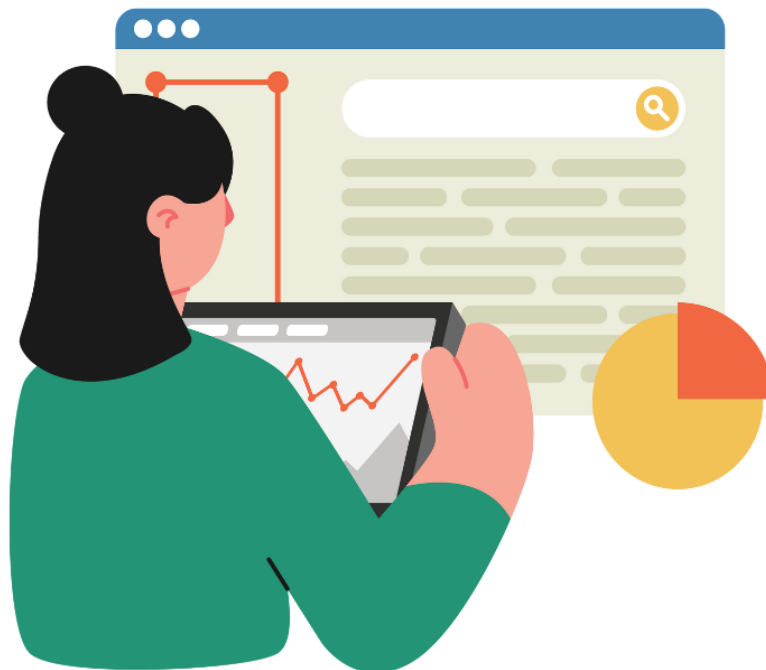




VEDA Impact Analysis Report

Women's Entrepreneurship
Development for agritourism



EkoRegion

STIMOLI
for social change



Center for Social
Innovation

SEV



IVEPE

Leading knowledge & skills



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1. Introduction: VEDA project in a nutshell

The Women's Entrepreneurship Development for agritourism (VEDA) project is a pioneering initiative designed to provide new educational opportunities to women across the European Union and beyond. Its primary objective is to empower women by expanding their existing knowledge and equipping them with new skills, ultimately facilitating their entry into the contemporary labor market. Aligned with the Erasmus+ priority for adapting vocational education and training to meet market needs, VEDA project anticipates that women participating in its educational activities will not only enhance their employability skills but will also be inspired to engage with small and medium-sized enterprises or, ideally, embark on their entrepreneurial journey by establishing their own small, green businesses.

Furthermore, VEDA's educational activities are designed and implemented in alignment with the current EU strategy aimed at fostering a green philosophy and promoting eco-innovation. This approach focuses not only on promoting the application of eco-friendly solutions to address socio-economic challenges but also on contributing to environmental protection. Aligned with the Erasmus+ priorities of environmental awareness and prevention of climate change, the VEDA project brought together women, partner organizations, representatives of SMEs aiming to nurture environmental conscious attitudes, especially in the sector of agritourism, through participation in local forum (WP2) and workshops. By developing a Training Package of high European value with transnational transferability potential, the VEDA consortium joined their forces to foster a green mentality of learning and working in the EU, wherein all stakeholders actively contribute to and practice green entrepreneurship. The VEDA consortium developed and implemented a new and innovative educational tool, with the aim to develop participants' digital skills. This tool, the VEDA e-learning Platform (WP3), is also aligned with the Erasmus+ priority of addressing digital transformation, as it seeks to increase participants' digital readiness, resilience, and capacity, with a focus on improving digital literacy. The VEDA project results are expected to equip participants with the skills to develop and create eco-friendly, green, and sustainable businesses in the contemporary labor market. This will enhance the effectiveness and success of the VEDA project.

Scope of the VEDA Implementation Activities

The VEDA implementation activities represent a critical phase of the project, designed to evaluate and refine the training materials developed under the VEDA Training Package. This piloting process was implemented to test the educational content with real-world participants and assess its effectiveness in promoting female entrepreneurship in agritourism. The impact assessment focuses on evaluating both the outcomes for participants and the delivery of the training by the project partners.

1.1. Overview of the Piloting/Implementation Process

This piloting process was designed to last 5 months accommodating the varying timetables of the partners and ensure that as many VET learners as possible will be engaged. The piloting process was led and overseen by STIMMULI, who managed the overall coordination of the piloting activities, while all partners actively contributed through reviews and a structured feedback loop. This process included the development of a comprehensive set of instructions that outlined the timeline, format, and the duration of the implementation activities. Additionally, partners were provided with templates, tools, and questionnaires that facilitate an homogenous and consistent approach across all participating countries. This ensured that the piloting of the VEDA Training Package was standardized, enabling accurate cross-country comparisons of the results.

1.2. Structure of the piloting/implementation activities

The structure of the piloting activities followed a clear, step-by-step process designed to measure the effectiveness of the training and the progress of the participants:

1. **Completion of the pre-assessment questionnaires:** At the beginning of the pilot, participants were asked to complete a pre-assessment questionnaire, primarily administered through an online form (Annex 1- Pre-assessment questionnaire). This initial assessment was designed to identify the participants' needs, knowledge gaps, and baseline skill levels in entrepreneurship and agritourism. The results helped the VEDA consortium inform the subsequent adaptation of the training activities to better address the specific requirements of the target groups.

2. **Implementation of piloting activities:** The implementation activities were selected by partners based on the results of the pre-questionnaire and the needs of the participants, while also considering the learning objectives outlined in the Integrated Pedagogical Framework (WP2).
3. **Completion of the post-assessment questionnaires:** Following the implementation process of the VEDA project, participants completed a post-assessment evaluation questionnaire, that was structured based on the pre-assessment one (Annex 2 -Post-assessment questionnaire). The purpose was to evaluate the impact of the piloting, to track any progress or changes in participants' skills development, and determine whether their knowledge was increased. This questionnaire also aimed to validate the outcomes defined in WP2 - Pedagogical Framework, ensuring alignment with the participants' learning outcomes and knowledge.
4. **Facilitators' self-assessment:** The facilitators' self-evaluations were particularly crucial since they contributed to a qualitative dimension, providing insights into the training delivery and issues encountered (Annex 3- Self-evaluation questionnaire).

1.3. Areas of impact assessed

The Impact Assessment Analysis will focus on several key dimensions of the VEDA Training Package Implementation, including:

- Learning outcomes
- Participants' engagement, satisfaction and level of acquired knowledge
- Capacity building for partners

It is important to note that the Impact Analysis will correlate with the perception of the participants in relation to the learning objectives that were outlined in the Integrated Pedagogical Framework (WP2).

1.4. Assessment methodologies

The Impact Assessment Analysis will utilize a mixed-method approach combining both qualitative and quantitative data collection methods to ensure a comprehensive evaluation:

- Quantitative Methods:
 - Pre- and Post-Evaluation Questionnaires: These were administered to participants before and after the training sessions to assess improvements in knowledge, skills, and attitudes related to entrepreneurship and agritourism.
 - Key Performance Indicators (KPIs): Quantitative metrics, such as the number of participants, workshops conducted and certificates awarded, will be used to measure the reach and engagement of the project.
- Qualitative Methods:
 - Participant Testimonials: In-depth feedback from participants was collected through written testimonials, focusing on how the training impacted their professional development and personal growth.
 - Partners'/Facilitators' Self-Evaluations: Project partners and piloting workshops' facilitators filled in self-evaluation questionnaires to assess their experience in implementing the training, the challenges encountered, and the lessons learned.

2. Implementation of the piloting process

The VEDA Implementation Activities were conducted following different formats, such as online, face-to-face and hybrid, to accommodate the diverse needs of the participants and reflect national contextual particularities. For example, disadvantaged groups with limited internet access were trained through face-to-face workshops.

The target of this piloting phase were unemployed females, female entrepreneurs, as well as local stakeholders, entrepreneurs, employers, trade unions, women's associations active or interested in sustainable entrepreneurship, and mainly in agritourism. As part of implementing the piloting activities, most of the partners created synergies with NGOs, universities, and stakeholders related to agrotourism.

2.1. GREECE

2.1.1. Overview of the piloting and piloting phases in Greece

In Greece, two partners, implemented 2 sessions. **Stimmuli** held a 2-hour workshop entitled “*Training Social and Conflict Resolution Skills to Empower Women's Entrepreneurship in Agritourism*” within the Irida Women's Center. The session focused on promoting and developing leadership skills, conflict management, and agritourism in Greece. To be more specific, it aimed to ensure that TCN women with less opportunities can develop their skills to feel more confident in the entrepreneurship environment, particularly, the agritourism sector. Stimmuli adopted this approach in delivering the training by engaging the women of the community of Irida Women's center with the aim to create synergies between the VET center and the Stimmuli (SME) but also to encourage unemployed TCN women to explore alternative entrepreneurial pathways, focusing on agritourism.

IVEPE implemented an online training entitled “*Self-empowerment training course*” with a total duration of 4 hours. The pilot training focused on the concept of self-empowerment as a key module of the VEDA Training Course. The training was aimed at mobilizing general public and target group individuals to undertake the training course as well as to provide an initial understanding of the training outputs. Additionally, the training focused on providing a comprehensive initial exposure of the target group with the self-empowerment module on the field of agritourism.

2.1.2. Participants

The piloting session that **Stimmuli** implemented held face-to-face in a women center in Thessaloniki named Irida Women's center, where women can find legal and psychosocial support, employability services, protection and casework. The participants of the piloting were women that are part of the community of Irida's center. To be more specific, the number of women reached were 15. In addition, another feature of the women is that most of them are unemployed and therefore the training, provided these women with an opportunity to develop key social and conflict management skills, which are crucial for their future employment and workplace integration they had the chance to develop their social skills and conflict



management skills that will help them in the future to their working environment and develop their knowledge to agritourism, which can create new/alternative employability pathways for them. Notably, most of the participants were TCN (Third country national), adding an important dimension to the training in terms of addressing the specific challenges faced by migrant women in the labor market, and increasing inclusion in the field of vocational education and training by offering equal and accessible training opportunities to disadvantaged groups. Additionally, the women learned about agritourism, a sector unfamiliar to most of them despite their prior experience in the tourism industry.

IVEPE in order to ensure the participation and engagement of a larger audience, an online platform was chosen to facilitate the pilot training as well as to reach participants from various locations within Greece. The pilot training was promoted on Facebook to maximize outreach, resulting in a campaign that reached 53,000 unique users and generated 125,000 views (an average of 2.3 views per user). From this campaign, 816 clicks were recorded, leading to 42 enrollments in the pilot training. Ultimately, 16 participants attended the online pilot session.

2.1.3. Impact on participants

Stimmuli's piloting session began with an energizer and a team-building activity to help participants get to know one another and foster a sense of connection within the group. After that Stimmuli introduced the VEDA project and initiated a discussion on social skills in the workplace. The TCN women were very engaged to the discussion and mentioned facing conflicts to their previously working environments. As a result, the facilitators and participants worked together to identify the causes of these conflicts and explored various conflict resolution techniques. To enhance understanding and to connect theory with participants' everyday lives, a role-playing activity was conducted to foster collaboration skills. Following that, we introduced the concept of non-violent communication. At the end of the training, we navigated through the VEDA platform. Additionally, participants were introduced to the Non-Violent Communication (NVC) method, where they practiced an alternative approach to conflict resolution. The choice to include NVC activities in the piloting was strategic one. NVC can promote a gender equality and foster an inclusive and respectful



communication culture, especially in the field of agritourism that is male dominated (Eurostat, 2020)¹. It also enables women to express their needs, advocate for themselves, and negotiate effectively. Through NVC, women can feel confident, empowered, and equipped with the tools to navigate difficult conversations, manage conflicts, and maintain healthy business relationships.

The only challenge **Stimmuli's** participants encountered was that the TCN women did not speak Greek or English, requiring the use of a translator to facilitate communication. Women were really engaged and shared with us their excitement and motivation they got from the session. It is very important to note that they better developed their skills through the role-activity and the connection they could make with their everyday life.

The facilitator of the **IVEPE's** training established the baseline for a "learning group of peers" by allowing everyone to introduce themselves and share their expectations for the pilot training outcomes. Following this, the facilitator encouraged a dynamic exchange of ideas to ensure that the training process was participant-driven rather than following a traditional "lecture" format. Key techniques and tools for self-empowerment were presented, and upon completion of this presentation, an overview of the other modules in the training platform was provided to the participants.

