



Erasmus+

Project
2016-1-IS01-KA202-017090
2016-09-01/2018-08-31

Minds into Matters - M&M



Project result
The "Book of Business" sustainable
training tool in the tourist industry



Project name
"Minds into Matters - M&M"



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Minds into Matters

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If you are interested you can read more about our project on our website: <http://mindsintomatters.eu>

And on our Facebook page: Minds into Matters, Making BOB, Erasmus + Project



<https://www.facebook.com/Mindsintomatters/?pnref=lhc>

This project is financed by



Project summary



Minds into Matter



“Minds into Matter – making BoB” is an Erasmus+ Strategic Partnership Programme Nr 2016 -1- IS01– KA202 – 01709 , created and led by Step by Step Iceland.

Five partners collaborated in this 2-year project, they are from the Czech Republic, Poland, Lithuania, Estonia, and Spain.

The basic idea of M & M project was to improve and extend the offer of high quality learning opportunities (by developing the "Book of Business"- BoB and its methods) which was tailored to individual VET learners. BoB is therefore a tool or instrument made jointly by Mentors and Turbos working together to create simple methods to make their businesses more sustainable and profitable.

This we tried to achieve by using innovative methods by working inside the business with the business owners, asking and exploring, documenting and describing what they are doing in their businesses in order to visualize their methodology and involvement in the established business in the rural tourist field. This was the bone-structure of BoB.

We then took that experience/involvement that the entrepreneurs described (from their minds) and developed and framed this into visual (matter) tools, that is “the Book of Business” (BoB).

Hence, each BoB was expected to contain how each entrepreneur (Turbo) has established, developed and run their business in their own different and unique way.

By capturing the Turbo’s experiences and making them visible in print and/or on-line, BoB served three purposes. Firstly, the Turbo’s become more aware of how and why they have run their business in the way they have done and at the same time makes it easier to make changes were needed.

Secondly, BoB becomes a tool that makes the how and why of running the business visible and so helps to make training new employees quicker and easier. Thirdly, the Book of Business becomes a legacy that can be handed down to next generation or if a Turbo decides to sell its business BoB can be used to give a detailed account of the business which will make it more sellable.

In this project “Minds into Matter – making BoB” we created 14 main BoB’s within 14 very different businesses in terms of size, employees, budget etc. in 6 different countries. Anything from small rural business to a big hotel chain. In the bigger companies, we also made “sub-BoB’s” that is to say smaller BoB’s that are used to help with running and training within a certain department e.g. laundry department in a big hotel.



Project coordinator



STEP BY STEP

Step by Step is a research and training organization, established in 1987 by Hansína B Einarsdóttir cand.polit and Dr. Herdís D Baldvindóttir in their university years.

Step by Step has for more than 30 years been at the forefront of the development and introduction of new, interesting and innovative training methods in the field of adult education and innovation in the labour market. Our major emphasize has been on VET and WBL for adults, working with and for all kinds of companies. Over the years we have been involved in many research programs within the field of adult training and learning with the aim of having people to understand the importance of lifelong learning. The company has been in a leading position in its work by designing inside training and peer-to-peer programs for diverse companies.

Project managers



Hansína B Einarsdóttir hansina@sfsradgjof.is has extensive experience working with all kinds of companies, developing educational project, creating and presenting different seminar on a global level for the past decades. She is an entrepreneur, not only running her NGO training and research company, she also started up her own hotel (www.hotelglymur.is) with her husband which they developed for more than 10 years. She has broad experience in management and project development. She has been working on governmental level as well as for the private sector, managing different project for adult people in their working life.

Dr Herdís D. Baldvinsdóttir hbaldvins@gmail.com has worked independently for most of her working life. She has mainly worked on research programmes on many diverse matters, like trade unions, power and leadership structures within organizations, equality matters etc. As well as working with Step by step on different issues in the Tourism field. She worked for almost 7 years for the Nordic Council of ministers as the Coordinator for Consumer Research in the Nordic Countries. The last few years she has worked independently on many different projects both in Iceland and in Britain.





