



Project Number: 2016-1-ES01-KA202-025441

TRANSNATIONAL FINAL EXPLOITATION REPORT



**Project Applicant: Esmovia (ES)
with the technical support of Pixel (IT)**

Period: 1 November 2016 – 31 October 2018

Report produced by: Pixel (IT)



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Introduction

The exploitation strategy was elaborated by Esmovia Sistema Practices as project promoter, in close cooperation with Pixel that contributed through its expertise consolidate in more than 100 European projects.

The Exploitation strategy was presented to the project partnership and discussed during the first project's meeting. Revisions were applied in order to fully adapt it to the project needs and partners characteristic and then jointly adopted by the partnership.

The Exploitation strategy was fully implemented with the active contribution of all the project partners with the purpose of improving the impact of the project on its target groups and to make the project results accessible for highest number of potential beneficiaries both during the project life cycle and for the longest period after the project conclusion.

Exploitation strategy

The purpose of the exploitation activity is to improve the impact of the project on its identified target groups and at the same time to promote the project sustainability.

The exploitation strategy was based on the following steps:

1) Selection of products to be exploited

They were identified as the main project outcomes collected on the project portal (please see below)

2) Identification of target groups of exploitation

The main project target groups are: VET Trainers, VET students, Companies managers and employees, VET schools and agencies, VET schools and agencies' directors, counsellors, and public authorities in charge of VET education policies and job market efficiency improvement strategies.

3) Identification of main exploitation actions to be carried out

The identified actions included:

- Promotion of the visibility of the project's results.
- Involvement of new actors. For this activity each partner was asked to involve other bodies at national level beyond those already involved in the project. These bodies were asked to be involved as associated partners so as to promote the use of the project outcomes to their end users. The



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associated partners were also asked to publish the information on their newsletters and to put a link to the project web site on their portal.

- Analysis of the impact of the project deliverables on the target groups focusing on how they directly benefited from its outcomes.
- Actions aiming at the project's sustainability
- Publication of articles and web articles
- Organisation of Multiplier Events
- Participation in conferences/fairs

4) Analysis of the results achieved

An evaluation of the exploitation activities has been carried out.

Products to be exploited

The products that have been exploited are the project outputs produced during the project life time and that made available on the WBL 2.0 project portal (<https://wbl.pixel-online.org/>).

To ensure a good exploitation of the project outputs All the deliverables and results produced are made available on the project portal at <https://wbl.pixel-online.org/> and organised so to ensure full accessibility and usability of the contents by the target groups.

The deliverables are accessible without any limitation to the public directly online through dedicated Portal's sections providing a description of the contents and outlining suggestions on how to use them in VET initiatives.

Starting from the Intellectual Output 1 contents providing VET Teachers and Students with effective and easy to use training materials coming directly from a strong cooperation with companies in order to bridge the gap between VET system offer and the needs of the market and motivating students to finish their educational path making the training more practical oriented.

The Intellectual Output 1 contains:

- Video interviews to company managers and experts, to provide VET students with a better understanding of companies' expectations, according to a Work Based Learning approach.



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The interviews can be used by VET learners autonomously or by VET trainers to enrich their classroom activities with specific knowledge, competences and skills coming directly from real business case scenarios.

The Video interviews meet the expectations and needs of VET trainers and students and representing real scenarios within the Business environment.

Video interviews are accessible on the project Portal <https://wbl.pixel-online.org/-video-interviews.php>.

In line (and even beyond) with the planned indicators more than 60 interviews are available on line, each subtitled in every language of the partnership.

- Video Testimonials with successful entrepreneurs and companies' managers.

The videos demonstrated their full potential in enhancing VET students' motivation to complete their studies underlining the consistency between what they learn at school and the needs of the job market.

The project partners experts, representing the VET sector and needs, have cooperated with Companies' in order to produce the Video Testimonials.

Testimonials are accessible on the project Portal <https://wbl.pixel-online.org/-video-testimonials.php>.