All participants from **IVEPE** were excited to participate in the pilot training. They expressed their positive experience from the training and expressed their appreciation for the online platform. Additionally, they validated the module's content, finding it valuable and engaging, while noting that it addressed important areas they felt were missing in their own practice.

"I really liked the role playing and the examples from the everyday life"
"The group discussions and the opportunity to share our experiences were highly beneficial"
"I really liked how the theory was explained through everyday examples"
"Empowering women in agrotourism in such a way is very important, so was the course."

-Testimonial from Greek participants

¹ European Commission. (2020). *Tourism statistics - characteristics of tourism trips*. Eurostat Statistics Explained. <https://ec.europa.eu/eurostat/statistics-explained/index.php?oldid=431368>

2.1.4. Pre and post assessment data

The Greek partners before outlining their sessions they shared with the participants a pre-evaluation questionnaire, to identify the participants' needs, knowledge gaps, and baseline skill levels in entrepreneurship and agritourism. Following you can find the analysis from Stimuli for social change and IVEPE.

Stimuli for social change (Greece)

Regarding participants' knowledge, skills and experience: One of the first questions, aimed at determining the workshop's flow, was to identify the participants' professional status. The majority of participants, 86.7%, were unemployed, while only 13.3% were employed, though in a different sector, with an interest in agritourism. This indicated that the workshop should be tailored accordingly.

Please select your profile based on your current professional situational in relation to agritourism entrepreneurship:
15 responses

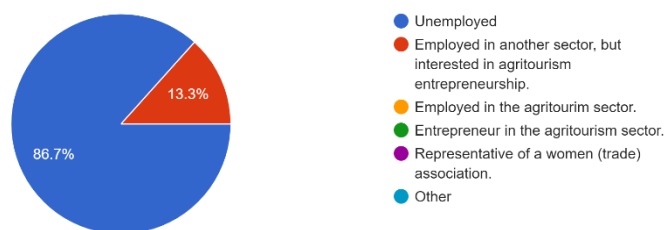


Figure 1- The profile of Stimuli's (Greek) participants

In the pre-evaluation questionnaire, participants of Stimuli's session indicated that they had a moderate level of knowledge regarding female entrepreneurship in the agritourism sector. This indicated that the facilitator should tailor the workshop to effectively address the participants' needs and knowledge gaps.

On a scale from 1-5 (not at all – totally), to what extent are you familiar with female entrepreneurship in the agritourism sector?

15 responses

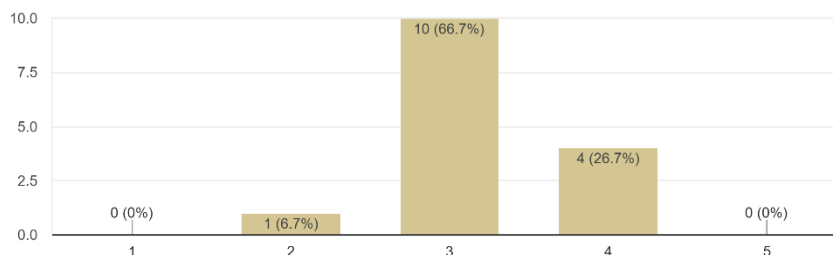


Figure 2- Participant's knowledge of female entrepreneurship in agritourism sector (Stimmuli)

Also, the majority of the TCN women indicated a lack of familiarity with conflict management and leadership skills, as well as a lack of confidence in developing strategies for entrepreneurship. It was therefore decided that the pilot training would primarily focus on developing participants' social skills and providing specific guidance on conflict resolution.

Please rate the following sentences based in your current level of knowledge, competences and experience:

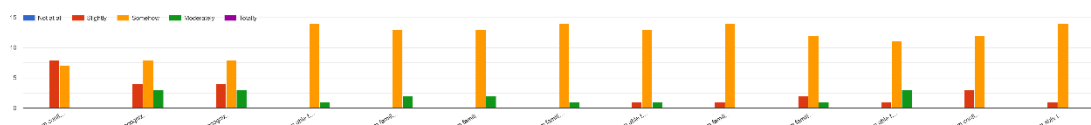


Figure 3- Rate of knowledge of Stimmuli's participants (pre-assessment questionnaire)

After the piloting, when Greek participants were asked again to assess their confidence in the same topics, it became clear that the majority had improved their skills, confidence, and understanding. and therefore, participants felt more confident. This indicates the effectiveness of the VEDA piloting training as well as that it demonstrates that the workshops have successfully addressed the needs of the participants and that the tailored training was a success.

Please rate the following questions from 1 (not at all) to 5 (totally)

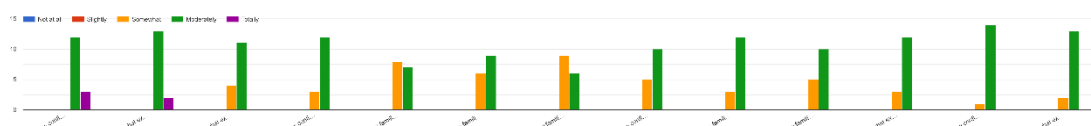


Figure 4- Specific information regarding Stimmuli's Greek participants' from confidence levels after the piloting

Regarding participants' satisfaction: when TCN women who participated in Stimmuli's workshop were asked whether they would recommend the training to others, the majority (86.7%) gave a positive response. This indicates that the training that Stimmuli implemented was a successful one. Only one participant had a neutral opinion, and one gave a negative response, indicating that there is still room for improvement.



Figure 5- Greek participants' opinion on recommending the training (Stimmuli)

The satisfaction of the participants from the workshop is reflected in Figure 6. Participants from Stimmuli were very satisfied with the workshop, including its content, practical application, duration, and venue. This indicates that the workshop was very well-structured and organized and the delivery of it was well received.

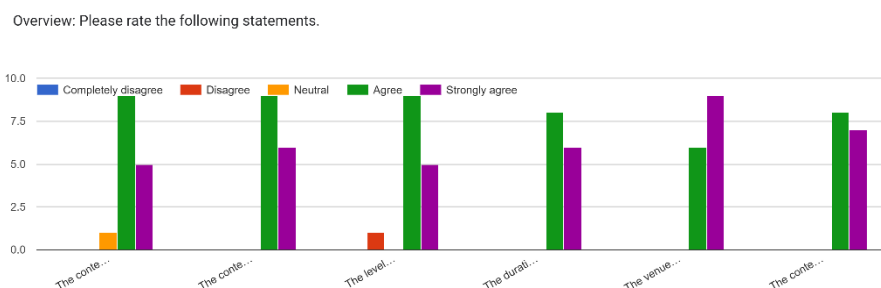


Figure 6- Satisfaction of the Greek participants regarding the workshop, its content, duration and venue

Regarding utilizing the VEDA Training Package: Participants from Stimmuli's workshop declared that they were very interested to utilize the whole VEDA Training Package and more specifically the Online Toolkit. This highlights the effectiveness of

the workshop in creating ongoing involvement and learning beyond the first training sessions.

Would you be interested to attend the full version of the VEDA Training Package through the Online Toolkit that is freely available through the project website?
15 responses

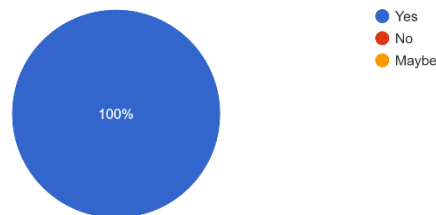


Figure 7- Participants' opinion on utilizing the VEDA Training Package (Stimmuli)

IVEPE

Regarding participants' knowledge, skills and experience: Most participants from IVEPE were unemployed (78%), while four participants were employed in another sector but were interested in learning more about female entrepreneurship in the agritourism sector. This indicated that the workshop should be tailored accordingly.

Please select your profile based on your current professional situational in relation to agritourism entrepreneurship:

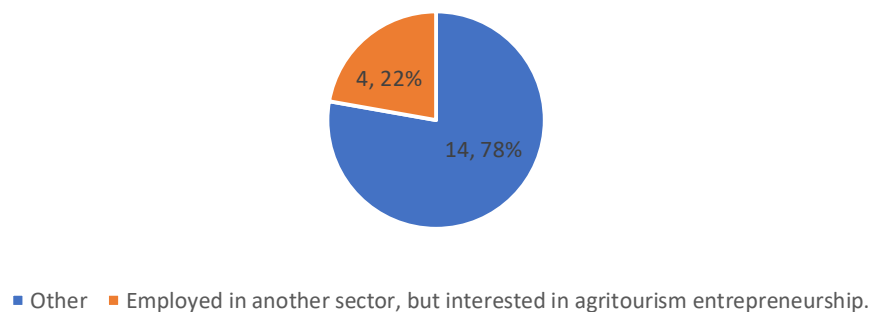


Figure 8- The profile of IVEPE's participants

In the pre-evaluation questionnaire, participants of IVEPE indicated that they had a moderate to high level of knowledge regarding female entrepreneurship in the

agritourism sector. This indicated that the facilitator should tailor the workshop to effectively address the diverse needs of participants from the outset.

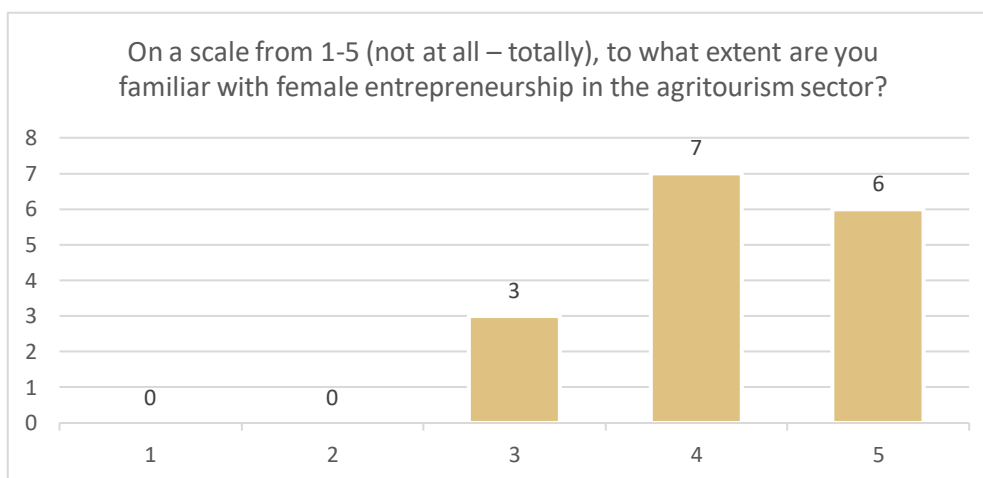


Figure 9- Participant's knowledge of female entrepreneurship in agritourism sector (IVEPE)

Additionally, the majority of IVEPE's participants reported a moderate level of familiarity with conflict management and leadership skills, as well as a moderate level of confidence in developing entrepreneurial strategies. It was therefore decided that the pilot training would primarily focus on fostering participants' self-empowerment.

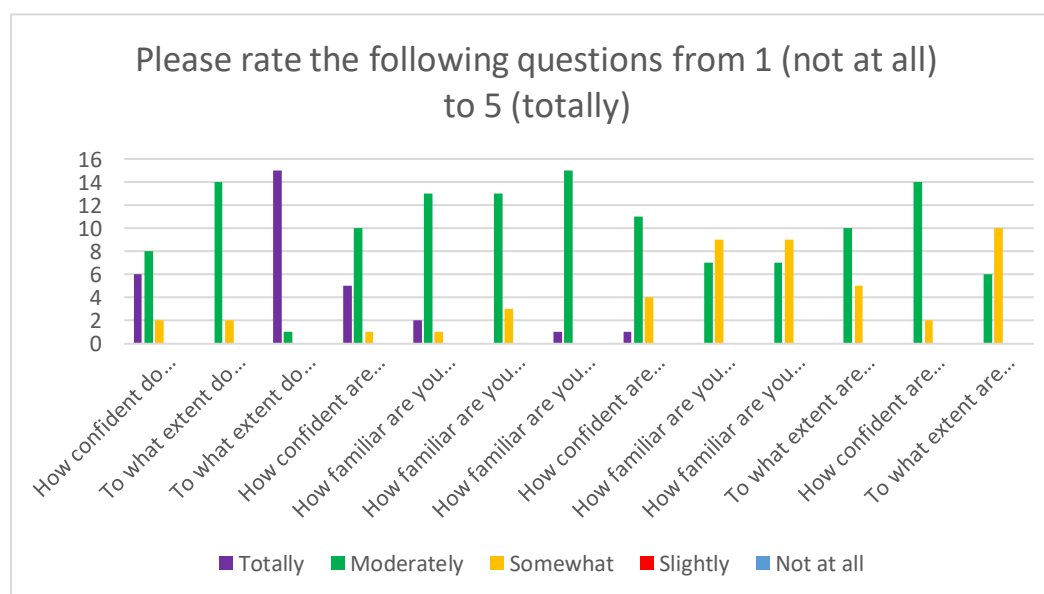


Figure 10-Specific information regarding IVEPE's (Greek) participants from confidence levels before the piloting

After the piloting when Greek participants from IVEPE were asked to declare their confidence in the topics of leadership, conflict management, networking and relationship building, and strategic management and planning it appears that participants felt a lot confident for their skills. This indicates the effectiveness of the VEDA piloting and the success of the workshops.

