PARTNERSHIP

6 partners from 5 different European countries are involved in the project:

ESMOVIA Sistema Practices s.l. (Spain) 🇪🇸

Epimorfotiki Kilkis (Greece) 🇬🇷

Pixel Associazione (Italy) 🇮🇹

Confartigianato Imprese Bergamo (Italy) 🇮🇹

Všį "eMundus" (Lithuania) 🇱🇹

Dundee and Angus College (United Kingdom) 🇬🇧

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WBL 2.0 Work Based Learning 2.0

CONTEXT

The economic crisis that affects all European countries had a strong impact on the already existing "skills gap" in the EU labour market.

While 5.6 million young people (36%) are unemployed, many 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 quality apprenticeships and work-based learning as a strategic priority and for this purpose activated the European Alliance for Apprenticeship (EAfA).

AIM

The project aims to:

• Improve the cooperation between VET providers and company manager to make the vocational training offer in the field of Web programming and Social Media Marketing adherent to market expectation and needs.

• Motivate VET students at risk of dropping out, by providing them with enhanced Work Based Learning methods and tools to develop the skills and competences that are most requested within the job market.

• Improve the internationalisation of the VET training offer in order to match the needs of the companies and the expectations of the trainees when organising transnational apprenticeships.

TARGET GROUPS

The main target groups of the project are:

• Vocational students in the field of web design and social media marketing

• Vocational trainers

• Company managers

EXPECTED RESULTS

The expected projects results include:

• Repository of e-learning video teaching and learning materials on web development and social media marketing

• Collection of interviews with successful entrepreneurs

• Guideline for the organisation of international placement

• A platform for the management of international internships