



Confartigianato Imprese Bergamo

| | | |
|-----------------------------------|---------------------------------|---|
| Name of the organisation : | Confartigianato Imprese Bergamo |  |
| Address: | Via Torretta, 12 24125 Bergamo | |
| Tel: | 0039 035274220 | |
| Fax: | 0039 035274221 | |
| Web site: | www.confartigianatobergamo.it | |

| | | |
|-------------------------------------|--|--|
| Name of the contact person : | Marina Roberta Redondi |  |
| Function: | Manager for international affairs and internationalisation of SMEs | |
| Address: | Via Torretta, 12 24125 Bergamo | |
| Tel: | 0039 035274284 | |
| Fax: | 0039 035274221 | |
| E-mail: | euroservice@artigianibg.com | |

Type of organisation:

SME School University Public Authority
 Training No Profit NGO

Other (Specify)

Fields of action :

SMEs Youth Universities Public Authorities
 Equal opportunities Schools Unemployed

Other (Specify)

Description of the organisation

The Confartigianato Imprese Bergamo (former Associazione Artigiani Bergamo – AAB) founded in 1945, is a self-governing organisation under private law and represents 14.000 small and medium companies situated in the district of Bergamo, Northern Italy. Its task is to promote a strong and competitive small business by supporting the member enterprises in providing services. An increasing number of these enterprises has export relationships with foreign clients or is seeking to co-operate in cross-border networks.

Moreover, the Organisation safeguards the interests of small enterprises because it is an ideal place for the meeting, harmonization and promotion of all ancient and modern forces, which distinguishes handicraft market of Bergamo as one of the most interesting, complex and innovative work systems, both at European and at international level.

The Confartigianato Imprese Bergamo provides expert consultancy services, which are usually free of charge. Topics are business management, technical and legal issues, export, technology transfer, environmental protection, marketing, training&education, design, trade fairs and exhibitions.

At national level, it is part of Confartigianato System, which is an autonomous and non-political trade-union association, founded on the principle of free adhesion and open to all of the branches of craftsmanship and SMEs. Since 1946 it represents the productive system by combining the trade-union action with services for the enterprises. It was a founder of Ueapme (Union Européenne Petites et Moyennes Entreprises).

The Confartigianato Imprese Bergamo has obtained the quality certification called ISO 9001.

It gives work to 220 employees. It has a specific office dealing with mobility projects. Its personnel has actively participated into Leonardo and Erasmus + programme in order to promote the network between schools, enterprises and youngsters. It has experience on hosting youngsters in SME's, in dealing with local schools for mobility projects and sending mobility experts abroad.

Experience of the organization in previous European projects

Since the '90s Confartigianato Imprese Bergamo has taken part into mobility projects involving companies, professional schools and public institutions. Since 2004 it has been applicant of n. 8 VETPRO projects in the contexts of LLP programme and Leonardo da Vinci programme. As a hosting partner, it has a long experience in the initiatives concerning EU apprentices. As a member of EuroApprenticeship network, it has built a working group of experts in Italy thus promoting mobility of apprentices in Europe.

It has carried out other initiatives (as learning weeks) to create a stronger collaboration between schools and enterprises. It has a large cooperation with mobility actors in European countries. Confartigianato Bergamo passed from 2 Italian Members of its network in 2004 to the present 27 Italian members (professional schools, technical institutions and professional organizations at local, regional as well as national level). After some years of dissemination of good practices and experiences, even Central and Southern Italian members decided to take part into the network. Confartigianato Bergamo has established connections with almost 40 European partners in the last 10 years. More than 250 companies and 150 apprentices and learners were involved in the last 10 years of mobility projects. The Confartigianato Imprese Bergamo promotes together with local administration and school the Festival of SME's activities.

Moreover, Confartigianato Imprese Bergamo has privileged contacts with territorial and regional economic communities. It's a member of Imprese & Territorio that includes all the local SMEs organizations; its training managers are involved in the province of Bergamo in the implementation of young vocational training programs, even abroad.

Experience and Expertise of the organization in the project's subject area

The administrative and financial management of the project activities will be assured by Erminio Marchesi – administrative and financial manager of Confartigianato Imprese Bergamo. His expertise and his professional strictness will be precious for the project.

The project impact evaluation over beneficiaries (as trainers, project experts and apprentices) will be assured by Gabriella Fasulo. She's manager of Education Area and of SMEs training. She will assure the project production suitability dealing with both vocational trainers' constraints and beneficiaries needs.

From an Intellectual Output level view, the participation of Confartigianato will be assured by:

Marina Redondi (project coordinator) with 17-years-experience on mobility. She had several ideas of different mobility projects. She has a long experience as the partners' coordinator, having the responsibilities of management and monitoring.

Alessandra Ghigliazza is Manager of Communication strategies. She will plan and define the product promotion as well as the dissemination activities.

Dragana Kladarin will act as a testimonial of different mobility projects having taken part to different flux in the past involving youngsters and entrepreneurs. Mrs Kladarin will help also with the project management, control, dissemination, and communication to the partners. Moreover, Mrs. Kladarin has also the training experience with youngsters and apprentices before and during the mobility experience. She has also worked with local vocation schools to plan dual training during foreign apprentices' stay in Italy. Marco Trussardi is Manager of Craft – Small and medium enterprises' Area and he can grant the selection of companies.

Contributions that can be provided to the project

During the project Confartigianato Imprese Bergamo will help to ameliorate the cooperation between youngsters and companies to provide a market oriented training offer based on the involvement of companies manager in delivering training activities. Another objective is to 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.

To guarantee the continued visibility of the outcomes of the project Confartigianato Imprese Bergamo will promote the project to the enterprises creating training internships and at the same time creating the guideline for the planning of training internships for youngsters.

Reasons of involvement in the project

In order to answer to the needs of the project Confartigianato Imprese Bergamo will give its contribution in order 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.

Another important aim is the motivation of 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

Contact Person's Experience and Expertise

Thanks the 17-years' experience, Marina Redondi, the Manager of the International Affairs office, was the responsible of all mobility projects that Confartigianato Imprese Bergamo has presented. She has been the coordinator of the partners, having the responsibility of management and the monitoring of it. She has also the role of promoting good practices and the dissemination of results.