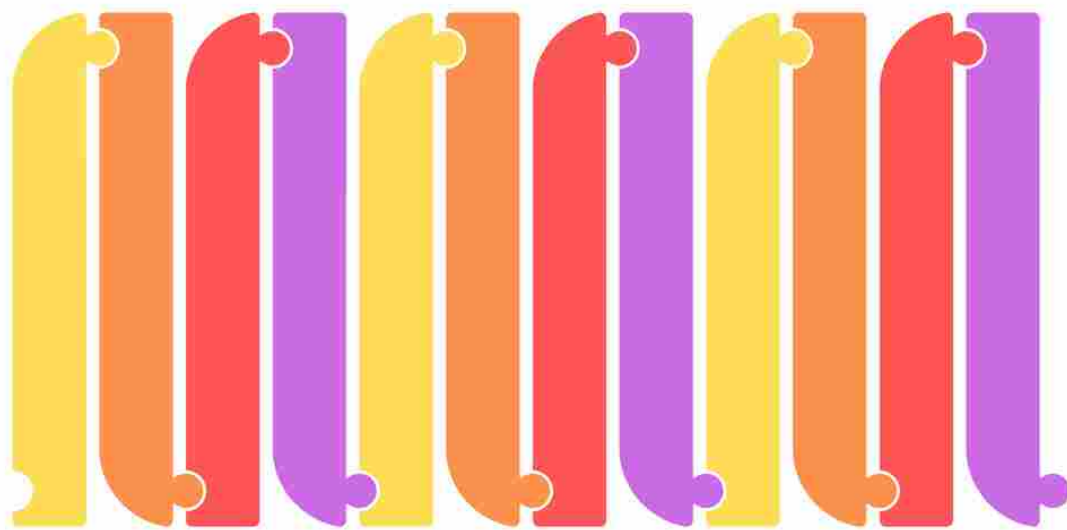




SkillFul AID



Empowering Creative
Entrepreneurs and
Sustainable
Microbusinesses



TRAINING PROGRAMME REPORT

ESTREMOZ
27/28
MAY 26

INTRODUCTION

The training activity held in Estremoz, Portugal, on 27–28 May 2026 was organised within the framework of the Erasmus+ Small-scale Partnership project Skillful AID – Empowering Good Practices related to Creative Entrepreneurship and Sustainable Microbusiness Environment (Project No. 2024-2-RO01-KA210-ADU-000295626).

Funded under the Erasmus+ Programme (KA210-ADU – Small-scale Partnerships in Adult Education), Skillful AID aims to strengthen the sustainability, resilience and digital readiness of creative microbusinesses in Portugal and Romania by providing accessible learning resources, practical training opportunities and international exchange of experiences. The project specifically supports entrepreneurs, artisans and creative professionals, with particular attention to individuals from rural areas and other groups facing barriers to business development.

The Estremoz training was implemented as part of the project activity “Strengthening Sustainable Creative Microbusinesses”, which seeks to develop entrepreneurial, digital promotion and business sustainability skills among creative entrepreneurs while fostering collaboration and peer learning between participants from different countries.

The event brought together 16 participants, including entrepreneurs, artisans and creative professionals, that were joined by 2 trainers and 7 representatives of the partner organisations, including 6 from Romania, that provided workshops in the last day. It combined training sessions, practical workshops and networking opportunities, creating an interactive learning environment where participants could explore innovative approaches to creative entrepreneurship, sustainable business development and digital visibility.



INTRODUCTION

An important component of the activity was the participation of a delegation from Romania, including project partners and artisans, who shared their professional experiences, traditional crafts and entrepreneurial journeys. This exchange of knowledge contributed to the project's objective of promoting transnational cooperation, mutual learning and the dissemination of good practices between Portugal and Romania.

The training also contributed to the wider dissemination of the project's results by engaging local stakeholders and strengthening connections between creative entrepreneurs, cultural organisations and community actors, supporting the long-term sustainability of creative microbusinesses in both participating countries.



EVALUATION QUESTIONNAIRE

At the end of the training activity, participants were invited to complete an anonymous evaluation questionnaire in order to assess the quality, relevance and overall organisation of the event. A total of 10 participants submitted responses. The results demonstrate a very high level of satisfaction with the training programme and its delivery.

Overall Satisfaction with the Training

Participants were asked to rate their overall satisfaction with the training on a scale from 1 (very dissatisfied) to 5 (very satisfied).

Results:

- 10 participants (100%) selected 5 – Very Satisfied
- No participant selected any lower rating.