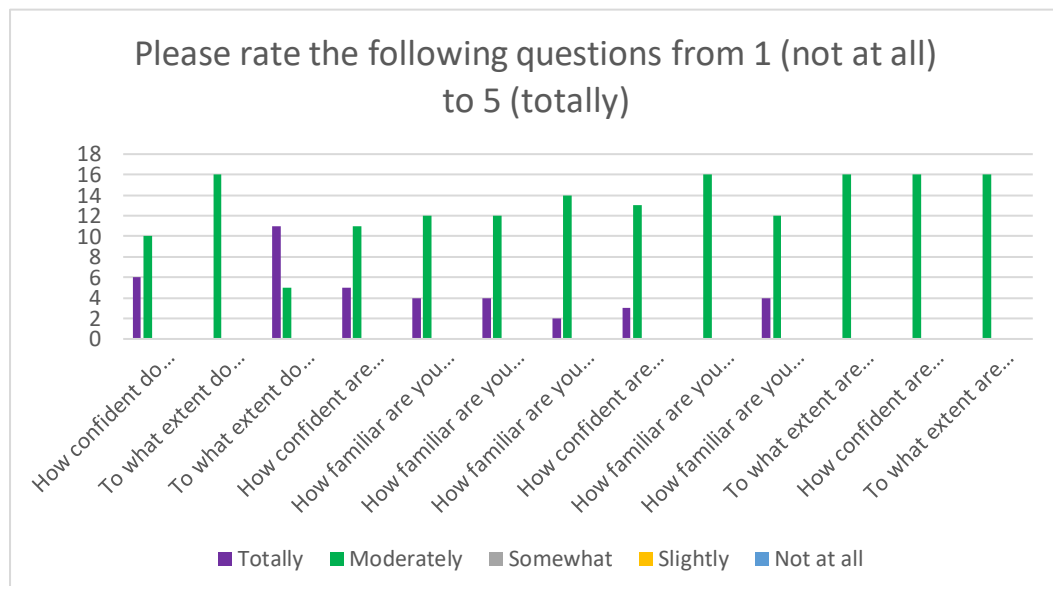


Figure 11- Specific information regarding IVEPE's (Greek) participants from confidence levels after the piloting

Regarding participants' satisfaction: Individuals participated from IVEPE's workshop when asked whether they would recommend the training to other, all declared that they would do so. This indicates that the training was a successful one. Such significant positive feedback implies that the content, delivery, and overall experience were well received by the participants.



Figure 12- Greek participants' opinion on recommending the training (IVEPE)

The satisfaction of the participants from the workshop is reflected in the following Figure (10). Participants from IVEPE a were highly satisfied with the workshop, including its content, practical application, duration, and venue. This indicates that the workshop was very well-structured and organized and the delivery of it was well received.

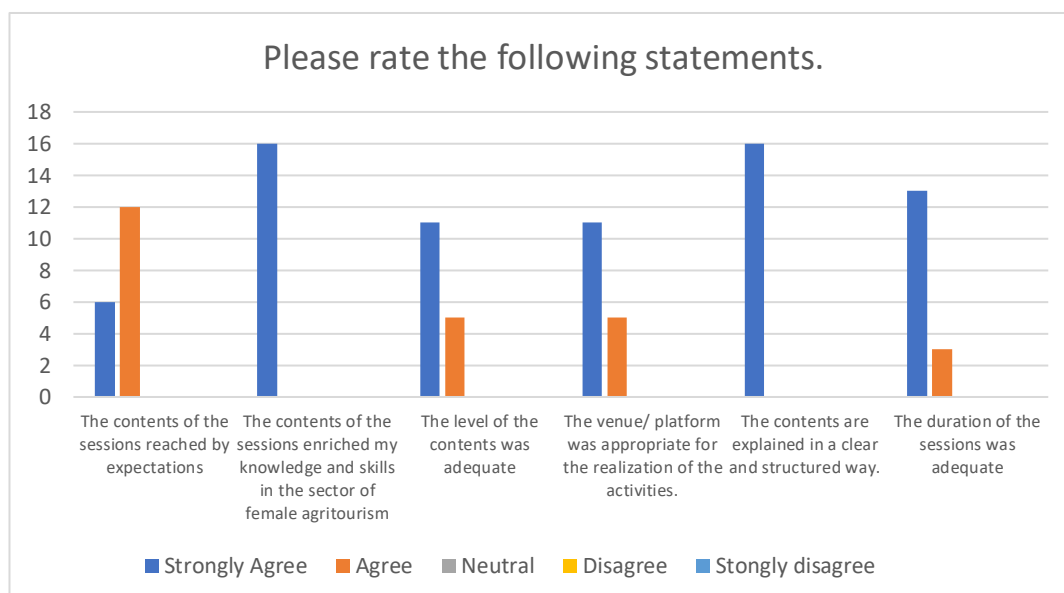


Figure 13- Satisfaction of the Greek participants (IVEPE) regarding the workshop, its content, duration and venue

Regarding utilizing the VEDA Training Package: Additionally, all participants indicated that they found the VEDA Training Package interesting and are likely to use the Online Toolkit. This indicates that the workshops from IVEPE were successful but also highlights the effectiveness of the workshop in creating ongoing involvement and learning beyond the first training sessions.

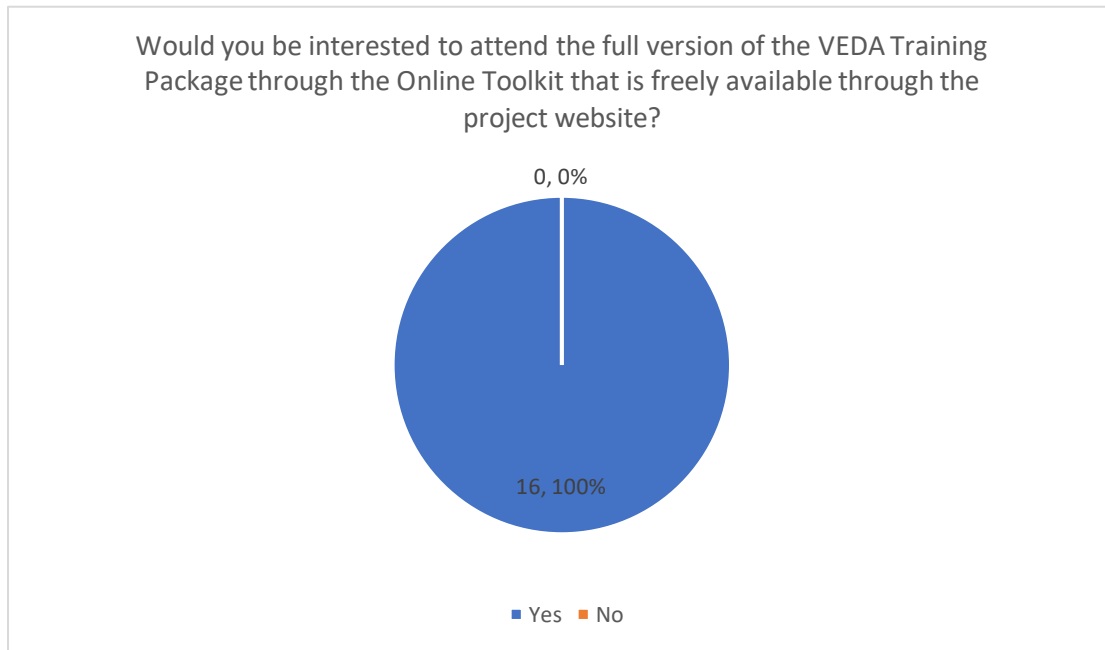


Figure 14- Participants' opinion on utilizing the VEDA Training Package (IVEPE)

2.1.5. Feedback from the facilitators

Facilitators from Greece gave positive feedback on the overall piloting process. They reported that the activities they implemented, such as role-playing and case scenarios, were highly effective in combining theory with practice. Participants appeared highly engaged and requested more real-life examples.

"The role-playing activity were very effective in order to combine reality to theory"

"Participants seemed really engaged and they asked to have more examples"

-Feedback from Greek facilitators.

2.2. SLOVAKIA

2.2.1. *Overview of the piloting in Slovakia*

EkonRegion implemented two hands-on workshops. In the first one, participants learned valuable information about agrotourism and related topics, such as management and business. This experience provided participants with practical insights and knowledge that could be applied to their own practices and enterprises. The second workshop focused on a hands-on approach dealing with real life scenarios and challenges a person in agrotourism might face in day-to-day life. Participants were encouraged to ask questions, solve problems and tasks together in groups, and come up with new strategies on how to tackle problems. The primary goal achieved through the workshops was to introduce agritourism and develop participants' skills related to this sector. Additionally, another significant achievement was the engagement and participation of stakeholders from various fields in testing the functionality of the VEDA platform, which allowed for gathering feedback for future improvements.

2.2.2. *Participants*

EkonRegion applied a cross-sectoral approach in delivering the training by engaging students from the Faculty of Management in Bratislava. This approach served a dual purpose, firstly, to create synergies between VET and Higher Education sector and secondly, to encourage students and/or unemployed adult learners of this faculty to explore alternative entrepreneurial pathways, focusing on agritourism. A professor of the faculty carried out the VEDA presentation, and offering his expertise in the field of business and management, specifically on the agrotourism sector. The majority of the group consisted of learners from different backgrounds, some participants were already employed, some were unemployed, and some were considering pursuing a career in agrotourism.

2.2.3. *Impact on participants*

The first in-person workshop of EkonRegion took place in the Faculty of Management. The group of stakeholders were presented with the pilot and were handed out additional materials such as consent forms, testimonial sheets, and other resources.

Attendees learned valuable information about agritourism and related topics, such as management and business through real life scenarios. This hands-on experience provided participants with practical insights and knowledge that could be applied to their own practices and enterprises.

The second workshop that was also conducted in the Faculty of Management focused on a hands-on approach dealing with real-life scenarios and challenges a person in agrotourism might face in day-to-day life. Participants were encouraged to ask questions, solve problems and tasks together in groups, and come up with new strategies on how to tackle problems.

Based on the feedback from the participants of the workshops, the piloting was well-received from them. They highlighted the value of learning from real-life case scenarios, examples and experiences. Participants also reported that the training had a positive impact on their own professional skills, as they declared that they gained new skills and knowledge related to agrotourism, which they believed would boost their productivity and help their future careers.

"Further improving my professional career"

"I have improved my understanding of the topic, and the aim of the modules was clear"

"I liked the part where we learned about different ways to improve business"

"Increased confidence in navigating the labor market"

"Improved skills and knowledge in the field"

-Testimonial from Slovakian participants

The feedback regarding the modules of the VEDA Platform was positive, with participants finding them well-structured and the step-by-step explanations from the facilitators clear and easy to follow. Additionally, participants mentioned that Modules 5 and 2 were particularly interesting to them. Another positive aspect highlighted by participants was the flexibility of the learning pace, which allowed them to learn at their own time and speed.

"The modules are well structured"

"Being able to educate myself on this new topic"

"The clear explanation of topics in every individual module"

-Testimonial from Slovakian participants

The facilitators did not face any challenges as they were well prepared and used all accessible materials. At the beginning they had minor difficulties with the registration of participants on the VEDA platform, however they solved it quickly.

2.2.4. Pre and post assessment data

Regarding participants' knowledge, skills and experience: Most of the Slovakian participants (more than 60%) before their involvement with the piloting training of the VEDA project were not familiar with female entrepreneurship in the field of agritourism. After discussions in the first workshop session facilitators noticed that participants' knowledge was mostly theoretical, and they had limited experience. Women from rural or agricultural areas find it difficult to find work-life balance because of less job availability in their region. Most of them travel to work in their district town or capital city, which means wasting an hour or more commuting. They would like to find a job in proximity of their home and most of them prefer flexible or shorter working hours.

