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V.I.D.E.O.

(Video-CV To Increase And Develop Employment Opportunities)

**FOLLOW-UP NATIONAL REPORT FROM
UK**

UK Report related to:

Perspectives and guidelines for future development of the video-cv tool in the frame of the adoption of the video-cv tool in Germany, Greece, Italy and UK.

Leonardo Da Vinci Programme	Responsible Author: OAKE Europe
Lifelong Learning Programme	
V.I.D.E.O. PROJECT	Printed on: 30/06/2010
The V.I.D.E.O. PARTNERSHIP:	
1. City of Rome – Direction Training - Employment, Rome, Italy	
2. EURO INNOVANET SRL, Rome, Italy	
3. TRUST Technologies and Human Resources for Development and Transfer Ltd, Rome, Italy	
4. Arbeitsgemeinschaft SGB II im Kreis Plön – arge. Plön, Plön, Germany	
5. The Christian Youth Village Foundation of Germany – CJD Eutin, Eutin, Germany	
6. INSTITUTE OF TRAINING AND VOCATIONAL GUIDANCE – IEKEP, N. Ionia – Athens, Greece	
7. Polydynamo Centre of Social Intervention of Cyclades, Ermoupolis, Syros, Greece	
8. OAKE Europe, Manchester, United Kingdom	
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1. Project description (general objectives and expected products)

The project “Video-CV to Increase and Develop Employment Opportunities” (Video) is a transnational Transfer of Innovation project, co-financed within Leonardo da Vinci which is a sub-programme of the Lifelong Learning Programme. The project partnership is composed of institutions from four countries (Germany, Greece, Italy, United Kingdom). The partners are engaged in work that comprises research, communication and professional training that is linked to the labour market. The project is coordinated by the City of Rome and has a run-time from 1.10.2008-30.09.2010.

The main focus of the project is to commonly develop and transfer a new and innovative tool- the Video-CV. The transfer is based on prior experiences in Germany and Italy and is being transferred to the UK and Greek labour markets. The target groups at the start of the project were women and jobseekers over 45 years old who experience higher levels of long term unemployment.

The general objectives as set by the project coordinator are:

- To integrate and strengthen the guidance and counselling services offer with communication tools and technologies
- To design a web-based platform, able to host Video-CVs and facilitate the match between labour demand and supply
- To strengthen the effectiveness of the applicants in the labour market
- To highlight the contribution that the process can have in helping long term unemployed job seekers to the development their own self-esteem and self-evaluation abilities by helping them to recognise the strengths and also possible weaknesses in the area of work and job applications., that is their own professional profiles.
- To acquire proper competences in the use of multimedia communication tools, both by professional employment advisors and job seekers
- To increase the general public understanding regarding the potential of Video CV's
- To offer to employment advisors the opportunity of acquiring new ICT-competences that would be useful in their everyday working lives.

The main products that being developed by the during the project are:

- A Model for the deployment and delivery of the Video-CV tool
- A training curriculum for operators (employment advisors) and technicians
- Experimentation and adoption of the Video-Curriculum tool by counselling and employment centres in the participating countries (only in Italy and Greece)
- A database of around 40 Video curricula published on the project website
- A handbook on “Guidelines to the use and creation of the Video Curriculum tool” addressed to counsellors, vocational guidance operators and technicians.

2. Context

Given the fact that each country has different patterns of labour market integration and different social economic and cultural norms a simple comparison of the partners’ tasks and their implementation is not possible. Therefore as part of the valuation and comparative reports it was important to look at the division of labour between the project partners and their commitment and experiences while fulfilling the tasks. Therefore, each country will be evaluated separately first and then from these reports a final partnership evaluation result will be drawn.

3. Analysis by UK

3.1. UK

In the UK its the responsibility of Job Centre Plus (JC+) to be the main public provider of employment services. They are the governments agency that facilitate the training of people who have experienced long term unemployed and are the major public broker between the supply and demand for labour.

OAKE is a small not for profit company and we met with JC+ on a number of occasions and they were generally very interested in the idea of using Video CV as a tool to engage with the long term unemployed. However to link with such a large public body was difficult and therefore decided to test the concept and creation of a Video CV would be perceived by smaller NGO’s and SME’s in the UK.

In the UK we were expected to produce 3 VIDEO CV samples and through them identify all the key aspects. These were then used to identify good practice and also problems in the initial report that was supplied to the Coordinator. These reports were used as the basis for the development of the handbook which has been produced by the project.

In the UK we worked with 2 local partners in order to produce the sample Video CV’s. These were:

- Peoples Voice Media : <http://peoplesvoicemedia.co.uk/>

PVM are a community based technology organisation who strive to bring the use of technology to “ordinary” people in a way that is meaningful and useful. They have

community based technicians and were contracted to provide the necessary technical skills required when making a Video CV.

- Ex Cell Solutions. <http://www.ex-cell.org.uk/solutions.htm>

Ex Cell are an NGO that provides training to the long term unemployed in particular the homeless and ex prisoners and people with mental health issues. They specialise in providing employment and helping their clients back into real work.

Ex Cell were engaged to identify and support the job seekers who might want to create the sample, Video CV's.

