

EuroCRAFTS 21
making european handicraft sustainable



Valorisation reports

Christopher Manstein (coordination)

December 2010



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www.eurocrafts21.eu

Vienna, December 2010

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Valorisation Report - Austria



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Christopher Manstein – Factor 10 Institute (Austria)
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Vienna, December 2010

1. Introduction

The valorisation strategy of the Austrian partnership is concerned with the exploitation of the project's outcomes and results so that the achievements of Euro Crafts 21 are sustained and continued after the project has ended. The Austrian partnership with plenum, Factor 10 and Meisterstrasse Austria stands for a variety of valorisation activities that began during the project and will continue after its closure.

A main focus of the valorisation activities in Austria was to cooperate with important **multipliers** right from the start of the project.

The Austrian project team was in close contact with the CSR (Corporate Social Responsibility) Department of the Austrian Foreign Trade Promotion Organisation ("Wirtschaftskammer Österreich"), who has a high interest to disseminate and valorise Euro Crafts 21 outcomes and results to its own member companies, its daughter association respACT (Austrian Business Council for Sustainable Development) as well as to its **consultants and trainers**, who teach at the WIFI Österreich ("Wirtschaftsförderungsinstitut"). Additionally we had talks with the Federal Ministry of Economy, Family and Youth who emphasize in its strategy on small- and medium-sized companies in Austria and who has similar interest to valorise the Euro Crafts 21 results.

During the project we also involved **students** from the University of Life Sciences ("Universität für Bodenkultur Wien") from the Faculty of Bio- and Resource management, to introduce them to the methodology of the self-assessment tool. Furthermore we built up contacts to the final and long-term target group of the project, the **crafts enterprises** themselves.

Meisterstrasse informed their **regional partners** and their 250 (now 306) member enterprises regularly about the project and generated interest in participating the programme. In the project itself we involved three member enterprises (+ one external pilot company) as pilot companies and received valuable feedback for further implementation (see implementation report). Additionally we involved the "Reparatur- and Service Center Vienna" (a network of companies dealing with recycling of electric products), who is already familiar with the methodology. Sepp Eisenriegler, the general manager of the network, attended the kick-off event and gave an interview for the radio podcast, one of our dissemination products. He pointed out that this management tool (especially the self-check) can be easily used again and again. It is therefore interesting for companies, who already used it, to use it again (checking the development of the single areas of their company).

Already during the project we experienced high interest in the Euro Crafts 21 results, especially from trainers and consultants. Therefore we invited one in Austria well known consultant-networks, the Eco-Business-Plan Vienna ("ÖkoBusinessPlan Wien"), dealing with similar topics like environmental management and sustainability reporting, as well as a brand new consultant-network "netz.werk.stAdt", dealing with several topics of sustainable management (leadership, teambuilding, reporting, etc.), to the final event. For these the train-the-trainer concept of Euro Crafts 21 is especially valuable.

Last but not least, plenum academy will integrate the results of the project in its running curricula of seminars, courses and trainings. This can be done easily thanks to the modular structure of the final results (CD-ROM and Web tool).

2. Impact and Sustainability

Impact on target groups and sectors:

The primary target group of the project (instructors, trainers, teachers, teaching professionals and consultants) was directly addressed through the train-the-trainer workshop and the train-the-trainer concept. This is not only useful for the project implementation, but also for the further implementation.

The long-term target group (crafts enterprises) was regularly informed about the project and four of them participated in the pilot testing. With the experience they made, they became important multipliers for Euro Crafts 21, telling other companies about their results (e.g. at the final event or in the radio podcast).

Through newsletter announcements from the Austrian partnership, especially from plenum and MEISTERSTRASSE, further stakeholders were informed about the project.

Indicators (local, regional, national):

10 trainers participated in the train-the-trainer workshop of the project. They came from different regions of Austria (Styria, Upper Austria, Vienna). Besides the participants there were more interested teaching and consulting persons for whom a train-the-trainer workshop could be offered after the projects' closure.

More than 20 enterprises all over Austria (Styria, Upper Austria, Tyrol, Vienna) were interested in participating in the pilot testing. According to the limited resources, we could only involve four companies, who became important multipliers of the project. See above. plenum and MEISTERSTRASSE started to develop a smart package for interested companies to implement the developed Euro Crafts 21 results in an effective way.

Impact statistics

Target groups of professionals:

Employers and self-employed persons, trainees, apprentices, adult learners, trainers, teaching professionals and managers of small enterprises.

