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ERASMUS+ PROGRAMME Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

Project Title: traditional craft Heritage training, design and marketing in Jordan and Syria

Report on: Online Webinar: “Entrepreneurship for Traditional Handcraft” Blue Room Innovation

Event Type	HANDS – Online Webinar: “Entrepreneurship for Traditional Handcraft” Blue Room Innovation
WP Number	WP 6
WP Leader	USGM
Event Date	7/12/2022
Number of Participants	58
Total number of pages	6

Project Coordinator

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Al-Zaytoonah
University of
Jordan



The University of Jordan



Jordan University of
Science and
Technology



The Hashemite University



Karmeh Design Studio



Tishreen
University



جامعة
المنارة
Manara University



Al-Baath University



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of the Mediterranean



Blue Room Innovation



CESIE



Università degli Studi di
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Università degli
Studi Guglielmo
Marconi



Technische Hochschule
Ostwestfalen-Lippe

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EVENT DESCRIPTION

Event: HANDS HANDS – Online Webinar: “Entrepreneurship for Traditional Handcraft”
Blue Room Innovation

Date: Wednesday, 7/12/2022

Organizer: Blue Room Innovation / Spain

Location: On line via ZOOM

The Online Webinar: “Discover the online digital tools that can support you on the development of your digital business & get to know the experience of our entrepreneurs” took place on December 7, 2022 and a total of 58 people participated in the event. The target group who participated were students from HANDS Universities, art and technology students from different European Countries.

The event followed the following structure: An Introduction about the project and about Blue Room as an inspiration case by Estel Guillaumes from Blue Room Innovation. Xevi Rodeja i l'Àlex Vilar explained us how they started their architecture studio together and gave us some tips and trick on how to start an be successful with entrepreneurship and architecture. The webinar was closed with an introduction into different entrepreneurship fields such as branding, communication & marketing and e-commerce, also some digital tools on this fields were presented through <https://training.themissingentrepreneurs.eu> by Paula Vilatje from Blue Room Innovation. At the end of the Webinar some activities with the tools presented were proposed to the participants.

After the event the participants were able to make questions to the speakers.

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POSTER and AGENDA

The poster features a blue background with a large, stylized "HANDS" logo at the top left. Below it, the title "Entrepreneurship for Traditional Handcraft" is written in white. A small icon of a hand holding a globe is next to the text "THE MISSING ENTREPRENEURS". Below this, a paragraph of text describes the event. On the right side, there is a large, detailed image of a wooden handcraft with intricate geometric patterns. At the bottom right, a green banner contains the date and time. In the bottom left corner, there is a logo for "BLUE ROOM INNOVATION" and a small European Union flag with text indicating co-funding.

HANDS

**Entrepreneurship
for Traditional
Handcraft**

 **THE
MISSING
ENTREPRENEURS**

Discover the online digital
tools that can support you
on the development of your
digital business & get to know
the experience of our entrepreneurs!

