



PRomoting Intergenerational learning in MEditerranean countries

PR.I.ME



Priority 4 Promotion of cultural dialogue and local governance

Measure 4.1 Support to mobility, exchanges, training and professionalism of young people



Project
funded by the
EUROPEAN UNION



REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

Project in brief

Mediterranean silversmithing and gemmology products are sold under prestigious brands with an aura of exclusivity, cutting-edge creativity and superior quality, including the best of Mediterranean craftsmanship. Intertwined with the heritage are unique craft skills which have been handed down through generations of families and small businesses. Throughout the Mediterranean area, artisan skills and local economies are threatened as business moves manufacturing out and into Asia. A lack of innovative schemes to valorise the know-how and experience of senior silversmiths and gemmologists has been identified together with the need to foster professionalism of younger generations. This will ensure that valuable skills are not left to disappear but remain strong and vital parts of the economy and cultural heritage of the Mediterranean area.

PR.I.ME project aims at supporting the intergenerational learning and business transfer while assessing and filling in skill gaps. In addition, it figures to encourage cross-fertilisation between regional identities and culture by clustering talents at Mediterranean Basin level. Through this approach, **PR.I.ME** hopes to foster local development and move from cultural competition amongst businesses to cultural collaboration to make Mediterranean creativity in the silver/goldsmithing creativity more visible internationally.

Beneficiary

Roman Institute for the Entrepreneurial Training - IRFI (Italy, Lazio)

Partnership

1. Association of Silversmiths & Jewellery Manufactures - SVA (Greece, Attiki)
2. Private Vocational Training Institute - MOKUME (Greece, Kentriki Makedonia)
3. OMEGA Technology (Greece, Attiki)
4. Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (Lebanon)
5. Business Incubation Association of Tripoli (Lebanon)
6. Notre Dame University (Lebanon)
7. Jewellery Technology Centre (Egypt, Al Iskandanyah)

Specific objectives

- To foster intergenerational learning within gold/silversmiths
- To develop transferable mentoring schemes for intergenerational learning and transfer of core skills in the gold/silversmithing and gemmology sectors

Expected results

- Transferable mentoring schemes for intergenerational learning developed
- Core skills in the silversmithing and gemmology sectors transferred
- Tools for analysis of skills gaps and toolkit for implementing and evaluating mentoring schemes developed
- Awareness of the challenges faced by family business increased

Main activities

- Core competence analysis aiming to identify the expertise of successful entrepreneurs and managers
- Analysis of skills and needs of 90 selected new or aspiring young entrepreneurs
- Development of the skills transfer methods catalogue for silversmiths, goldsmiths and gemmologists
- Training of the mentors (train the trainers)
- Transfer seminars and mentoring sessions of three month duration involving at least 90 new entrepreneurs
- Organisation of four study visits in Lebanon, Greece, Egypt and Italy involving 50 young people

Target groups

- Young new entrepreneurs who are planning to start up a company or take over an existing one or have done some recently
- Young candidates to start a business in the silver/gold smithing and gemmology sectors
- Family businesses in the silver/gold smithing and gemmology sectors

Final beneficiaries

- Training institutes
- Family-owned SMEs
- Professional associations

Duration

24 months (December 2013 - December 2015)

Budget

- Total budget: € 819.071
- Programme contribution: € 737.163 (90%)
- Project co-financing: € 81.908 (10%)

Website

www.enpi-prime.eu

Contact person

Daniela De Vita

Project coordinator

Roman Institute for the Entrepreneurial Training

d.devita@irfi.it

+39 06 571 1726

