

Organisation:	ENAIP FVG
Update:	june 2013
Latest update:	

The aim of this document is to help you with defining and carrying out the best strategy to create impact in your context. Step by step you define for your own organization, region and or country who your target group is what the best strategy is to reach them

	The role of your organization in TRACK
Relevance of the project	<p>Please describe the relevance of this project for your context, how can it be of use for you? (also opportunities for the near future)</p> <p>The project is relevant since the mobility of students and workers will be in the future an increasing activity for our training center. The validation and reconition of the professional competence acquired during the internships is a crucial aspect to guarantee an effective training recognition and usage value toour customers.</p>
Obstacles/ conditions for implementation	<p>Do you foresee any obstacles when implementing the <u>project in your context</u>?</p> <p>Main obstacles could be (are): the availability of companies suitable and available to cover the role of "assessment centers", the availability of a common reference standard of competence descriptors the availability of a software tool facilitating the poduction of the training plan and assessment sheets in many different languages</p>
Solutions	<p>What are possible solutions to overcome these obstacles?</p> <p>To contact and explain in an effective way to the companies the importance of their role and the benefits they can have participating to the initiative. The adoption of the regional standard descriptors of profesisonal competence, which will be easy to understand and translate also by foreign companies. The development and integration of the existing competence mapping software of the FVG region.</p>
Strengths	<p>What are the strengths of your organization in this project? (what can you bring in?)</p> <p>Very accustomed with the issues of competence descriptors and standrds. Wide network of companies to contact. Strong link with the regional governement offices working on competence standards. Strong link with the network of VET providers operating in FVG region. The avaulability of a basic existing competence mapping software of the FVG region.</p>

	Creating awareness: dissemination of the project and outcomes
Target group	<p>Who is the target group for your dissemination activities in YOUR context?</p> <p>companies as far as focus groups are regarded training providers and schools as far as the tools developed are regarded public authorities qas far as the adoption of the standards developed are regarded</p>
What is in it for them?	<p>Why should they be involved/ informed?</p> <p>companies: possibility to become a "certificator" or a member of a network of "hosting company" certificated by the regional authorities thus having advantage for this by the regional govermemnt (i.e. exclusivity of service, better evaluation in bids/tenders, etc..) and income for the certification services</p> <p>training providers: access to an on line tool useful to produce training plans and competence assessment sheets with the EuroPass standard</p> <p>public authorities: guarantee of more quility of training and real usage of the certifications released</p>
What is in it for us?	<p>Why should we approach this target group, why are they important for the project?</p> <p>companies: to build the local network of assessors, to build a local networ of hosting companies</p> <p>training providers: are the final users of the tools, to guarantee an homogeneous approuch to mobility organizationa and management</p> <p>public authorities: they can include in the tenders reference to the standard developed, they can reconize to assessing centers resources and advantages, they can transfer towards the population the information</p>
Activities/ approach	<p>What are your dissemination and exploitation activities to reach this target group? (please keep the excel list with your activities up to date)</p> <ul style="list-style-type: none"> . e-mailing . focus groups . press releases . conference participation
Products/ tools	<p>Do you need any specific tools for the dissemination and exploitation?</p> <p>leaflet describing project aimes and outcomes, advabtage for the companies, advantage for the VET providers</p> <p>mailing list of companies</p> <p>mailing list of stakeholders / authorities</p> <p>website for the project</p> <p>website for the standards and tools</p>



dissemination/strategies of partners