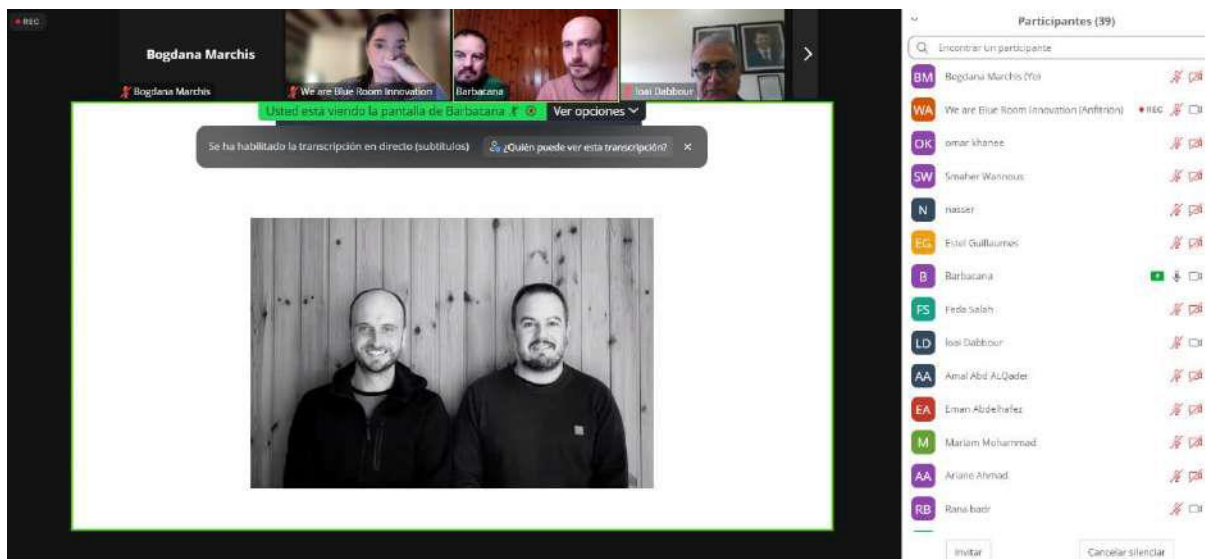
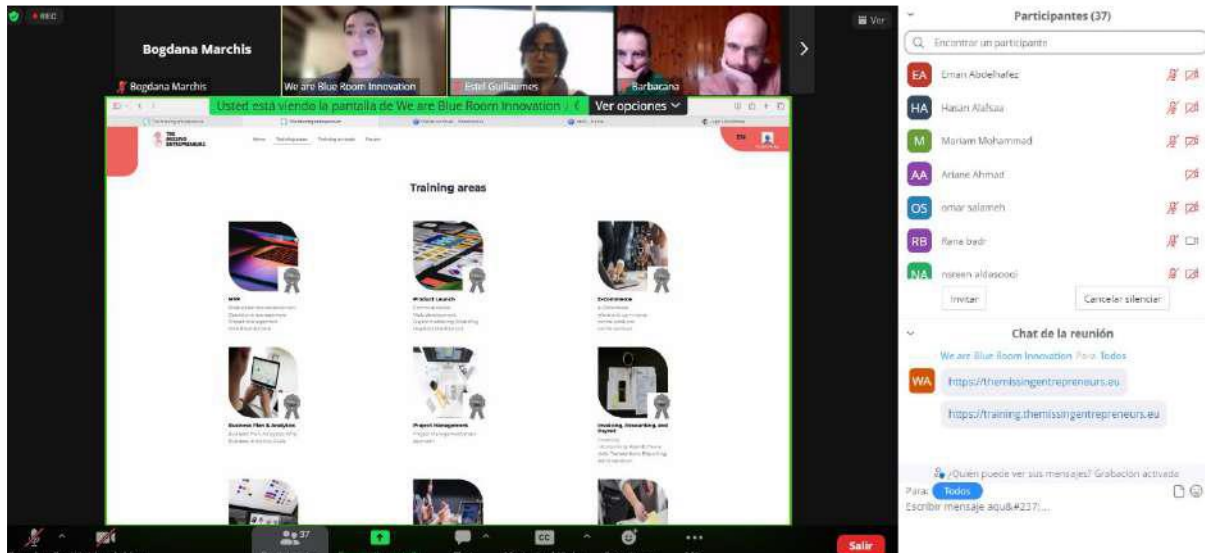
Wednesday 07 of December