In line (and even beyond) with the planned indicators more than 60 are available each subtitled in every language of the partnership.

- Learning objects, to be used by VET trainers to challenge their students and help them to build specific knowledge, competences and skills, coming directly from the market.

Learning objects are available together with their Video interview of reference on the project Portal <https://wbl.pixel-online.org/-video-interviews.php> and also downloadable from <https://wbl.pixel-online.org/-case-scenarios.php>

Project partners have also produced supplementary results that were not recognised as Intellectual Outputs in the project assessment process and that despite not being financed are made available on the project Portal.



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Platform for organising transnational Internships https://wbl.pixel-online.org/virtual_platform/ providing accessibility to:

- Database of companies willing to host a transnational internship.
- Database of students interested to carry out their placement at international level
- Monitoring tools and Assessment tools https://wbl.pixel-online.org/assessment_tool.php for monitoring and assessing work based experiences

Guidelines for the organisation of international internships <https://wbl.pixel-online.org/-guidelines.php> identifying and mainstreaming innovative strategies to ensure that work placements in the web design and social media market reflect the needs and expectations of the business world and the needs and expectations of VET students.

Identification of the Target Groups

The main target groups of the exploitation action have been identified in:

- VET trainers
- VET students
- Companies managers and employees
- VET Schools directors
- Counsellors
- Public authorities in charge of education policies and job creation policies



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Exploitation Activities Carried Out

Promotion of the visibility of the project's results

The activity aiming at the promotion of the project's visibility included:

- Publication of articles and web articles on relevant newspapers and insertion of links towards the project web site on education related web sites
- Organization of Multiplier Events

The project partners made direct contacts with media specialized in VET education and job market policies whose were sent press reviews and information about the project activities and results. As a result of this activity 35 articles about the project were published both on line and on paper reporting the project's results. The articles were presented during national and international conferences. The list of articles, web articles and web sites that made direct links to the WBL 2.0 portal is available on the Exploitation section of the project portal itself (<https://wbl.pixel-online.org/press-reviews.php>).

The project partners also organized specific national events (Multiplier Events) aiming at increasing the numbers of teachers using the project intellectual output and becoming hubs for other teachers and therefore guarantee the sustainability of the project. For each multiplier event the following information has been provided: description of the event, list of participants, signatures, programme and pictures. More than 350 among VET trainers, companies' managers and employees, VET students and public authorities participated in the Multiplier Events. Project partners also participated in 3 further Conferences and Job fairs that also contributed to the exploitation of the project deliverables and achievements.

For the complete list of multiplier events and conferences please see: <https://wbl.pixel-online.org/conference.php> .

Involvement of new actors

This activity aimed at the involvement of new actors as associated partners for the promotion of the impact of the project on its target groups.

This activity included:

Involvement in the project of a number of associated partners who represent the fields of education (e.g. universities, schools, education and training institutions etc). They officially joined by signing a letter of



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endorsement with the official project partners. The associated partners share the project objectives and are interested in being involved in the project activities and in accessing and sharing the project results. They are committed to further promote the project outcomes with their target users. The associated partners were also asked to publish the information on their newsletters and to put a link to the project web site on their portal.

For the complete list of associated partners please see <https://wbl.pixel-online.org/associated-partners.php>

Involvement of Companies that joined the project and were the protagonists, through the commitment of managers and communication experts, of the creation of Video based interviews to provide VET students a better understanding of companies' expectations according to a Work Based Learning approach.

Project partners experts worked in close cooperation with the companies staff in order to plan and implement didactic oriented video interviews with which the WBL 2.0 project provided VET learners autonomously, or through the guidance of VET trainers having the opportunity to enrich their classroom activities, with specific knowledge, competences and skills coming directly from real business case scenarios.

In a similar way, companies representatives were involved in the production of Testimonials of entrepreneurs and employees focusing on their career and on the skills that they look for when selecting human resources.