Bryndis Oskarsdóttir, Skjaldarvík Guesthouse Iceland disa@skjaldarvik.is

Dísa is a graphic designer from Akureyri Art School and has recently finish her educations as a food technician and Executive Coaching. She is a great idea builder and interested in everything related to design, gardening and cooking. She has been running the guesthouse Skjaldarvik for more than 9 years now with her family. They have been a leading partners in their business and hold several awards like being the Outstanding company of the year 2011 and they have very fine reputations on the Trip Advisor site. She has been on the board of Hey Iceland for the past 5 years.

Dísa is one of the founder of the idea of Book of Business and started to work as a mentor with her students many years ago. In this project she has taking the role of professional mentor, doing training and coaching, creating material for Book of Business, taking videos and giving mentor seminar for students and members of the whole team in the MM projects.

Jón Rafn Högnason, project manager from Step by Step

jonrafn@sfsradgjof.is

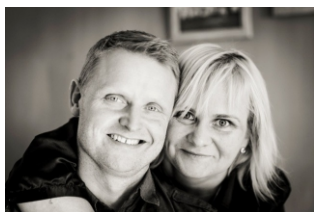
Jon Rafn is a chef and a trainer, graduated from Icelandic Hotel and management school in the year 1980 and got his master degree in his profession 3 years later. He has over 30 years' experience in working in the culinary field. Over the last years he has been working as a project manager, developing diverse projects and seminars for rural tourism in Iceland.

Jón Rafn has worked through this project as a mentor, doing training and coaching especially with the kitchen staff as well as taking photos and writing some text for the Book of Business.



Project beneficiaries

Skjaldarvik Guesthouse. Akureyri, Iceland



Ólafur Aðalgeirsson and his wife Bryndis Óskarsdóttir are running Skjaldarvik guesthouse and tourist service as a family business in the north of Iceland. This is from their website “We put our lives and souls in it” and their motto has been “Trash is our Treasure “. Óli holds a degree in tourism from the University of Iceland. He is outdoor activist, a nature lover, with a strong interest in horses. His newest outdoor activities is Buggy driving in the rough areas in the north.

Dísa is a graphic designer from Art School (Myndlistaskólinn á Akureyri) and has recently finish her educations as a food technician and Executive Coach. She is a great idea builder and interested in everything related to design, gardening and cooking. They have been running Skjaldarvik over the past years with their daughters and the whole family is passionate about hospitality and service as well as for new business development and slow traveling. They have been hosting and training people from all over the world, building up network for young people for the future. Their ideas and enthusiasm has inspired many of their students to be innovative and started their own business in their home environment. They hold many awards, both Icelandic and international, for their work in the Tourist field.



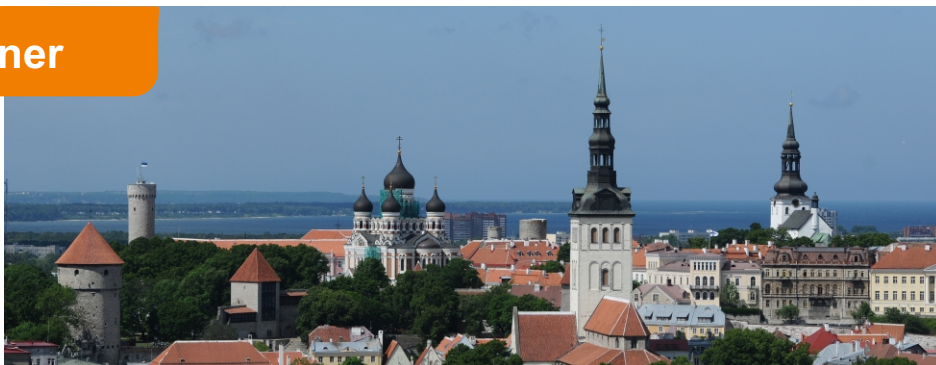
Vitinn – Seafood restaurant in Iceland



Vitinn is an old family restaurant, located in the Reykjanes peninsula, in a small town Sandgerði. The owners are Stefán Sigurðsson head chef and the manager is Brynhildur Kristjánsdóttir his wife. They have been developing Vitinn from the years 1982 and their signature dish is crab and shellfish. The crab´s are living and breathing in special tanks outside of the restaurant, in a fresh seawater running from a drill hole especially made for the restaurant.

