

ERASMUS+ Programme 2015 – KA2 Adult Education

Project n°: 2015-1-ES01-KA204-015937

Document name: 02. - Workshop-Full frame curriculum development about housewives

Partner: CAEA

Author: Klitos Symeonides

Employment and Women on the 21st century in Europe: From Household economy to SME economy (Small and Medium enterprises) – MUPYME Project

02 -Full frame curriculum development about target group of housewives. Domestic work professiography - CYPRUS

WORKSHOP: *BRINGING THE BUSINESS WORLD TO THE HOUSEHOLD*

ENTREPRENEURS – HOUSEWIVES

<i>Date:</i>	7 APRIL 2016
<i>Place:</i>	Agros community
<i>Time:</i>	16.00 p.m- 19.00 p.m
<i>N° attendees:</i>	22
<i>Organizer:</i>	Klitos Symeonides - CAEA

SUMMARY

Twenty two persons, 9 entrepreneurs and 13 housewives, took part at this successful seminar. I enclose the list of participants, the programme, the findings from the group work and the discussion, the presentations. Some of materials are in Greek.

The seminar took place at the picturesque community of Agros in the high mountains where 3 business women and one housewife were interviewed.

Participants came from various part of Cyprus, from Nicosia the capital, from Limassol the second large city, from Gouri village, from other communities. The mayor of Agros address the seminar-workshop.

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CONCLUSIONS

The conclusions are based on the 5 questions that participants discussed in groups and are presented on the **enclose chart**. Each group has a minimum of one housewife and one business woman, and 2 others (4 in each group). It was an active discussion in groups. After the 45 minutes discussion in groups, in plenary, (about 1 hour discussion), the 5 groups presented the findings (look at the chart).

In this report we will try to identify areas where housewives need training and a training curriculum is necessary for housewives.

At the beginning of the workshop, the 5 entrepreneurs made a short presentation on the following points:

- *how they feel as business persons*
- *what major problems they are facing*
- *how household work helped them to establish and maintain the business*
- *what message they want to pass to housewives*

The general points of the 5 short messages of the entrepreneurs were:

1. They are proud maintaining a **small business**, which **fulfills their dreams and aspirations**, giving them a lot of self-esteem, giving a lot of strength, feeling very strong, feeling leaders, learning every day. They want to be trained every day and are ready to attend a training course. They all have the full support of their families. They all have family business and all family is involved. It is interesting to mention that all children of the family follow studies related to the business. This gives a dynamism to the business, a continuity and a strong element for maintaining the business.

2. Having a business you are always on alert. The basic activity to run smoothly the company is to have a good planning, programming, organizing, time management, etc. You have to be good on the above. Challenges are many, problems are many, need determination to overcome. It is important to solve problems on personnel relations, you need to be good at marketing, you need funds to expand and renew equipment, the problems on distributing the products have to

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be solved successfully. Every woman faced many problems at the beginning but they all manage to overcome, due to the qualities or skills they acquired from household. They have learned to be patient, to be persistent, to have courage, to have increase determination, to be multitask, to have zeal, trust others, to have fantasies, to cooperate with others, to take decisions, etc. All the above were the basic elements to overcome and maintain the company.

They all mentioned that if they had the necessary training as housewives, the problems that were facing when establishing and running the company, would be much less and the company could be developed much faster.

They all support that local authorities support was significant to minimize problems. Also the support of government and non-governmental organizations was significant.

3. All the 5 business women declared that **household tasks was a necessary step to move to business**. A lot was learned at household related to public relations, to strengthen their personality, to learn basic financial issues, to feel strong to take decisions, to command the time etc. They say that without household tasks could not be able to decide to run a business, something which was men business. The establishment of women clubs and associations in the rural communities was very helpful, giving them the necessary support.

4. All of them **encouraged housewives not to be afraid** to establish a company. They need to overcome the phobia. Besides the income that they will have, their life will be more worthy, they will feel happier, and they will feel important and recognized. Men accepted the capabilities and dynamic of women, something that was shown in various activities undertaken by women. Participation in **European Union projects**, like Grundtvig and Erasmus+, **give women a lot of tools to make easier the transfer from household to business**.

Nineteen participants answered the questionnaire that MUPYME's coordinator, FEUP, has sent (*annex*). Summary of the results will be presented. A lot of photos were taken and they will be forwarded to the coordinator.

