

# LOCAL

## Boosting Silver Economy through local community mentoring

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LOCAL is an Erasmus+ project (KA2 Cooperation partnerships in adult education) which brings together 9 Partners from 8 different countries (Bulgaria, Cyprus, Ireland, Italy, Netherlands, Portugal, Romania and Spain).

The project aims to eliminate aged-related discrimination through the development of upskilling pathways in the field of Silver Economy, Silver Entrepreneurship and Community Mentoring

Firstly, LOCAL partners have developed and tested a mentoring programme to upskill adult education providers. Secondly, partners are committed to improving professional and entrepreneurial skills in adults over 50 through Thematic Mentoring Cycles.

The final goal is to enhance the Silver Economy as an engine for the economic and social development of communities, and specifically in rural areas.

### JOIN THE LOCAL COMMUNITY!



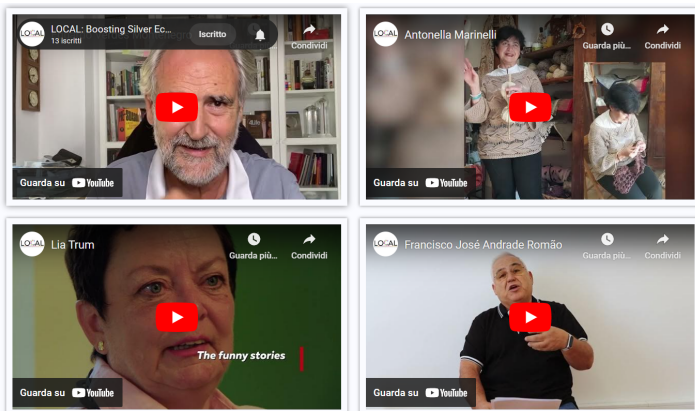
[local.erasmus@amatolusitano-ad.pt](mailto:local.erasmus@amatolusitano-ad.pt)



## Training resources to nurture entrepreneurial skills in adults over 50

The LOCAL consortium has developed a collection of role models in a digital storytelling format to map real-life stories of adults over 50 with outstanding lifepaths in mentoring and entrepreneurship skills.

The role model videos function as a skills bank to inspire other to become actively engaged in their local communities and to pursue entrepreneurial career paths.



Role models are a powerful education tool, since they expose target groups to specific attitudes, lifestyles and outlooks.



### Thematic mentoring cycles

#### But why choosing entrepreneurship as a late-career option?

- ✓ To counter ageism
- ✓ To prolong working life
- ✓ To reduce old-age unemployment
- ✓ To improve social inclusion and innovation through start-ups within the Silver Economy

The LOCAL Digital Hub also includes **mentoring cycles** designed to nurture entrepreneurial spirit and skills in 50+ adults.

The training material addresses the following eight topics:

1 - Silver Economy and Societal Challenges | ALAD

2 - Value proposition: from an idea into a business proposition | INFODEF

3 - Business model development | AED

4 - Fund raising and grant proposal writing | EPIC

5 - Networking | The Rural Hub

6 - Innovation and Sustainable Management | Mindshift

7 - E-Marketing and Branding | Inthecity

8 - Interpersonal and entrepreneurial skills | ADES

Each Module is divided into Units and Topics and identifies specific Learning Outcomes.

Users can choose the modules according to their needs and explore all the contents by downloading the training resources.

At the end of each Module, users will find:

- A case study
- A practical case study to solve
- A self-assessment test