The active contribution and participation of companies has been therefore one of the qualifying achievements of the WBL project, providing a concrete result in bridging the gap between the VET offer and the specific needs of the job market.

For the complete list of Companies please see: <https://wbl.pixel-online.org/companies.php>

Promotion of the impact of the project on its target groups

The project partners actively worked to make the impact of the project on its target groups as relevant as possible.

For this purpose the partners involved in the project activities VET teachers and school directors, and more than 1 200 students. The involvement refers to the teachers' and students' testing of all the intellectual outputs.



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Actions aiming at the project's sustainability

Project outputs have a strong sustainability potential and will be maintained beyond the project period through the availability of the WBL 2.0 Portal and its contents.

In particular the:

Video interviews to company managers and experts, to provide VET students with a better understanding of companies' expectations, according to a Work Based Learning approach will be accessible on the project Portal <https://wbl.pixel-online.org/-video-interviews.php>.

Video Testimonials with successful entrepreneurs and companies' managers will be accessible on the project Portal <https://wbl.pixel-online.org/-video-testimonials.php>.

In line (and even beyond) with the planned indicators more than 60 are available each subtitled in every language of the partnership.

Learning objects, to be used by VET trainers to challenge their students and help them to build specific knowledge, competences and skills, coming directly from the market are available together with their Video interview of reference on the project Portal <https://wbl.pixel-online.org/-video-interviews.php> and also downloadable from <https://wbl.pixel-online.org/-case-scenarios.php>

Platform for organising transnational Internships https://wbl.pixel-online.org/virtual_platform/

Monitoring tools and Assessment tools https://wbl.pixel-online.org/assessment_tool.php for monitoring and assessing work based experiences

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In order to enhance the project's sustainability the following actions are implemented:

1) Maintenance of the project's portal

The portal is hosted in the dominion of Pixel, and will be maintained active and accessible at least 5 years after the project final date.

2) Continued use of the portal

The VET teachers, the VET directors, and the students have the opportunity to continue to use the project portal with a consequent and possible impact on the long term



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3) Involvement of more stakeholders

The Companies, VET teachers, the VET directors, and the students who were actively involved in the project represents a potential element of multiplier effect, as they are committed to inform their colleagues about the portal and will encourage them to use it.

4) Involvement of Associated Partners

In order to ensure the project's sustainability, the project partnership have involved 47 associated partners, each contributing to the further promotion of the project with new potential stakeholders.

5) Also, the fact that the portal is linked to a number of educational portals fosters its promotion with new stakeholders. Several education and training institutions indeed promoted the WBL 2.0 through a dedicated link on their web site or the publication of articles and web articles (for the complete list please see <https://wbl.pixel-online.org/press-reviews.php>).



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Results of the Exploitation Activities

Visibility of the project's results

35 among newspapers, online Media and Websites dedicated a page and a direct link to the I Have Rights portal. This contribution is very relevant to increase the project visibility with its target users because the web sites listed below are specifically addressed to them.

	<p>WBL 2.0 on Kaunas University of Applied Science's Website</p> <p>University of Applied Science (Kauno kolegija) is associated partner of the WBL 2.0 project. Kauno kolegija's website provides all information about studies, news in university and in what projects it is attending (https://www.kaunokolegija.lt/visuomenei/projektai/). There are many users of Kauno kolegija website that will find out information about WBL 2.0 project.</p>
	<p>WBL 2.0 Project were posted on Gnomi Kilis Blogspot</p> <p>Information on the WBL 2.0 Project were posted on Gnomi Kilis Blogspot, including a detailed description of the project and its outcomes. The project's results described in detail.</p>
	<p>Wbl 2.0 Published on Eidisis newspaper</p> <p>A press article on the WBL 2.0 Project was published on Eidisis newspaper, including a detailed description of the project characteristics and its outcomes. The project's results described in detail.</p>
	<p>WBL 2.0 published on Proini newspaper</p> <p>A press release related to the WBL 2.0 project was published on Proini newspaper, including a detailed description of the project and its outcomes. The project's results described in detail.</p>