Number of people directly addressed during the project:

- 10 trainers were trained in the train-the-trainer workshop in May 2009.
- 14 persons and 6 Austrian trainers were involved in the pilot testing from January till May 2010.
- Others:
 - 1.300 contacts from plenum (partners, small and medium sized companies, public authorities, science institutions, educational and training organizations, consultants);
 - 3.000 contacts from MEISTERSTRASSE (members = small and medium sized craft-companies, public authorities, multipliers of 6 Austrian federal States, target data sets).

Vocational Field: Craft skills

Level of education: Post-secondary non-tertiary education – level 4 – pre-vocational and vocational programs (work based)

Economic sector: Manufacture of fabricated metal products, Manufacture of food products, Manufacture of furniture and other manufacturing.

3. Valorisation of project results

One of the main objectives of the project was to sensitize and develop competencies of the target group (instructors and teachers in the vocational training, entrepreneurs and executives of the handicraft, supervisors e.g. consultants and multipliers) concerning sustainability management. This happened during the project and will be continued after its closure.

In Austria qualification tools especially for crafts enterprises are scarce. Therefore the Austrian partnership

1. will enforce especially the self-assessment methodology in crafts enterprises (MEISTERSTRASSE) as a first step;

2. will embed the developed qualification modules in existing curricula of the plenum academy (plenum), addressed target groups are trainers, consultants, entrepreneurs and multipliers;
3. will disseminate actively the CD-ROM, the link to the web tool and the brochure to interested target groups and provide them on request, since it is possible to use the developed results independently without consultancy (e.g. with the train-the-trainer concept);
4. will network with similar initiatives and projects (e.g. other Leonardo-Projects).

The way of valorisation

1. More than 20 of member enterprises from MEISTERSTRASSE were interested to participate in the pilot testing of the project. We decided to choose four of them as pilot companies of the project, for the others MEISTERSTRASSE is planning to develop a follow-up-project.
2. plenum academy (the training unit from plenum) is planning to integrate parts of the developed consulting and qualification modules into existing training programmes. The flexibility of the developed tool turns out to be very beneficial for the target group (trainers, consultants and craftsmen), since they can choose according to their needs. Concretely we are planning to resume and integrate project results in the following courses, when applicable:
 - CSR (Corporate Social Responsibility) Courses, addressing employees;
 - Sustainable Leadership Seminars, addressing executive managers;
 - Pioneers of Change Courses, addressing young social entrepreneurs;
 - and further education services to be developed in the near future.
3. In the framework of the valorisation activities, plenum would like to extend the target group on small and medium sized enterprises (most of them belong to the crafts sector, but not all of them), since the tool seems to be well applicable in other sectors too.
4. plenum participates in another crafts-project of the Long Life Learning programme, which is called "cr@ftsman". In this project the findings of Euro Crafts 21 are acutely helpful for the new e-learning product, also addressing craftsmanship, and furthermore interesting for the partners.

According to the cooperation with the Austrian Foreign Trade Promotion Organisation, there are plans to integrate parts of the Euro Crafts 21 tools into existing adult education programs. A strategic meeting is planned with the responsible person in January (after the projects' closure).

So in all these activities there is particularly high diffusion effect expected and they have direct transfer to the domestic economy.

4. List of organisations to be approached for further valorisation purposes

The Austrian partnership has different approaches for further valorisation activities, which fit perfectly together. MEISTERSTRASSE focuses on the final target group the crafts enterprises, plenum on multipliers (networks of trainers/consultants/sustainability pioneers, public authorities, universities) and Factor 10 Institute emphasises the exchange in the scientific community.

Selections of organisations, which will be approached, are:

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- Actually 306 Member enterprises of MEISTERSTRASSE;
 - Consulting networks like the Eco-Business-Plan Vienna, netz.werk.stAdt (see before);
 - Austrian Foreign Trade Promotion Organisation (see chapter 1);
 - Other EU projects (e. g. cr@ftsman);
 - respACT – Austrian Business Council for Sustainable Development (see before);
 - Alumni network from plenum;
 - Other educational institutions (e. g. WIFI).

Valorisation Report - Finland



Raisa Leinonen, Sirpa Rynnänen
Savonia University of Applied Sciences, Kuopio Academy of Design

Kuopio, December 2010

Introduction

The Kuopio Academy for Design is planning to resume the project results in the teaching of basic and adult education. The new curriculum for the next five years is in reformation process during 2010-2011. Parts of EC21-modules will integrate to the curricula and used them also in design services and further education for companies.

