



Soft Skills as a Tool for Creativity in Rural Areas Project (SITRA) 2020-1-FR01-KA204-079841

NEWSLETTER

November 2022

SOFT SKILLS IN RURAL AREAS *a new approach*

SITRA Train of Trainers (IO3) is ready!

Skills such as the ability to be creative, think critically, recognize opportunities and work effectively in teams are highly important to entrepreneurs. These "soft" skills are as important to entrepreneurship as "hard" skills, but can be challenging to teach and learn. The big issue with soft skills is how they can be taught. Facilitators and adult educators in company throughout the world have this challenge, and more companies and entrepreneurs are asking for these necessary and key tools for their business. In IO2 we have developed a training system, in IO3 we wanted to focus on those trainers who need to transfer and teach soft skills creating a kind of manual in this topic.

Last output was developed as a handbook based on IO1 and IO2 and the particular needs of a trainer or facilitator to work in-company with SITRA skills, thus it comprises a summary of the learning material developed during the first phase of the project. Thus, this handbook in SITRA gave facilitators a professional support by giving them on the one hand the structure of the process and equipping them with appropriate training and learning materials. It also introduced them to the concept of blended learning, as well as the added value of exchanging ideas, good practices and experience in dealing with challenging situations in their facilitating practice.

This train-the trainers output was dedicated to facilitators and was distributed among them with the purpose of informing a wide number of target group representatives, about the benefits of SITRA project products.

SITRA Train of Trainers Handbook



MODULES	SOFT SKILL	PAGE
MODULE 1	Adaptability/Flexibility	8
MODULE 2	Conflict Resolution	10
MODULE 3	Creativity	18
MODULE 4	Critical Thinking	24
MODULE 5	Effective Communication Skills	27
MODULE 6	Emotional Management	36
MODULE 7	Leadership	43
MODULE 8	People Management	50
MODULE 9	Problem-solving	58
MODULE 10	Self-motivation and Motivate Others	63
MODULE 11	Service Orientation	67
MODULE 12	Teamwork	73

available at www.sitraproject.eu



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SITRA Train of Trainers Handbook

Unique illustrations

were used in the handbook

The handbook consist of 12 modules:

Modules	Soft Skill
Module 1	Adaptability/Flexibility
Module 2	Conflict Resolution
Module 3	Creativity
Module 4	Critical Thinking
Module 5	Effective Communication Skills
Module 6	Emotional Management
Module 7	Leadership
Module 8	People Management
Module 9	Problem- solving
Module 10	Self-motivation and Motivate Others
Module 11	Service Orientation
Module 12	Teamwork

As an added value, a short **manual** for trainers was prepared by ADRIBS to contribute them and show them how to use the training materials of SITRA project. The manual is placed at the beginning of the handbook which can be considered as a supportive material for readers.

In order to increase the quality of the training materials ADRIBS' team developed and elaborated unique illustrations to be put inside the chapters of the handbook, presentations and webpage. These illustrations, which attracts the reader's attention, increased the quality of the output.



MODULE 1: ADAPTABILITY/FLEXIBILITY



- Why do we need to be adaptable and flexible?
- Define Adaptability and Flexibility
- How does adaptability and flexibility work effectively?
- Which skills are necessary to be adaptable and flexible?
- How to learn Adaptability and Flexibility?



1.1. Why do we need to be adaptable and flexible?



Since change is constant, even more within the Agribusiness world, it is important that entrepreneurs and leaders on the area become people adaptable to changing circumstances, resourceful and willing to embrace new ideas. According to the University of Sheffield's Careers Service, being adaptable is highly valued nowadays since every industry and business is surrounded by a VUCA environment, a concept which stands for volatility, uncertainty, complexity, and ambiguity.



MODULE 12: TRAVAIL D'ÉQUIPE



- Définition du travail en équipe
- Aptitude au travail en équipe
- Comment une équipe peut-elle travailler efficacement ?
- Quelles sont les compétences nécessaires pour travailler en équipe ?
- Rôles de l'équipe
- Comment apprendre le travail en équipe ?



12.1. Pourquoi avons-nous besoin d'un bon travail d'équipe ?

C'est un fait indéniable que nous appartenons tous à de nombreuses « équipes ». À commencer par notre propre famille, un groupe d'amis, une classe à l'école ou même un groupe sur le lieu de travail. C'est pourquoi il est si important de comprendre comment les compétences en matière de travail en équipe sont nécessaires à la vie et au fonctionnement quotidiens. Commençons donc par en apprendre davantage sur le concept de travail en équipe.