The 20 participants were divided in 5 small groups and discussed questions related to household and the small businesses. In plenary, the results of the discussion were presented.

Main aim of this workshop was to identify issues that are necessary to be included in a training programme for women both housewives and business women. The following suggestions were presented:

SUGGESTIONS

1. Courses and programmes for women emancipation are necessary. The programmes should address the whole society and not only women. Men, young generation etc. need to accept women as equal. Courses will contribute to the further emancipation of women.

2. Special training for women to increase their self-esteem and their belief that they are equal to men. There are no household tasks different for women and men. The practice in many countries where men and women share all household tasks should be examined and implemented. In many societies, there is still deep belief that women can only succeed in women work and tasks. Positive discrimination is still needed and legislation to limit the differences concerning equal salary for equal work and promotions on equal foot. All the above and many more will increase self-esteem of women.

3. Training courses design for women should be structured in order to enlighten women about the household skills, knowledge, values and attitudes which are acquired experiencing the household and that can be useful in establishing a small business.

4. Courses for household women where the content could lead to subjects such as, hygiene and food, healthy food, safety rules at household, protect the environment, household economy, how to keep documents and bills on purchases etc., ways to minimize expenses using new technology, maintenance of equipment, tools, materials. Efforts to involve husbands in the courses.

There is ignorance in many areas of household activities. Considering the fact that many housewives in rural areas have limited education, there are issues that should be addressed for women. Efforts should be intensified for self-educated women on issues related to household.

5. Training courses for housewives where the content will be targeted to make them confident to take the decision to establish a small company. It will be a preparation training. The course will be targeted to give basic skills and knowledge on:

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- A. Project Management: Team building, time management, risk management, budget building, developing aims-objectives, stakeholders, planning, environment, human resources, leadership, quality, problem solving among personnel, strategies of approaching people- clients in business terms, team building, self-determination, etc.
- B. Business qualities: Marketing and advertising, motivation, human development, evolution of the business, reacting on changes, investments, conflict resolution, multitasking, communication, executive, coordination, decision making practices, to study the market, equipment development, planning, etc.
- C. Good practices: Transfer of good practices from other countries on the programmes to train women in household. VISITS to SME will give on the spot a lot of information needed to open the wings of the household women.

6. The role of the government and local authorities as well as the non-governmental organizations and local authorities, is important in developing the quality of the household women by creation of the necessary mechanism to make them more productive and give them the means to try to move towards of establishing a SME. Women should move out of the household and have an employment which will enrich the income of the family and gives the necessary status of the housewife. Today there is a lot of free time and a family business or a small business is advisable.

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ANNEX 1

REPORT OF AGROS SEMINAR, THURSDAY 7 APRIL 2016

1. Καλωσόρισμα από Κλείτο Συμεωνίδη και τον Κοινοτάρχη του Αγρού (Welcome by Klitos)
2. Παιγνίδι γνωριμίας (Ice braker game to get together)
3. Παρουσίαση του προγράμματος MUPYME από τον Κλείτο Συμεωνίδη(presentation of MUPYME by Klitos)
4. Συζήτηση-γενικές εντυπώσεις συμμετεχόντων από το πρόγραμμα (5 short presentations by entrepreneurs)
5. Μεγάλη δραστηριότητα (5 groups discussion on given questions. After presentation of results in plenary.)
6. Κλείσιμο: Επόμενα στάδια προγράμματος – ευχαριστίες(Closing of seminar)

RESULTS OF

1	2	3	4	5
Strengthening their work Curriculum for a training programme.	Characteristics of a successful enterprise	Characteristics of a successful entrepreneur	Skills-knowledge-principles that a woman should possesses to start a business	Skills and knowledge important to maintain a company
Knowledge about marketing Self determination-certainty Strategies of approaching people-clients Problem solving among personnel Communication Conflict resolution Training of specialization on: - ICT -Logistics	Boldness Persistence Programmimg Quality Public relations Evolution Innovation-New products Communication Good management of economics-no waste	Power Risk Patient Persistence Struggling Courage Initiatives Knowledge on Economics-logistics. Planning	Determination Risk taking Cleverness Talent at the area of the business Incentives General knowledge(languages, ICT etc) Lifelong Learning Pleasant personality Dynamism Awareness	Initiative Planning-programming Time management Risk taking Consistency FantasyΦαντασία Knowledge to deal with financial issues Cooperation with others Study the future