There is a working/serviceable network in the fashion design with KAD and subcontractors. In this cooperation KAD will use the EC21-process when applicable.

Kuopio Academy of Design will offer tailored courses to craft sector businesses where the material developed in the pilot project can be used. The concept and materials can use to create pre-structured courses or theme-seminars for the local businesses. As the concrete nature of EC21-modules, it is easy to expand the use to the adult education programs and to the further education (short-term) courses. There are possibilities to arrange 5-6 courses/year. There have also started the design of new curricula for the *specialization studies (30 credits)* where the EQCC will be in central position. There are also needs for the e-training materials and modules and increasing pressure to the paid international trainings.

Impact statistics

Target groups of professionals:

Teaching professionals, trainers/crafts consultants, and managers of small enterprises.

Number of people directly addressed during the project:

- 4 trainers/crafts consultants and 1 professional teacher were trained in the train-the-trainer workshop in May 2009.
- 4 entrepreneurs and 2 Finnish trainers from Taito organization were involved in the pilot testing from August 2008 until May 2010. 1 trainee was working as an assistant for the piloting.
- Others:
 - 380 persons (small and medium sized companies, public authorities, educational and training organizations, consultants, professionals) in different kind of meetings, seminars or other functions

Vocational Field: Craft skills, Humanities and Arts/design

Level of education: Higher and vocational education

Economic sector: Manufacture of textiles and ceramics,

Valorisation of project results

As in dissemination process in valorisation the Kuopio Academy of Design is cooperating the Finnish Taito Group Crafts Organisation. Two of the trainers/crafts consultants from Upper Savo and Nilsia regional Crafts Associations were involved the EC21-project.

In Finland the qualification tools are used in:

Kuopio Academy of Design (KAD)

- the consultancy processes with the crafts entrepreneurs and other enterprises
- specialisation training program (30 credits) for professionals
- other further education services

- e Learning courses, designing in near future

If given the opportunity of e-learning, more target group companies could be reached. TtT – workshops could be targeted especially for e-teachers. Emphasizing the role of e-learning would mean developing courses designed to be suitable for e-learning purposes. One of the factors behind this suggestion are the wishes stated by the companies who participated in the pilot project as they wished to have more self-learning material available on the topics discussed in the learning materials.

- dissemination of the CD-ROM and web tool, as well as brochure to interested target groups
- new projects

The Taito Group, Finland

- The Finnish Taito Group Crafts Organization (having 21 regional associates) have the national program for the sustainability, which gives opportunity train the new trainers to the EC21-process.
- further education services

List of organisations to be approached for valorisation purposes

- The Taito Group Finland (21 regional associations)
- Other EU-projects inside Savonia University of Applied Sciences
- Other educational institutions

Networking

During the process, another theme linked to e-learning was discussed. There is an existing need a network for the trainers which would allow them to share their ideas and bring up the experiences on the subject of best practices. Such a network could be extremely useful to especially starting trainers since it would enable them to easily contact more experienced trainers for back up support and serve as a platform for an effortless exchange of ideas. As a practical implementation of the idea, a network website was suggested.

Valorisation Report - Hungary



**Zsuzsanna Tráser Oláh -
Chamber of Commerce and Industry Csongrád County**

Szeged, December 2010

Introduction

The valorisation strategy of CSMKIK is concerned with the exploitation of the project's outcomes and results so that the achievements of Euro Crafts 21 are sustained and continued after the project has ended. We are engaged in high quality valorisation activities.

Our aim of the valorisation strategy was to

- sensitize and develop of competencies of the target group concerning sustainability management,
- supply pilotisation and dissemination of the adapted and supplemented qualification and consulting modules in training institutions and consultancies of the handicraft branch,
- admission of the project results into the systems of vocational training of the partner countries.

In this Leonardo innovation transfer project the original CD-ROM is a very thoroughly developed curriculum with clear aims and objectives. It has a good balance between instruction and consultation. This manual provided excellent ground for innovation transfer and adaptation at national level.

The main target group of the project in Csongrád County is SMEs from the crafts sector □□these entrepreneurs unfortunately do not speak any other languages; therefore, the most concept as well as the links should have been in Hungarian. It was important for the valorisation activity to translate materials/ products into Hungarian as many as we can.

