



SkillFul AID



Empowering Creative
Entrepreneurs and
Sustainable
Microbusinesses



26 & 27 May 2026

Storytellme, Portugal

Pilot Programme



Co-funded by
the European Union

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

1. Introduction

The Skillful AID project aims at supporting creative micro-enterprises through the provision of educational resources and training opportunities to enhance entrepreneurial skills, digital competences, resilience and business sustainability.

Storytellme organised the Portuguese pilot programme on 26 May 2026 as part of the activity “Strengthening Sustainable Creative Microbusinesses” bringing together 15 participants from the creative sector to test and validate the project’s training resources and strengthen their knowledge of sustainable entrepreneurship and digital business promotion.

2. Description of the Pilot Programme

The pilot programme focused on presenting and testing the educational resources developed within the Skillful AID project, including the snack learning contents, success story videos, and the Guide for Sustainable Creative Microbusiness.

Participants explored topics related to creative entrepreneurship, digital promotion, business resilience, and sustainable growth, while sharing experiences and reflecting on their own business challenges. The session also provided valuable feedback on the quality, relevance, and usefulness of the project materials, supporting the validation of the project outputs.

3. Participants

The pilot programme included 15 participants from creative entrepreneurship, microbusinesses, and those interested in entrepreneurial activities in the creative sector. They aimed to enhance digital promotion skills, improve business sustainability, and explore growth opportunities. The diverse backgrounds of the participants fostered valuable discussions and peer learning.

4. Agenda

Pilot Programme Agenda

Day 1 – 26 May 2026



Time	Activity
14:00 – 14:15	Welcome and introduction to the Skillful AID project
14:15 – 14:45	Presentation of project objectives, expected results and educational resources
14:45 – 15:30	Sustainable Creative Microbusinesses: key concepts, opportunities and challenges
15:30 – 15:45	Coffee break
15:45 – 16:30	Guide for Sustainable Creative Microbusiness: presentation and practical applications
16:30 – 17:00	Group discussion and reflection on participants' business challenges
17:00	End of Day 1

Day 2 – 27 May 2026

Time	Activity
14:00 – 14:15	Recap of Day 1 and introduction to Day 2 activities
14:15 – 14:45	Digital promotion strategies for creative entrepreneurs
14:45 – 15:15	Presentation of Snack Learning Contents
15:15 – 15:30	Coffee break
15:30 – 16:00	Success stories and inspirational examples from the creative sector
16:00 – 16:30	Interactive discussion and exchange of experiences
16:30 – 16:45	Evaluation questionnaire and participant feedback
16:45 – 17:00	Conclusions and closing remarks

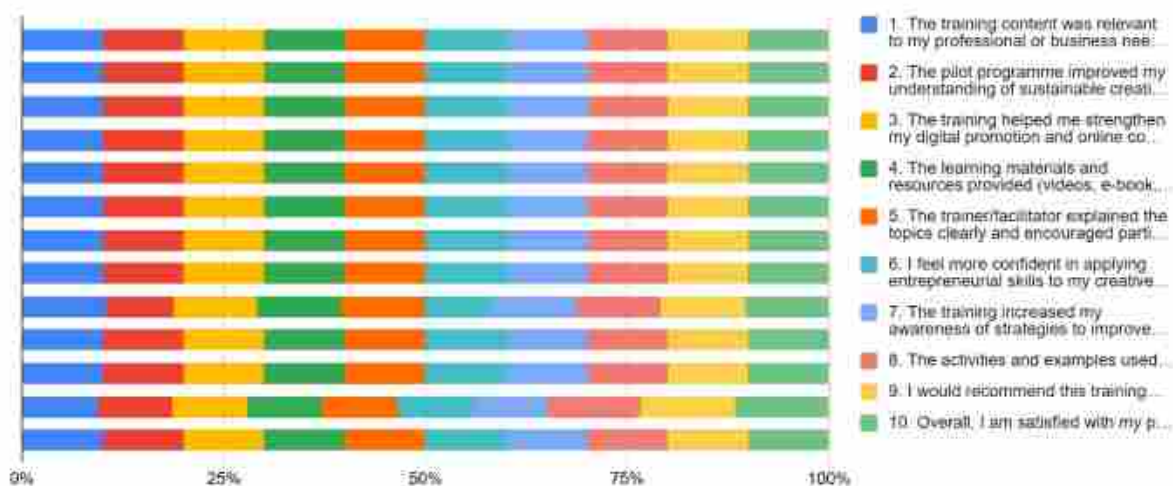


5. Outcomes and Feedback

The pilot project was successful in reaching its goals, with 15 participants engaging with Skillful AID educational resources and key concepts for sustainable entrepreneurship. The participants were particularly interested in digital promotion strategies, business resilience and the success stories presented. The feedback obtained through the assessment questionnaires showed a high level of satisfaction with respect to the pertinence of the subjects, the quality of the materials and the practical application of the knowledge acquired.

