

Microlearning Sessions Activity

ENTREPRENEURSHIP

CITIZENS  **ACCELERATOR**

Activity 1: Business Launch Party

Objectives:

- Introduce participants to the principles, concepts and competences related to entrepreneurship
- Promote the acquisition of and enhance specific skills such as critical thinking, teamwork, problem-solving and strategic planning
- Promote idea-sharing and mutual learning among participants through a practical activity
- Apply the principles, concepts and competences related to entrepreneurship through an activity in small groups.

Materials needed:

- Presentation on Entrepreneurship
- Examples of businesses
- Additional activities to strengthen entrepreneurial competences

Duration:

- 20 minutes

Description:

First, plan and deliver a lecture about entrepreneurship and entrepreneurial competences based on the **PowerPoint Entrepreneurship Presentation** (see Annex I)¹.

Following the lecture, introduce the entrepreneurial challenges, consisting of an activity in small groups; the steps are described below:

1. Divide the participants into **groups of four**.
2. For each group, **assign or draw one business** from the 'Business Examples' (below).
3. For the business selected, each group **considers the business launch party**, following these eight steps²:
 - ✕ Step 1 – Identify the target group for your event
 - ✕ Step 2 – Define the date and time of your event
 - ✕ Step 3 – Define the type of event
 - ✕ Step 4 – Identify the place where your event will take place
 - ✕ Step 5 – Define the programme and resources for your event
 - ✕ Step 6 – Plan your strategy to promote your event
 - ✕ Step 7 – Prepare your team and partners
 - ✕ Step 8 – Host and enjoy your party.³
4. Invite each group to **share their ideas** for the launch party of their business.

¹ You can adjust the PowerPoint in accordance with the context or target groups.

² You can decide to adjust or reduce the number of steps to be followed by the groups.

³ In this part, you can still use or adjust the PowerPoint presentation *Entrepreneurship*.



You can choose other activities and adjust them to the Citizens Xelerator Action Labs and their target groups. Some potential activities are identified in the 'Additional activities to strengthen entrepreneurial competences' (see below.)



Business Examples

1. Barbershop

The barbershop will be traditional, cosy and masculine. The space will have leather barber chairs, multiple mirrors, dark floors, and antique barbering tools as decor. It will have a relaxed and welcoming atmosphere with background music and a typical barber shop aroma. There will be a social space where clients can chat.



The shop will provide six services:

1. **Haircuts** - from simple buzz cuts to more elaborate and traditional styles; catering for different hair-types
2. **Shaving** - including traditional straight razor shaves and hot towel treatments
3. **Beard Trims** – maintaining and shaping facial hair and also beard oil or balm application
4. **Facial massage** - massage to promote better circulation, reduce tension, and improve the overall health and appearance of the face
5. **Styling** – applying hair products and giving advice on styling techniques
6. **Products** - selling grooming products such as pomades, beard oils, and aftershaves

2. Candy shop

This will be a colourful and cheerful place, with an impressive display of a wide variety of candies and the sweet scent of candies, chocolates, and other confections.

The shop will offer a vast array of traditional and modern candies and artisanal sweets and chocolates that may not be readily available in regular stores.



The main offers, specialities and experiences include:

1. **Classic candies** (chocolates, gummies, liquorice, lollipops)
2. **Artisanal sweets and chocolates**
3. **Traditional local pastries** (cookies, brownies)
4. **Seasonal offerings** (Christmas, 4 seasons pastry/sweets, Easter, celebration days)
5. **Tasting and sampling experience**
6. **Sweet party spot** (for holding small party events in the shop)

3. Personal well-being space

This is a space to empower people to take charge of their physical, mental and emotional health. It will be an inclusive space, embracing diversity, and ensuring that everyone, regardless of background, feels welcome. The physical space will have comfortable furniture, some smaller and private spaces and services dedicated to holistic well-being, including:



1. [Information on healthcare and mental health services](#) available in the local community – To ensure this you will have partnerships with local organisations and professionals
2. [Self-care workshops](#) – Classes and workshops on maintaining quality of life (food, rest and sleep, physical activity and exercise)
3. [Social and interpersonal space](#) – With activities and opportunities to meet new people and interact with others
4. [Individual support and guidance](#) – Counselling and wellness programs that provide support to manage personal, social and professional challenges related to emotional health

4. Collectors Club

This space is dedicated to individuals who share a keen interest in collecting specific items such as stamps, coins, vintage toys, memorabilia, art, jewellery, rare plants, knitting accessories or any other collectible. The space will allow collectors to: share their knowledge; exchange ideas for preserving items; enlarge and maintain a network of collectors with whom they can trade/sell items; display their collectable articles; and discuss them.



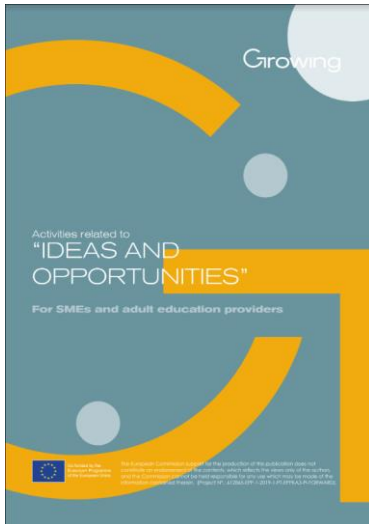
The physical space will be set up to allow different activities, including:

1. [Meetings](#) – regular meetings in which members gather to discuss their collections, share stories, and learn from one another
2. [Show and Tell](#) – sessions in which members can showcase their latest acquisitions and discuss the stories behind them
3. [Guest Speakers](#) – occasional sessions where experts or collectors from outside the club are invited to give talks or presentations on relevant topics
4. [Field Trips](#) – allowing members to visit relevant museums, auctions, or collector fairs to enhance members' experiences
5. [Swap Meets](#) – where members can trade or buy collectibles from each other
6. [Annual Conventions](#) - which can include exhibits, auctions, and educational sessions.

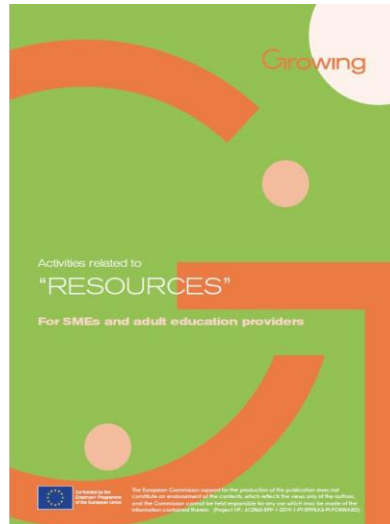
Additional activities to strengthen entrepreneurial competences

You can find other activities to strengthen entrepreneurial competences in the three booklets designed in the [Growing project](#). The booklets are addressed to SMEs, but the activities have the potential to be adjusted to other contexts:

Ideas and Opportunities



Resources



Into Action



CITIZENS ACCELERATOR

act:ionaid
για έναν κόσμο πιο δίκαιο

vhs
Volkshochschule
im Landkreis Cham e.V.

AONTAS
The Voice of
Adult Learning

dante
USTANOVA ZA
OBRAZOVANJE
ODRASLIH | ADULT
EDUCATION
INSTITUTION

acefir
associació catalana per l'educació, la formació i la recerca

Asociatia
EUR ADULT
EDUCATION



cesie
the world is only one creature

mentortec

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Project number:
101087526



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