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1	2	3	4	5
Strengthening their work Curriculum for a training programme.	Characteristics of a successful enterprise	Characteristics of a successful entrepreneur	Skills-knowledge-principles that a woman should possess to start a business	Skills and knowledge important to maintain a company
<ul style="list-style-type: none"> -Economics(micro-macro) - Balance Sheet, receipts, invoice management - Foreign languages - Risk management - Equipment development -Time management 	<ul style="list-style-type: none"> Love and zeal for the work Dynamism Marketing Use of good experiences Active person Coping of rivalry 	<ul style="list-style-type: none"> Time management Multitasking Attitudes-Values-Principles. 	<ul style="list-style-type: none"> Flexibility Hard work- mobility-fast reaction Honesty- Kindness management Planning Responsibility Organization skills Zeal Cooperative Trust to others Predictions 	<ul style="list-style-type: none"> Knowing feasibility study Knowing the market Knowing the competitors

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ANNEX 2

SURVEY

We appreciate your cooperation completing this survey.

The information you provide will be treated confidentially and will be only used to improve our project.

This survey takes about 3 minutes.

Analysis of the questionnaires by Klitos Symeonides:

19 participants completed the questionnaire

Classify your activity:

9	Business women
10	Housewives
	Other:

Describe briefly your opinin about MUPYME Project:

COMMENTS

- we want training to improve marketing skills
- Very interesting project
- Motivate business women
- Excellent programme
- Exchange of ideas, information
- Housewives-business women go together
- Help for better planning the business
- New knowledge, will try to implement

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Please rate your satisfaction from 1 to 5 (where 1 is completely dissatisfied and 5 is totally satisfied) on the following aspects.

Do you think MUPYME Project is interesting? Score achieved in boxes

	1
	2
4	3
6	4
9	5

Do you consider that MUPYME Project's aims are achievable? Score in boxes

	1
	2
	3
14	4
5	5

Do you find interesting the agenda of this workshop? Score in boxes

	1
	2
	3
2	4
17	5

Overall rating of the workshop: Score in boxes

	1
	2
1	3
4	4
14	5

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Do you consider this kind of workshops (entrepreneurs/housewives) to be profitable?

Score in boxes

	1
	2
	3
7	4
12	5

What do you especially highlight of the workshop?

- The work group
- The cooperation
- Meeting and cooperation with others
- Exchange of ideas-information
- I am ready to start a business after this
- Very useful and interesting
- Team work
- Enthusiasm
- Enjoyable atmosphere
- Inventive spirit
- Happy discussion
- Knowing others, hear new ideas
- Friendship
- Organization was perfect
- Great cooperation of participants: Everyone has opportunity to express ideas
- The dynamism of the work group

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Which areas do you think could be improved?

- Visit to a work place
- Was very good, not “heavy”
- Presentation
- This seminar should be repeated
- Could be more time for more expression
- Very good organization
- All were perfect
- Concrete proposals to housewives
- Wanted to be longer, not to end

Do you know women in your environment that may be interested in MUPYME project?

Score in boxes.

19	Yes
	No

If so you do, and if deemed appropriate, may you provide us their contact details?

No comments

If you want to know more about MUPYME Project details and progress:

www.mupymeproject.eu

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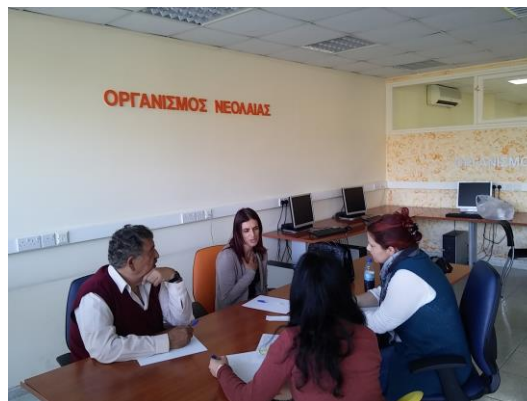
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ANNEX 3

This annex includes some images of the workshop organized by our partner in Cyprus, CAEA, in which you can appreciate the relaxed working environment and great interest that marked the event.



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Great work from Cyprus!

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