commitment aligns seamlessly with the project's broader mission of breaking down barriers and fostering equal opportunities within the TTH sector.

Universal Design for Learning (UDL) thinking cycle

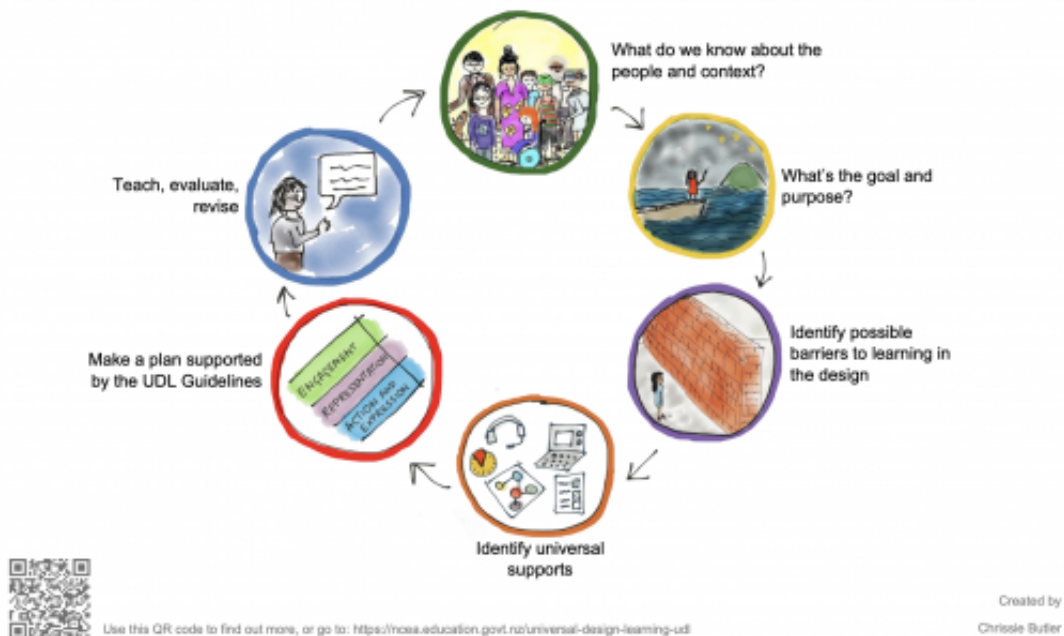


Image Source: [Universal Design for Learning | Inclusive Education \(tki.org.nz\)](https://moei.education.govt.nz/universal-design-learning-udl)

6. Assessment & Certification aligned to EQF level 4

6.1 Continuous Assessment:

Embedded within the structure of each module, participants in the VEDA Project platform will undergo rigorous and continuous assessment. These assessments, strategically placed throughout the learning journey, serve as checkpoints to evaluate understanding, retention, and practical application of the module's content. By engaging participants in quizzes, exercises, and scenario-based assessments, the VEDA Project ensures that learning is not a passive endeavor but an active and participatory process.

6.2 Certification Criteria:

The attainment of the VEDA Project certificate is a recognition of dedication, comprehension, and proficiency. Participants aiming to receive certification by the end of the project must demonstrate a comprehensive understanding of the material. To qualify for certification, individuals are required to achieve a minimum score of 70% on the cumulative assessment tests across all modules. This criterion ensures that certified individuals have not only engaged with the content but have also mastered the key concepts and practical applications within each module.

6.3 Acknowledging Excellence:

The VEDA Project certification is more than just a completion acknowledgment. It's a clear symbol of the participants skills and commitment, within the TTH sector. This certificate gives the participants a tangible representation of their skills & capabilities.

6.4 Encouraging Lifelong Learning:

The certification process is designed not only as a conclusion to the VEDA Project learning journey but also as an encouragement for ongoing education. By setting a measurable standard for certification, the project motivates participants to strive for continuous improvement and mastery in the ever-evolving landscape of TTH. The goal is not just certification but the cultivation of a mindset that embraces lifelong learning and professional development.

In essence, the assessment and certification process within the VEDA Project is a mechanism for recognizing and celebrating the achievements of participants. It serves as both a culmination of their educational journey and a springboard for future endeavors within the TTH sector.