3 Video CV's were created and the people supported through the creation process. Because we used PVM it was not necessary to train people in the use of the technology and in fact they were very proactive in suggesting solutions to the technological barriers that we might encounter if we were using non technical skilled employment advisors to create the Video CV's.

The feedback from the partnership and the local partners was that the VIDEO CV tool has great potential as an additional methodology to help the long term unemployed back into work. However, it could not replace, at the moment, existing job search and applications process.

Some concerns were identified and these were:

- There was a danger that it could lead to further alienation for the long term unemployed who do not have access to Video CV'
- They raised concerns that it could be used in a negative way for example by a racist employer who could just reject someone on the basis of their ethnicity.
- Concerns were raised about language and the problems (barriers) that non native English speaking people might experience.
- All partners strongly identified that the methodology and tool is only effective as part of the on going support process for the clients. This means that the support and counselling skills of the employment advisors can be complimented by the Video CV not replaced. This implies an exhaustive analysis on non-formal and informal skills of the jobseeker, who is forced to find out his "hidden" competences. Also the actual presenting of oneself in front of a camera can be seen as a possible training for a live/real job interview and therefore a much more effective way than theoretical coaching. Interviews with jobseekers showed that they had a better self-esteem and more confidence in finding a job after the production of the Video-CV.

Administrative/Financial Aspects

The project has been managed by the City of Rome. The coordination of the project has been excellent with the coordinator being both very organised but at the same time flexible enough to allow for structural and social and cultural differences of the various partners.

There seemed to be an initial problem with the payments being made on time. We are unclear if this was something related to the Italian National Agency or the internal structures of the Accounts section of the City of Rome. However, this has been resolved thanks to the support and persistence of the project coordinator.

Transnational meetings:

Transnational meetings have been completed in Rome and Thessaloniki. Both meetings have been well managed and productive.

The meeting in Thessaloniki held at the head quarters of CEDEFOP was particularly useful in helping to disseminate the results of the project. But also to help CEDEFOP to inform the partnership about the wider considerations in relation to the wider aspects of training and learning.

The final meeting is planned in Rome in September 2010

3.3 Aspects concerning the general objectives (based on changed work plan agreed at transnational meeting in Rome.

We have conducted an internal evaluation into the outputs of the project. The first self evaluation has sought to identify if the original outputs agreed in the application have been achieved.

This was a simple quantitative report and all reports from partners suggestions that outputs have been achieved. In the UK we were required to:

- Complete desk top research into the potential and current use and take up of Video CBV's. This was completed and a report was made to the Partnership.
- Adapting and integration of the prototypes and realisation of actions propaedeutical to the experimentation and transfer.
To integrate and strengthen the guidance and counselling services offer with communication tools and technologies. This was completed with the help of the project partners in the UK. There feedback and guidance was used to help develop the handbook.
- Because we worked with PVM it was not necessary to train people to operate the technology. But OAKE were involved with the local UK partnes and created 3 Video CV samples.
- Experimentation and dissemination
 - a) Organise and realise two-days informative-training sessions. This was completed with Ex Cell and PVM and a range of other local SME's. This was done through one focus group and then individual meetings with certain people.
 - b) Interview the Managers and operators took place. This included representatives of Job Centre Plus (UK Government) and local SME's who specialise in supporting long term unemployed back into work.
 - c) OAKE collected the managers and operators feedback and used the data to inform the development of the handbook and guidelines.
 - d) Final fine tuning of the model has been taking place based on the initial samples. This data and feedback has been used by Italian and Greek partners who have been creating 40 samples to be hosted on the project web site/platform.

4. SWOT analysis on the perspectives and future development of the Video-CV tool in frame of the adoption of the tool in the partner countries

VIDEO Project, UK SWOT

Strengths	Weaknesses
<p>Partnership: The partnership was strong and brought together people from a wide and diverse set of communities. This was particularly interesting and helped to forge a bond between the partners who have all learned from the project. Part of the strength of the partnership was its ability to be able to achieve the stated outputs of the project while at the same time retaining the flexibility to respond to the reality of local situations in each partner country</p> <p>Subsidiarity: While it is clear that all partners have different social and legal structures and that these mean that we have little consistency across the partnership. It is clear that the different approaches are something that is important to the individual EU countries. We can learn from each other and accept that we still have different cultural and structural infrastructures.</p> <p>Development of a UK wide partnership of volunteers and experts who added value to the research and outputs of the project was facilitated through OAKE Associates. This partnership provides experience and advice, both paid and volunteered to many of our existing projects and programmes.</p>	<p>Expensive to have a large scale roll out.</p> <p>Technology will be a barrier to a lot of the long term unemployed. They will need support and this may not be available via the mainstream providers and will smaller NGO's have the resources to be able to deploy the systems.</p> <p>Possible additional barrier to those people who do not have access to the Video CV creation.</p> <p>Would people who do not speak English as their native language be further disadvantaged?</p>
Opportunities	Threats
<p>New possibilities for working with those who are excluded from the labour market.</p> <p>It is clear that the traditional systems of helping long term unemployed back into work have failed large numbers of people. The VIDEO CV offers another new tool that can help fill this gap in provision.</p> <p>It can be another effective tool to help employment advisors.</p>	<p>Will the proposed system be overtaken by commercial web based providers</p> <p>The cost to doing this large scale will be a barrier to large scale roll out.</p>