These results indicate unanimous satisfaction with the training experience and suggest that the activity successfully met participants' expectations in terms of content, learning opportunities and overall value.

Quality of the Trainers

Participants were also asked to evaluate the quality of the trainers.

Results:

- 9 participants (100%) selected 5 – Excellent
- No participant selected any lower rating.

The feedback highlights the participants' strong appreciation of the trainers' expertise, communication skills and ability to facilitate engaging and relevant learning experiences. The result reflects the high quality of the training team and the effectiveness of the methodologies used throughout the programme.

The responses collected through these first evaluation indicators confirm the successful implementation of the training activity and the positive learning experience provided to participants.

MOST USEFUL TOPICS IDENTIFIED

Participants were asked which topics they considered the most useful and to justify their answers. Seven participants provided qualitative feedback.

The responses highlighted several recurring themes:

- Adaptive Mindset and Resilience, which participants considered essential for overcoming challenges and strengthening business sustainability.
- Digital Tools and Marketing Strategies, particularly practical approaches to social media management, digital promotion and online visibility.
- Storytelling and Personal Branding, which helped participants gain confidence in communicating the value of their work and sharing their entrepreneurial journey.
- Networking and Peer Learning, especially the opportunity to exchange experiences with other participants and learn from real-life examples.
- Practical Exercises, including activities related to developing an elevator pitch and planning digital communication strategies.

Intention to Apply the Acquired Knowledge

Participants were asked whether they intended to apply the knowledge and skills acquired during the training in their professional or entrepreneurial activities.

Results:

- 10 participants (100%) answered "Yes"
- 0 participants answered "No"
- 0 participants answered "Maybe"

This result demonstrates a very high level of perceived usefulness and relevance of the training. The fact that all respondents intend to apply the acquired knowledge indicates that the programme successfully addressed participants' real needs and provided practical tools that can contribute to the development and sustainability of their businesses.

The responses also suggest a strong potential for long-term impact, as the skills acquired during the training are expected to be transferred directly into participants' professional practice, particularly in the areas of business resilience, communication, digital promotion and networking.

PARTICIPANT FEEDBACK AND TESTIMONIALS

Participants were asked whether they would be interested in taking part in similar initiatives in the future.

Results:

- 9 participants (90%) answered "Yes"
- 1 participant (10%) answered "Maybe"
- No participant answered "No"

These results demonstrate a very strong level of engagement and satisfaction with the training experience, indicating that participants recognise the value of this type of international learning opportunity and would welcome similar initiatives in the future.

Participants were also invited to provide testimonials about their experience. Five participants shared detailed comments, which offer valuable insights into the impact of the training.

Several participants highlighted the positive effect of the training on their confidence and motivation. One participant stated that the experience gave them the courage to position themselves more confidently and create new connections, helping them explore and expand their professional identity.

The accessibility of training opportunities in rural and inland regions was also mentioned as an important aspect. One participant emphasised that events of this nature are often scarce in these territories and considered the initiative particularly valuable for the local community.

The quality of the trainers received special recognition. Participants described the facilitators as highly committed professionals who explained concepts clearly, encouraged participation and created a supportive learning environment. Practical exercises were repeatedly mentioned as one of the most useful aspects of the programme.

Many participants also valued the opportunity to interact with fellow entrepreneurs and exchange experiences. One testimonial highlighted that the combination of practical tools, authentic storytelling, peer learning and networking generated significant added value for day-to-day entrepreneurial activities.

PARTICIPANT FEEDBACK AND TESTIMONIALS

Participants described the training as inspiring, motivating and highly relevant to their personal and professional development. The testimonials suggest that the activity not only enhanced participants' entrepreneurial and digital skills but also strengthened their self-confidence, sense of community and motivation to continue developing their businesses.

The feedback collected confirms that the training successfully achieved its objectives of promoting entrepreneurial resilience, digital readiness, peer learning and international cooperation, while creating a positive and meaningful learning experience for participants.

Taking part in the Erasmus+ Skillful Aid project training in Estremoz was a truly enriching and inspiring experience. The event gave me a great deal more confidence, as I realised that promoting my work is, at its heart, about sharing my own story in an authentic way. Furthermore, the exchange of useful digital tools and the constant interaction with such generous participants brought enormous practical benefits to my day-to-day work. Many thanks to the organisers and the whole group for sharing, for the excellent energy and for this unique opportunity for growth!

It was a really interesting course, with excellent mentors who explained everything to us in great detail and made it very clear. They also motivated us to keep going. The practical exercises were very useful. Realising that we're not alone when we take action. And doing everything with love.