09.00 to 11.00 CET

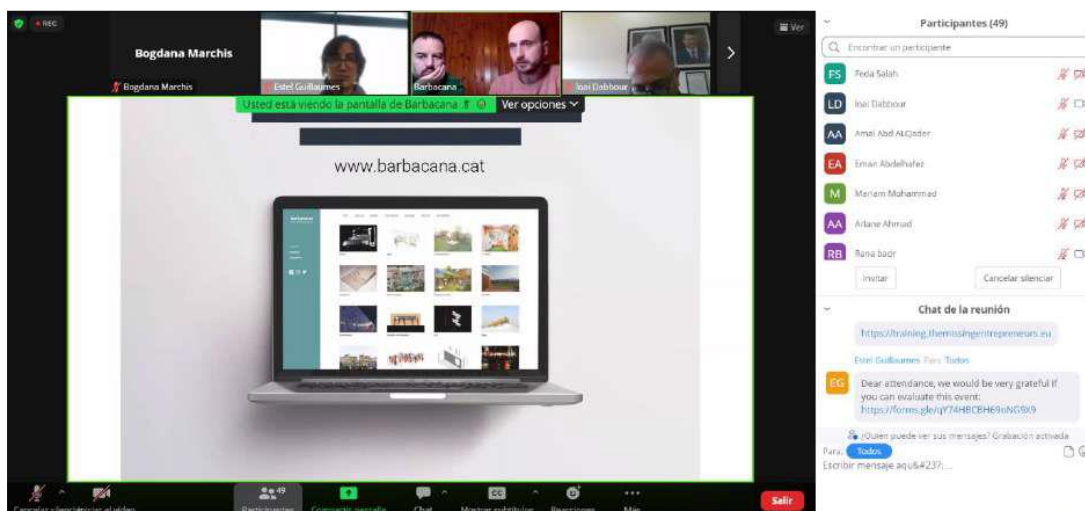
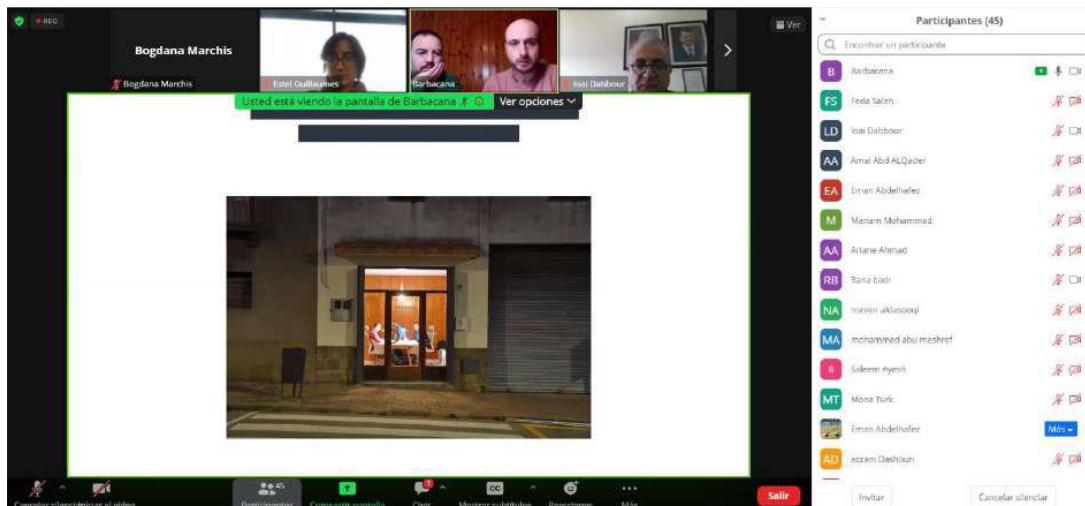
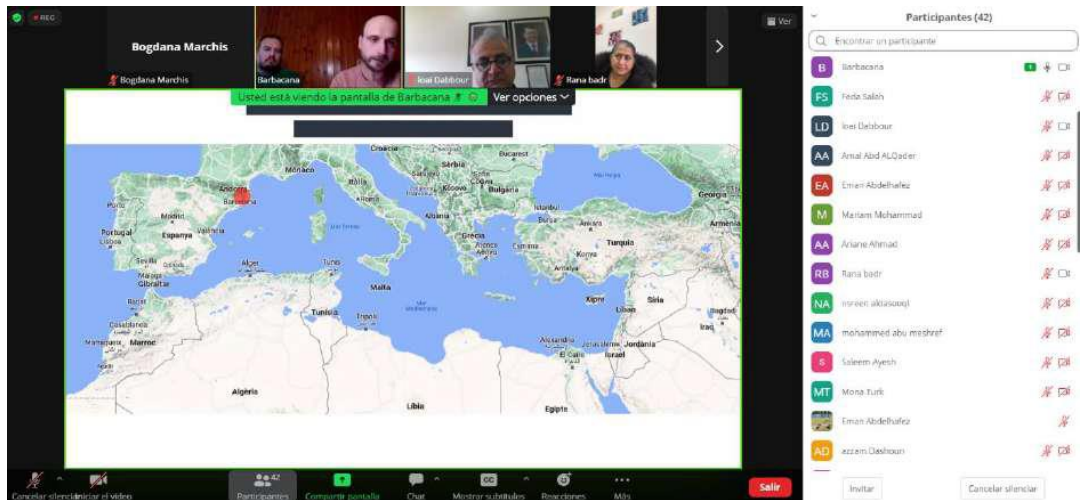
**BLUE
ROOM
INNOVATION**