Their mission is to preserve the culture of small fishing and farming villages in Iceland. They have collected old souvenirs that are related to the culture and the famers and fisherman's lives in Reykjanes peninsula so visit to this place is both educational and memorable, as well has having the opportunities to taste something different from their Icelandic dinner menu

Project partner



Eesti People to People is a Non-Profit Organization registered in 1997 and with activities since 1993 as a chapter of People to People International (PTPI) NGO. The purpose of People to People International (PTPI) aims to enhance international understanding and friendship through educational, cultural and humanitarian activities involving the exchange of ideas and experiences directly among peoples of different countries.

Project mentors



Ruta Pels ruta.pels@mail.ru **Eesti P2P president since 1997.**

With her education on Departments of Journalism in Moscow University and London City University and professional background in media industry Ruta has competences to provide quality trainings for youth, youth workers and adults. She has experience as a mentor. Ruta participated in many projects in Estonia and abroad, Ruta works as a freelancer journalist for "Krasivaja Zizn" magazine in Estonia and write articles about tourism.

Pavel Smulski paul_smulski@hotmail.com.

Pavel has several years of experience in tourist industry and in the hotel business. He has worked as a freelance tourist guide mainly for French and English speaking groups in Estonia and the Baltic region. He works as a trekking tour guide in the nature as well as with the recreational farms in Western Estonia. He is also a trainer in non-formal education, participated and implemented Erasmus+ projects in few European countries. Pavel works as a consultant for several local and international



Leonid Smulskiy leonid.smulskiy@mail.ru, **Eesti P2P member of the board.**

Leonid graduated from the Department of Journalism in Moscow University. He worked as executive editor in the daily newspapers in Estonia. He is professional photographer, has experience in Erasmus+ projects and Leonardo da Vinci project "Cultural treasure hunt" about tourism. Published many photos about tourism. Leonid works with rural tourism owners as a mentor.

Project beneficiaries

Tarvise Turism OÜ - Jurna Turismitalu. Upa küla, Kaarma vald, Saaremaa, Estonia.
Airi and Mati Tarvis



Built one hundred years ago and fully restored by 2010, Jurna Recreation Farm is situated 5 km from center of Kuressaare, the capital of Saaremaa. We are an excellent stopover while discovering the beautiful island of Saaremaa and attending events taking place in Kuressaare. Our large Gardens are surrounded by old stone walls and the main house and surrounding farm buildings are beautifully thatched. An idyllic setting, peaceful and quiet.



Taevaskoja Turismi - ja Puhkekeskus OÜ. Neitsikoopa tee 10, Põlva, Põlva maakond, Estonia.
Board member/CEO Triinu Vähi, customer relations / sales manager Siret Solnik



Taevaskoja Turismi ja Puhkekeskus has been opened 18 years ago. Houses have been renovated in 2016. It is located in 700 m from the Suur Taevaskoda sandstone cliff. Here is permanent Youth Camp, where providing youth projects and other events. Taevaskoja Holiday Centre has 2 buildings for accommodation and a lot of outdoor space for activities. Seminar house is new and has rooms for up to 28 people. The camp building is a bit older and more basic. There can be accommodated up to 56 persons.



Nelijärve Puhkekeskus. Nelijärve 4, Aegviidu parish, Harju county, Estonia.
Reet Purre with her daughter and grandson



Nelijärve Holiday Center accommodates up to 300 people year round for seminars, conferences, banquets. Here are different sizes halls, catering, saunas in Hostel, Holiday and Lake houses and Pääsu Villa. It is possible to organise open air events, summer holidays and winter holidays.

