

Project reference number:

2020-1-FR01-KA204-080632

Project title:

The Missing Entrepreneurs: Promoting capacity building of Missing Entrepreneurs for inclusive digital entrepreneurship and digital transformation of businesses



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Skills within TME	Relation with DigCom		
	Area	Competences	Descriptors
1. Creativity / Creative Thinking: Ability of discovering new opportunities and solutions for problems by looking beyond current practices and using innovative thinking.	2. Communication and collaboration	2.4 Collaborating through digital technologies	To use digital tools and technologies for collaborative processes, and for co-construction and co-creation of resources and knowledge.
	5. Problem solving	5.3 Creatively using digital technologies	To use digital tools and technologies to create knowledge and to innovate processes and products. To engage individually and collectively in cognitive processing to understand and resolve conceptual problems and problem situations in digital environments.
	3. Digital content creation	3.4 Programming	To plan and develop a sequence of understandable instructions for a computing system to solve a given problem or perform a specific task.

<p>2. Prototyping: Ability to convert the basic and usually intangible specifications into a tangible yet, limited functioning model of the final product or system</p>	<p>5. Problem solving</p>	<p>5.3 Creatively using digital technologies</p>	<p>To use digital tools and technologies to create knowledge and to innovate processes and products.</p> <p>To engage individually and collectively in cognitive processing to understand and resolve conceptual problems and problem situations in digital environments.</p>
<p>3. Product service development: Ability to define a service for a new product, this is an adequate business model / delivery model.</p>	<p>1. Information and data literacy</p>	<p>1.1 Browsing, searching and filtering data, information and digital content</p>	<p>To articulate information needs , to search for data, information and content in digital environments, to access them and to navigate between them.</p> <p>To create and update personal search strategies.</p>
	<p>1. Information and data literacy</p>	<p>1.2 Evaluating data, information and digital content</p>	<p>To analyse, compare and critically evaluate the credibility and reliability of sources of data, information and digital content.</p> <p>To analyse, interpret and critically evaluate the data, information and digital content.</p>
	<p>3. Digital content creation</p>	<p>3.4 Programming</p>	<p>To plan and develop a sequence of understandable instructions for a computing system to solve a given problem or perform a specific task.</p>
<p>4. Product validation: Ability to test the product before its launch by analyse its advantages and disadvantages and test/obtain feedback with/from the potential end-</p>	<p>2. Communication and collaboration</p>	<p>2.4 Collaborating through digital technologies</p>	<p>To use digital tools and technologies for collaborative processes, and for co-construction and co-creation of resources and knowledge.</p>
	<p>5. Problem solving</p>	<p>5.1 Solving technical problems</p>	<p>To identify technical problems when operating devices and using digital environments, and to solve them (from trouble-shooting to solving more complex problems).</p>

users.	5. Problem solving	5.2 Identifying needs and technological responses	<p>To assess needs and to identify, evaluate, select and use digital tools and possible technological responses to solve them.</p> <p>To adjust and customise digital environments to personal needs (e.g. accessibility).</p>
5. Project and operations management: Ability to coordinate teams, projects, resources, budgets and analyse and take decisions in this regard.	1. Information and data literacy	1.1 Browsing, searching and filtering data, information and digital content	<p>To articulate information needs , to search for data, information and content in digital environments, to access them and to navigate between them.</p> <p>To create and update personal search strategies.</p>
	1. Information and data literacy	1.2 Evaluating data, information and digital content	<p>To analyse, compare and critically evaluate the credibility and reliability of sources of data, information and digital content.</p> <p>To analyse, interpret and critically evaluate the data, information and digital content.</p>
	1. Information and data literacy	1.3 Managing data, information and digital content	<p>To organise, store and retrieve data, information and content in digital environments.</p> <p>To organise and process them in a structured environment.</p>
	2. Communication and collaboration	2.1 Interacting through digital technologies	<p>To interact through a variety of digital technologies and to understand appropriate digital communication means for a given context.</p>
	2. Communication and collaboration	2.2 Sharing through digital technologies	<p>To share data, information and digital content with others through appropriate digital technologies.</p> <p>To act as an intermediary, to know about referencing and attribution practices.</p>

