



Second Chance Project

## Exploitation Plan and awareness campaign

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This document present the exploitation strategy and the activities foreseen to raise the awareness around project outcomes and support the exploitation.

In particular the document specifies the idea of creating a “2<sup>nd</sup> chance friendly company label”, a 2<sup>nd</sup> chance award for learners and a workshop for stakeholders and decision makers on cantonal level. All three actions are part of the project’s exploitation plan and of the raising awareness campaign.

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## ***Introduction***

Raising awareness and exploitation of results will be first of all pursued and enhanced by the specific nature and characteristics of the Consortium, that represents a multi-stakeholder network, representing a variety of groups, competences and interests, involving:

- Institutions in charge of implementing regulations and qualification systems.
- VET institutions (public, private), trainers and their associations.
- social partners representing workers (including those at risk) and companies (they are active members of the coordinating Institution P0).
- Policy makers (European, national, regional, local authorities and their associations).

Exploitation and raising awareness campaign (and other dissemination activities) will be strongly interlinked:

- As far as Switzerland is concerned the role of the P0 will be of the utmost importance at the local level (Ticino), in order to involve in the awareness raising campaign all relevant stakeholders and institutions (beginning from the associated partners), ensuring by this mean the actual exploitation of the Model beyond the conclusion of the project, the role of the P2 will be fundamental in order to spread the results and foster the exploitation of the model in a larger arena, involving associated members and national stakeholders.
- As far as the European dimension is concerned, members of the Consortium and associated partners will activate their networks in order to disseminate and exploit the results
- “Benchlearning ” – combining benchmarking of good practices and lessons learned by developing the Model – will be the method that will be used for organising the communication flow between the partners and with the wider audience of stakeholders and VET actors. This is a method of making benchmarking a pro-active tool instead of the descriptive tool that is normally used. Benchlearning addresses all involved experts and helps them to document the information concerning the state of the art in their country concerning how to cope with early school leaving and correlated risks of exclusion, fostering the development of adequate learning opportunities based on a clever mix of formal training, experiential learning and validation of informal learning outcomes.
- The raising awareness campaign will involve all the relevant stakeholders and VET Institutions in Switzerland and in the partner countries.

In order to reach the direct target groups, a the exploitation plan will be drafted and will be reviewed and monitored during the project lifespan. It will use a variety of communication channels with the ultimate objective to engage stakeholders in the network by creating awareness, interest, desire, and action. Segmentation of the target groups will be based on prior knowledge of the project/issue at hand, opinion, preferred language and channels, in order to differentiate communication according to local needs and cultures.

In principle, the existing extensive and inclusive networks of the partners involved will be exploited so as to reach the target groups and achieve a massive participation.

The direct target groups addressed by the project will be actively involved during the whole implementation of the dissemination plan by contributing to the exchange of information and experience in good practices related to the objectives of the project.



The Raising awareness campaign will play a fundamental role for disseminating the results, being at the same time the pillar for the exploitation. This campaign will particularly focus on gaining the consensus and the participation to the implementation of the Model (offering workplace learning settings) of companies active in the retails and sale sector, initially in the testing area (Ticino), and in the middle term at the national and international levels. A Label (“Second Chance Friendly Companies”) will be created and promoted, on the basis of requirements defined by the Transferred Model concerning characteristics and workplace learning settings provided by the companies. A yearly promotional event , aiming at awarding successful participants who profited of the Second Chance Model for gaining a qualification, will be organized in correspondence with the Swiss Lern Festival (managed by the P2 all over the Switzerland since 1995); it will make this Campaign visible at a national and transnational level.

Considering the nature of deliverables (a comprehensive model, including methods and tools for implementing flexible and personalized qualification pathways exploitation of the results) the following activities will be privileged:

1. Web based information and updating using web sites of partner institutions, and mainly the dedicated web site of the project <http://secondchanceproject.net>
2. Publishing of articles and information, through specialized media and also through other printed and on-line media.
3. National Stakeholders Meetings (workshops) in each country, in order to strengthen the links between information and exploitation
4. The Raising Awareness Campaign including the Second Chance label and Award, for valorising the Model and project products, safeguarding their sustainability through the commitment of stakeholders, VET Institutions associated to the Consortium, umbrella organisations and etcetera.
5. The formative workshop addressed to stakeholders, VET actors and practitioners, in order to help them learning how to use the Model implementing it in their daily activities in the field of qualification

## **1. “2nd Chance Friendly Company”**

The idea of creating a 2<sup>nd</sup> Chance Friendly Company label is to award companies that invest in their unqualified employees and support them to attain a basic vocational qualification.