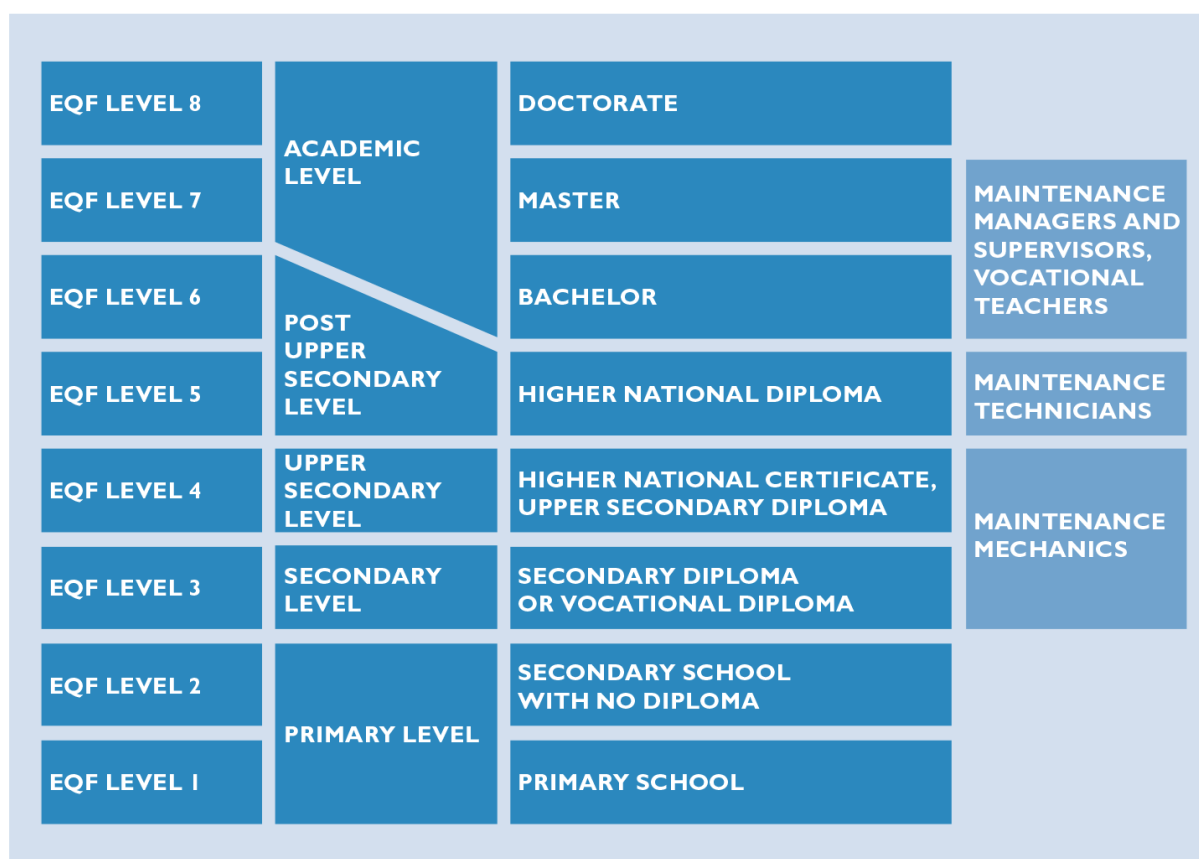


Diagram Source: Application of European Qualification Framework (EQF) in Maintenance - R&D - Maintworld



7. Monitoring and Evaluation

The meticulous monitoring and evaluation process embedded within the VEDA Project underscore is committed to continuous improvement and the delivery of a high-quality educational experience. Leveraging advanced analytics tools, the platform diligently tracks participant progress and engagement across all modules. These analytics provide real-time insights into individual learning trajectories, allowing for immediate adjustments. Furthermore, the project values the perspectives of its participants. Feedback surveys, by the end of the learning journey, serve as a crucial mechanism for assessing the effectiveness of the training package.

8. Dissemination and Replicability

8.1 Project Website:

Ensuring seamless access and connectivity, the [e-learning platform of the VEDA](#) Project will be intricately linked to and accessible directly from the [project website](#). This strategic integration not only streamlines user experience but also positions the website as the central gateway for stakeholders seeking information, resources, and direct access to the educational modules. The website, therefore, becomes a dynamic portal, fostering a sense of community and engagement among users while serving as a testament to the VEDA Project commitment to user-friendly accessibility.