	2. Communication and collaboration	2.3 Engaging in citizenship through digital technologies	To participate in society through the use of public and private digital services. To seek opportunities for self-empowerment and for participatory citizenship through appropriate digital technologies.
	2. Communication and collaboration	2.4 Collaborating through digital technologies	To use digital tools and technologies for collaborative processes, and for co-construction and co-creation of resources and knowledge.
	5. Problem solving	5.1 Solving technical problems	To identify technical problems when operating devices and using digital environments, and to solve them (from trouble-shooting to solving more complex problems).
6. Teamwork: Ability to work with others toward a shared goal, participating actively, sharing responsibility and rewards, and contributing to the capability of the team.	2. Communication and collaboration	2.1 Interacting through digital technologies	To interact through a variety of digital technologies and to understand appropriate digital communication means for a given context.
	2. Communication and collaboration	2.4 Collaborating through digital technologies	To use digital tools and technologies for collaborative processes, and for co-construction and co-creation of resources and knowledge.
	2. Communication and collaboration	2.1 Interacting through digital technologies	To interact through a variety of digital technologies and to understand appropriate digital communication means for a given context.
	2. Communication and collaboration	2.2 Sharing through digital technologies	To share data, information and digital content with others through appropriate digital technologies. To act as an intermediary, to know about referencing and attribution practices.
	2. Communication and collaboration	2.3 Engaging in citizenship through digital technologies	To participate in society through the use of public and private digital services. To seek opportunities for self-empowerment and for participatory citizenship through appropriate digital technologies.

<p>7. Digital marketing: Ability that combines different marketing practices such as web design, SEO, social media marketing, content writing etc.</p>	2. Communication and collaboration	2.4 Collaborating through digital technologies	To use digital tools and technologies for collaborative processes, and for co-construction and co-creation of resources and knowledge.
	2. Communication and collaboration	2.5 Netiquette	<p>To be aware of behavioural norms and know-how while using digital technologies and interacting in digital environments.</p> <p>To adapt communication strategies to the specific audience and to be aware of cultural and generational diversity in digital environments.</p> <p>To be aware of behavioural norms and know-how while using digital technologies and interacting in digital environments.</p> <p>To adapt communication strategies to the specific audience and to be aware of cultural and generational diversity in digital environments.</p>
	3. Digital content creation	3.1 Developing digital content	To create and edit digital content in different formats, to express oneself through digital means.
	3. Digital content creation	3.2 Integrating and re-elaborating digital content	To modify, refine, improve and integrate information and content into an existing body of knowledge to create new, original and relevant content and knowledge.
	2. Communication and collaboration	2.1 Interacting through digital technologies	To interact through a variety of digital technologies and to understand appropriate digital communication means for a given context.
	2. Communication and collaboration	2.2 Sharing through digital technologies	<p>To share data, information and digital content with others through appropriate digital technologies.</p> <p>To act as an intermediary, to know about referencing and attribution practices.</p>