Valorisation activities during the project

A main focus of the valorisation activities in Hungary was to cooperate with important multipliers right from the start of the project.

During the Need Analysis (see "Brief Summary on Need Analysis by CSMKIK") in order to gain further insight to valorisation possibilities of the target enterprises representing the handicraft sector in Csongrád County, we consulted Mr. Orcsik, the Chairman of the Handicraft Branch of CSMKIK and Mr. Szügyi, the chairman Education, Training and Master Exam Working Committee of the CSMKIK.

The Train the Trainer workshop (June 2009) was the good opportunity to involve some teachers and trainers from the target group and we started organization of the EC21 trainer's network.

Representatives of the university and vocational schools showed interest in the Qualification and Consultation Concept, and started looking at parts that may be incorporated into teaching materials for students.

We would have liked to reach out to the wider public during the piloting of qualification and consulting modules, chamber member companies and companies representing the crafts sector. Except for self-check our workshops were open to everybody (representatives of companies and non-profit organisations, trainers).

The Training Department organized its annual training programme to enterprises (mainly crafts sector) that are involved in providing vocational training to students in the framework of apprenticeship contract. These events (October 2009, October 2010) offered a good opportunity for sensitisation and promotion of the concept of sustainability and the objectives of the programme based on the B1 Module.

Impact on target groups and sectors

The primary target group is the members of CSMKIK - as users of the Qualification and Consulting Concept. In this pilot testing phase the number of participants were more than 60. Two companies took part in self-check.

We find more effective to pass on sustainability information and knowledge in a way that in the adaptation we incorporate elements or components of specialized modules emphasizing sustainability aspects to have a good mixture of knowledge sharing and shaping attitudes, and draw attention to the importance of the companies' sustainability.

CSMKIK publishes a monthly Chamber Newsletter which was the influential channel for sharing information on the concept of sustainability among its members approximately 1800 enterprises and their employees. CSMKIK EURO Info Futár (issued by Enterprise Europe Network) reaches out to approximately 1700 enterprises in DKMT Euro Region via electronic mail weekly.

The Education, Training and Master Exam Working Committee of the Chamber working closely with the Training Department was another ground for valorisation since this body brings together representatives of the relevant crafts and trades including handicrafts. We organized the EC21 Hungarian final event (December 2010) in cooperation with this committee with 20 participants. The result of this consultation was the agreement with TISZK institutions of Regional Integrated Vocational Centre to transfer the project results to 40 vocational schools.

Impact on geographical target area

Participated trainers and companies came from Csongrád County (not only Szeged, but also other towns).

Our dissemination activity covered regional level because of Enterprise Europe Network activity.

Through the chamber national network the project results were publicized in 21 other chamber all over the county.

Impact statistics

Target groups of professionals:

Employers and self-employed persons, trainees, apprentices, adult learners, trainers, teaching professionals and managers of small enterprises.

Number of people directly addressed during the project:

- 10 trainers were trained in the train-the-trainer workshop in June 2009,
- 9 persons and 3 trainers were involved in pilot testing of B1 module in October 2009,
- 2 companies with 6 employees and 2 Hungarian trainers participated in the pilot testing of self-check from January till March 2010,
- 51 representatives of enterprises and 3 internal trainers were involved in the pilot testing of specialization modules from March till May 2010,
- Others: 1.800 contacts from CSMKIK (members of the chamber)

Vocational Field: Craft skills

Level of education: Post-secondary non-tertiary education – level 4 – pre-vocational and vocational programmes (work based)

Economic sector: Wholesale and retail trade and repair of motor vehicles and motorcycles, Other manufacturing

Further valorisation activities

We began our valorisation activities during the project and will continue after its closure. The institution of chamber gives the guarantee of further work.

We will disseminate actively the CD-ROM, the link to the web tool and the brochure to interested target groups on the national level.

We will organize tailor-made trainings for SMEs using the EC21 tool. The main topic of the training will be the "Marketing Concepts" and "Project Management" with sustainable management aspects.

We will offer the self-check and consultation about sustainable management topics to our members as the chamber's service.

CSMKIK has its own "training department" and intends to incorporate the results of the project especially the B1 module and the method of self-check in its own annual training program.

Another possibility arises from the fact that the Chamber, in close contact with local vocational schools. The manager of the Regional Integrated Vocational Centre has committed himself to transfer the project results to 40 vocational schools in the region. These schools will incorporate the results into their curricula from the next year. We will start the preparatory work in January 2011.