The unique nature and lakes are perfect for a summer unwinding, a boat row, a waterwheel ride, fishing and swimming in the lake Purgatsi. In winter, Nelijärve turns into a ski base. If the weather conditions allow, an ice rink will be made on the lake for ice skating. It is possible to rent skis, ice skates and sleds.



Project partner



Tenerife Job Training is hosting and sending students around Europe during mobilities, internships, educational trips, Study Visits and language immersions.

During the last 10 years TJT has been working with the European youth population to raise awareness about the importance of traveling to learn and learning to travel. TJT is member of the World Youth Student Travel Confederation



Project mentors



Casas Alberto, Teresa Martins info@tenerifejobtraining.com

Graduated in Eco Tourism in Portugal, her home country, Teresa arrived to Tenerife as Erasmus Trainee to learn about outdoor activities guiding in the beautiful Canary Islands. In love with the place she became resident of the island and found a permanent job at Tenerife Job Training where she is office manager for the last five years. Her experience cooperating with local hotels made her the perfect person to be Casas Alberto's mentor.

Hovima La Pinta Beach Front Hotel, Pepa Ruiz
info@tuhotelaldia.com

Pepa Ruiz arrived in Tenerife to work with the best five stars hotel deluxe in the island. Her 21 years background in the tourism industry took her to become an entrepreneur founding Tu Hotel Al Día, a company providing e-commerce external services to hotels. She is the perfect Mentor for Hovima La Pinta, without her experience we could never have perform the task of mentoring such a big hotel who at the same time is dealing with a refurbishing



Project beneficiaries



Hotel La Pinta. Avda de España, 5, Costa Adeje Tenerife, Patricia Paulsen:



Patricia Paulsen became a professional of the tourism industry in Germany and Austria and now is the Executive Assistant Manager at HOVIMA La Pinta Beachfront Family Hotel, one of the first hotel groups in the southern part of Tenerife, Canary Islands. The challenge of managing La Pinta Hotel during the deep refurbishment of the hotel has become a challenge to add to her experience as a professional as well as a Turbo of our project.

<https://www.hovima-hotels.com>



Casas Alberto. Fermín Pérez, San Miguel de Abona, Santa Cruz of Tenerife



Flor Simon became a Rural Business Owner following her father steps as a builder, creating with her own hands the amazing home paradise that today is Casas Alberto. Her experience in tourism has grown up due to the hard work invested during the years at the family business. Her personal good taste and love towards the details has made of Casas Alberto a very unique space in the nature of Tenerife, Canary Islands.

<http://www.casasalberto.com>



Project partner



Poděbrady hotel school is the body of the long educational tradition on the local, regional, national and international levels, having at present more than 400 students. The school, founded in 1968, evolved from a small provincial school into the top hospitality and tourism school in the country. The first projects (Leonardo da Vinci, Comenius, ARION/SVES) were started already in 1996 and were submitted on regular basis.

The institution is promoting in its projects most of European countries (Germany, Poland, Slovenia, Norway, Sweden, France, Switzerland, Britain, Ireland, Greece, Austria, Portugal and Spain).

Project mentors



Eva Svobodová sev@post.cz

Professionally based in the Hotel School of Poděbrady she became in 1996 the vice-Principal for the newly founded College of Hospitality and Tourism Poděbrady. After the Velvet Revolution in 1989 she has been involved with European projects and initiated the international cooperation with many European countries, namely with Britain, Denmark, Germany, Slovenia, France, Greece, Portugal and Spain. Nowadays she is responsible for vocational training in Iceland, Ireland and the USA. She is the author of several vocational textbooks, presently used are English in Gastronomy and English in Tourism. She loves travelling, reading, cooking and gardening. She has been happily living in her beloved town of Poděbrady for 40 years.

