

# Technology Enhanced Learning

## Case Study: E-books in Action



### Introduction:

**GEM project aims to contribute to the development of an increase in the number of High Growth Enterprises throughout Europe. GEM has created this GEM Transformation Portal to provide experienced VET teacher/trainers and coaches with continuous professional development opportunities.**

**Our main aim is to develop the next generation of High Growth Enterprise Coaches.**

An e-book or electronic book is a non-editable text that is converted into a digital format and displayed and read on an electronic device, such as a tablet or smartphone.

E-books have become popular not only because they are convenient, but also because they are less expensive to produce than traditional books.

The challenge within the GEM project was how to share a huge volume of knowledge, tools, and techniques with High Growth Coaches in a cost-effective, but engaging way – the answer was to publish a set of e-books.

### Summary:

This case study is about how six European partners collaborated to develop a new VET course called Growing European Microenterprises (GEM).

*“Europe needs to recover from the economic downturn created by COVID19. This is where small and medium sized enterprises (SMEs) come in as they can grow and generate jobs quickly.*

*To grow, they need support – support from specialist business growth coaches. The GEM course is designed to provide consultants and coaches with the tools and techniques to help SMEs to grow exponentially.”*

**John Moore, Management Coach**



**Helping Enterprises Grow**

## Technology Enhanced Learning:

**Digitalisation of training materials has reduced the cost of production with no print costs. Online webinars enabled the GEM course to be delivered despite COVID lockdowns.**

The pandemic impacted on millions of enterprises across Europe. Many businesses introduced remote working and business owners have had to find new ways to carry on trading.

Business coaching has always been important to help enterprises and business owners. However, COVID19 has increased the need and demand for business coaching to new levels.

In the Growing European Microenterprises project, the VET training partners were able to support trainers and business entrepreneurs. Although originally planned as a face-to-face VET training programme, the partners used various digital tools to implement the project plan and to help enterprises.

The use of video conferencing and the e-books enabled the GEM partners to deliver the Erasmus+ project as planned despite the lockdown restrictions. It also enabled the partners to adapt their delivery model to a digital model meaning that businesses from cafes, manufacturing, retail and agriculture to implement short and medium term survival and business

E-Growth a project funded by the Erasmus+ programme. The project set out to explore the use of business simulations and Technology Enhanced Learning (TEL) in the delivery of Vocational Education and Training (TEL). The TEL Handbook and E-Growth business simulation is available in English, Czech, Spanish, Greek and Hungarian. **For further information visit:** <https://e-growth-project.eu/>

## Making a Difference in the Pandemic

By delivering coaching sessions on-line using GEM portal (<http://growingenterprises.eu/>) STP was able to deliver training sessions for VET teachers and business entrepreneurs.

In total, the GEM programme was rolled out to organisations and is continuing to help enterprises to develop and implement new growth plans. For registrations on the portal was just overwhelming: we've had 697 users benefitting from our 12 Learning Journeys in 4 different languages.

In many ways, COVID forced the GEM partners to look for new delivery methods and to innovate how to help SMEs without meeting them face-to-face. Marisa Felipe, professional Coach Spain said:

*“All tools created with the purpose of professional or personal development are effective in helping to implement changes that persist through time.”*

*Although Marisa's opinions are personal, it can be concluded that the GEM project E-book can be used by experts or professionals to support their work and provide the opportunity to expand their existing knowledge”.*



Co-funded by the  
Erasmus+ Programm  
of the European Union

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