The label has the function of a communication tool, through which the importance of companies in the qualification pathway of adults wanting to gain an initial qualification can be highlighted. The label shall have a positive effect on the image of the companies achieving it, showing that the company effectively supports and facilitates access to qualifications for all levels of their staff. This should have beneficial effects for the communication inside and outside of the company.

The 2nd Chance label will help encouraging employers to consider the importance of helping their unqualified employees to access a basic vocational qualification. Organisations need to



remember that basic vocational qualifications of their staff are often a prerequisite, needed to ensure that the employees can access development opportunities.

The following elements of the 2<sup>nd</sup> Chance label need to be defined:

- The standard: indicators that have to be met by the company
- The assessment process: how are the indicators assessed? Who assesses? Who's the "recognition body"?
- Promotion of the standard towards companies
- Piloting assessments and recognition

### 1.1 The 2<sup>ND</sup> Chance Standard

The key question regarding the definition of the 2<sup>nd</sup> Chance Standard is: **how can an employer effectively support unqualified employees on their pathway towards a basic qualification ?**

Based on our experiences, low qualified employees will need clear and transparent information and guidance, active encouragement, learning opportunities at the workplace, financial support and flexibility regarding working and learning time.

These elements can be transferred into a 2nd chance Standard grid with "principles" and "indicators":

Nr	Principle	Nr	Indicator
1	Access	1.1	There is equality of opportunity for development and support regardless of the level of qualification of staff
2	Information, encouragement and guidance	2.1	There is active information and guidance regarding qualification pathways, learning opportunities, financing models etc.
		2.2	Employees are actively encouraged and motivated to gain a basic vocational qualification
		2.3	Continuous guidance along the qualification is secured
3	Directed learning at the workplace	3.1	Employees on the pathway to a basic vocational qualification have the possibility to learn at the workplace and receive qualified support / teaching.
4	Financial support	4.1	The company offers financial support to the learner, for example in form of paid school time
5	Flexibility	5.1	Employees on the pathway to a basic vocational qualification have the possibility of flexible working hours



## 1.2 Assessment process

There are two possible models to organise the assessment process:

1. **Assessor model:** 2<sup>nd</sup> Chance-Assessors visit companies and conduct interviews with management representatives and employees. Through the interviews, the assessor collects evidence regarding the indicators defined in the 2<sup>nd</sup> Chance standards and writes an assessment report. If all indicators are met, the assessors suggest to the “recognition body” that the company should be awarded with the label. The recognition body takes the final decision. If not all indicators are met, the company receives additional time to fulfil the standard.
2. **Self-evaluation:** Companies that want to achieve the standard elaborate a written self-evaluation based on the 2<sup>nd</sup> Chance Standard. The self-evaluation is being checked and rated by qualified evaluators. The evaluators might ask the company for further and/or more detailed information. Based on all information gathered the evaluator makes a proposal to the “recognition body”, which then takes the decision whether or not to award a company with the label. If not all indicators are met, the company receives additional time to fulfil the standard.

Thanks to the interviews, the assessor-model has the advantage of receiving a very clear picture of the situation in a company. But the assessment process is costly for the company: the preparation for the assessment and the interviews are quite time intensive.

The self-evaluation model is more efficient: it is less time consuming for the companies, especially if the questionnaire for the self-evaluation is kept simple. During the project phase the Swiss Steering Committee can act as “Recognition body”. P2 (SVEB) can provide the secretariat work and evaluate the self-evaluations of companies.

At the November 2014 Meeting in Berlin, the project team agreed to work with the self-evaluation model.

## 1.3 Promotion of the standard

Promotion of the 2<sup>nd</sup> chance label is delicate: many companies are not very keen to actively communicate that they employ unqualified staff. Also, the term “second chance” is not connoted very positively. Which company wants to be a “second chance company”?