On a scale from 1-5 (not at all – totally), to what extent are you familiar with female entrepreneurship in the agritourism sector?

46 responses

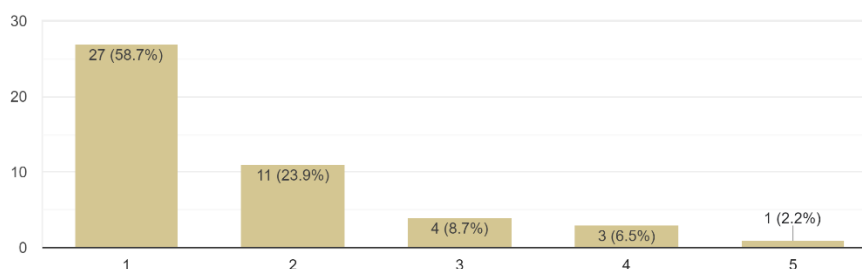


Figure 15- Slovakian participants' knowledge regarding female entrepreneurship in the agritourism (pre-assessment questionnaire)

Based on the participants' feedback the piloting workshops provided them with motivation and tools to start businesses in the field of agritourism in their area. For young women, it seems that VEDA offered both motivation and the opportunity to consider settling in rural areas instead of cities and explore the possibilities of working in agritourism.

Moreover, the Slovakian participants appeared to have less knowledge and skills in areas such as leadership, conflict management, networking and relationship building, and strategic management and planning. However, based on the pre-assessment questionnaire, they were more confident with the skills regarding the use of social media, marketing and in general digital skills.

Please rate the following sentences based on your current level of knowledge, competences and experience:

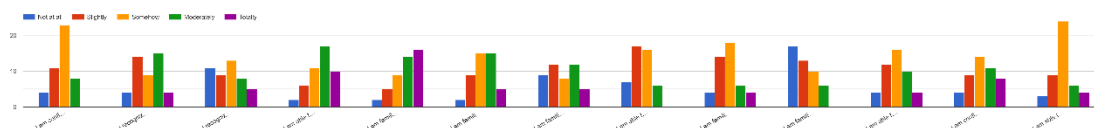


Figure 16-Specific information regarding Slovakian participants' confidence levels before the piloting

However, after the piloting when Slovakian participants were asked again to declare their confidence in the same topics it appears that most of the were improved and therefore participants felt more confident. Some of the terms were for the Slovakian participants unknown and after the piloting it seems that they were interested to find out more about them and use them in their professional as well as private life. This indicates the effectiveness of the VEDA piloting and the success of the workshops.

Please rate the following questions from 1 (not at all) to 5 (totally):

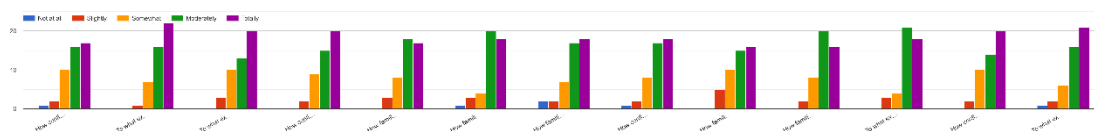


Figure 17 Specific information regarding Slovakian participants' confidence levels after the piloting

Overall, piloting appeared to add practical value for the workshop participants by providing them with motivation and skills related to the agritourism sector. The combination of the training material, the expert professor's knowledge, and real-life examples created a highly impactful learning experience.

Regarding participants' satisfaction: Individuals participated in Slovakia's workshop when asked whether they would recommend the training to other, declared that the majority (58.7%) gave a positive response. This indicates that the training was a successful one. Some participants had a neutral opinion (39.1%) indicating that there is room for improvement on future initiatives.

Would you recommend similar training to others?
46 responses

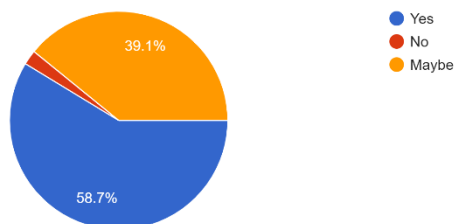


Figure 18- Slovakian participants' opinion on recommending the training

The satisfaction of the participants from the workshop is reflected in Figure 19. Participants from Slovakia were very satisfied with the workshop, including its content, practical application, duration, and venue. This indicates that the workshop was very well-structured and organized and the delivery of it was well received.

Overview: Please rate the following statements.

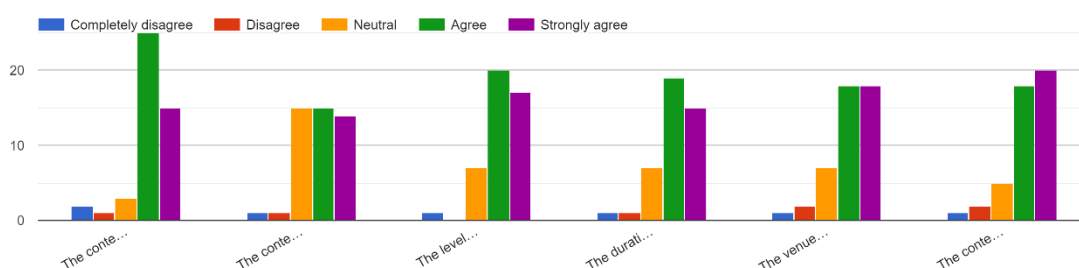


Figure 19-Satisfaction of the Slovakian participants regarding the workshop, its content, duration and venue

Regarding utilizing the VEDA Training Package: Additionally, more than 60% of participants indicated that they found the VEDA Training Package interesting and are likely to use the Online Toolkit. This indicates that the workshops in Slovakia were successful. There were participants (37%) that they were uncertain about utilizing the Online Toolkit, highlighting that there is a potential area for improvement, such as giving clearer instructions or more effectively presenting the toolkit's benefits during workshops.

Would you be interested to attend the full version of the VEDA Training Package through the Online Toolkit that is freely available through the project website?

46 responses

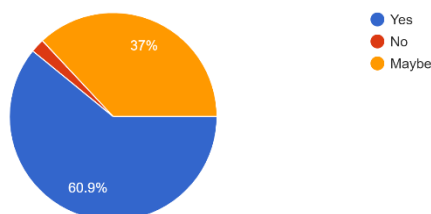


Figure 20-Slovakian participants regarding their interest in utilizing the VEDA online Toolkit (post-assessment questionnaire)

2.2.5. Feedback from the facilitators

According to the self-assessment questionnaire, the Slovakian facilitator was well-prepared and utilized all available materials. However, the facilitator encountered some challenges with participants when it came to using QR codes and registering on the platform. Overall, the real-time feedback the facilitator received from participants was positive and had a significant impact on their development.

"The videos present during the training helped the audience connect with the learning material more closely."

"The participants feedback was positive, most participants stated they liked the topic which was being discussed as crucial for the future development of agrotourism in European states."

-Feedback from Slovakian facilitator



2.3. ITALY

2.3.1. *Overview of the piloting in Italy*

In Italy, PRISM implemented two workshop sessions. In the first, participants explored new trends in the field, gaining valuable insights and ideas to apply to their own ventures. The combination of theoretical knowledge and practical examples made this workshop particularly impactful. In the second session, participants worked in groups to address problems, develop strategies, and collaborate on tasks designed to mimic real-life situations based on activities from the VEDA platform modules. They were encouraged to ask questions, share experiences, and engage in collective problem-solving.

The primary goals of the pilot were to engage stakeholders from diverse fields in evaluating the functionality of the VEDA platform and to gather feedback for potential improvements. Overall, these objectives were successfully achieved as participant engagement was strong, with active involvement from various sectors, which enabled comprehensive testing of the platform. The feedback collected was valuable and will inform future enhancements.

2.3.2. *Participants*

PRISM implemented a blended piloting, where they held both face-to-face workshop and online one. The total number of participants in both workshops was 30 people (11 online participants, 19 face-to-face participants). For the workshops to be implemented PRISM involved the external contribution of Emmanuel Polizzi, a professional coach that facilitated the implementation of the activity thanks to his experience and expertise in dealing with entrepreneurs and new businesses. The purpose of that was to create synergies between the SME and the expert but also to encourage adult learners to explore agritourism.

2.3.3. *Impact on participants*

The first workshop that was implemented in Italy, took place online. During the session, stakeholders were introduced to the pilot project through an engaging presentation, and the workshop was attended by 11 participants, who expressed positive feedback. Participants appreciated the opportunity to explore new trends in



the field, gaining valuable insights and ideas to apply in their own ventures. The combination of theoretical knowledge and practical examples made this workshop particularly impactful.

The second session, facilitated by PRISM, was conducted face-to-face and adopted a more practical, hands-on approach. Participants worked in groups to address problems, develop strategies, and collaborate on tasks designed to mimic real-life situations related to entrepreneurship and agritourism. They were encouraged to ask questions, share experiences, and engage in collective problem-solving. Feedback was collected through both QR code-accessible and physical questionnaires, allowing for a wide range of responses. The interactive nature of the session was highly appreciated by participants, many of whom expressed a strong interest in attending similar workshops in the future.

Participants noted that through the two workshops they gained new knowledge and skills, basically for the agritourism field, which lacked information. This indicates the effectiveness of the two sessions in expanding participants' understanding of the entrepreneurial fields. Moreover, the content of the workshop and the Modules of the VEDA Toolkit that was introduced to them was described as well-structured and interesting, especially because it provides case studies and activities from real life examples. Lastly, participants found the training useful for their professional development, indicating that the content was applicable to their work and aligned with their goals in the field of agritourism and entrepreneurship.

"Learning new things about agrotourism"

"Improved skills and knowledge in the field"

"Widening my knowledge on the field"

"Well structured learning modules and with real world case studies"

"It was relevant to my projects"

-Testimonials from Italian participants

2.3.4. Pre and post assessment data

The Italian partners before outlining their sessions they shared with the participants a pre-evaluation questionnaire, to identify the participants' needs, knowledge gaps, and baseline skill levels in entrepreneurship and agritourism.

Regarding participants' knowledge, skills and experience: The participants of the Italian partner, unlike most of the participants from the other partner-countries, were employed in sectors outside of agritourism but were very interested in expanding their knowledge. Additionally, 23% of the participants were employed in the agritourism sector.

Please select your profile based on your current professional situational in relation to agritourism entrepreneurship:
30 responses

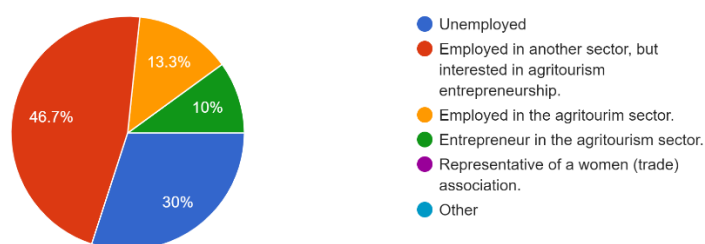


Figure 21- Profile of the Italian participants

Since a percentage of the participants were already employed in the agritourism sector, it is understandable that they had some knowledge regarding agritourism and the involvement of women in this field. However, there were still participants who lacked sufficient knowledge on this topic. This highlights the importance of offering training that can accommodate and satisfy both individuals that have expertise on this issue and those that are new to the field.

On a scale from 1-5 (not at all – totally), to what extent are you familiar with female entrepreneurship in the agritourism sector?
30 responses

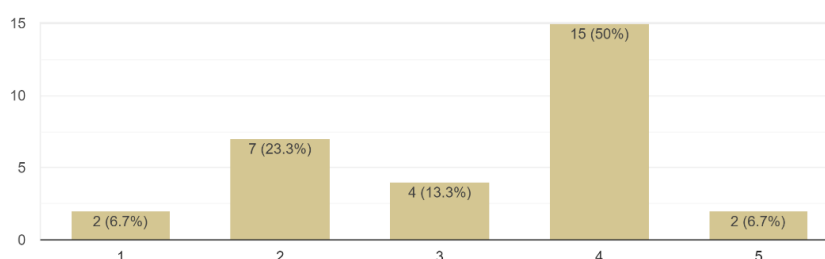


Figure 22- Level of Italian participants' knowledge regarding female entrepreneurship in the agritourism sector

The Italian participants displayed varying levels of confidence in their knowledge and skills in areas such as leadership, conflict management, networking and relationship building, and strategic management and planning. Most of the participants, as can be found in the following figure (23) have a moderate level of confidence in the areas that is already mentioned. Some lacked confidence, while others demonstrated high levels of confidence and experience. This indicates again that the training sessions should be tailored in a way that all participants can expand their skills and add value to their experience, no matter what their starting point.

