

25.01.2022



Innovative project to make the topic of intrapreneurship applicable to small and micro-enterprises- the GENIE project has been approved.

In November 2021, the Nationale Agentur Bildung für Europa beim Bundesinstitut für Berufsbildung (Erasmus+ National Agency in Germany) communicated the approval of the proposal **GENIE – Gamification & Education to Nurture Intrapreneurship at Enterprise** within the framework of the KA2 Cooperation for Innovation and the Exchange of Best Practices – Strategic Partnerships for Adult Education.

The European Commission clearly calls for companies to become more innovative and dynamic. Often there are the employees in the companies who have few opportunities to commit themselves with entrepreneurial thinking to the company. Especially in the small and micro-companies, there is a lack of instruments and concepts to involve employees more in the business process. Intrapreneurship – the entrepreneurial behavior of employees in the company - strengthens the flexibility of the companies and promotes responsibility and freedom for the employees. The aim of GENIE is to develop training courses and tools to promote and anchor intrapreneurship in these companies.

In this context, the partners will carry out a number of clearly defined activities that will lead to the achievement of tangible and operational results, such as:

- Analysis of existing instruments in the partner countries
- Development of GENIE tools for the development and implementation of intrapreneurship
- Development of a board game on the topic
- Test phase of the board game

GENIE results will be practical and relevant solutions for micro and small enterprises, available in multilingual versions, free of charge and without restrictions via the OER platform. GENIE is co-funded by the European Commission's Erasmus Plus program and lasts 24 months between January 2022 and December 2023. The project was submitted and is carried out by seven organizations from six European countries (Belgium, Croatia, Germany, Italy, Spain and Sweden).

The final Multiplier Event (ME) will be organized by the Swedish partner CCG in Gothenburg with the main objective of presentation and sharing the Project Results of the GENIE project, and the aim of disseminating and giving visibility to the training materials and interactive boardgame created to introduce intrapreneurship in Micro/Small& Medium Enterprises (MSMEs). CCG will invite national policy makers and local authorities to foster the adoption of GENIE and its results, being the main goal of this action the OER platform and the training materials targeted to small and micro enterprises. CCG will also invite representatives of the local entrepreneurial and training ecosystem to promote the GENIE project as a good practice of European Collaborative Spirit of Inclusion. To cover all Project Results, the ME will be arranged toward the end of the project what will allow a maximum impact and the involvement of at least 20 national representatives of the target groups, stakeholders and general public. CCG will present the functionalities of the platform through practical demonstrations and DEMO videos, as well as the training available, providing users with a full knowledge of the contents and tools developed for GENIE project.



GENIE



Gamification & Education To Nurture Intrapreneurship at Enterprise

For more information about GENIE and other CCG initiatives:

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