

# Project: WBL 2.0

## Erasmus+ Programme

### Cooperation for innovation and the exchange of good practices

#### Context

The economic crisis that affects all European countries had a strong impact on the already existing "skills gap" in the EU labor market. While 5.6 million young people (36%) is in unemployment situation, the 36% of employers' report that they need to find new recruits with the skills they need. The European Commission's communication, Rethinking Education: Investing in skills for better socio-economic outcomes identified since 2012 quality apprenticeships and work-based learning as a strategic priority and for the purpose activated the European Alliance for Apprenticeship (EAfA).

Within this context the following common challenges and related needs to be addressed are identified:

- VET providers need to ameliorate the cooperation between them and companies to provide a market oriented training offer based on the involvement of companies manager in delivering training activities
- VET providers needs to provide VET students with enhanced Work Based Learning methods and tools based on the full exploitation of ICT and multimedia communication potential to prevent demotivation of the trainees due to the lack of practical application of what they learn in a real business environment
- Apprenticeships lack in effectiveness for the trainees as often they do not provide an international dimension which at the contrary a key issue for the qualification of web design and social media management within a globalized market.

#### Objectives

In order to answer to these needs the project aims to:

- Improve the cooperation between VET providers and companies and enhance the participation of company managers and responsible of the communication in planning and delivering training to students so to better match their expectations as far as the company website and the management of the social media is concerned
- Motivate VET students at risk of dropping out, by providing them with enhanced Work Based Learning methods and tools based on the full exploitation of in person and virtual traineeships using ICT and multimedia.
- Improve the internationalization of the VET training offer and of Work based learning approaches through the exploitation of ICT in order to match the needs of the companies and the expectations of the trainees when organising the transnational apprenticeships

#### Target Groups

The project will involve:

- 50 VET trainers
- 100 VET students
- 10 companies' manager



## Activities

The project activities will be organized in the following phases:

### Phase 1 - Repository of e-learning video lessons and interviews

The project partners will produce Repository of e-learning video lessons and interviews, delivered by company managers and professionals according to a Work based learning approach, to provide VET students that want to become web designers and/or social media managers with an innovative ICT based training offer for better understanding the expectations of the market and of the companies.

#### Deliverable

Availability of the Video collection on the Web Portal including:

- 60 interviews with company managers and professionals of the communication sector carried out (12 in each country)
- Availability of 60 Videos on companies' expectations on website and social media (with subtitles in English and in all partner countries language)
- Availability of 60 Videos on entrepreneurship success stories (with subtitles in English and in all partner countries language)
- Availability of 60 real life case scenarios/learning objects to be used with students

### Phase 2 – Platform for organising transnational Internships

The project partners will cooperate to create a Virtual Platform for Virtual Internships hosted within a dedicated section on to the WBL 2.0 portal providing accessibility to:

- A Database with the profiles of companies interested in developing/improving their company website and/or implement social media marketing strategy and that are willing for the purpose to host a transnational internship.
- A database of profiles of students that are interested to carry out their placement at international level through a mobility internship experience.
- Monitoring tools through which the VET provider, the company and the student can interact and monitor the virtual internship
- Assessment tools with which the VET provider can cooperate with the company in order to assess and validate the knowledge, skills and competences acquired by the student in order to issue the final certification and recognition of the credits according to the ECVET requirements

### Phase 3 – Guidelines for the organisation of international internships

The project partners will cooperatively produce Guidelines for the organisation of international placement

The Guidelines' package will identify and mainstream innovative successful 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 the VET students and VET providers in preparing the future workforce to access to the job market.



#### Phase 4 - Testing

Each of the deliverables produced will be tested in the framework of specific events addressed to the project's target groups. The testing phase will allow the collection of relevant feedbacks from the end users in order to further improve the deliverables produced and create results that are fully consistent with needs and expectations of the end users.

#### Phase 5 - Multiplier events

A number of multiplier events will be organized to disseminate the results reached, methodology implemented and output produced in the WBL 2.0 project.

The participants in the multiplier events will be: VET trainers and company managers.

#### **Expected Results**

The project will achieve the following long term results

VET TEACHERS teaching web design and social media marketing related programs, through their involvement in the project activities, will acquire skills and competences:

- To adopt innovative work based learning teaching methods for enriching their classroom lessons with e-learning materials to facilitate students understanding of what are companies expectations in real life business scenarios.
- To motivate their students to finish their VET training paths, by providing them with a more tangible and practical learning approach
- To implement effective alternance between training and work through transnational apprenticeships
- To establish fruitful cooperation with companies for organising international and virtual placements

VET STUDENTS, through the project deliverables and their testing, will:

- Acquire specific knowledge, competences and skills in the fields of the latest trends in web designing and implementation
- Understand the potential of the use of Social media for promotional and customer services purposes coming directly from the market
- Raise their 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
- Access to guidance materials for their effective participation to transnational apprenticeships experiences
- Get in contact with European companies of the sector in order to carry out transnational apprenticeships virtual or in person and also experimenting forms of teleworking

COMPANIES managers and will benefit by 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.

Also companies will benefit from the improvement of the quality and effectiveness of apprenticeships that can be highly beneficial for their productivity.



The main project deliverables include:

- Repository of e-learning video lessons and interviews
- Platform for International Internship
- Guidelines for the Organisation of International Placement