Zuzana Hummelová hummelova@hsvos.eu

Has been the VET teacher in Poděbrady Hotel School for 3 years. As the graduate of the school she thus fulfilled her dream to teach gastronomy and restaurant service. She is lucky, gastronomy is not only her job, it is her hobby, too, and with a team of students she successfully represents the school in various professional competitions. She loves travelling, mountains, skiing, and cycling. Her goal is to be happy.



Project beneficiaries

Hana Burdová. Michal Burda



Hana Burdová is the graduate from the Secondary Economical School (1975) and she worked as the sales manager in the Artia, later as the accountant in the Orbis Publishing House. She always liked creativity, that is why she started since 1995 craft courses (basket making, weaving, flower arrangements) at the family farm in Zápy. In 2000 - 2007 she organized in the farm one-day festivals. Craftsmen performed here their skills, the visitors enjoyed the puppet show folk dancing. Every year the exhibition was organized, eg. the display of nativity scenes, gingerbreads, angels, historical costumes.

Michal Burda worked as an artist and graphic designer, he created many record cover designs, brochures and book designs, posters. Hana and Michal, the graphic designer, are a happy couple, having together 4 children and 3 grandchildren.



Poděbrady Castle Guest House. Poděbrady, Czech Republic



Miloš Novák is the proud renter of the Castle Guest House in Poděbrady which has been located in the very heart of the town of Poděbrady in the truly historical building with rich history. The guest house can accommodate up to 26 clients, very often among them celebrities of the local festivals, namely poetry reading festival in May, Soundtrack (festival of film music) in August and theatre festival FEMAD in September. So Miloš, the lover of good music and active amateur actor himself, contributes by his professional skills to the smooth logistics of the event and cultural tourism in Poděbrady.



Project partner

EUROPEA

POLSKA



EUROPEA Poland is an association of agricultural and forestry schools and institutions. We are a member of EUROPEA International, www.europea.org, which was founded in 1993 by the Belgian Law and we are a non profit institution. In the network EUROPEA INTERNATIONAL there are currently 26 EU members and 1 associated country Norway. More than 700 schools and other institutions related to agricultural education are members of our association; therefore we interact with ten thousand young people daily.

There are 43 Polish agricultural technical and vocational schools for adults and young people associated to EUROPEA POLAND. They are located across Poland.

Project mentors



Wiesława and Krzysztof - they both work for Europea International network to support, develop and implement lifelong learning policies. They organize conferences for Polish and foreign vocational teachers, trainers, farmers.

They have taken part as the initiator or coordinator in international projects, Erasmus+, Study Visit in Poland creating vocational policy education according to students' and teachers' needs.

Wiesława Gąsiorowska gasion.ci@home.pl is a leader of 25 schools Europea Polska - network in Poland and 700 from all EU countries. She is experienced at working in a Europea dimension such as being a coordinator in international projects, eg. LdV partnership projects, Comenius and now Erasmus+.

As a headmaster of Agricultural School in Gołotczyzna she organizes educational and vocational training at school, cooperates with entrepreneurs, plans strategy of school development. She is responsible for developing teachers' skills, training methods through organizing workshops, study visit, open seminars.

Krzysztof Gąsiorowski europea_pl@o2.pl leads advisory and educational centre where they create many different courses for adults, preparing them for European market.

Project beneficiaries



TALARIA RESORT & SPA. Trojanów 158, Poland

TALARIA RESORT & SPA is a new guest place on the map of Poland and the first in Poland hotel wellness and spa, whose offer has been created especially for women.



Talaria Resort & SPA is more than just a Hotel & SPA. This place was created for our guests. Talaria inspires every day with new ideas of activity, wellness cuisine. Each guest will find something else for themselves: he can actively spend time, consult a specialist, spend time with friends, relax with a massage, finish one of those awaited books...



