



MOBILE LEARNING TO UNLEASH  
HOUSEHOLDS BUSINESS POTENTIAL



Lifelong  
Learning  
Programme



Belgian-Italian  
Chamber of Commerce

## Press Release - M-House Kick-Off Meeting

Between last 5<sup>th</sup> and 7<sup>th</sup> February 2014, Brussels has hosted the kick-off meeting of the M-House project “**Mobile learning to unleash households’ business potential**”. The project, funded by the European Commission under the Grundtvig Lifelong Learning Programme, aims to raise awareness of the entrepreneurial skills of adults in charge of managing a house or a family. The target of the project are thus households, that is, people living alone, flatmates sharing their responsibilities for the house management, couples or families with children.

The meeting has gathered together the 8 project partners, coming from 6 different countries: the Belgian-Italian Chamber of Commerce (the project leader), the German Fulda University of Applied Sciences, the Institute Inter.research e.V, the Cooperative for Innovation and Development of South Italy, the Polish Kozminski University, the Danish consultancy Anne Fox, the International Federation for Home Economics and the Romanian Association for Lifelong Learning in Rural Areas.

The meeting has constituted the first official opportunity for all partners to meet face to face and discuss upon the future implementation of the project, aiming to define the main activities they will be carrying out during the 2-year lifespan of the project. The partners have thus worked together to identify key-situations that normally households face when carrying out their daily duties at home which imply to possess entrepreneurial skills. There has been also an initial discussion on how to translate this research activity into an appealing and valuable e-learning training, accessible from computers and mobile devices, aimed to raise awareness within households about the skills and the competences that they develop while carrying out such activities. The first version of the training will be tested among a target group of about 40 students, through a first pilot run by the end of this year.

A valorisation portal will be implemented during the project, through which the partners want to provide a useful tool that can be used by the learners during and after finishing the course, a tool where they can put into practise what they have learnt, find information about business opportunities, about possible funding, or information about how to open a new business.

In order involve all relevant stakeholders from the launch of the project, the partners’ consortium has promoted a public opening event entitled “**Management skills from your house to your professional life: Boosting households’ entrepreneurial potential**”. The conference, which has taken place on February 6<sup>th</sup> 2014 at the Representation of the State of Hesse to the European Union, has presented the project aims and future activities to the present stakeholders.

In addition, thanks to the contribution of Prof. Dr. Michael-Burkhard Piorkowsky from the University of Bonn and PhD. Tarja Römer-Paakkanen from Haaga-Helia University of Applied Sciences and Jyväskylä University, the conference has represented an opportunity to discuss the academic link between private households and business models. All material related to the event is available of the website [www.m-house.eu](http://www.m-house.eu).