



SkillFul AID

Empowering Creative
Entrepreneurs and
Sustainable
Microbusinesses

WP3

Online Resources for Strengthening Sustainable Creative Microbusinesses



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Project number: 2024-2-RO01-KA210-ADU-000295626

REPORT

TRAIN THE TRAINERS FOR SUSTAINABLE CREATIVE MICROBUSINESSES

INTRODUCTION to the Train the Trainers workshop

Train the Trainers workshop was planned and delivered face-to-face to 10 participants between 22nd and 23rd of April 2026, at REDUTA Cultural Centre Brasov, aiming at equipping them with the knowledge and skills needed for effective delivery of the pilot workshops “Sustainable Creative Microbusiness”.

The main topics discussed are included in the outputs “Online Resources Guide” for adult educators and “E-book Guide for Sustainable Creative Microbusinesses”.

PROFILE OF THE PARTICIPANTS

The event was attended by 10 participants - 2 participants from Storytellme, 2 participants from Bravery Devotion and 6 participants from Romania, adults trainers from partners organization, vocational training and consulting organisations, community organisations involved in promotion of creative activities, all of them being interested in how the outputs of the project could be used for improving their training and counseling activities focused on creative microbusinesses.

OVERVIEW of the Train the Trainers workshop

The event was organized in an interactive way, including presentations, practical applications and debates, the main topics discussed during the event addressing to the project results:

- Developing and Cultivating a Resilient Mindset_Adaptive Mindsets



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- Good Practices for Sustainable Creative Microbusinesses_Digital Resilience
- Developing and Cultivating a Resilient Mindset_Crisis Management in Creative Microenterprises
- Good Practices for Sustainable Creative Microbusinesses_Strategies for Ensuring Sustainability
- Good Practices for Sustainable Creative Microbusinesses_Financial Sustainability
- Good Practices for Sustainable Creative Microbusinesses_Collaboration and Mutual Support

and their usefulness in vocational training and counseling of creative microbusinesses in order to be more sustainable and increase their digital resilience.

AGENDA for the Train the Trainers workshop

TRAIN THE TRAINERS SUSTAINABLE CREATIVE MICROBUSINESS AGENDA

Day 1: 22 April 2026 Venue: Brasov	
9.30 - 9.45	Registration of participants
9.45 - 10.00	Welcome address and organizational issues (FPIMM)



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10.00 - 10.15	Introduction to Train the Trainers programme, short presentation of the project objectives and results (FPIMM and partners)
10:15 -11:45	Developing and Cultivating a Resilient Mindset_Adaptive Mindsets (Storytellme)
11.45 - 12.00	Coffee break
12.00 - 13.30	Good Practices for Sustainable Creative Microbusinesses_Digital Resilience (Bravery Devotion)
13.30 - 14.30	Lunch
14.30 - 16.00	Developing and Cultivating a Resilient Mindset_Crisis Management in Creative Microenterprises (Storytellme)
16.00 - 17.00	Conclusions of the day: QA

Day 2: 23 April 2026 Venue: Brasov	
9.00 - 9.30	Gathering of participants
9.30 - 11.00	Good Practices for Sustainable Creative Microbusinesses_Strategies for Ensuring Sustainability (FPIMM)
11.00 - 11.30	Coffee break
11.30 - 13.00	Good Practices for Sustainable Creative Microbusinesses_Financial Sustainability (FPIMM)
13.00 - 14.00	Lunch



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14.00 - 15.30	Good Practices for Sustainable Creative Microbusinesses_Collaboration and Mutual Support (Bravery Devotion)
15.30 - 17.00	Conclusions of the days; Q&A Feedback from participants, proposals for improving the learning materials presented

FEEDBACK & EVALUATION

At the end of the workshop, the participants were asked to fill in the evaluation questionnaires and the results of the assessment are as follows:

Criteria	Results
Relevance of the topics	100% (10) completely satisfied
Development of a deeper understanding of the training materials	90% (9) completely satisfied and 10% (1) quite satisfied
Facilitation and delivery	100 % (10) completely satisfied
Logistic of the training	90% (9) completely satisfied and 10% (1) quite satisfied



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As regarding the duration of the training, 3 participants suggested that it could be held over a period longer than two days.

The responses to the opened questions related to the lessons learned and the ways for implementation of the know how in their future activities revealed the usefulness of the topics discussed.