The solution to the problem might simply be to change the name of the label into something more positive (something like “Investor in people”). Yet, there remains a dilemma: as the label should serve as a communication tool for the basic ideas of our project, the label should have a more or less clear link to our topic of second chance education.



At the November 2014 Meeting in Berlin, the project team created the following ideas for the name of the label:

- Chance Giver
- Talent development
- Promoting Staff
- Upgrade your staff
- Learning company
- Move, moving up, moving on
- Qualifier label, company with a Q
- Qompany: invest in quality, invest in qualifications
- Creating chances label

For the duration of the pilot phase, the name “**CHANCE GIVER**” is chosen as name of the label.

#### 1.4 Next steps / piloting

	What	When	Who
1	Discussion / definition of the standard	Berlin Meeting	All partners
2	Discussion / definition and the assessment process	Berlin Meeting	All partners
3	Development of self-evaluation grid and glossary, definition of name, production of leaflet and presentation for companies	December - January	SVEB
4	Initiating the pilot: identifying 3-4 companies, that might be interested to be awarded (companies involved in the Swiss pilot) and motivate them to become a “2 <sup>nd</sup> Chance company” and to participate in the pilot	Feb- March	SVEB, all partners
5	Piloting of the assessment process: <ul style="list-style-type: none"> <li>- Self-evaluation of pilot companies</li> <li>- Evaluation</li> <li>- Recognition through Swiss Steering committee</li> </ul>	April – August	Pilot companies, SVEB, Swiss Steering committee
6	Documentation and active communication <ul style="list-style-type: none"> <li>- “Normal” dissemination activities</li> <li>- Award ceremony as part of the Lernfestival opening ceremony</li> </ul>	August-October	SVEB, all partners



## 2. 2nd Chance Award

The idea is simple: the “2nd Chance Award” honours adults, that have successfully achieved a basic qualification on a second chance pathway. As the label for companies, the award for learners has the function of a communication tool. It motivates adults that are at the beginning of the pathway to go the same way: Awarded adults are portrayed and the portraits serve as success stories.

As part of the Lernfestival SVEB yearly awards adult learners with exceptional learning pathways with the “Prix alice”. In 2015 the “second chance award” can be included into Prix alice as a “special price”. We propose that for this purpose, additional award criteria are defined and a member from the 2<sup>nd</sup> chance project team is delegated into the Award Jury that is constituted by SVEB.

### 2.1. Award criteria

The award criteria of “Prix alice” are:

- The learner has improved his/her quality of life through learning
- The learner has mastered obstacles on his/her learning pathway
- The learning pathway is considered as motivating for other learners

The **additional criteria** for the “Second chance award”:

- The learner has achieved a basic vocational qualification

### 2.2 Next steps

	<b>What</b>	<b>When</b>	<b>Who</b>
1	Discussion / definition of the Award criteria	Berlin Meeting	All partners
2	Release of the call, special dissemination among providers of second chance courses / our pilot course	March	All partners
3	Deadline for learners to submit their learning biography	End of June	Learners
4	Evaluation through price Jury	July - August	Jury
5	Award ceremony as part of the Lernfestival opening ceremony	Mid September	lernfestival

### 3. Workshop for decision makers on cantonal level

Second chance qualification is very much depending on the initiative of decision makers in the cantons. In the Swiss federal system they are the key players regarding the definition of learning pathways and financing schemes. Therefore, they are one of the main target groups for exploitation of the second chance project's results.

The goal of the workshop is to

- Make the second chance model and its special features known (modular approach, recognition of partial qualifications etc.)
- Define and discuss the implementation of the model on cantonal level.

#### 3.1 Workshop design

	<b>What</b>	<b>Minutes</b>	<b>Who</b>
1	Introduction	15	SVEB
2	The second chance model Results of the piloting phase Discussion	120	tbd
	Lunch break	60	
3	Working sessions 1. Situation regarding second chance programs in the cantons 2. Possibilities and challenges to implement the model 3. Next steps / action plan	45 (each)	tbd
4	Evaluation	30	all

#### 3.2 Next steps

	<b>What</b>	<b>When</b>	<b>Who</b>
1	Discussion / definition of workshop program	Berlin Meeting	All partners
2	Invitation to cantonal decision makers	March	SVEB
3	Preparation of the workshop	June - July	SVEB, tbd
4	Workshop and evaluation	End of August	tbd