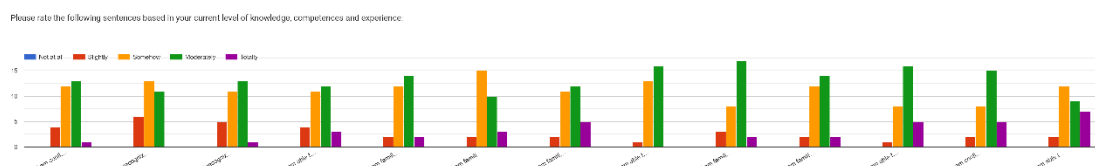


Figure 23- Specific information regarding Italian participants' confidence levels before the training

After the piloting, when Italian participants were asked again to assess their confidence in the same topics, it became clear that the majority had improved their skills, confidence, and understanding. and therefore, participants felt more confident. This indicates the effectiveness of the VEDA piloting training as well as that it demonstrates that the workshops have successfully addressed the needs of the participants and that the tailored training was a success.

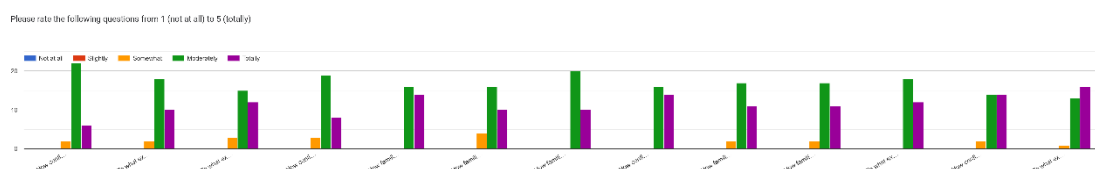


Figure 24-Specific information regarding Italian participants' confidence levels after the piloting

Overall, the positive feedback from the Italian participants demonstrates the success of the workshops in enhancing both the knowledge and confidence across all key areas targeted from the partners.

Regarding participants' satisfaction: Italian participants when asked whether they would recommend the training to other, declared the majority (76.7%) a positive response. This indicates that the training was a successful one. Some participants had a neutral opinion (23.3%) indicating that there is room for improvement in future initiatives.

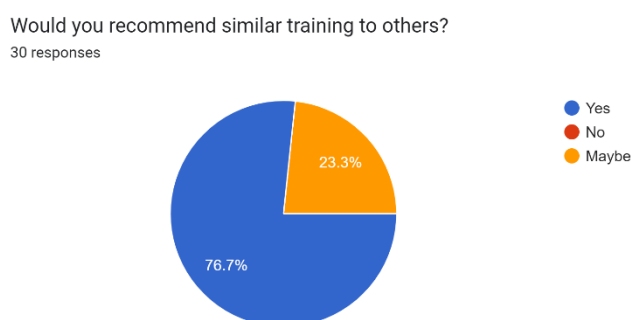


Figure 25- Italian participants' opinion on recommending the training

The satisfaction of the Italian participants regarding the workshop is reflected in Figure 26. Participants from Italy were very satisfied with the workshop, including its content, practical application, duration, and venue. This indicates that the workshop was very well-structured and organized and the delivery of it was well received.

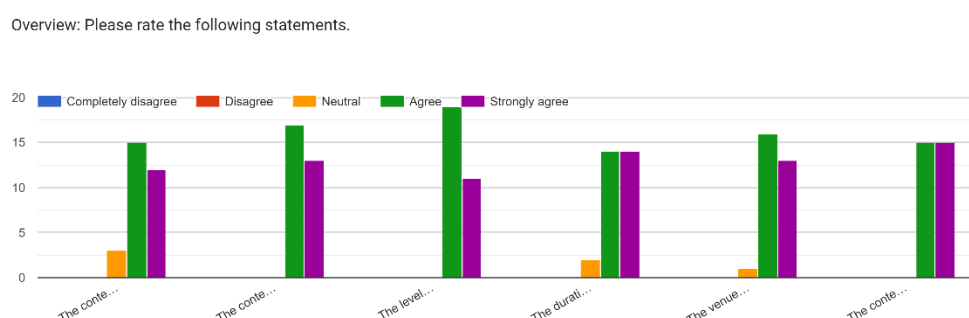


Figure 26- Satisfaction of the Italian participants regarding the workshop, its content, duration and venue

Regarding utilizing the VEDA Training Package: 80% of participants indicated that they found the VEDA Training Package interesting and are likely to use the Online Toolkit. This indicates that the workshops in Italy were successful and the perceived value of the Online Toolkit as a tool for further learning application.

Would you be interested to attend the full version of the VEDA Training Package through the Online Toolkit that is freely available through the project website?

30 responses

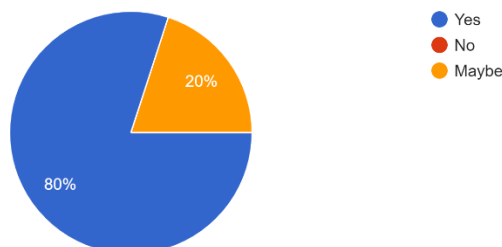


Figure 27- Italian participants regarding their interest in utilizing the VEDA online Toolkit (post - assessment questionnaire)

2.3.5. Feedback from the facilitators

The facilitator from Italy was very satisfied from his own performance but also from the engagement of the participants as well. He noted that the participants seemed to appreciate the activities and the way they were introduced, which reflects the effectiveness of his facilitation and justifies the decision to collaborate with him. Additionally, the facilitator mentioned that he was well-prepared for the training sessions and that the materials provided were relevant to the workshop content and effective for implementation.

2.4. TURKEY

2.4.1. Overview of the piloting in Turkey

In Turkey, the pilot comprised two workshops. The first introduced participants to the VEDA platform through hands-on activities with real life scenarios. The second workshop was conducted online to reach a broader audience, allowing for the testing of activities and facilitating direct interaction and feedback sessions.

The primary objectives were to engage stakeholders from various fields in testing the VEDA platform and to gather feedback for future improvements. These objectives were largely met, as participants actively engaged with the platform and provided valuable insights for refinement.

2.4.2. *Participants*

UUAOSD held two events for piloting the VEDA activities; one was held in-person at the UUAOSD office and the other was conducted online via Zoom. The in-person workshop involved 16 participants, while the online session had 45 participants. The majority of the participants were pre-service adult learners and unemployed adults. However, a small portion of the participants had previous experience in entrepreneurship or agritourism.

2.4.3. *Impact on participants*

The pilot for the VEDA project was conducted in a structured manner with several key phases. Initially, a pre-evaluation form was distributed to gather baseline data on participants' familiarity with and expectations of digital-ICT tools, including the VEDA platform.

The first workshop implemented in Turkey was conducted face-to-face. During the session, real-life activities from the agritourism field were introduced to the participants. In the second workshop, to reach a broader audience, it was conducted online. In this workshop, the VEDA platform and the modules of the online Toolkit were introduced, and the facilitators shared impactful interactive activities to engage the participants. After the workshops, a conclusion/post-evaluation form was administered to assess the participants' experiences and gather insights on the effectiveness of the VEDA platform and the overall pilot process. This structured approach helped in understanding the impact of the VEDA platform and provided valuable feedback for future improvements.

Participants noted that through the workshops they gained new knowledge and skills, basically for the agritourism field that they lacked information. This indicates the effectiveness of the two sessions in expanding participants' understanding of the entrepreneurial fields. Some of the women of the workshop emphasized in the aspect that the project emphasizes to address challenges of female in entrepreneurship and specifically in the agritourism sector. This feedback aligns with the project's objective to broaden female participation and involvement in entrepreneurship, particularly in

agritourism. Additionally, as piloting provided participants with new knowledge about agritourism, the workshops were effective in introducing an unfamiliar topic and expanding participants' understanding.

"The training helped me to learn new things about agritourism and increased my curiosity about the topic"

"As a woman facing today's labor market challenges, I am grateful to be involved in the VEDA project, which makes a major contribution to the empowerment and employment of women through innovative training opportunities across the European Union."

"Participating in the VEDA pilot program helped me gain perspective on a topic I had not researched before"

-Testimonials from the Turkish participants

2.4.4. Pre and post assessment data

The Turkish partners before outlining their sessions they shared with the participants a pre-evaluation questionnaire, to identify the participants' needs, knowledge gaps, and baseline skill levels in entrepreneurship and agritourism.

Regarding participants' knowledge, skills and experience: Half of the Turkish participants declared that they have moderate/low level of knowledge regarding agritourism and the involvement of women in this field, while the other half had a good level of knowledge. The diversity in knowledge levels suggested that the workshops should have been both inclusive and adaptable, ensuring that participants of all backgrounds were able to benefit and engage.

On a scale from 1-5 (not at all – totally), to what extent are you familiar with female entrepreneurship in the agritourism sector?

47 responses

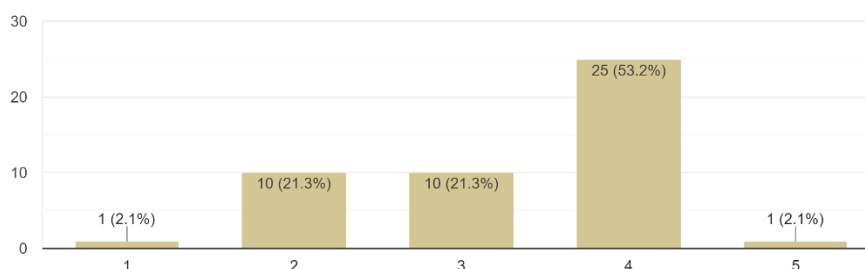


Figure 28- Level of Turkish participants' knowledge regarding female entrepreneurship in the agritourism sector

The Turkish participants displayed varying levels of confidence in their knowledge and skills in areas such as leadership, conflict management, networking and relationship building, and strategic management and planning. Most of the participants have a moderate level of confidence in the areas that are already mentioned. Some lacked confidence, while only a small percentage demonstrated high levels of confidence and experience. This indicates again that the training sessions should be tailored in a way that all participants can expand their skills and add value to their experience, no matter what their starting point.

Please rate the following sentences based on your current level of knowledge, competences and experience:

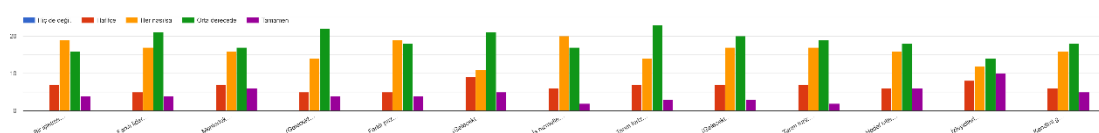


Figure 29- Specific information regarding Turkish participants' confidence levels before the training

After the piloting, Turkish participants were to re-assess their confidence in the same topics and it became clear that some of the participants had improved their skills, confidence, and understanding. This indicates the effectiveness of the VEDA piloting training as well as that it demonstrates that the workshops have successfully addressed the needs of the participants and that the tailored training was a success.

Lütfen aşağıdaki soruları 1 den (hiç) 5'e (tamamen) kadar puanlayın

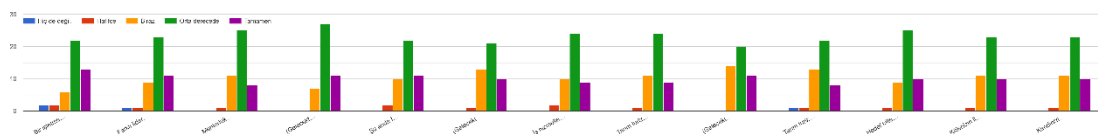


Figure 30- Specific information regarding Turkish participants' confidence levels after the piloting

Overall, the positive feedback from the Turkish participants demonstrates the success of the workshops in enhancing both the knowledge and confidence across all key areas targeted from the partners.

Regarding participants' satisfaction: All participants from Turkey declared that they would absolutely recommend the training to other individuals in Turkey. Such significant positive feedback implies that the content, delivery, and overall experience were well received by the participants. It also implies that the VEDA training has the potential for greater impact in Turkey, since participants are eager to share their experiences with others.

