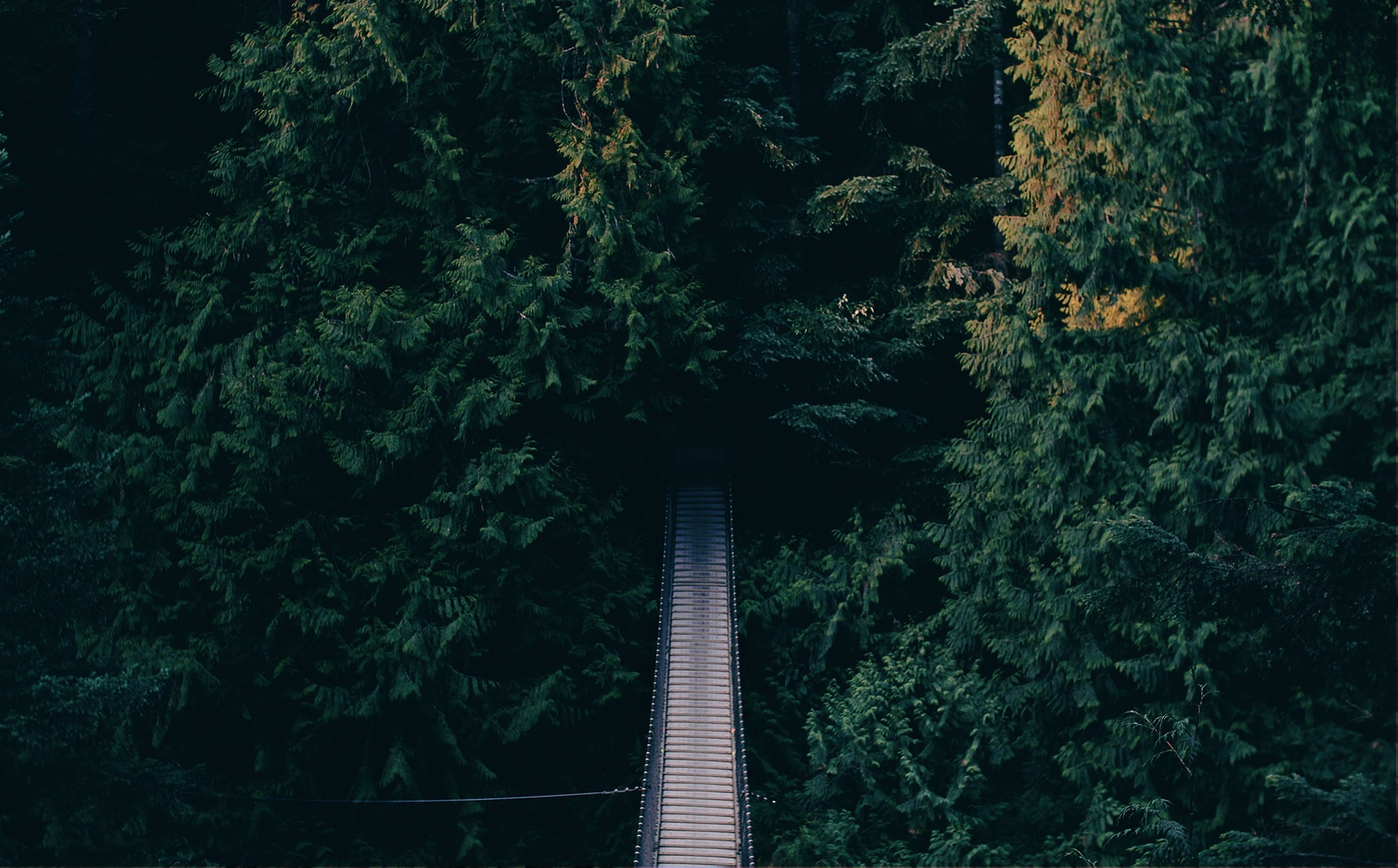


What's your story?