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	<p>ZioSem wants WBL 2.0</p> <p>ZioSem agency designs and promote social identity on the internet and help companies to set up and monitor web marketing campaigns.</p>
	<p>Scuola Centrale Formazione, umbrella organization in vocational education, is one of the WBL 2.0 associated partners</p> <p>Scuola Centrale Formazione (SCF) is a no-profit organisation joining together 45 organisations managing about 100 VET centres distributed in 11 regions in the North, Centre and South of Italy. Scuola Centrale Formazione (SCF) collaborates in this project as an Associate Partner, contributing to the impact and dissemination of results.</p>
	<p>WBL 2.0 on Perfect Project' Facebook page</p> <p>In addition to its website, Perfect Project - a Polish research institution specialized in the field of education and training projects - published some information about the WBL 2.0 project on its Facebook page</p>
	<p>Perfect Project, research institute in education, disseminated the WBL 2.0 on its website</p> <p>Perfect Project is a Polish research institution specialized in the field of education and training projects, at a national and international level. Perfect Project manages internships in companies and others vocational training activities for trainees, professionals and teaching staff from all over Europe.</p>
	<p>WBL 2.0 on the website of Instituto Inter</p> <p>Instituto Inter started teaching professionals in 1977 in different areas: Vocational Training, Training for the Employment, Teaching for getting Professional Certificates from the Industry Department, private courses just to learn the profession. Instituto INTER published an article about the main objectives of the WBL 2.0 project on their website in order to promote their benefits among their educative community and so for widening its reach to any person interested in Vocational Training.</p>

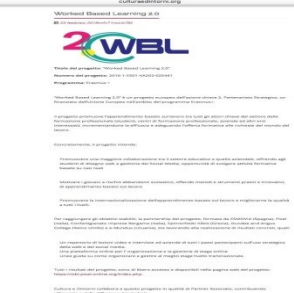





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	<p>Cultura&Dintorni published a news about the WBL 2.0 project</p> <p>Cultura&Dintorni is an Italian association dedicated to the management of European mobility projects. They are specialized in providing traineeships and work placements for VET students and job shadowing for VET staff, school education staff and adult education staff.</p>
	<p>WBL 2.0 on the website of AJEV</p> <p>AJEV is an association from Valencia that promotes and supports young people's business ideas through different activities of training such as workshops, courses and conferences.</p>
	<p>WBL 2.0 published on the Facebook page of Museu de la Festa de Algemesi</p> <p>Museu de la Festa de Algemesi, a company collaborating in the WBL 2.0 project has published on Facebook illustrating their experience in the development of the digital identity of the museum.</p>
	<p>WBL 2.0 Updated news published on Eco di Bergamo</p> <p>An article was published on the most important newspaper in Bergamo that is "Eco di Bergamo". The article tells about the activities related to the WBL 2.0 project and it explains how the internazionalization office in Confartigianato Imprese Bergamo is conducting its works.</p>
	<p>WBL 2.0 In progress news published on Kilkis Press News</p> <p>A press release was posted on Kilkis-press news portal, including a detailed description of the project and its activities, carried out so far.</p>



