

WBL 2.0 at “Fiera dei Mestieri” 3rd Edition

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| Date of the event | 6 th April 2017-9 th April 2017 |
| Number of people reached | Around 2.500 |
| Held in | Bergamo, Italy |

Description of Event

Confartigianato Imprese Bergamo organized with Bergamo Province, the City Council, the Chamber of Commerce and other local institutions the 3rd edition of *Fiera dei Mestieri*.

This kind of event was perfect for the promotion of the project because about 2.400 students of 29 professional schools of the province were involved.

The fair included different thematic areas such as commercial services, tourism and sports, woodworking, graphics, beauty services etc, each one represented by one or more technical schools.

During this activity several students and classes of professional schools had the chance to meet artisans/entrepreneurs and talk with them about their jobs and activities.

The fair showed how strong the relation between professional education and SMEs is and the successful outcomes it could produce.

It helped many people, especially young people that were participating at the fair, to choose their own path in the education and to find out more about SMEs and their fundamental role in Italian economy.

This event can be considered an example of best practice because *Fiera dei Mestieri* is a great moment when students can meet different entrepreneurs of different sectors and try to find their ideal job, doing a step forward to the realization of WBL 2.0 purpose.

Outcomes

The fair was very useful to increase awareness in young students about the importance of work experiences and enhance their future perspectives.

It was also a good chance for Confartigianato Imprese Bergamo to increase awareness about professional education and positive outcomes of a collaboration between schools and enterprises.

Many students could test their work skills and show them to other people, as well as comparing themselves with other students and schools.

Video of the Fair: <https://www.youtube.com/watch?v=LsUzs7TC4WA>