Lessons learned:

- Several challenges that can happen in creative microbusinesses, like crisis management, digital challenges and mindset; several practices/examples and collaborative practices and networking
- Ways to build and maintain a professional network, its benefits and how to deliver a presentation
- Networking is the cornerstone of business resilience
- The person who asks the question steers the direction of the discussion
- Sharing best practices for empowering the creative microbusiness community
- To listen, everybody has something to share
- Use appropriate instruments for promoting your own business, in the field of craftwork sharing is living
- The iterated importance of communication, the tools presented that we can pass on to our clients and a way on how to use digital channels better and how to organise our company better
- How to overcome certain obstacles and how to communicate with partners

Implementation in future activities:

- Apply within own organisation and sharing to other similar organisations and entrepreneurs
- The knowledge will be used in the piloting activity
- I will use the templates for exercises related to increasing resilience and networking

- I will use the knowledge in my actual NGOs networks, WhatsApp groups and FB groups; I intend to start my online Newsletter; we plan to start a podcast with other consultants, I am sure we will use all infos
- I will use more practical exercises in the future trainings
- I will try to be more visible and catchy on social networking; I will collaborate stronger with the specialists in the field or ask advice from the people that overcome the same problem
- Transferring the knowledge within the pilot workshops and to other future projects focused on strengthening the capacities of microentreprises
- I will use promotion on Instagram account

Other comments:

- The training was well delivered and the trainers presented the material in a clear and engaging manner
- Great resources and partnership; all very well organised
- Suggestion for a more detailed presentation of the platforms for business online promotion
- Very good networking
- Valuable infos & inputs and many thanks for all
- A special experience from which I learned a great deal
- Many thanks to all participants for sharing their experiences

For Sandra Félix – Bravery Devotion, this experience was profoundly memorable:

“My participation in Braşov, as part of the European Skillful Aid Project, was a deeply enriching and transformative experience that further reinforced the importance of international cooperation and lifelong learning.

Representing the Mulheres à Obra (Bravery Devotion) Community alongside European partners allowed me to witness firsthand the true impact that arises when different cultures, experiences, and perspectives come together with a common purpose: empowering people, strengthening micro-businesses, and fostering sustainable entrepreneurship.

As a trainer, it was extremely rewarding to share knowledge, but even more valuable was realizing that this exchange was truly mutual. I learned as much as I taught.

I leave this experience with even greater conviction that growth happens outside the comfort zone and with the certainty that leading also means being open to learning, adapting, and building together.”

Conceição Pires also highlighted the impact of this international immersion:

“My time in Brasov as part of the Skillful Aid project was a transformative experience that reaffirmed the invaluable value of European cooperation.

During this immersion in Brasov, we didn’t just share methodologies; we created an environment of co-creation where digital transition and sustainability ceased to be theoretical concepts and became practical tools.

This Erasmus+ project proves that by equipping local communities with digital literacy and authentic narratives, we are building a more inclusive, resilient, and green economy.

I leave this experience with a renewed network of contacts and the certainty that innovation and local roots can, and must, go hand in hand.”



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CONCLUSION

The Train the trainers' workshop impact was positive, participants being satisfied by the enriching experience and exchange of perspectives related to microbusinesses sustainability and resilience.

The sharing experience created a co-creative environment that generated ideas for future development of training and counselling activities focused on creative microbusinesses sustainability.



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Erasmus+ Programme – Small-Scale Partnerships

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Title of the activity: Train the trainers Workshop for Sustainable Creative Microbusiness

Starting date: 22.04.2026

End date: 23.04.2026

Place: Brasov, Rodina Cultural Centre



FPIMM
BRASOV

ATTENDANCE LIST

Learning, teaching and training activity

No.	Participant name	Sending organisation name	Sending organisation address (city, country)	Participant signature
1	Carmela Gontaru	STIMULME	Portugal, Lisbon	
2	Piresa Valente	Storytelling	Portugal, Lisbon	
3	Sandra Felix	MAD - Memory Academy	Portugal, Lisbon	
4	Corina P. P. P.	MAD - Memory Academy	Portugal, Lisbon	
5	Mateia Enik	Asociația Rodina	Portugal, Lisbon	
6	Berta Sabella	Asociația Rodina	Portugal, Lisbon	
7	Berta Sabella	Asociația Rodina	Portugal, Lisbon	
8	Paula Lakso	Asociația Rodina	Portugal, Lisbon	
9	Paula Lakso	Asociația Rodina	Portugal, Lisbon	
10	Ricarda Marques	Asociația Rodina	Portugal, Lisbon	

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