<p>8. Social media management: Ability to manage social media by reaching the right audience, engaging them, and leading a service or brand over social media.</p>	<p>2. Communication and collaboration</p>	<p>2.3 Engaging in citizenship through digital technologies</p>	<p>To participate in society through the use of public and private digital services.</p> <p>To seek opportunities for self-empowerment and for participatory citizenship through appropriate digital technologies.</p>
	<p>2. Communication and collaboration</p>	<p>2.5 Netiquette</p>	<p>To be aware of behavioural norms and know-how while using digital technologies and interacting in digital environments.</p> <p>To adapt communication strategies to the specific audience and to be aware of cultural and generational diversity in digital environments.</p> <p>To be aware of behavioural norms and know-how while using digital technologies and interacting in digital environments.</p> <p>To adapt communication strategies to the specific audience and to be aware of cultural and generational diversity in digital environments.</p>
<p>9. Networking: Ability to build and maintain effective and constructive working relationships, partnerships or networks of contacts with people who are, or might someday be, instrumental in achieving work-related goals. Also known as Business networking/relationship/network Building.</p>	<p>2. Communication and collaboration</p>	<p>2.3 Engaging in citizenship through digital technologies</p>	<p>To participate in society through the use of public and private digital services.</p> <p>To seek opportunities for self-empowerment and for participatory citizenship through appropriate digital technologies.</p>
<p>10. Communication: Ability to achieve communicative goals in a socially appropriate manner, adapted to the target audience.</p>	<p>2. Communication and collaboration</p>	<p>2.2 Sharing through digital technologies</p>	<p>To share data, information and digital content with others through appropriate digital technologies.</p> <p>To act as an intermediary, to know about referencing and attribution practices.</p>

	2. Communication and collaboration	2.4 Collaborating through digital technologies	To use digital tools and technologies for collaborative processes, and for co-construction and co-creation of resources and knowledge.
11. Finances: Ability to collect, integrate, and interpret relevant financial information from a variety of sources.	1. Information and data literacy	1.1 Browsing, searching and filtering data, information and digital content	<p>To articulate information needs , to search for data, information and content in digital environments, to access them and to navigate between them.</p> <p>To create and update personal search strategies.</p>
	1. Information and data literacy	1.2 Evaluating data, information and digital content	<p>To analyse, compare and critically evaluate the credibility and reliability of sources of data, information and digital content.</p> <p>To analyse, interpret and critically evaluate the data, information and digital content.</p>
	1. Information and data literacy	1.3 Managing data, information and digital content	<p>To organise, store and retrieve data, information and content in digital environments.</p> <p>To organise and process them in a structured environment.</p>
12. Market analytics: Ability to analyse the key data on markets and current trends and visualize data effectively and present it in a manner that flows like a coherent story and provides valuable insights on the market.	1. Information and data literacy	1.1 Browsing, searching and filtering data, information and digital content	<p>To articulate information needs , to search for data, information and content in digital environments, to access them and to navigate between them.</p> <p>To create and update personal search strategies.</p>
	1. Information and data literacy	1.2 Evaluating data, information and digital content	<p>To analyse, compare and critically evaluate the credibility and reliability of sources of data, information and digital content.</p> <p>To analyse, interpret and critically evaluate the data, information and digital content.</p>

	1. Information and data literacy	1.3 Managing data, information and digital content	To organise, store and retrieve data, information and content in digital environments. To organise and process them in a structured environment.
13. Data analytics: Ability to visualize data effectively and present it in a manner that flows like a coherent story and provides valuable insights.	1. Information and data literacy	1.1 Browsing, searching and filtering data, information and digital content	To articulate information needs , to search for data, information and content in digital environments, to access them and to navigate between them. To create and update personal search strategies.
	1. Information and data literacy	1.2 Evaluating data, information and digital content	To analyse, compare and critically evaluate the credibility and reliability of sources of data, information and digital content. To analyse, interpret and critically evaluate the data, information and digital content.
	1. Information and data literacy	1.3 Managing data, information and digital content	To organise, store and retrieve data, information and content in digital environments. To organise and process them in a structured environment.
	3. Digital content creation	3.1 Developing digital content	To create and edit digital content in different formats, to express oneself through digital means.
	3. Digital content creation	3.2 Integrating and re-elaborating digital content	To modify, refine, improve and integrate information and content into an existing body of knowledge to create new, original and relevant content and knowledge.