Agrotouristic and educational farm „Olej Lniany”, Winniki 18, 05 – 190 Nasielsk, Poland

„Our educational activities are great interest because they are held in the open area, friendly atmosphere, safe large playground and really large fields”.



Situated at the triangle of three municipalities, in the picturesque village of Winniki, Hanna and Krzysztof Kowalski's farms produce traditional linseed and rapeseed oil. On the farm here is also breeding of white goldfish pigs under strict control of the University of Agriculture in Poznan.



Project partner



Center of Creative initiatives is a vocational training provider with experience on the integration of new technologies in teaching practices, accredited by Lithuanian Government and operating with a Quality Assurance System in the following sectors: Initial vocational education; Apprenticeship; Continuous training for companies and professionals; Vocational guidance and orientation.

CCI manage electronic newsletters and ensures the cooperation with a strong network of partners, ranging from vocational training bodies, association of companies, unions. CCI is active in the field of student and staff mobility, aimed at supporting European educational providers to effectively plan and implement work placements in Lithuania.

Project mentors



Dainė Rinkevičiūtė drinkeviciute@yahoo.com

M.A. of applied arts, B.A. of social work, certified youth worker. Daine is a project manager for local and international projects, mentor in Erasmus+ K1 projects in VET, teacher in non formal education of textile, composition, Photoshop, Web design.

Jonas Danielevičius jdanielevicius@gmail.com

Jonas is Director of NGO Center of Creative initiatives, professional photographer.

He is working as an adult teacher of photography in Lithuania Labor exchange qualification courses for unemployed persons. Jonas is organizing traveling photography courses in Morocco, India, Thailand, Cambodia.

Jonas participates in LLP and Erasmus+ projects since 2011 with the first PLM project in Iceland.



Project beneficiaries

Home stead Zalensai.
Padubysis village, Vilkija,
Kaunas distr., Lithuania



United, hard-working and committed – these are the best words to describe Zalensai family. Love for work and seeking to improve have been leading the family business **forward for 20 years** now.

Everything started in 1996, when Roma Zalensienė got an idea to establish the first farmstead in the incredibly beautiful Dubysa valley, which was symbolically named after the family.

The first steps are reminded by a small notebook with leather covers, which included the first clients, the most important events and learned lessons.

Currently, Zalensai Farmstead complex is intensively managed by Eimantas and Roma Zalensai, daughter Erika and son Irmantas with his wife Simona.

All of them are not only a harmonious and united family, but also closely cooperating colleagues, who have the main value – a person.



**Guesthouse NEMUNAS TOUR. Ringaudai,
Kaunas district, Lithuania**



Nemunas Tour Guesthouse is offering a modern and Eco-friendly way of countryside tourism. You are welcome to a wonderful countryside retreat in the central region of Lithuania, near Kaunas City, close to Nemunas River and international highway Via-Baltica (E-67). When you visit Nemunas Tour Guesthouse you will come to know more than only a modern and well-developed rural tourism services, but also the the stories about our social life, our history, soviet period and Siberia deportations, also about today Lithuania and in the international tourism.

The beginning of our activity was based on a new home stay idea for accommodation in the world tourism industry as a potential economic activity in tourism sector. Nemunas Tour Guesthouse from the begining is Zabaliunas family owned accommodation facility and has been open and developing activity since 1999. Homestead was founded and began operations by Jurgis and Danute, former Lithuanian Agricultural University lectors.





Project website: <http://mindsintomatters.eu>

Project coordinator

Skref fyrir skref radgjof ehf

SFS Step by Step

www.sfsradgjof.is

Manager Hansína B Einarsdóttir

hansina@sfsradgjof.is

Iceland

Partners

Hotelova skola, Vyssi odborná skola hotelnictvi a turismu a Jazykova skola s pravem statni jazykove zkousky Podebrady

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Lithuania

EUROPEA Polska

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Chairman Wieslawa Gasiorowska

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Poland

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Estonia

Tenerife Job Training S.L.

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Tenerife Spain