8.2 Social Media Launch:

Recognizing the pervasive influence of social media, the launch of the VEDA Project e-learning platform will be strategically disseminated through dedicated and impactful posts across various social media channels - Project Facebook Page, LinkedIn & Instagram and other Social Entrepreneurship platforms. These platforms will serve as dynamic hubs for spreading awareness about the project, generating excitement, and inviting participants to embark on this transformative educational journey. Each dedicated post will showcase the unique features of the platform, highlight success stories, and communicate the broader vision of empowering women in the Travel, Tourism & Hospitality (TTH) sector. By leveraging the reach and interactivity of social media, the VEDA Project aims to create a ripple effect, inspiring a wider audience and inviting collaboration, thereby amplifying the potential for replicability across different sectors and educational contexts.



8.3. Establishing Partnerships/Connections with female entrepreneurship associations, trade unions enterprises and complementary projects for disseminating the project and increase its sustainability in the long-term.

The project recognizes the significance of establishing partnerships and connections with female entrepreneurship associations, trade unions, enterprises, and complementary projects. By fostering collaborations with these entities, the project aims to enhance its visibility and dissemination. This strategic approach not only contributes to the immediate dissemination of the project but also lays the groundwork for long-term sustainability by building a network of support and engagement within the relevant sectors.

Conclusion

The VEDA, an EU-funded initiative under Erasmus+, stands as a visionary beacon in the realm of education and empowerment. With a resolute focus on bridging gaps and opening doors for young women in the Travel, Tourism & Hospitality (TTH) sector, this project encapsulates a commitment to skill development, employability enhancement, and the cultivation of entrepreneurial spirit among women.

In conclusion, the VEDA Project is more than a project; it is a testament to the transformative power of education when coupled with digital innovation. By making the training package transferable online, the project lays the foundation for a new era of empowerment for young women in the TTH sector. This report stands not only as documentation but as a guide for those embarking on similar journeys of change and empowerment.

The VEDA Project emerges against the backdrop of a dynamic TTH sector, recognizing the potential for empowerment and inclusivity. Driven by the gender gap in leadership and entrepreneurship within TTH, the project envisions education and digital proficiency as catalysts for change. With an array of strategic partners, the VEDA Project stands at the intersection of industry dynamism, educational transformation, and digital aspirations.

Aligned with the EU's strategic goals, the VEDA aims to empower women in TTH, contribute to a female green economy, cultivate digital skills, and nurture an entrepreneurial spirit. These objectives are not mere aspirations but tangible pathways toward reshaping the narrative of women in the TTH sector, making it more inclusive, diverse, and sustainable.

The methodology employed in crafting the e-learning platform reflects a commitment to dynamic and engaging instructional strategies. The fusion of interactive readings, exercises, quizzes, scenarios, videos, and diagrams creates a rich and immersive learning experience. The VEDA Project approach goes beyond traditional learning, preparing participants for the multifaceted demands of the TTH industry.

The educational content, structured around six core modules, forms a comprehensive curriculum. Multilingual support ensures global accessibility, breaking down language barriers and fostering a truly diverse learning community. The blend of interactive reading, quizzes, scenarios, and assessments creates a dynamic learning environment that aligns seamlessly with the VEDA Project objectives.

The assessment and certification process becomes a mechanism for recognizing and celebrating the achievements of participants. It goes beyond evaluation, serving as a

benchmark for personal and professional growth. By encouraging lifelong learning, the VEDA Project transforms certification into a symbol of ongoing commitment to excellence.

The VEDA Project commitment to continuous improvement is evident in its meticulous monitoring and evaluation process. Leveraging analytics tools and participant feedback, the project ensures real-time adjustments and enhancements, shaping a high-quality educational experience.

The dissemination strategy leverages the project website and social media to create a dynamic and accessible platform. The website, intricately linked to the e-learning platform, serves as a gateway for stakeholders, fostering a sense of community. The launch on social media becomes a catalyst for replication, spreading awareness and inviting collaboration.

In essence, the VEDA Project transcends the traditional boundaries of a project. It emerges as a dynamic force, reshaping the educational landscape, empowering women, and contributing to a more inclusive and sustainable TTH sector. As this initiative paves the way for a new era of empowerment, this report stands as a testament to good practice, a guide for replicability, and a celebration of transformative change.

-