<p>14. Web development: Ability to create and maintain websites.</p>	<p>5. Problem solving</p>	<p>5.2 Identifying needs and technological responses</p>	<p>To assess needs and to identify, evaluate, select and use digital tools and possible technological responses to solve them.</p> <p>To adjust and customise digital environments to personal needs (e.g. accessibility).</p>
<p>15. Content creation: Ability to identify a new topic to write about, decide on the content form, formalize the content strategy (keyword or otherwise), and then actually produce it.</p>	<p>3. Digital content creation</p>	<p>3.1 Developing digital content</p>	<p>To create and edit digital content in different formats, to express oneself through digital means.</p>
	<p>3. Digital content creation</p>	<p>3.2 Integrating and re-elaborating digital content</p>	<p>To modify, refine, improve and integrate information and content into an existing body of knowledge to create new, original and relevant content and knowledge.</p>
<p>16. e-Commerce: Ability to set-up digital business and manage commercial transactions conducted electronically on the internet.</p>	<p>5. Problem solving</p>	<p>5.2 Identifying needs and technological responses</p>	<p>To assess needs and to identify, evaluate, select and use digital tools and possible technological responses to solve them.</p> <p>To adjust and customise digital environments to personal needs (e.g. accessibility).</p>
	<p>5. Problem solving</p>	<p>5.3 Creatively using digital technologies</p>	<p>To use digital tools and technologies to create knowledge and to innovate processes and products.</p> <p>To engage individually and collectively in cognitive processing to understand and resolve conceptual problems and problem situations in digital environments.</p>
<p>17. Graphic design: Ability of combining text and pictures in advertisements</p>	<p>3. Digital content creation</p>	<p>3.1 Developing digital content</p>	<p>To create and edit digital content in different formats, to express oneself through digital means.</p>

3.1 Graphic design ability of combining text and pictures in advertisements, magazines, or books with the use of digital tools.	3. Digital content creation	3.2 Integrating and re-elaborating digital content	To modify, refine, improve and integrate information and content into an existing body of knowledge to create new, original and relevant content and knowledge.
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The Missing Entrepreneurs: Promoting capacity building of Missing Entrepreneurs for inclusive digital entrepreneurship and digital transformation of businesses



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Skills within TME project	Relation with EntreComp		
	Area	Competence	Descriptors
<p>1. Creativity / Creative Thinking: Ability of discovering new opportunities and solutions for problems by looking beyond current practices and using innovative thinking.</p>	1. Ideas and Opportunities	<p>1.2. Creativity (develop creative and purposeful ideas)</p>	<p>Develop several ideas and opportunities to create value, including better solutions to existing and new challenges</p> <p>Explore and experiment with innovative approaches</p> <p>Combine knowledge and resources to achieve valuable effects</p>
<p>2. Prototyping: Ability to convert the basic and usually intangible specifications into a tangible yet, limited functioning model of the final product or system</p>	1. Ideas and Opportunities	<p>1.3. Vision (work towards your vision of the future)</p>	<p>Imagine the future</p> <p>Develop a vision to turn ideas into action</p> <p>Visualise future scenarios to help guide effort and action</p>
<p>3. Product service development: Ability to define a service for a new product, this is an adequate business model / delivery</p>	1. Ideas and Opportunities	<p>1.1. Spotting Opportunities (use your imagination and abilities to identify opportunities for creating value)</p>	<p>Identify and seize opportunities to create value by exploring the social, cultural and economic landscape</p> <p>Identify needs and challenges that need to be met</p> <p>Establish new connections and bring together scattered elements of the landscape to create opportunities to create value</p>

