



WORK, RESEARCH AND INNOVATION FOR TOMORROW'S ENTREPRENEURS

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Launched in August 2015, the Erasmus+ project **Work, Research and Innovation for Tomorrow's Entrepreneurs (WRITE)** aims at reducing the education drop-out by investing on more articulate and consistent training and trying to make learning more entertaining using the **gamification method**.

In the framework of the WRITE project, the target audience (16-18 years old NEETs: young people not in education, employment or training) will be able to develop basic, horizontal and professionalizing skills through the use of the project platform where gamification will provide a strong incentive to complete training programmes, convey information effectively and speed up the learning process. The target group will be offered the opportunity to engage in training on three main areas: English language, communication skills and IT skills, with a focus on social media management, and will also be able to get an insight into the world of entrepreneurship and start-ups. For more information on specific country reports, please contact: lformt@gmail.com

Taking advantage of interactivity and, of course, fun, *gamification* is a very attractive, powerful and effective tool that allows to convey messages of various types and induce active behaviour, always putting the user engagement first.

Gamification can be defined as a set of rules aimed at applying recreational mechanisms to activities that do not have directly to do with game; this allows to impact people's behaviour and encourage users' active interest in the message to be communicated.

To achieve these goals, *gamification* uses game-related components such as points, levels, leader boards and challenges, encouraging users to invest their time in the proposed activities. *Gamification* is an efficient tool for increasing learning efficiency and long-term motivation of the learners.



*In October 2016, WRITE organizes a **Multiplier Event in Matera (Italy)** where project partners will present the content and advantages of the gamified platform to be developed in the course of the project.*

For more information, contact: lformt@gmail.com



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