Benzer bir eğitimi başkalarına da tavsiye eder misiniz?
45 responses

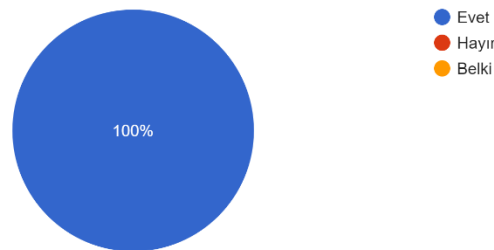


Figure 31- Turkish participants' opinion on recommending the training

The satisfaction of the Turkish participants regarding the workshops is reflected to the following figure (32) as well. Participants from Turkey seemed very satisfied with the workshop, including its content, practical application, duration, and venue. This again indicates that the workshop was very well-structured and organized and the delivery was well received.

Genel Bakış: Lütfen aşağıdaki ifadeleri değerlendirin.

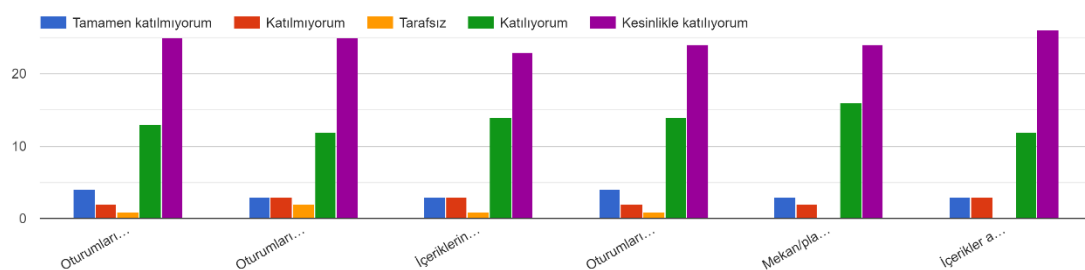


Figure 32- Satisfaction of the Turkish participants regarding the workshop, its content, duration and venue

Regarding utilizing the VEDA Training Package: 66.7% of participants indicated that they found the VEDA Training Package interesting and are likely to use the Online

Toolkit. This indicates that the workshops in Turkey were successful and the perceived value of the Online Toolkit as a tool for further learning application. However, there were neutral and negative opinions on the matter, highlighting that there is a potential area for improvement, such as giving clearer instructions or more effectively presenting the toolkit's benefits during workshops.

VEDA Eğitim Paketinin tam sürümüne proje web sitesi üzerinden ücretsiz olarak erişilebilen Çevrimiçi Araç Seti aracılığıyla katılmak ister misiniz?
45 responses

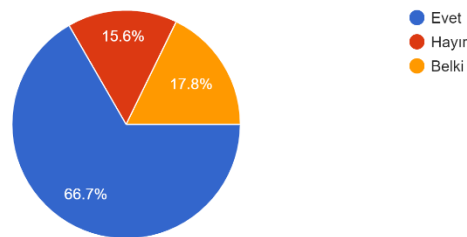


Figure 33- Turkish participants regarding their interest in utilizing the VEDA online Toolkit (post-assessment questionnaire)

2.4.5. Feedback from the facilitators.

Facilitators found the training process well-organized, with clear instructions and a logical flow that effectively supported participants' learning. They noted that participants were highly engaged, particularly during the hands-on activities, which enabled them to apply theoretical concepts to real-life situations. This highlights the effectiveness of the facilitation.

"The interactive approach, including hands-on activities and real-time feedback, helped to maintain participant engagement and ensure practical application of the VEDA platform. In addition, the clear structure of the sessions, combining theoretical insights with practical exercises, enabled participants to better understand and implement the concepts presented."

-Testimonials from the Turkish participants

2.5. SPAIN

2.5.1. Overview of the piloting in Spain

In Spain, two workshops, one online and one face-to-face, were held, during which some of the modules from the VEDA platform were tested. Additionally, an introduction to entrepreneurship in agritourism was provided by the expert facilitating the training session. The primary objectives were to engage stakeholders in testing of the platform and modules of the VEDA platform. This was fully achieved during the pilot as the users logged in the platform and provided feedback about the contents of the platform and about the offline materials in Spanish.

2.5.2. Participants

ITC implemented a blended piloting, with total number of participants was 73. The first session was held with 40 online participants online, while the second one had 33 face-to-face participants. ITC applied a cross-sectoral approach in delivering the training by engaging participants University of Almeria (UAL), and more specifically with EmprendeUAL a Service for the Promotion of Entrepreneurial Culture of the UAL. This approach served a dual purpose, firstly, to create synergies between VET and Higher Education sector and secondly, to encourage students and/or unemployed adult learners of this faculty to explore alternative entrepreneurial pathways, focusing on agritourism. The majority of the group consisted of learners from different backgrounds, some participants were already employed, some were unemployed, and some were considering pursuing a career in agrotourism.

2.5.3. Impact of participants

First, a call for participants was published and disseminated through ITC's blog and social networks. Then all interested participants were involved in the demonstration event held online, as documented in our blog entry. During the event, participants confirmed their interest and suggested opening participation to both males and females and conducting the piloting in a hybrid format to facilitate wider engagement. As a result, the piloting was implemented in two sessions: on May 13 (online) and May 20 (both face-to-face and online). The first session, focused on presenting the VEDA platform. The second session, conducted in a hybrid format, was more practical. Participants were asked to log in to the platform, test the materials offline and

complete the evaluation questionnaires. Certificates were issued to the participants and delivered via email.

An issue encountered by participants was difficulty registering on the VEDA platform and navigating the English version of the modules, as some did not have a proficient level of English. However, this issue has since been resolved, as the VEDA platform modules have now been translated into all partner languages.

Some of the participants found the content of the workshops and the VEDA platform highly relevant to entrepreneurship and agritourism, with particular emphasis on Module 4 (Entrepreneurship) and its practical value for their future in the business sector. Also, participants noted that they had expanded their knowledge and skills on marketing, leadership, and conflict resolution, that are applicable to their professional life. Participants appreciated the female perspective on agritourism, which some, especially male participants, found enlightening. Some participants mentioned also that this workshop addressed prejudices and improved understanding of women's role in the sector. Overall, the feedback from the participants received was positive, demonstrating the success of the workshops.

"Participating in the VEDA pilot program has provided young learners with an exceptional opportunity to embark on their entrepreneurial journey in agritourism."

"The training has sparked my curiosity, driving me to seek out more information and deepen my knowledge on this topic."

"The training has been very valuable in enhancing my social skills and emotional intelligence, which are essential for successful entrepreneurship"

-Testimonials from the Spanish participants

2.5.4. Pre and post assessment

The Spanish partners before outlining their sessions they shared with the participants a pre-evaluation questionnaire, to identify the participants' needs, knowledge gaps, and baseline skill levels in entrepreneurship and agritourism.

Regarding participants' knowledge, skills and experience: The participants of the Spanish partner were unemployed (96% of them) and only a small percentage were employed in another sector that agritourism but interested to know more about this field.

Select your profile based on your current professional situation in relation to the agrotourism business initiative:

47 responses



Figure 34- Profile of the Spanish participants

Most of the Spanish participants (more than 65%) before their involvement with the piloting training of the VEDA project were not familiar with female entrepreneurship in the field of agritourism. This indicated that the workshops in Spain should be tailored in a way to focus on agritourism, entrepreneurship to introduce them to the field and support them for their future initiatives.

On a scale of 1 to 5 (not at all - totally), to what extent are you familiar with female entrepreneurship in the agritourism sector?

47 responses

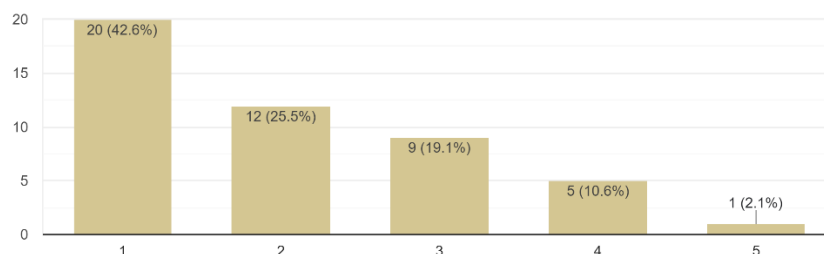


Figure 35-Level of Spanish participants' knowledge regarding female entrepreneurship in the agritourism sector

The Spanish participants displayed varying levels of confidence in their knowledge and skills in areas such as leadership, conflict management, networking and relationship building, and strategic management and planning. Most of the participants, as can be found in Figure 36 have a moderate to low level of confidence in the areas that is already mentioned. Some lacked confidence, while others demonstrated high levels of confidence and experience. This emphasizes the importance of tailoring training sessions so that all participants, regardless of starting point, can enhance their skills and contribute value to their experience.

Please rate the following statements based on your current level of knowledge, skills and experience:

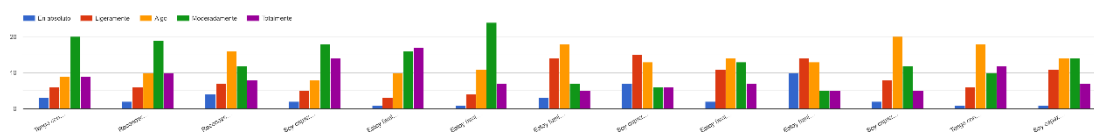


Figure 36- - Specific information regarding Spanish participants' confidence levels before the training

After the piloting, when Spanish participants re-assessed their confidence and level of skills and experience in the same topics, it became clear that the majority had improved their skills, confidence, and understanding. and therefore, participants felt more confident. This indicates the effectiveness of the VEDA piloting training as well as that it demonstrates that the workshops have successfully addressed the needs of the participants and that the tailored training was a success.

Rate the following questions from 1 (not at all) to 5 (totally)

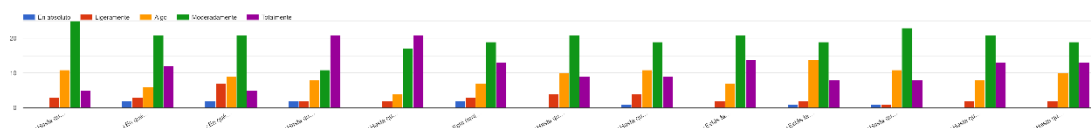


Figure 37- - Specific information regarding Spanish participants' confidence levels after the training

Overall, the positive feedback from Spanish participants confirms the workshops' success in increasing both knowledge and confidence in all important areas addressed by the partners.

Regarding participants' satisfaction: Most of the Spanish participants declared that they were very satisfied from the workshops and therefore they would recommend it to other people. Such significant positive feedback implies that the content, delivery, and overall experience were well received by the participants. It also implies that the

Would you recommend a similar training to other people?
44 responses

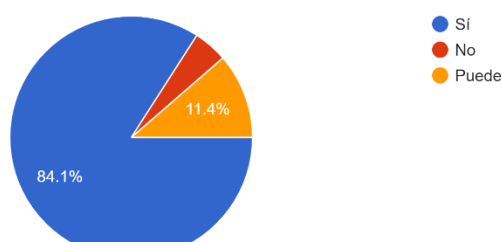


Figure 38- Spanish participants' opinion on recommending the training

VEDA training has the potential for greater impact in Spain, since participants are eager to share their experiences with others. It is important to note that there were some neutral opinions and two negative, indicating that there is room for improvement on future initiatives.

The satisfaction of the Spanish participants regarding the workshops is reflected in Figure 39. Participants from Spain were satisfied with the workshop, including its content, practical application, duration, and venue. This again indicates that the workshop was very well-structured and organized and the delivery was well received.

Summary: Evaluate the following statements.

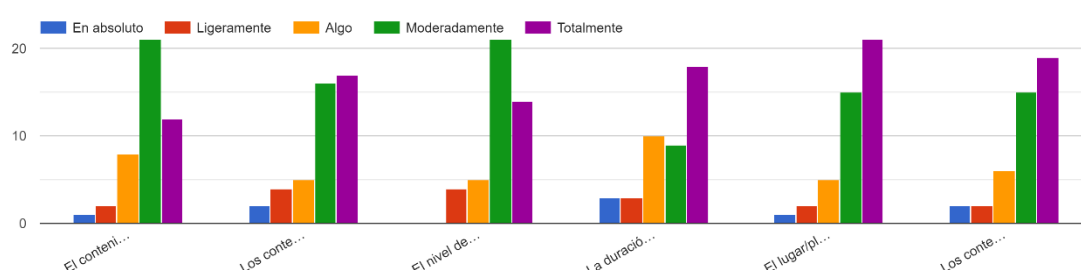


Figure 39- Satisfaction of the Spanish participants regarding the workshop, its content, duration and venue

Regarding utilizing the VEDA Training Package: The Spanish participants, on the majority of them (70.5%) indicated that are likely to use the Online Toolkit of the VEDA Training Package. This indicates that the workshops in Spain were successful and the perceived value of the Online Toolkit as a tool for further learning application. However, there were both neutral and negative perspectives on the subject, indicating that there is room for improvement, such as providing better instructions or more successfully communicating the toolkit's benefits during workshops.