There is a direct link to the Hungarian Chamber of Commerce and Industry whose forums are excellent channels for disseminating project results particularly at the regular consultations for chamber supervisors of vocational training and consultants. Through the chamber national network, the results will be publicized in 21 other chamber all over the county.

On our official website (www.csmkik.hu) we upload regularly updated information of EC21 products in Hungarian. From this site there is a link to the official website of EuroCrafts21.

We will start the consultancy process with the representatives of the university about incorporation of QCC into teaching materials for students in January 2011.

Also in good opportunities arise valorisation in other Leonardo and Cross-Border-Cooperation project we are involved.

List of organisations to be approached for further valorisation purposes

- Members of the CSMKIK;
- Regional Integrated Vocational Centre (1000mester TISZK);
- Euromenedzser Open Management Centre;
- University of Szeged;
- Hungarian Chamber of Commerce and Industry and their national network;
- The Danube-Kris-Mures-Tisa (DKMT) Euroregional Chamber's Cooperation;
- Other EU project.

Valorisation Report - Slovakia



Ján Václav, Ľubica Žovincová

Trenčín, December 2010

1. Introduction

The valorisation strategy of the Slovak partner is concerned with the exploitation of project's outcomes and results so that the achievements of the project are sustained and continued after the project has ended. Valorisation activities began during the project and will continue after its closure. They reflect the "Qualification needs analysis of needs in Slovakia" and "Stakeholder analyses in Slovakia" made on the beginning of the project.

2. Impact statistics

These should lead to higher competitiveness and environmental behaving.

2.1 Impact on target groups of professionals:

Employers and self-employed persons, trainees, apprentices, adult learners, trainers, teaching professionals and managers of small enterprises.

Codes: STD-OTH, STD-TRNer , TCH-ADV, LAB-SAL, LAB-SELF, TCH-FAC,

Having regard to original idea of project proposal implementation of project has an impacts :

- Changed attitudes of young people, handicrafts and SMEs in LLL process with regard to global trends by conducting the advisory services to SMEs and secondary and tertiary education institutions as well as by organising transfer events based on Euro crafts 21 concept;
- Improvement of communication and flexibility through encouraging implementation of aspects of flexible working methods and communication of social corporate responsibility in SMEs and other organizations in general through developed on Component D of specialized S12 module;
- Better understanding of incentives for implementation of innovation processes though continual awareness on necessity of innovation and organising of trainings and workshops dedicated to implementation of available innovations tools in SMEs;
- Positive attitude of young people for starting own businesses through promotion of Chamber of Commerce and Industry initiative of "Young entrepreneur" supplemented with free package of advisory services respecting their needs

Indicators (Number of people directly addressed during the project):

- 9 trainers were trained in the train-the-trainer workshop in June 2009;
- trainers were involved in the pilot testing from December 2009 till May 2010;
- 2 trainers were involved into dissemination activities (Mr. Benka; Takacs);
- Dissemination of EC 21 concept with stakeholders at 3 dissemination at further transfer workshop and conferences 26.3.2010 in Trencin 11.11.2010 in Vienna and National final event within LdV workshop 25.11.2010 in Bratislava. With total number of participants: cca 95. Particularly were addressed at face to face meetings with 4 directors of vocational schools;
- Others:
 - 1200 mailing contacts from TRC SCCI (partners, small and medium sized companies, public authorities, science institutions, educational and training organizations, consultants);

- 600 contacts persons representing companies, were addressed by leaflet information, and presentation activities.
- Verbal interest for cooperation and interconnection of activities on issue sustainable development and social responsibility of companies with National Agency for Development of SMEs,
- Two stagers, one from Metropolis University from Prague, Czech Republic (Mr. Daniel Foch), and one from Economic University from Prague (Mrs. Monika Kopecka) were involved into adaptations of S modules. One assistant of Trencin University was trained at Training of trainer's workshop. 6 companies did pilot testing.

2.2 Impact on Economic sector

Direct impact of the project is at the sectors: manufacturing of fabricated metal products, manufacturing of food products, manufacturing of furniture and consultancy.

Indicators: there were directly involved following pilot companies:

Company 1: AQUA MINERAL s.r.o.- Dušan Durec

Business sector: food production- mineral waters

Company 2: M&J Trade s.r.o. - Martin Krajčovič

Business sector: trading food products

Company 3: AC3000 s.r.o. - Ján Laurinčík:

Business sector: advisory services on renewable energies

www.ritvapeura.fi/

Company 4: Karol Dubcak- mediator and business advisor

Company 5: Pilamus – Jana Mušaková; Pavol Mušák

Business sector: processing of wood.