12.2. Définition du travail en équipe

Le travail d'équipe est l'effort de collaboration d'un groupe pour atteindre un objectif commun ou accomplir une tâche de la manière la plus efficace et la plus efficiente.

Le travail en équipe est une caractéristique dont on parle de plus en plus, parce que de plus en plus de gens se rendent compte de l'utilité d'un travail en équipe bien développé dans notre vie quotidienne, et dans presque toutes les situations.

Bruce Tuckman considère que le mot groupe n'est pas synonyme du mot équipe. Ce n'est qu'après être passé par 4 étapes distinctes qu'il devient un travail d'équipe :



All materials are available in 5 languages (EN, ESP, FR, PL, MK) at

<https://sitraproject.eu/resources/>

Best Practices in Agrobusiness

Social Media

As an added value, best practices implementing soft skills in agrobusiness from partner countries were gathered together.

Attractive content and posts were prepared for social media.

Page:

<https://www.facebook.com/profile.php?id=100083393558522>

Public Group:

<https://www.facebook.com/groups/4874068562621157>



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BEST PRACTICES IMPLEMENTING SOFT SKILLS IN AROBUSINESS

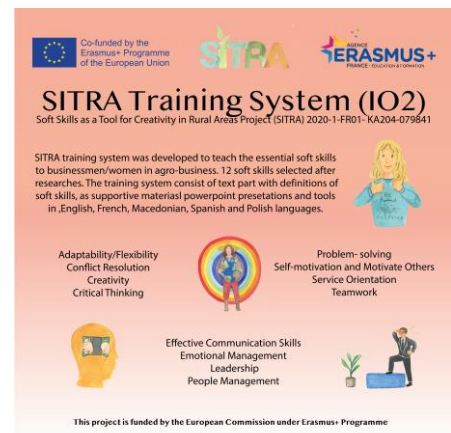


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The consortium identified 5 case studies which can be used as a supporting tools for the trainers:

1. "SKILLS FOR SUCCESS" – PIVARA AD SKOPJE, NORTH MACEDONIA
2. FERRERO GROUP – FRANCE
3. SANLUCAR – SPAIN
4. TYMBARK – POLAND
5. KERRY GROUP – IRELAND

The common report is available at <https://sitraproject.eu/resources/>



Pilot Testing

The pilot testing was executed in the second part of the project and for that task each partner was responsible to prepare and execute the pilot testing. The pilot testing was done in each partner's countries. The project partners decided on participant list according to their country specific business road map, needs and further goals in implementation.

The target groups of the project consist of:

- Farmers,
- Farmers associations,
- Agricultural engineers and agricultural technicians,
- Students from related schools.

During pilot testing it was expected to be able to recognize strengths and possibilities of the new training materials and criticize the weakest point in order to compose recommendations to improve the final output after the pilot training. The methodology prepared and shared with the partners. During the event there had been presentation of materials, a feedback requested from the participants through a questionnaire.



Pilot testing in N. Macedonia

After the pilot testing all data collected and each partner organization prepared their report, it is stated in the report that the participants gave positive feedback and there is a big demand for continuation of skill development process through these materials.

Multiplier Events (ME)



ME in Poland

The multiplier events (1 day) were organized at the end of the project in all partner countries. The results of the whole project were disseminated. It was a final event which alternated into a direction of a conference, a workshop, a networking event according to the preferences and reached target group of the organizing partner. The participants of the event were stakeholders in the agri sector, actors in the rural areas, farmers and owners and employees of SMEs in agri sectors, self-employed or SME managers from different sectors, representatives of local authorities (municipality, chamber of agriculture), rural development advisors as well as potential target group for future facilitators.



ME in Spain

The aim of the event was to give information to final target groups on the project and its results as well as to disseminate project materials, especially the Self-evaluation tool, training system, handbook and manual, and to offer participants a networking opportunity.

Transnational Project Meeting TPM Toulouse, France

Final partner meeting was hosted by ADRIBS in November in Toulouse. This final meeting was devoted for final evaluation of the elaborated content and validation of the pilot sessions and multiplier events. There was also discussed during this meeting the final report process of the SITRA project.



All partners agreed to continue their cooperation through new project which can be considered as a continuation of the SITRA project in 2023-24.



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