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	<p>WBL 2.0 published on Bergamo Artigiana Confartigianato's specific magazine for SMEs in the Province of Bergamo</p> <p>An article on WBL 2.0 project has been published in Confartigianato's specific magazine for SMEs in the Province of Bergamo which calls: Bergamo Artigiana. This magazine is regularly read by 14000 entrepreneurs and artisans. The article illustrates the aims of the WBL project and the partners and the companies that have been involved and explains how students and companies may get benefits from their collaboration.</p>
	<p>WBL 2.0 updated information published on Confartigianato Imprese Bergamo Website</p> <p>Confartigianato Imprese Bergamo published on its website a detailed conference report about the annual association assembly, during which, the president Giacinto Giambellini talked about the WBL project. More than 14 000 entrepreneurs were potentially reached by the article</p>
	<p>WBL 2.0 published on Eco di Bergamo</p> <p>An article about WBL Project was published on the local newspaper "Eco di Bergamo" the most popular newspaper in the city of Bergamo (more than 50 000 readers every day). The article tells about our activities on the WBL 2.0 and explains how Confartigianato is involved with its internationalization office in this european project. A large audience has been informed about the WBL project and about it strategies and aims. A message about the importance of involving companies and students in a common project and how this could be very useful to help the economic growth of our territory has been spread.</p>
	<p>WBL 2.0 published on Eidisis Newspaper</p> <p>An article presenting WBL 2.0 Project was published on Eidisis newspaper including information about the Kick-off meeting and a detailed description of activities and expected results</p>
	<p>WBL 2.0 published on Eidisis Kilis news portal</p> <p>An article was posted on Eidisis Kilis news portal to present the WBL 2.0 Project including information about the Kick-off meeting and a detailed description of activities and expected results</p>



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	<p>WBL 2.0 Project published on Proini Newspaper</p> <p>An article presenting WBL 2.0 project was posted on Proini newspaper, including information about the Kick-off meeting and a detailed description of activities and expected results</p>
	<p>WBL 2.0 published on Gnomi Kilkis news portal</p> <p>A press release related to the WBL 2.0 project activities and expected outputs was posted on Gnomi Kilkis news portal</p>
	<p>WBL 2.0 published on Kilkistoday news portal</p> <p>Press release articulated was published on Kilkis Today news portal.</p>
	<p>WBL 2.0 published on Kilkis24 news portal</p> <p>The information about the WBL 2.0 project aims, activities and expected outputs were published on Kilkis 24 News Portal</p>
	<p>WBL 2.0 Published on Epimorfotiki Facebook Page</p> <p>A press release on WBL 2.0 was posted on Epimorfotiki's facebook page, including information about the Kick-off meeting of the project and a detailed description of activities and results.</p>



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	<p>WBL 2.0 published on Epimorfotiki Twitter account</p> <p>A press release related to WBL 2.0 project has been posted on Epimorfotiki's Kilis Twitter account, including the Kick-off meeting of the project and a detailed description of the activities and expected results.</p>
	<p>WBL 2.0 published on Kilkiswebtv news portal</p> <p>A press release about WBL 2.0 was posted on kilkiswebtv news portal, including information about the Kick-off meeting of the project, and a detailed description of its activities and expected results.</p>
	<p>WBL 2.0 published on Esmovia Portal</p> <p>ESMOVIA website includes a section on European project in which it is involved. A page with general information on the project has been published. With 17.000 visualizations every three months in the search engine Google, ESMOVIA webpage is an effective way of disseminating project results. /</p>
	<p>WBL 2.0 published on Confartigianato Bergamo Website</p> <p>Confartigianato's website provides information about the project including goals and benefits for companies, students and teachers. There are many users that may now learn about and news and benefits from the WBL 2.0 project.</p>
	<p>WBL 2.0 Published on Dundee & Angus Newsletter</p> <p>Newsletter , regarding the project, pushed out by Dundee and Angus College to its mailing list</p>

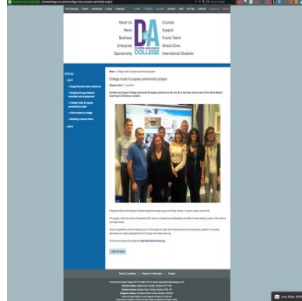
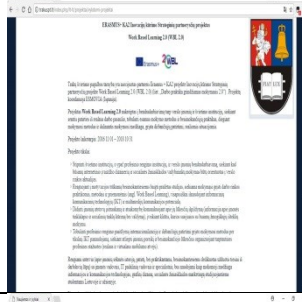

