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Entrepreneurship for Elderly: Senior+ e-learning course gets started

The new platform of the Erasmus+ Senior+ project will soon be available, containing an e-learning course aimed at seniors over 55 who are unemployed or at risk of exclusion, and who wish to improve their entrepreneurial skills and start new businesses in their area. The e-learning course will bring new resources available for this target group, which still has potential in the way of work, but is often overlooked and not given attention, especially in training.

Erasmus+ Senior+ project partners are starting the piloting of the new online training program aimed at seniors over 55, which is designed to promote new entrepreneurial skills in this age group. In fact, the average age of the workforce is increasing: the percentage of workers between 55 and 69 grew by 26.5 percent between 1987 and 2010. However, few people in this age group are involved in entrepreneurship, and the data worsen when looking at businesses led by senior women. In this scenario, the Covid-19 pandemic has only worsened market conditions, increasing the number of unemployed even among the over-55s.

The Senior+ project aims precisely to provide new tools to fight these risks of exclusion and impoverishment in the business world, by facilitating the acquisition of new opportunities, knowledge and skills in the entrepreneurial field for the over-55s. The e-learning course is precisely part of these tools and will soon be available to all interested seniors. The platform consists of ten modules, which will enable seniors to be aware of the risks and benefits of self-employment, clarify their business idea, understand the



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requirements for starting their own business, manage a profitable business (finance, human resource management, market research), and generate relevant business knowledge (legislation, taxation, sources of financing, etc.). In addition, the course will include information on how to build social enterprises, taking into account three central aspects: the economic aspect, the social aspect and the environmental aspect. It will include modules on personnel management and how to establish human and professional relationships.

However, the six Senior+ project partners are running a pilot in each of their countries before promoting it widely. Selected participants will provide feedback and comments to help make the online training usable and useful.

NOTES TO EDITORS

- For more information about the Senior+ project and activities please visit: www.seniorplusproject.eu
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