Would you like to see the full version of the VEDA training package which will be freely available on the project website?

44 responses

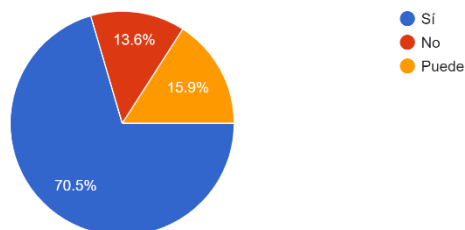


Figure 40- Spanish participants regarding their interest in utilizing the VEDA online Toolkit (post -assessment questionnaire)

2.5.5. Feedback from facilitators

Facilitators from Spain provided positive feedback on the overall structure and execution of the sessions. They appreciated the hybrid format, which allowed for broader participation. Facilitators found the pre-registration process effective in ensuring high engagement and timely reminders. The facilitators felt that the training successfully met its objectives, especially in familiarizing participants with the VEDA platform and agritourism entrepreneurship. They emphasized the positive reception of the practical activities and the use of offline resources to support learning.

"The possibility to hold the events both face to face and online was also key in our case to be able to engage more participants."

"It was very positive (the engagement of the participants): they asked for more videos, practical resources and maybe make the password to access the platform easier (some of them could not access)."

-Feedback from the Spanish facilitators

2.6. CYPRUS

2.6.1. Overview of piloting in Cyprus

In Cyprus, CSI, implemented two workshop sessions. The first one was implemented aimed to present the project, the VEDA Platform and its modules. The second workshop was part of the Femme Fest Festival, where the project was presented in an



information booth. Participants were then given a double-sided piece of paper with two QR codes: one for the e-toolkit registration and navigation, and the other for the platform evaluation form.

The most important objective of the pilots was to empower women and participants to learn about the VEDA Project and to explore the exceptional work that has been done so far. CSI's aim was to motivate them to integrate their skills by using the VEDA Platform and to contribute and get involved within the agritourism sector.

2.6.2. Participants

CSI piloted the VEDA project to 35 participants in Cyprus from various fields, including learners, women employees in the private sector, youth workers, researchers, academics, migrants and unemployed women. CSI implemented two workshops as well. During the first workshop, KES College trusted and accepted CSI's invitation, while in the second workshop, the Femme Fest organized by POGO – Women's movement festival hosted us to disseminate the platform to the festival attendees. There were 12 participants (students) in the first workshop and 23 participants (mainly women from different sectors) at the Femme Fest festival. Additionally, during the festival, CSI had the opportunity to present the VEDA Project to a few parliamentarians who attended the event. Overall, during the piloting in Cyprus, CSI achieved and surpassed the number of participants indicated in the proposal and disseminated the project platform to various people.

2.6.3. Impact on participants

The first workshop took place at KES College in the form of a class presentation/lecture. The workshop included an interactive activity where the students were invited to join Slido. Then, the VEDA Project was presented and the participants registered and navigated to the VEDA platform. The session ended with the platform evaluation through questionnaire and testimonial writing. The second workshop took place during the Femme Fest festival in the form of a presentation/information booth for the festival participants. During the session, the participants were informed about the project, its aim, and objectives. They were then

given a double-sided piece of paper with two QR codes: one for the e-toolkit registration and navigation, and the other for the platform evaluation form. By the end of the session, all participants received an aromatic plant, with the aim of making their homes, offices, and verandas greener.

2.6.4. Pre and post assessment data

As previously mentioned, the participants of the first workshop were pre-service students. Therefore, it was decided to engage them with an interactive pre-assessment questionnaire focused on their knowledge of agritourism.

Regarding participants' knowledge, skills and experience: Based on their answers, from the world cloud, there was a wide range on the answers of the partners when they tried to imagine sustainable tourism. Participants associated sustainable tourism with cultural heritage, entertainment and environmental responsibility. This indicates that participants may have a level of knowledge about agritourism as they referred to different countries like "Italy", "Cyprus", and "Spain" shown that they associate agritourism with specific regional and local agricultural practices. Generally, participants' answers demonstrate their understanding of critical aspects of agritourism, such as cultural preservation and environmental responsibility, that are required for a successful agritourism economy.

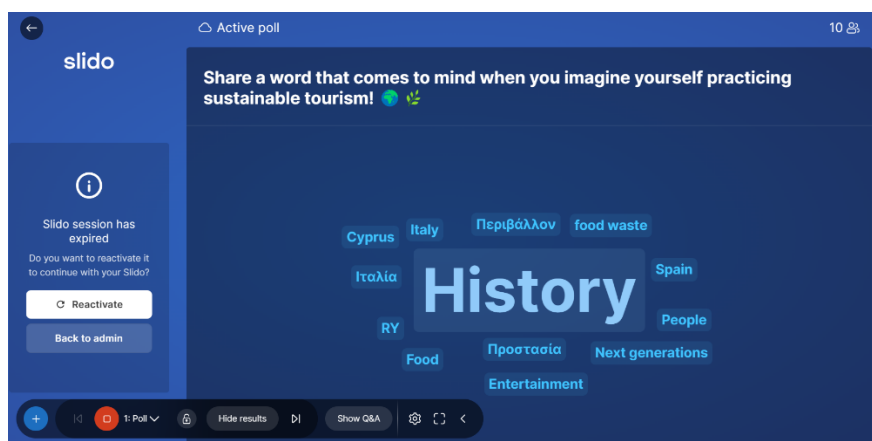


Figure 41- World cloud answers from Cypriot participants

After the piloting, when Cypriot participants were asked to assess their confidence, skills, and experience in the field of entrepreneurship, it became clear that the majority had shown improvement. While some participants remained at a lower level,

others demonstrated excellent progress. This indicates the effectiveness of the VEDA piloting training and shows that the workshops successfully addressed participants' needs, making the tailored training a success.

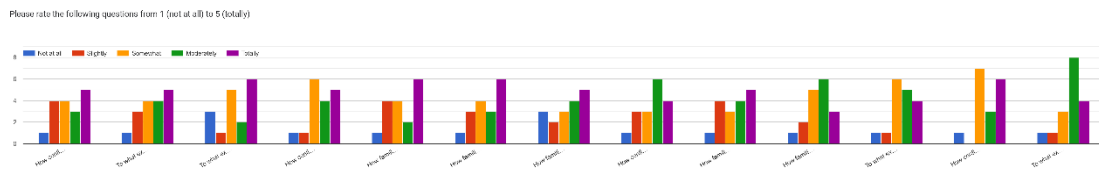


Figure 42- - Specific information regarding Cypriot participants' confidence levels after the training

Regarding participants' satisfaction: The majority of Cypriot participants (76.5%) declared that they were very satisfied with the workshops and would therefore recommend them to others. Such significant positive feedback implies that the content, delivery, and overall experience were well received by the participants. It is important to note that there were some neutral opinions (23.3%), indicating that there is room for improvement in future initiatives.

Would you recommend similar training to others?
17 responses

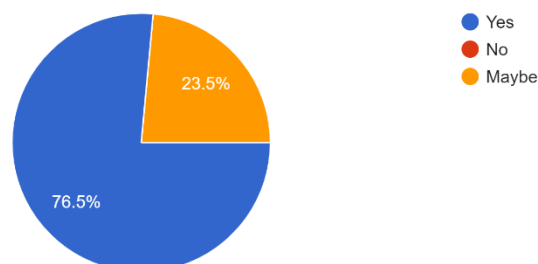


Figure 43- Cypriot participants' opinion on recommending the training

The satisfaction of the Cypriot participants regarding the workshops is reflected in on the following figure (44). Cyprus participants expressed satisfaction with the workshop's duration, practical application, content, and location. This demonstrates once more how well-planned and structured the session was and how well-received the delivery was.

Overview: Please rate the following statements.

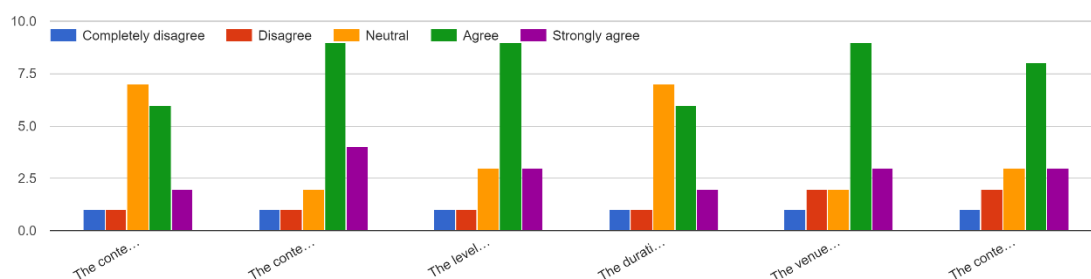


Figure 44- Satisfaction of the Cypriot participants regarding the workshop, its content, duration and venue

Regarding utilizing the VEDA Training Package: The Cypriot participants, on the majority of them (52.9%) indicated that are uncertain on whether they will utilize the Online Toolkit of the VEDA Training Package. This indicates that participants may need further support, clearer instructions, or examples of the toolkit's practical effectiveness are required.

Would you be interested to attend the full version of the VEDA Training Package through the Online Toolkit that is freely available through the project website?

17 responses

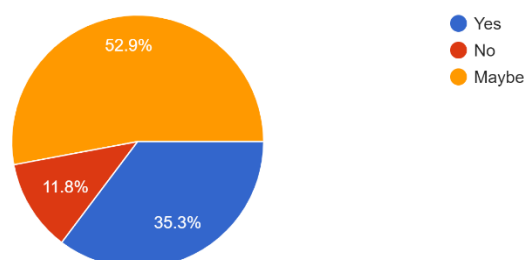


Figure 45- Cypriot participants regarding their interest in utilizing the VEDA online Toolkit (post -assessment questionnaire)

2.6.5. Feedback from the facilitators

The facilitators from Cyprus were very satisfied from their performance on the piloting workshops. They mentioned that the workshops were highly effective, as they included open discussions and interactive examples based on participants' studies. Facilitators also stated that the handbook was very helpful in organizing the piloting

process. Lastly, the participants were very impressed by the platform and the extensive knowledge it offers.

"The participants were very impressed by the platform and the extensive knowledge it offers."

"The guidelines handbook is very helpful."

-Feedback from the Cypriot participants

2.7. Conclusions

Overall, the pre-assessment questionnaire provided insights into training needs and gaps, but also areas of interest of the participants. The majority of the participants had limited familiarity with female entrepreneurship in the agritourism sector. Moreover, through the pre-questionnaires, it was noted that participants' confidence levels in the specified skills areas (conflict management, leadership, emotional intelligence, marketing, self-empowerment, digital skills, networking, strategic management, and design thinking) were relatively moderate, as many were unfamiliar with most of these topics in the context of female entrepreneurship in agritourism. Participant's knowledge was mostly theoretical, and they had limited experience in the field of entrepreneurship in agrotourism. Another acknowledgment from the questionnaires was a lack of familiarity with conflict management and leadership skills, as well as a lack of confidence in developing strategies for entrepreneurship basic skills and self-empowerment. They were generally aware of these concepts but lacked practical tools to apply them effectively in the agritourism sector. For example, confidence in marketing strategies such as digital marketing and SEO was particularly low as many participants were unfamiliar with these techniques. Therefore, these gaps in the participants' knowledge suggested a need for more targeted interventions to help strengthen their skills, with the use of the Modules from the Online Toolkit. The VEDA training provided participants in each country with modules from the Online Toolkit to study and utilize further. It also offered experiential training through case studies and role-playing activities to increase engagement and allow participants to fully experience the training, enhancing the necessary skills for their improvement.

After the workshops, participants filled out the post-assessment questionnaires. The results showed improvement in participants' understanding regarding agrotourism and entrepreneurship. The training has increased their awareness of the nuances of the sector and of the crucial role that women can play in it.