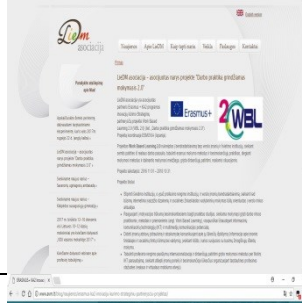



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	<p>WBL 2.0 Published on Dundee & Angus Website</p> <p>News published on Dundee and Angus website in the section entitled after Partners' Meeting</p>
	<p>WBL 2.0 Published on Trakai Education Assistance Authority Website</p> <p>Trakai Education Assistance Authority is associated partner of the WBL 2.0 project. Trakai Education Assistance Authority website provides information all information about activities and news in Centre. There are many users Trakai Education Assistance Authority website that will find out information about WBL 2.0 project.</p>
	<p>WBL 2.0 published on Siauliai Vocational Education and Training Centre Website</p> <p>Siauliai Vocational Education and Training Centre is associated partner of the WBL 2.0 project. Siauliai Vocational Education and Training Centre website provides information all information about studies and news in Centre. There are many users of Siauliai Vocational Education and Training Centre website that will find out information about WBL 2.0 project.</p>
	<p>WBL 2.0 published on Lithuanian Association of Distance and e-Learning Website</p> <p>Lithuanian Association of Distance and e-Learning (LieDM) is associated partner of the WBL 2.0 project. LieDM website provides information all information about studies and news in association. There are many users of Lithuanian Association of Distance and e-Learning (LieDM) website that will find out information about WBL 2.0 project.</p>
	<p>WBL 2.0 published on Graičiūnas School of Management website</p> <p>Graičiūnas School of Management is associated partner of the WBL 2.0 project. Graičiūnas School of Management website provides information all information about studies and news in School. There are many users of Graičiūnas School of Management website that will find out information about WBL 2.0 project.</p>



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	<p>WBL 2.0 published on Pixel Website</p> <p>Pixel is partner in the WBL 2.0 project. Pixel website provides information about the project together with a direct link to the Portal. There are many users of Pixel's website that may now learn about and benefit from the WBL 2.0 project.</p>
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The project partners participated in the following conferences to present the expected and achieved project's results:

Title of the conference	Place of the conference	Date of the conference
WBL 2.0 Multiplier Event in UK	Dundee (UK)	26 Oct 2018
WBL 2.0 Multiplier Event in Lithuania	Kaunas (LT)	19 Sep 2018
WBL 2.0 Multiplier in Italy	Prato (IT)	12 Sep 2018
Work Based Learning 2.0 Multiplier in Greece	Kilkis (EL)	7 Sep 2018
Work Based Learning 2.0 Final Conference	Catadau (Valencia) (ES)	14 Jun 2018
WBL 2.0 Project at the 4th edition of "Fiera dei Mestieri"	Bergamo (IT)	13 Apr 2018
WBL 2.0 at "Mob2You" Conference	Bologna (IT)	5 Jul 2017
WBL 2.0 Project at the 3rd Edition of the "Fiera dei Mestieri"	Bergamo (IT)	6 Apr 2017

Involvement of new actors

Besides the original project partners, the following institutions are now also involved in the project:

- 57 Companies in 6 different European countries are currently involved in the project and are contributing to the transnational networking on the portal resources.
- 47 institutions officially joined the project as associated partners because they share the project's objectives and recognize the strategic importance of its results.