model.	2. Resources	2.3. Mobilizing Resources (Gather and manage the resources you need)	Get and manage the material, non-material and digital resources needed to turn ideas into action Make the most of limited resources Get and manage the competences needed at any stage, including technical, legal, tax and digital competences
4. Product validation: Ability to test the product before its launch by analyse its advantages and disadvantages and test/obtain feedback with/from the potential end-users.	1. Ideas and Opportunities	1.4. Valuing Ideas (make the most of ideas and opportunities)	Judge what value is in social, cultural and economic terms Recognise the potential an idea has for creating value and identify suitable ways of making the most out of it
		1.5. Ethical and sustainable thinking (assess the consequences and impact of ideas, opportunities and actions)	Assess the consequences of ideas that bring value and the effect of entrepreneurial action on the target community, the market, society and the environment Reflect on how sustainable long-term social, cultural and economic goals are, and the course of action chosen Act responsibly
	3. Into Action	3.3. Coping with uncertainty, ambiguity and risk (make decisions dealing with uncertainty, ambiguity and risk)	Make decisions when the result of that decision is uncertain, when the information available is partial or ambiguous, or when there is a risk of unintended outcomes Within the value-creating process, include structured ways of testing ideas and prototypes from the early stages, to reduce risks of failing Handle fast-moving situations promptly and flexibly
		2.1. Self-awareness and self-efficacy (believe in yourself and keep developing)	Reflect on your needs, aspirations and wants in the short, medium and long term Identify and assess your individual and group strengths and weaknesses Believe in your ability to influence the course of events, despite uncertainty, setbacks and temporary failures
		2.2. Motivation and perseverance (Stay focused and don't give up)	Be determined to turn ideas into action and satisfy your need to achieve Be prepared to be patient and keep trying to achieve your long-term individual or group aims Be resilient under pressure, adversity, and temporary failure

<p>5. Project and operations management: Ability to coordinate teams, projects, budgets and analyse and take decisions in this regard.</p>	2. Resources	<p>2.3. Mobilizing resources (gather and manage the resources you need)</p>	<p>Get and manage the material, non-material and digital resources needed to turn ideas into action</p> <p>Make the most of limited resources</p> <p>Get and manage the competences needed at any stage, including technical, legal, tax and digital competences</p>
		<p>2.4. Financial and economic literacy (develop financial and economic know how)</p>	<p>Estimate the cost of turning an idea into a value creating activity</p> <p>Plan, put in place and evaluate financial decisions over time</p> <p>Manage financing to make sure my value-creating activity can last over the long term</p>
		<p>2.5. Mobilizing others (inspire, enthuse and get others on board)</p>	<p>Inspire and enthuse relevant stakeholders</p> <p>Get the support needed to achieve valuable outcomes</p> <p>Demonstrate effective communication, persuasion, negotiation and leadership</p>
	3. Into Action	<p>3.1. Taking the initiative (go for it)</p>	<p>Initiate processes that create value</p> <p>Take up challenges</p> <p>Act and work independently to achieve goals, stick to intentions and carry out planned tasks</p>
		<p>3.2. Planning and management (prioritize, organize and follow-up)</p>	<p>Set long-, medium- and short-term goals</p> <p>Define priorities and action plans</p> <p>Adapt to unforeseen changes</p>
		<p>3.3. Coping with uncertainty (make decisions dealing with uncertainty, ambiguity and risk)</p>	<p>Make decisions when the result of that decision is uncertain, when the information available is partial or ambiguous, or when there is a risk of unintended outcomes</p> <p>Within the value-creating process, include structured ways of testing ideas and prototypes from the early stages, to reduce risks of failing</p> <p>Handle fast-moving situations promptly and flexibly</p>