Company 6: Gramer. – Mária Gramerová

Business sector: Production of wood furniture and toys.

2.3 Impact on geographical target areas

Pilot training was conducted at the regional level of /code SK 02/ due to the increasing of flexibility of pilot group.

Dissemination and valorisation was conducted at national level – Slovakia /SK/ and partially out of territory in Czech Republic at regional level of /CZ 06/:

Two stagers, one from Metropolis University from Prague, Czech Republic (Mr. Daniel Foch), and one from Economic University from Prague (Mrs. Monika Kopecka) were involved into adaptations of S modules. One assistant of Trencin University was trained at Training of trainer's workshop. 6 companies did pilot testing.

2.4 Impact on the national VET

Project contributes to introduction of new consultancy services and qualification oriented trainings potential for training in Slovak Chamber of Commerce.

2.5 Impact statistics references

Vocational Field: - business administration skills

- Vocational skills considering the labor market needs - 'New Skills for New Jobs'

Codes: 345 Management and administration 342 marketing and management, 347 – working life,

Level of education: further lifelong learning

ISCED 4VPV-WRK -Post-secondary non-tertiary education - level 4 - pre-vocational and vocational programmes - work based

potentially

ISCED 2VOC -Lower secondary or second stage of basic education - level 2 - vocational programmes

Slovak national LdV priorities for transfer of innovations projects:

Project contributes to following national priorities in Slovak Ldv Transfer of innovations.

- Creation and testing of qualities of processes of vocational education including European reference framework of quality education,
- Activities of diverse acceptance and validation of knowledge's gained in working process for support of carrier grows and lifelong learning...

...through adaptation and testing of qualification and consultancy concept EC21 which content is based on needs and working experiences gained in previous analysis and consultancy experiences with handcrafts companies in Germany.

3. Valorisation of project results

One of the main objectives of the project was to sensitize and develop competencies of the target group (instructors and teachers in the vocational training, entrepreneurs and executives of the handicraft, supervisors e.g. consultants and multipliers) concerning sustainability management. This happened during the project and will be continued after its closure.

In Slovakia qualification tools for SMEs and especially for crafts are scarce. Therefore the partner in Slovakia:

- will enforce the self-assessment methodology in crafts and SMEs through implementation of own advisory services on sustainable development,
- will promote the sustainability approach to be implemented in syllabus of vocational schools and other training institutions,
- will offer technical and administrative assistance in transferring the concept within own organizational structures (potential of 7 regional chambers in Slovakia),
- will disseminate actively the CD-ROM, the link to the web tool and the brochure to interested target groups and provide them on request through e-mail news, distribution of materials and organizing dissemination and further transfer workshop events,
- will network with similar initiatives and projects:

TRC SCCI is planning to integrate parts of the developed consulting and qualification modules into own training programmes. The flexibility of the developed tool turns out to be very

beneficial for the target group (trainers, consultants, craftsmen and SMEs), since they can choose according to their needs. Concretely we are planning to resume and integrate project results in the following courses, when applicable:

- CSR (Corporate Social Responsibility) Courses, addressing employees;
- Sustainable Leadership Seminars, addressing executive managers;
- Pioneers of Change Courses, addressing young social entrepreneurs
- and further education services to be developed in the near future.

SCCI participates will look for new initiatives and projects within which could be implemented sustainability approach of Euro Crafts 21.

Having regard to good cooperation with the other stakeholders identified within the Stakeholder analysis in Slovakia on the beginning of a project, there are plans to integrate parts of the Euro Crafts 21 tools into existing adult education programmers.

In all these activities there is a high diffusion and multiplying effect expected.

4. List of organisations to be approached for valorisation purposes

- Member and non-member enterprises (interest expressed in feedbacks)
- Consulting networks like BIC, RPIC, RDA networks, other RC SCCI (interest expressed at the project activities and transfer events)
- National Agency for Development of SMEs (face to face meeting with representative of NADSME)
- Potential partners for future project bearing concept of sustainability of companies (e.g. CBC project partners)
- Other institutions interested in EC21 concept (participants from LdV dissemination events and transfer of knowledge's workshops)

5. Follow up activities

- On-going dissemination of project results thorough putting information to hand-outs during the conferences
- On-going distribution of CDs to interested stakeholders and trainers
- Promotion of tool at www.eurocrafts21.eu
- Continuous offer of consultancy services and trainings on sustainability
- Implementation and development of philosophy into future projects
- Organization of transfer events (III./Q 2011)

Valorisation Report - Spain



Ana Moreno Avena – GesMA

Valencia, December 2010

1. Introduction

In order to the valorisation of the project it will be developed medium and long term results in the respective education systems of the participating institutions.