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The Companies involved at national level are the followings:

Spain

- Ciber Computer Algemesí
- Museo Valencià de la Festa Algemesí
- Exponent
- Pixelarte
- RuralDev
- Social Nest
- Ascensión Latorre S.L.
- ASEPRI - Asociación Española de Productos para la Infancia
- Valencia Language Club
- Instalofi Levante S.I. - FyG Consultores
- El Moli Lab
- Marcate Camisetas S.I.
- ACICOM - Associacio ciutadana i comunicacio
- Asociación de Mujeres con Discapacidad Xarxa

Greece

- Christopher Handmade
- Myrepsos IKE
- Koronidis store
- Rancho Kilkis
- Evridiki Hotel

Italy

- Step3D di Previtali Stefano
- Beltrami Linen Srl
- Indie Studio Srl
- MULTI-CONSULT Srl
- Marketing Km Zero Srls
- Knoweb Srl
- T.Italia (part of OM COMMUNICATION Srl)



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- Food Service s.n.c.
- Sostanza S.r.l
- DATAMOVE
- SIT - Soluzioni Informatiche e Telecomunicazioni S.r.l
- Weelgo Srl

Lithuania

- Relief Organization of the Order of Malta in Lithuania, Kaunas Group
- Starflix Vilnius
- Finances for Family (LT: Finansai šeimai) / Įdomi mintis
- Kaunas Credit Union (LT: Kauno kredito unija)
- The Room of Art (LT: Menų kambarys)
- Contactus / Profesiniai kontaktai
- WEB Partners
- kARTu
- Kregždutė
- Rubbee
- Elinta
- Tomegris
- Kaunas School of J. and P. Vileišiai - multifunctional center (LT: Kauno Jono ir Petro Vileišių mokykla – daugiafunkcis centras)
- NFQ Technologies

UK

- J and C Fancy Dress
- TidyGreenClean
- Karen Hamilton Designs
- The Gin Fest
- Caltech Lifts
- Wilde Mode
- Dark Dundee
- Gamify Ltd



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- Deliciously Dates
- Ninja Kiwi
- Tag Games

For more information about the companies, please see <https://wbl.pixel-online.org/companies.php>.

45 institutions officially joined the project as associated partners because they share the project's objectives and recognize the strategic importance of its results. The associated partners are:

Name of the associated partner	Country	Type of Institution
Binary Pumpkin	UK	Small Enterprise
Developing the Young Workforce (DYW)	UK	Public Body
Ziosem s.r.l.	Italy	Small and medium sized enterprise
Perfect Project Spolka z ograniczona odpowiedzialnoscia	Poland	Small and medium sized enterprise
Scuola Centrale Formazione	Italy	National Association
Instituto Inter	Spain	Private VET School
Associazione Cultura E Dintorni	Italy	No Profit Association
Asociación Jóvenes Empresarios de Valencia	Spain	Empresarial
Istituto Statale di Istruzione Secondaria Superiore "Valle Seriana"	Italy	Secondary School
Municipality of Kilkis	Greece	Public body
The Trade Union of Axioupoli	Greece	Trade association
Municipality of Paionia	Greece	Public body
I.S.S. "G.B. Rubini"	Italy	School General Education Secondary Level
I.T.C. e Turistico Vittorio Emanuele II	Italy	School/institute/Education centre - (sec...
Kauno Kolegija / University of Applied Sciences	Lithuania	Higher education institution
I.I.S. C. Caniana	Italy	School General Education Secondary Level
Istituto Statale di Istruzione Superiore "L. Einaudi"	Italy	Business High School