Marketing for YEBISU



Building a bridge to the future





Digitalization changes work and life.





Business is getting faster
and we have to take risks.





Lifelong learning and multicultural groups challenge human resources management.



A man in a brown suit and tie is sitting on a wooden park bench, leaning forward and writing in a notebook. The background is a lush green park with trees and a path. A green text box is overlaid on the upper part of the image.

A lot of changes & challenges - one solution:
empowering people by developing entrepreneurship



Who can do that? How is it done?
Yebisu is looking for answers!





YEBISU IS A EUROPEAN PROJECT





YEBISU CONSISTS OF COMPANIES, BRANCH EXPERTS AND RESEARCHERS



Companies

Viridis
Belgium

L'Orangerie
France

Magnolia Art Landscaping
Hungary

M. van der SPEK
Netherlands

gartenplus
Germany

VRJ Group
Finland

Irado
Netherlands

LIIVI Invest
Estonia



Branch Experts & Researchers

VHG, Branch Organisation
Netherlands

LUUA VET Inst.
Estonia

EUROMASC
Norway

Wellant College
Netherlands

Albeda College
Netherlands

TTS Research & VET
Finland

TVETxp
Netherlands

KCH International
Netherlands





Basis
European
Qualification
Frameworks
EQF + EQFAS

Explore european
situation in education and
qualification



Competences
productivity,
adaptability,
creativity

Develop standards for
entrepreneurial behavior



**Way to
achieve**
Individual and
group training
on the job

Assess. Develop.
Integrate.



YEBISU EMPOWERS US ALL.



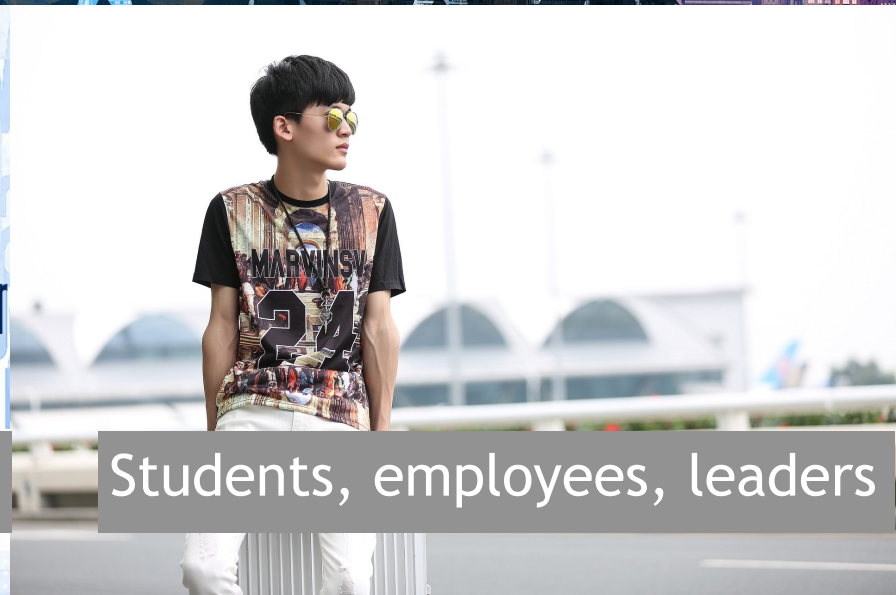
All over Europe



All sectors and companies



Schools, universities, educational institutions



Students, employees, leaders



Cooperation

Researchers, branch experts and company leaders are active in the project



Dialogue

Over three years, all partners meet twice a year in one of the members' countries

Practice + testing

The companies test the researchers' work in pilot projects



Distribution

Via Homepage and Newsletter all news and results are spread





A framework for entrepreneurial behavior

Profiles with learning outcomes for the competences

8 best practice cases



Changing the way people think about themselves

Changing the way people act

Changing the way people lead, educate and learn





A new way to interact in business





DIE BOTSCHAFTERIN

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Vielen Dank!