6. Feedback and Evaluation

Feedback collected through the evaluation questionnaire highlighted the positive impact of the pilot programme and the strong appreciation of the project resources by participants.



The results indicate an extremely high level of satisfaction with the pilot program. Here are the key highlights:

High Overall Satisfaction: The average score for overall satisfaction (Statement 10) was 4.92 out of 5.00, indicating that nearly all participants were very satisfied with their participation.

Practicality and Relevance: The practical activities and examples (Statement 8) and the recommendation of the program to others (Statement 9) also received the maximum score of 4.92, suggesting that the content was highly applicable to real-world situations.

Consistency in Responses: All evaluated categories received average scores above 4.75. The distribution of responses shows a clear predominance of “5” (Strongly Agree) and “4” (Agree) scores, with no neutral or negative ratings recorded.

What was the most useful part of the training?

Discovering digital tools and techniques to improve business visibility.

I dont have a business... so it was goiid training but i havent decide yet to go...

.
 Learning practical strategies for promoting a creative microbusiness online.
 I like the dynamic and the bags! All perfect
 I need to build my confidence
 The opportunity to exchange ideas and experiences with other entrepreneurs.
 A formação toda foi interessante e útil
 All was good
 The real-life examples and case studies shared during the sessions.
 Very fun and dynamic
 The e-book and learning resources provided during the training.
 Understanding how to make a creative business more sustainable and resilient.

What topics or activities would you improve or add in future editions?

Sessions focused on financial planning and pricing strategies.

....

.
 Additional examples of successful creative microbusinesses.
 All perfect
 Self awareness and confidence
 More activities like this one.
 Os módulos estão fáceis de perceber e gostei de tudo
 Soft skills and resilience for micro business
 NA
 Social entrepreneurship
 This training was very useful.
 Online selling tools

7. Conclusion

The Portuguese pilot programme organised by Storytellme represented an important milestone in the implementation of the Skillful AID project. The session successfully validated the project's training resources while providing valuable learning opportunities for creative entrepreneurs and aspiring business owners.

The active participation of the participants and the feedback received confirmed the relevance of the project outputs and their potential to support the development of more resilient, sustainable and digitally empowered creative microbusinesses.

Results and recommendations collected during the pilot will help to finalise the project resources and support the long-term impact and sustainability of the Skillful AID project.



Annexes

Annex I - Participant List

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SkillFul AID | Empowering Good Practices related to Creative Entrepreneurship and Sustainable Microbusiness Environment

What: Scaryphone
 Location: Handmadeville
 Date: 25 and 27 May

PILOT PROGRAMME

Attendance List

Nr.	Name	Organisation	E-Mail	I consent to being photographed during the event*		Signature
				for internal use only	for external use, such as on social media and other public platforms	
1.	FOLKES RODRIGUEZ	SET	folkesr@set.es	X	X	Folk
2.	Georgios Loukos	SET	georgios.loukos@set.es	X	X	Georgios Loukos
3.	David Santos	SET	dsantos@set.es	X	X	David Santos
4.	Rafaela Torgado	SET	rafaela.torgado@set.es	X	X	Rafaela Torgado
5.	Rita Moreira	SET	rita.moreira@set.es	X	X	Rita Moreira
6.	Alfonso Linares	SET	alfonso.linares@set.es	X	X	Alfonso Linares
7.	Isabel Chaves	SET	isabel.chaves@set.es	X	X	Isabel Chaves
8.	Isabel Chaves	SET	isabel.chaves@set.es	X	X	Isabel Chaves

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Nr.	Name	Organisation	E-Mail	I consent to being photographed during the event*		Signature
				for internal use only	for external use, such as on social media and other public platforms	
9.	Silvia Almeida	SET	silvia.almeida@set.es	X	X	Silvia Almeida
10.	Ana Mendes	SET	ana.mendes@set.es	X	X	Ana Mendes
11.	Rita Almeida	SET	rita.almeida@set.es	X	X	Rita Almeida
12.	Carolina Almeida	SET	carolina.almeida@set.es	X	X	Carolina Almeida
13.	Sofia Almeida	SET	sofia.almeida@set.es	X	X	Sofia Almeida
14.	Conceição Campos	SET	conceicao.campos@set.es	X	X	Conceição Campos
15.	Daniela Serra	SET	daniela.serra@set.es	X	X	Daniela Serra
16.						
17.						
18.						
19.						
20.						

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Annex II - Photos





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