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Graičiūnas School of Management (AVM)	Lithuania	University College in Higher Education
Aleksandras Stulginskis University Faculty of Economics and Management	Lithuania	University
Scuola d'Arte Applicata Andrea Fantoni	Italy	School/Institute/Educational centre – ...
Associazione Formazione Professionale del Patronato San Vincenzo	Italy	Recognized association
Trakai Education Assistance Authority (LT: Trakų švietimo pagalbos tarnyba)	Lithuania	Budget Institution
Siauliai Vocational Education and Training Centre (LT: Šiaulių profesinio rengimo centras)	Lithuania	Budgetary Institution
Lithuanian Association of Distance and e-Learning (LieDM) (LT: Lietuvos nuotolinio ir e. mokymosi (LieDM) asociacija)	Lithuania	Association
San José Maristak	Spain	VET Center
Regional Unit of Kilkis	Greece	Public body
Directorate of Secondary Education of Kilkis	Greece	Public secondary educational institution
IES Ramón Esteve	Spain	Public School
Agrupamento de Escolas de VILELA	Portugal	Public School
CAMARA MUNICIPAL DE PAREDES	Portugal	CITY HALL
APPIS - Associação Paredes pela Inclusão Social	Portugal	Entrepreneurs Association
ASOCIACIÓN L'ALQUERIA PROJECTES EDUCATIUS	Spain	TEACHERS ASSOCIATION
IES MARÍA ENRÍQUEZ	Spain	VET Public School
IES LLOPIS MARÍ	Spain	VET Public School
CIPFP Ciudad del aprendiz	Spain	VET Public School
IES LLUIS SIMARRO	Spain	VET Public School
IES SERRA PERENXISA	Spain	VET Public School
CIPFP Cheste	Spain	VET Public School
IES SERPIS	Spain	PUBLIC VET SCHOOL



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Xano Channel	Valencia	Association
IES SANT VICENT FERRER	Spain	VET School
Confartigianato della Provincia di Lodi	Italy	Sme's professional organisation
Ninja Kiwi	UK	Software Developer
Tag Games	UK	Software Developer
CIPAT	Italy	VET School Consortium

For more information about the associated partners, please see <https://wbl.pixel-online.org/associated-partners.php>.

Impact on Target Groups

IMPACT on PARTICIPATING ORGANISATIONS

All intellectual outputs impacted on the partnership's working methods and, as a consequence, on the target groups of the partners. In particular:

- Sistema Practices (ES), Angus College (UK), eMundus (LT), Epimorfotiki (EL) are operating in VET training and therefore had already the opportunity to put into practice and benefit from the work based learning approaches, in the field of web design and social media marketing. The project has impacted through the qualification of their training and administrative staff for the organization and the possibility to make use of the Video Interviews, the Testimonials and the Learning Objects developed in the delivery of work based learning lessons.
- Confartigianato Bergamo (IT) represents the companies of the web design and social media market sector and benefited from the project results developing an impact on the capacity of companies to cooperate with the VET system and enhance the matching of the VET offer with their needs.

The WBL 2.0 project involved:

- 57 Companies interested in cooperating with the VET sector
- More than 60 trainers and more than 1 200 students
- 45 Associated partners including VET schools, associations, companies, no profit organisations public bodies, school associations, universities and youth organisations <https://wbl.pixel-online.org/associated-partners.php>



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The WBL 2.0 project involved more than 60 among VET teachers and trainers

The project provided a direct impact on VET teachers and trainers teaching web design and social media market related programs who are acquiring important competences and training materials and tools:

- To adopt innovative work based learning teaching methods and facilitate students understanding which the real companies expectations in real life business scenarios in a transnational perspective.
- To motivate their students to learn by providing them with a more tangible and practical learning approach
- To establish fruitful cooperation with companies

List of the VET teachers and trainers involved is available at: <https://wbl.pixel-online.org/vet-trainers.php>

The WBL 2.0 project involved more than 1 200 VET STUDENTS

The project impacted on VET STUDENTS who:

- Acquired specific knowledge, competences and skills in the field web designing and implementation, understand the potential of the use of Social media for promotional and customer services purposes coming directly from the market through a direct contact with the Companies' expectations and point of view
- Acquired a deeper awareness on the importance that companies give in the selection of their human resources both to the technical and professional skills to perform the specific task, and to the basic and transversal skills that can be acquired only by completing VET education

The WBL 2.0 project involved almost 60 Companies:

The project impacted on the participant COMPANIES, by involving them in the creation of the Video collection of training contents. The Companies are reinforcing their participation to the definition of VET training contents addressed to their future workforce, making sure that VET students get trained to be prepared to match their needs of human resources.

Full list of the involved companies is available at: <https://wbl.pixel-online.org/companies.php>



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