



CaMEO

Work Package 5

Deliverable 5.3

[NATIONAL REPORT PILOTING PHASE: POLAND]

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Piloting testing process: Społeczna Akademia Nauk

It was possible to achieve the pilot-related objectives set in the application thanks to an effective promotional campaign organised in Poland which was conducted as part of the *CaMEO – Career Mobility of Europe’s Older Workforce. Improving and extending the employability of an ageing workforce in Europe* project:

- A leaflet was developed by the partnership. It was translated into Polish and published. The leaflet was distributed during events organised at SAN (conferences, seminars, meetings with employers) in order to disseminate the project results and promote the piloting session.
- An e-mailing campaign was organised; it was addressed to people who are potentially interested in taking part in the project and, according to the piloting phase rules, could visit the platform, register, and fill in online questionnaires upon completing the necessary tasks.
- Telephone conversations with potential pilot participants were made.
- Face-to-face conversations with potential pilot participants were carried out.

The most important event that was supposed to catch the participants’ interest and recruit them was the CaMEO project’s information day. It took place on 17th December 2015. The event was combined with the IT Specialists’ Night, which is a monthly meeting lasting several hours, the aim of which is to consolidate the Łódź circle of IT specialists and to discuss the latest news, possibilities of the industry development, and cooperation between employees of this sector. During the event on 17th December 2015, the partner of which was Społeczna Akademia Nauk, most participants met the criteria for taking part in the project, i.e. they were elderly employees of the IT sector. During the first part of the meeting the project was presented. The project objectives and the most important outputs created so far were discussed, and the partners from Austria, Scotland, Lithuania, and Norway were briefly presented. The participants were introduced to the CaMEO platform. Then information about the pilot of tools was given:

- e-Academy including an e-learning course,
- “Skills Matching Database”, a tool matching skills needed on the labour market to people who have them.

What was also emphasised were the benefits from taking part in the piloting session, thanks to which elderly IT employees could:

- Evaluate their ICT skills based on the European Qualifications Framework,
- Create their own professional profiles,
- Use the e-learning course “Professional Mobility of People 50+ in Europe”.

Also the main tasks of the piloting phase were determined:

- To visit the CaMEO platform and get to know it,

- To create a profile in the database of competences,
- To complete the CaMEO e-learning course (the whole course or at least 3 selected modules),
- To provide feedback: to fill in a questionnaire.

It seems that the recruitment of the group of pilot participants in Poland was successful thanks to the fact that they were informed about the project and the results of the project's research conducted during its first stage, and they could ask questions.

The following step was to initiate e-mail contact with all recruited pilot participants. People 50+ visited the CaMEO platform over several weeks, and during this time they were contacted by e-mail a few times. At the same time, activity on the platform and progress in filling in the questionnaire were monitored.

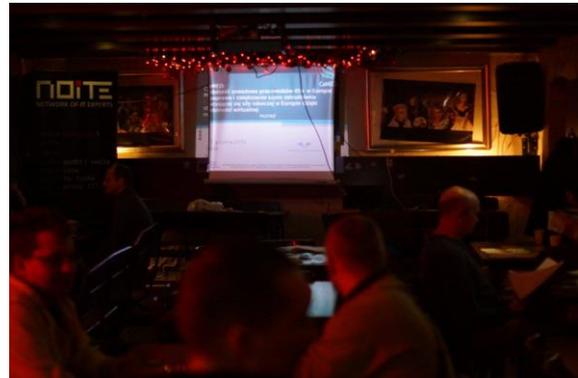
One could hear that the materials were interesting, the platform and the idea for the project were interesting and useful for broadening knowledge of mobility, however, some participants did not have time to complete the piloting phase and fill in the questionnaire. This loss of motivation was noted.

Generally, the following patterns were identified:

1. Potential participants positively evaluated the platform idea and the idea of the project.
2. They did not say they were unwilling to take part in the project, neither did they criticise the platform or its elements. However, not all of those who declared they would take part in the piloting phase completed it by filling in the questionnaire. Some people dropped out.
3. It was necessary to contact the participants and encourage them to continue the activities.
4. During the piloting session, the atmosphere was pleasant and friendly, and people understood that the pilot phase consisted of several activities that had to be done.

The piloting session in Poland was successful: the assumed number of participants filled in the questionnaire.

Photos from the piloting initial session:



LIST OF PARTICIPANTS:



DZIEŃ INFORMACYJNY PROJEKTU CAMEO I WEB2JOBS

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17.12.2015 - Łódź

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DZIEŃ INFORMACYJNY PROJEKTU CAMEO I WEB2JOBS

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