Participants reported feeling much more able to apply conflict resolution strategies, take on leadership roles and use emotional intelligence to improve team dynamics. They also gained important insights into marketing, particularly digital tools. They felt more prepared to use these tools to promote their business. They were also provided with actionable strategies and practical exercises to bridge the gap between theory and practice, and gained confidence in strategic management, self-empowerment, networking and design thinking to create innovation supporting female entrepreneurship.

Some participants provided varied responses regarding their perspectives on agritourism entrepreneurship. For the facilitators that implemented hybrid workshops, this format enabled participants to engage with the materials and test their skills.

Overall, from the post-assessment results it is highlighted that the piloting activities were effective in enhancing participants' skills, while also highlighting areas that require further development.

3. Suggestions for improvement

The piloting of the VEDA project showcased several strengths but also areas for improvement based on the feedback gathered from the facilitators.

For workshop format and delivery:

- Increase face-to-face interactions: Facilitators suggested incorporating more face-to-face workshops or hybrid formats in future implementations to enhance networking opportunities and provide more personalized support for participants.
- Incorporate quizzes: Adding quizzes for participants was recommended as a way to assess learning outcomes and reinforce the content covered in the sessions.

**For the VEDA Platform user experience:**

-Simplify platform requirements: Spanish participants faced difficulties with the platform, particularly with the complexity of the password requirements. Facilitators recommended simplifying this feature to improve the user experience and ease of access.

-Improve translation and accessibility: Certain partners conducted their workshops before the final translation of the VEDA platform, which led to accessibility issues for participants who struggled with English educational resources. The Spanish facilitator emphasized the need for a fully translated version of the platform in all partner languages, which has since been resolved.

For the VEDA Implementation Handbook:

-Include team-building activities: One of the Greek facilitators suggested incorporating more team-building activities into the Implementation Handbook. This would enhance participant engagement and make the execution of activities more interactive and collaborative.

-Interactive activities and examples: The Cypriot facilitator suggested including in the Handbook more interactive activities in order to engage easily participants and make the workshop more interesting.

-Include outreach activities for engagement of women and business associations in the field of agritourism. Taking this suggestion into consideration, STIMMULI proceeded to the update of the VEDA Handbook, in which concrete outreach activities have been integrated.



ANNEX

Annex 1- Pre-assessment questionnaire

Dear Participant,

Thank you for your interest to participate in the VEDA Implementation Activities. This questionnaire aims to understand your current knowledge, experiences, and expectations related to field of agrotourism. All information you provide is considered confidential. By taking part in this evaluation process, you accept that the information gathered here will be used solely for the purpose of the project, and that your personal information and opinions could be anonymously published in some of the results of the VEDA project. Furthermore, because our interest is in the average responses of the entire group of participants, you will not be identified individually in any way in written reports of this study. Your responses will assist us in tailoring the Implementation Activities to better meet your needs. Please answer the following questions before the workshops.

Thank you in advance!

The VEDA partnership

Section1: General Information

Please select your nationality from the following options:

- Slovakia
- Greece
- Italy
- Spain
- Cyprus
- Turkey

Please select your gender:

- Male
- Female
- Prefer not to say

Please select your profile based on your current professional situation in relation to agritourism entrepreneurship:

- Unemployed
- Employed in another sector but interested in agritourism entrepreneurship.
- Employed in the agritourism sector.

- Entrepreneur in the agritourism sector.
- Representative of a women (trade) association.
- Other (please specify)

On a scale from 1-5 (not at all – totally), to what extent are you familiar with female entrepreneurship in the agritourism sector?

1	2	3	4	5
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Section 2: Current level of knowledge and competences in the female agritourism sector

Please rate the following statements	Not at all	Slightly	Somehow	Moderately	Totally
1. I am confident in applying strategies for conflict resolution within a business.					
2. I recognize how different leadership styles can support female entrepreneurship.					
3. I recognize how mentoring networks can boost female entrepreneurship in agritourism.					
4. I am able to use online tools to increase the digital presence of my (future) business, identify and attract audience.					
5. I am familiar with different types of marketing strategies (e.g. influencer marketing, content marketing).					
6. I am familiar with choosing the right format for content to promote services provided by my (future) business.					

7. I am familiar with using Search Engine Optimization to improve the promotion of my business services.					
8. I am able to apply effective strategies for engaging and nurturing customer relationships in the agritourism sector.					
9. I am familiar on building networking and strategic relationships for contributing to the continuous growth and sustainability of my (future) business.					
10. I am familiar with applying strategic planning for entrepreneurial ventures in the agritourism sector.					
11. I am able to use design thinking to identify the unique needs, desires of my audience, and boost innovation within an entrepreneurial venture.					
12. I am confident in using storytelling to engage my audience.					
13. I am able to apply adaptability and resilience techniques as a means for self-empowerment and responding to professional and personal challenges.					

Section 3: Training Expectations

What knowledge-skills do you expect to develop through the VEDA implementation workshops?

- Conflict management skills
- Leadership skills
- Emotional intelligence
- Marketing skills
- Self-empowerment skills (adaptability, resilience, decision-making, self-motivation, stress management)
- Digital skills (data analysis, SEO, e-commerce, website development)
- Networking and relationships building
- Strategic management and planning (including time, project and crisis management)
- Design thinking for innovation creation
- Other

Please specify:

Thank you for completing the pre-assessment questionnaire! Your responses will help us tailor the training sessions to meet your specific needs and expectations.

GDPR statement: Please answer either Yes or No to the following:

I am aware, although Partner Organisation's name might to use my photograph or image in accordance with the rules of common sense, that the organisation cannot guarantee that any further dissemination of my image will be subject to the supervision or control of the organisation. Consequently, I release Partner Organisation from any and all responsibility in relation to the dissemination of my image.

-Yes

-No

By choosing YES, you agree that your personal data will be used by the VEDA partnership a) as proof of your presence in the project management authority (if you participate) b) to receive updates by email on the project's progress. By choosing NO, your data will only be used as proof of your participation in the Project Management Authority.



Annex 2 -Post-assessment questionnaire

Dear Participant,

Thank you for participating in the VEDA Implementation Activities. Your feedback is invaluable to us. Kindly take a few moments to complete this post-evaluation questionnaire. Your responses will assist us in evaluating the effectiveness of the training and making improvements for future implementations. All information provided will be kept confidential.

Thank you in advance!

The VEDA partnership

Section 1: General Information

Please select your nationality from the following options:

- Slovakia
- Greece
- Italy
- Spain
- Cyprus
- Turkey

Please select your profile based on your current professional situation in relation to agritourism entrepreneurship:

- Unemployed
- Employed in another sector, but interested in agritourism entrepreneurship.
- Employed in the agritourism sector.
- Entrepreneur in the agritourism sector.
- Representative of a women (trade) association.
- Other (please specify)

Section 2: Level of knowledge and competences in the agritourism sector after the VEDA Implementation Activities

Overview	Completely Disagree	Disagree	Neutral	Agree	Strongly Agree
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The contents of the sessions reached by expectations.					
The contents of the sessions enriched my knowledge and skills in the sector of female agritourism.					
The level of the contents was adequate.					
The duration of the sessions was adequate.					
The venue/ platform was appropriate for the realization of the activities.					
The contents are explained in a clear and structured way.					

Please rate the following questions from 1 (not at all) to 5 (totally)	Not at all	Slightly	Somesat	Moderately	Totally
1. How confident do you feel in applying strategies for conflict resolution within a business?					
2. To what extent do you recognize how different leadership styles can support female entrepreneurship?					
3. To what extent do you recognize how mentoring networks can boost female entrepreneurship in agritourism?					
4. How confident are you in using online tools to increase the digital presence of your (future) business, identify and attract an audience?					
5. How familiar are you now with different types of marketing strategies (e.g., influencer marketing, content marketing)?					
6. How familiar are you now with choosing the right format for content to promote services provided by your (future) business?					

7. How familiar are you now with using Search Engine Optimization to improve the promotion of your business services?					
8. How confident are you in applying effective strategies for engaging and nurturing customer relationships in the agritourism sector?					
9. How familiar are you now with building networking and strategic relationships for contributing to the continuous growth and sustainability of your (future) business?					
10. How familiar are you now with applying strategic planning for entrepreneurial ventures in the agritourism sector?					
11. To what extent are you now able to use design thinking to identify the unique needs and desires of your audience and boost innovation within an entrepreneurial venture?					
12. How confident are you now in using storytelling to engage your audience?					
13. To what extent are you now able to apply adaptability and resilience techniques as a means for self-empowerment and responding to professional and personal challenges?					

Section 3: Suggestions for further improvement

3.1. What aspects of the training did you find most beneficial?

3.2. What aspects of the training did you find least beneficial?

3.3. How do you think the training could be improved?



3.4. Would you be interested to attend the full version of the VEDA Training Package through the Online Toolkit that is freely available through the project website?

- Yes
- No
- Maybe

3.5. Would you recommend similar training to others?

- Yes
- No
- Maybe

Thank you for taking the time to complete this questionnaire! Your feedback is greatly appreciated and will help us enhance the quality of the VEDA Training Package.

GDPR statement: Please answer either Yes or No to the following:

I am aware, although Partner Organisation's name might to use my photograph or image in accordance with the rules of common sense, that the organisation cannot guarantee that any further dissemination of my image will be subject to the supervision or control of the organisation. Consequently, I release Partner Organisation from any and all responsibility in relation to the dissemination of my image.

-Yes

-No

By choosing YES, you agree that your personal data will be used by the VEDA partnership a) as proof of your presence in the project management authority (if you participate) b) to receive updates by email on the project's progress. By choosing NO, your data will only be used as proof of your participation in the Project Management Authority.

Annex 3- Self-evaluation questionnaire

Dear trainer/partner,

Thank you for your dedication and efforts in delivering the VEDA Implementation Activities. Your feedback is essential for us to assess the effectiveness of the VEDA training guidelines and make the necessary improvements. Kindly take a moment to reflect on your performance and provide us with your valuable insights.

Thank you in advance.

Section 1: General Information

Please select your organization:

- EkoRegion
- STIMMULI FOR SOCIAL CHANGE
- IVEPE-SEV

- PRISM
- ITC
- CSI
- ULUDAG University

Section 2: Training Content and Delivery

Rate the following statements/questions on a scale from 1 (not at all) to 5 (totally)	1 (not at all)	2	3	4	5 (totally)
To what extent do you think that the training content is aligned with the objectives of the VEDA project?					
Rate your level of preparedness before each/the training session.					
How effective would you rate your ability to effectively deliver the training content to the participants?					
Were the training materials (presentations, handouts, etc.) clear and supportive of the learning objectives?					

Section 3: Interaction and Engagement

3.1. How would you rate the engagement of the participants during the training sessions?

- Poor
- Fair
- Moderate
- Good
- Excellent

3.2. To what extent, did you encourage active participation and discussion among the participants?

- Poor
- Fair
- Moderate
- Good
- Excellent

3.3. How would you rate your ability to manage and facilitate group activities effectively?

- Poor
- Fair
- Moderate
- Good
- Excellent

Section 4: Communication and Clarity

4.1. How clear do you consider that your instructions and explanations were throughout the training sessions?

1 (Not clear at all)	2	3	4	5 (Very/Extremely clear)
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4.2. Were you able to effectively answer participants' questions and address their concerns?

1 (Not effectively at all)	2	3	4	5 (Highly effectively)
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Section 5: Self-reflection and Improvement

5.1. What aspects of your training delivery do you think were particularly effective?

5.2. What feedback, if any, did you receive from the participants during the piloting?

If yes, how do you plan to incorporate it and improve future training sessions?

5.3. What additional resources or improvements in the “Guidelines Handbook” do you think would have enhanced your effectiveness as a trainer?

Thank you for taking the time to complete the self-evaluation questionnaire!

GDPR statement: Please answer either Yes or No to the following:

I am aware, although Partner Organisation's name might to use my photograph or image in accordance with the rules of common sense, that the organisation cannot guarantee that any further dissemination of my image will be subject to the supervision or control of the organisation. Consequently, I release Partner Organisation from any and all responsibility in relation to the dissemination of my image.

-Yes

-No

By choosing YES, you agree that your personal data will be used by the VEDA partnership a) as proof of your presence in the project management authority (if you participate) b) to receive updates by email on the project's progress. By choosing NO, your data will only be used as proof of your participation in the Project Management Authority.