We will offer the developed materials in form from workshops through the Centro de Tecnologías Limpías (CTL) to the sectorial interested company managers, craft persons, consultants and teaching personal from professional schools and other relevant multiplier actors. We will publish the results in our homepages (CTL and GesMA) and presented in the framework of our regional Conferences. We will publish the results in our magazine and or regional press communication. We will send the resulted materials/products to the interested companies of the craft sector. In addition, GesMA will contact other sustainable and professional educations centres in Spain to disseminate the results of the project EURO Crafts 21.

2. Impact statistics

Target groups of professionals:

Employers and self-employed persons, trainees, apprentices, adult learners, trainers, teaching professionals and managers of small enterprises.

Number of people directly addressed during the project:

- 17 trainers were trained in the train-the-trainer workshop on the 16 and 17 July 2009.
- 9 persons have participated in the kick-off meeting on the 22nd July 2009
- 12 persons and 2 Spanish trainers were involved in the pilot testing from November till March 2010.
- Others:
 - 3000 contacts from CTL and GesMA (partners, small and medium sized companies, public authorities, science institutions, educational and training organizations, consultants).

Vocational Field: Craft skills

Level of education: Company training department, University or higher education institution (tertiary level) and Vocational training center or organization.

Economic sector: Manufacture of chemicals and chemical products, Manufacture of rubber and plastic products, Manufacture of fabricated metal products, except machinery and equipment, Waste collection, treatment and disposal activities; materials recovery, Remediation activities and other waste management services

3. Valorisation of project results

3.1. Euro Crafts 21 Compact

GesMA and CTL will offer the developed materials in form from a three days compact workshop through the Centro de Tecnologías Limpías (CTL) to the sectorial interested companies' managers, craft persons, consultants and teaching personal from professional schools and other relevant multiplier actors. We will publish the results in our homepages (CTL and GesMA) and presented in the framework of our regional Conferences. We will publish the results in our magazine and regional press communication.

The expected timetable for the curs is planned for March 2011.

3.2. Euro Crafts 21 Tool Dissemination

We will send the resulted materials/products to the interested companies of the craft sector.

In addition, GesMA contact the Environmental governmental department and other sustainable and professional educations centres in other regions in Spain to disseminate the results of the project EURO Crafts 21.

3.3. Euro Crafts 21 Self-Check

With the aim of offering an individual form of consultancy to the companies for the accomplishment of „Self-Check" placed on the same platform already contacted with our interest groups to include a maximum number possible of companies. The medium term objective (discussed last year in the kick-off meeting) is to institutionalize „Self-check" as base of evaluation of sustainability for future cooperation with the administration, delivery of environmental licenses, etc. This proposal has to be made still and it will be happened in dependency with the success and interest of the next course for the interested companies and in relation to the interests of the region to implement a policy of sustainable development.

As well we plan to repeat the “Train the Trainer” training course next year for those possible consultants, managers or teachers interested in an application of the evaluation tool of sustainable management into the companies, in order to increase the trainer platform of EC 21.

4 . List of organisations to be approached for valorisation purposes

- AIDIMA, Wood and Furniture Technological Institute
- AIDO, Optics, Colour and Image Tec. Inst.
- AIMME, Metallurgical Tec. Inst.
- AITEX, Textile Tec. Inst.
- IBV, Biomechanics Tec. Inst.
- ITC, Ceramics Tec. Inst.
- ITENE, Packaging, Logistics and Transports Tec. Inst.
- MASUNO, Consulting
- Chamber of Valencia
- CEA, Environmental Formation Centre
- INESCOP, Footwear Manufacturers Tec. Inst.
- Chamber of Commerce of Valencia,
- Centro de Artesania, Centre of Handicraft,
- CEA, Centre of Env. Education,

- Masuno Consulting
- IMPIVA, Institute for SME
- Conselleria de Medio Ambiente, Regional Government, Environmental Department