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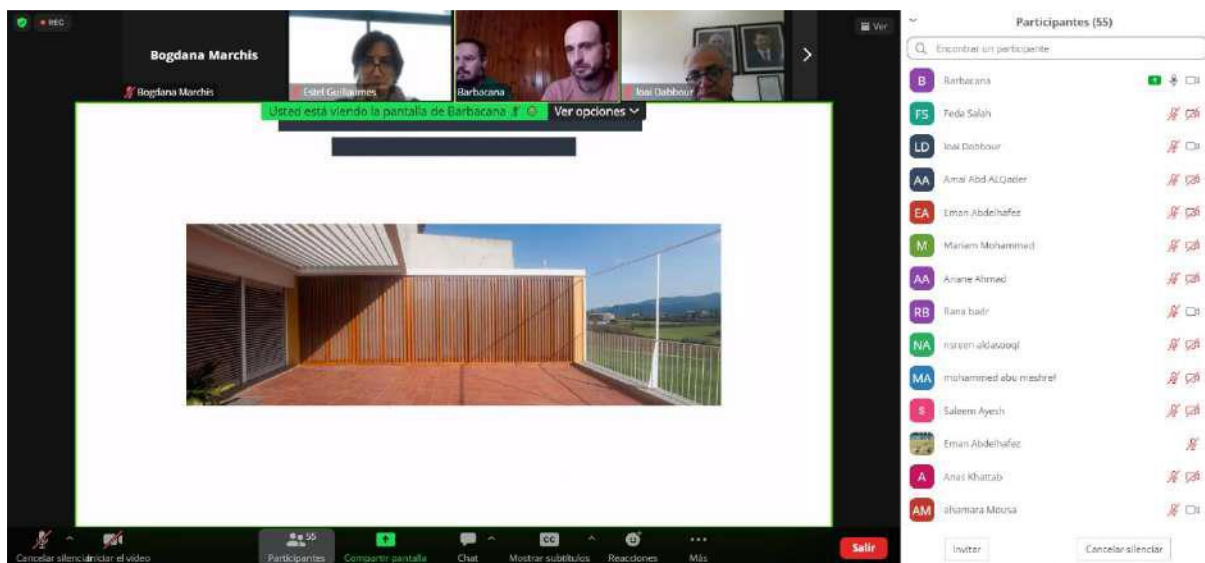
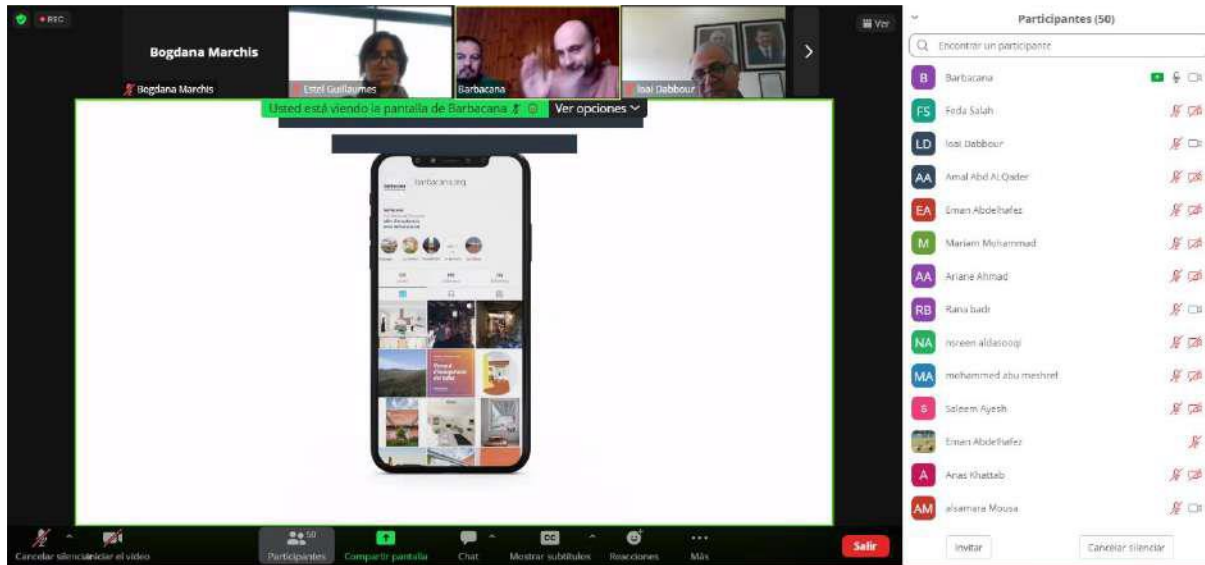
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PHOTOS



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