



Get Ready for Growth!

Six European partners have embarked upon an important project which could help small businesses to recover and growth post pandemic. The Erasmus+ project called, '[Enterprises Growing Through Business Simulations](#)' (E-Growth) will train business owners how to grow their enterprise.

E-Growth in Action

Although the project concept was developed before the COVID19 epidemic, the timing could not be better for Europe's 25.1 million small and medium-sized enterprises. The project will train aspiring and current entrepreneurs in how to develop and implement growth strategies. Using a new business growth simulation tool, entrepreneurs will learn about how to take decisions about marketing, research, pricing, staffing and quality assurance to growth their business.

This ambitious project compliments several of the European Commission priorities and plans such as '[A Stronger Digital Europe: Our Call towards Action 2025](#)' (Digital Europe: 2019:9); and the European Commission's '**Communication on the Digital Education Action Plan**'.

Using a new simulation developed by the Greek partner, Best Cybernetics, partners will train teacher/trainers how to deliver the E-Growth course. They will learn how to use the E-Growth simulation to train and support aspiring and existing entrepreneurs to grow their enterprise. in a safe and secure learning environment.

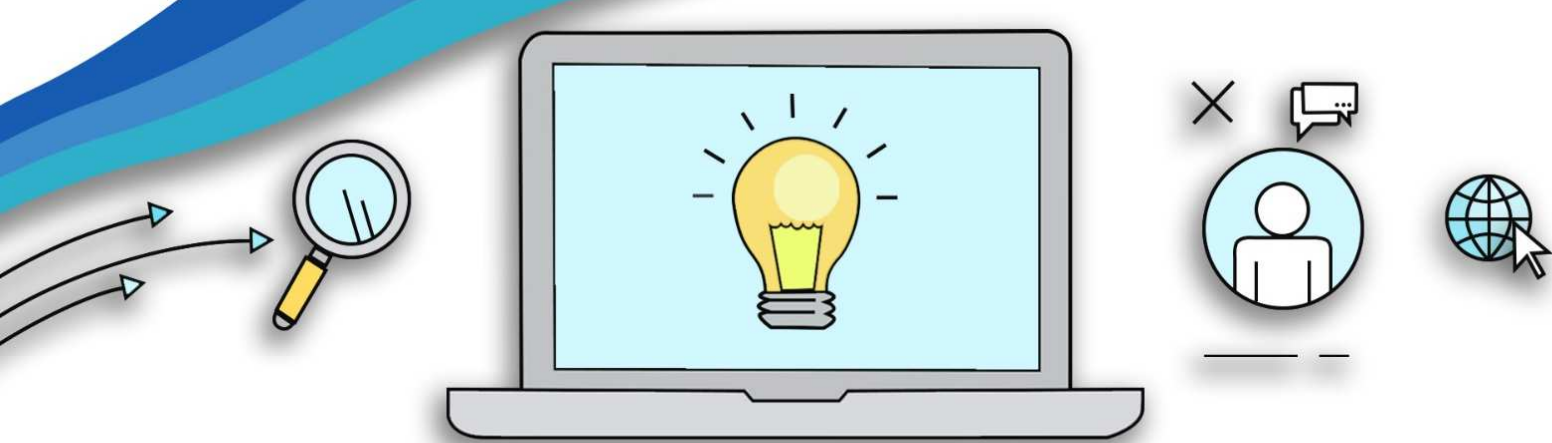
John Moore from the UK partner, Exponential Training said, *"Our aim is to create an inspiring and practical digital learning resource enabling entrepreneurs to understand what they need to do to grow their business in a safe and manageable way. I think the timing of E-Growth is ideal as so many of our economies have been closed due to COVID. I hope E-Growth can play a part in re-booting our economies."*

The project legacy will also include a set of resources that teachers and trainers engaged in entrepreneurship and enterprise training can use to develop similar digital training products and Technology-Enhanced Learning (TEL) courses.

E-Growth started at the end of 2020 and will continue until 2022. Over the next six months, the six European partners, the [CZU Czech University of Agriculture Prague](#), [Exponential Training \(UK\)](#), [STP Consulting \(Spain\)](#), [TREBAG \(Hungary\)](#), [Best Cybernetics \(Greece\)](#) and [Red Araña \(Spain\)](#) will develop a new business simulation and training programme designed for aspiring entrepreneurs. Good progress has already been made in developing the E-Growth concept for the business simulation – the next phase will result in the building of the simulation and testing it with learners.

Follow us on [Facebook \(E-Growth\)](#) for regular updates.

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European Small and Medium-Size Enterprises: How They Are Weathering the Storm?

Small and medium-size enterprises (SMEs) have been the lifeblood of the European economy for many years. They currently account for more than two-thirds of the workforce and more than half of the economic value added. New research published by consultant firm McKinsey conducted in August 2020, looking at 2,200 SMEs in five European countries — France, Germany, Italy, Spain, and the United Kingdom — shows just how hard their prosperity has been hit by the COVID-19 crisis. [To learn more.....](#)

Top Tips for Growing a Company

Most business owners want to grow their enterprise. With the current COVID crisis impacting on Europe's economy, we will need the small business sector to spear head the economic recovery – this will need to be achieved through growth.

The purpose of the new Erasmus+ project, [Enterprises Growing Through Business Simulations](#), referred to as E-Growth for short, will train entrepreneurs throughout Europe how to plan and implement their own growth plans. The new business growth simulation and training programme will be launched later in 2021, but for now here are [12 top tips for growth!](#)