		3.4. Working with others (team up, collaborate and network)	Work together and co-operate with others to develop ideas and turn them into action Network Solve conflicts and face up to competition positively when necessary
		3.5. Learning through experience (learn by doing)	Use any initiative for value creation as a learning opportunity Learn with others, including peers and mentors Reflect and learn from both success and failure (your own and other people's)
6. Teamwork: Ability to work with others toward a shared goal, participating actively, sharing responsibility and rewards, and contributing to the capability of the team.	3. Into Action	3.4. Working with others (team up, collaborate and network)	Work together and co-operate with others to develop ideas and turn them into action Network Solve conflicts and face up to competition positively when necessary
7. Digital marketing: Ability that combines different marketing practices such as web design, SEO, social media marketing, content writing etc.	2. Resources	2.5. Mobilizing others (Inspire, enthuse and get others on board)	Inspire and enthuse relevant stakeholders Get the support needed to achieve valuable outcomes Demonstrate effective communication, persuasion, negotiation and leadership
8. Social media management: Ability to manage social media by reaching the right audience, engaging them, and leading a service or brand over social media.	2. Resources	2.5. Mobilizing others (Inspire, enthuse and get others on board)	Inspire and enthuse relevant stakeholders Get the support needed to achieve valuable outcomes Demonstrate effective communication, persuasion, negotiation and leadership
9. Networking: Ability to build and maintain effective and constructive working relationships, partnerships or networks of contacts with people who are, or might someday be, instrumental in achieving work-related goals. Also known as Business networking/relationship/network Building.	3. Into Action	3.4. Working with others (team up, collaborate and network)	Work together and co-operate with others to develop ideas and turn them into action Network Solve conflicts and face up to competition positively when necessary
10. Communication: Ability to achieve communicative goals in a socially appropriate manner, adapted to the target audience.	2. Resources	2.5. Mobilizing others (Inspire, enthuse and get others on board)	Inspire and enthuse relevant stakeholders Get the support needed to achieve valuable outcomes Demonstrate effective communication, persuasion, negotiation and leadership

<p>11. Finances: Ability to collect, integrate, and interpret relevant financial information from a variety of sources.</p>	<p>2. Resources</p>	<p>2.4. Financial and economic literacy (develop financial and economic know how)</p>	<p>Estimate the cost of turning an idea into a value creating activity</p> <p>Plan, put in place and evaluate financial decisions over time</p> <p>Manage financing to make sure my value-creating activity can last over the long term</p>
<p>12. Market analytics: Ability to analyse the key data on markets and current trends and visualize data effectively and present it in a manner that flows like a coherent story and provides valuable insights on the market.</p>	<p>1. Ideas and Opportunities</p>	<p>1.1. Spotting Opportunities (use your imagination and abilities to identify opportunities for creating value)</p>	<p>Identify and seize opportunities to create value by exploring the social, cultural and economic landscape</p> <p>Identify needs and challenges that need to be met</p> <p>Establish new connections and bring together scattered elements of the landscape to create opportunities to create value</p>
<p>13. Data analytics: Ability to visualize data effectively and present it in a manner that flows like a coherent story and provides valuable insights.</p>	<p>1. Ideas and Opportunities</p>	<p>1.1. Spotting Opportunities (use your imagination and abilities to identify opportunities for creating value)</p>	<p>Identify and seize opportunities to create value by exploring the social, cultural and economic landscape</p> <p>Identify needs and challenges that need to be met</p> <p>Establish new connections and bring together scattered elements of the landscape to create opportunities to create value</p>
<p>14. Web development: Ability to create and maintain websites.</p>	<p>no direct link</p>		
<p>15. Content creation: Ability to prepare and present information in suitable formats (text, photo, video etc.</p>	<p>no direct link</p>		
<p>16. e-Commerce: Ability to set-up digital business and manage commercial transactions conducted electronically on the internet</p>	<p>2. Resources</p>	<p>2.3. Mobilizing resources (gather and manage the resources you need)</p>	<p>Get and manage the material, non-material and digital resources needed to turn ideas into action</p> <p>Make the most of limited resources</p> <p>Get and manage the competences needed at any stage, including technical, legal, tax and digital competences</p>

internet.		2.4. Financial and economic literacy (develop financial and economic know how)	Estimate the cost of turning an idea into a value creating activity Plan, put in place and evaluate financial decisions over time Manage financing to make sure my value-creating activity can last over the long term
17. Graphic design: Ability of combining text and pictures in advertisements, magazines, or books with the use of digital tools.	no direct link		