



## **Promoting web 2.0 uptake for organisational and personnel development in VET and adult training**

Progress Report

Public Part

## Project information

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## Executive Summary

This report is aimed at all people working in the Vocational Education Training and adult training field and who are interested in innovating their course strategies by integrating more collaborative social media tools within their course concepts.

SVEA aims at increasing the social media uptake within organisational and educational structures within VET and adult training institutions throughout Europe and thus to strengthen the innovation of the VET and adult training sector in all European countries. It directly addresses trainers working in the VET and adult training sector and managers of those institutions interested in modernise their courses as well as their management structures through the use of web 2.0 tools.

The project consortium consisting of three regional innovation agencies from Germany, Italy and Spain, one Welsh College, expert in setting up online learning courses as well as a Belgium network of higher education institution are working very closely together with relevant stakeholders from the five different partner regions to set up a collaborative online platform throughout which the training courses and the training material on how to integrate web 2.0 tools within course concepts but also within the general management of VET and adult training institutions.

The SVEA platform is built using Open Atrium and has been designed to be easy-to-use and intuitive. It is based on the open software Drupal and, as such, it is extensible and customizable. It offers functionalities such as a Wiki, Blog, Social Bookmarking system, micro blogging tool etc. Within the platform the new developed training modules on topics such as online learning, e-moderation, Facebook for Teachers, Blogging for Teachers, Document Sharing for Teachers etc. are integrated and can used for self-paced learning or to train others in the use of social media in VET and adult training courses.

Basis of the training and platform development was a regional needs analysis conducted within all five partner regions during the first half year of the project. It identified the needs, trends and barriers on implementing web 2.0 in Vocational Education and Training (VET) and adult training institutions.

For the second half of the project the focus will be laid on the proliferation of the face to face trainings within the partner regions and of the SVEA platform. Parallel a strong emphasis will be put on the overall dissemination of the SVEA products and the project results throughout Europe by presenting it on different European conferences, publication of articles within relevant journals and organise the final conference at the end of 2011 where the main project results will be presented to a larger audience.

To guarantee a sustainable follow-up and use of the developed products an exploitation plan will be developed and implemented by the whole consortium.

Relevant project links:

Project website: [www.svea-project.eu](http://www.svea-project.eu)

Twitter Channel: <http://twitter.com/SVEAproject>

SVEA on Slideshare: <http://www.slideshare.net/group/svea>

SVEA Platform: <http://svea.csp.it>

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# 1. Project Objectives

## Project objectives

SVEA's main objective is to provide Vocational Education and Training (VET) and adult education staffs with the skills that are needed to remain competitive, and increase visibility in the education market. SVEA means to realize these goals by developing the web 2.0 networking practice in VET and adult training institutions. The following opportunities of using web 2.0 social business networks can be identified:

- Upgrading collaboration competencies through co-development
- More efficient organizational processes
- Providing improved and cutting edge services
- Effective and target oriented communication
- Evolve from a hierarchal model, to complementary and self-organized teams
- Allow learner-centred and self paced learning and teaching methods

To realise these opportunities, SVEA is working on the development of several specialized tools:

1. A custom, face to face training programme, to familiarise VET and adult education professionals with social business networks, and techniques for learning and teaching with wiki's, blogs and podcasts
2. A custom online training programme for the same target group
3. An online platform offering web 2.0 tools to facilitate virtual team management, e-moderation, online learning and content sharing

The project's consortium foresees that the achievement of the above mentioned objectives will produce the following concrete results:

- Development of new forms of working, qualification and communication processes through the usage of innovative, collaborative, net-based technologies
- Upgrade of e-skills in VET and adult training institutions with regard to personnel and organisational development

## Community of users and their involvement in the project

SVEA addresses the collaboration and web 2.0 skills of teachers and trainers in VET and adult training institutions with a special focus on personnel and organisational development.

Trainings will not only empower teachers and trainers within their organisation enabling them to actively co-develop their organisational processes; but at the same time will also enable them to use these tools for learner-centred teaching.

The involvement of the relevant stakeholders in SVEA has begun in the early stage of the project and has followed these processes:

1. The relevant stakeholders were identified through an accurate stakeholder's mapping conducted in each of the 5 partner regions
2. The selected stakeholders were invited to participate in the regional analysis phase to outline their needs, experiences and benefits in the use of social media applications in their training system.

3. In preparation for the round table workshop in each region preliminary interviews were conducted with the workshop participants to get an idea of their knowledge on web 2.0 and the actual integration of web 2.0 tools in their training institutions.
4. In each of the 5 partner regions, the stakeholders were invited to test the SVEA platform for three weeks and provide their feedback on the given functionalities and suggestions on functionalities that need to be modified or added.
5. In the following phases of the project, the stakeholders will participate in free blended learning training sessions developed by the SVEA consortium on how to use web 2.0 for organisational and personnel development as well as on how to integrate web 2.0 tools within their training courses.

### **Impact and benefits for the target users group**

It is foreseen that the project will have the following impact on three groups of stakeholders:

- Teachers and trainers: Upgrading web 2.0 and collaboration competences of teachers and trainers
- VET and adult training institutions: more efficient organisational processes and improved services which leads to visibility and greater competitiveness
- Educational system: further development towards design for all/co-develop approaches

SVEA's main user group will strongly benefit by the so far developed SVEA platform as well as the online training modules which will offer them the possibility to improve their eSkills in the use of social media tools within their training courses as well as getting to know how to work collaboratively online by using the notebook, calendar, blog functionalities within the SVEA platform. Additionally, the management will learn how to use social media tools to improve organisational processes and services within their institutions.

The training institutions can easily download the SVEA platform on their own server and adapt it to their needs and integrate in their organisational but also training processes.

## 2. Project Approach

### Methodologies

The project focuses on web 2.0 uptake in VET and adult training institutions. The main objectives have been and will be achieved following these methodologies:

1. Conducting a needs analysis of the target group in the partner regions
2. Target group oriented training concept
3. Online and face to face trainings on organisational development with web 2.0
4. Platform offering Web 2.0 tools
5. Guideline on successful implementation of web 2.0 in training institutions
6. Strong and consequent stakeholder involvement within each project development phase to ensure target group oriented development

### Evaluation strategy

To ensure target oriented development of the products and the proliferation of high quality the following monitoring and evaluation strategy has been put in place:

- Quality management plan:  
It outlines the mechanisms/tools to evaluate the outcomes of the project with the external end-users in view of improvement of the outcomes (e.g. tools can be satisfaction questionnaires with participants at the training workshops, website user statistics). On the other hand the QM plan outlines the mechanisms to evaluate and constantly improve the project processes with the partners internally.
- Work package work plan:  
Within the work package work plan each WP leader outlined the main activities of each partner within the relevant work package. Additionally, each WP leader has the opportunity to outline potential inconsistencies and risks which have occurred.
- Regular exchange with / evaluation by regional stakeholders  
To have a close link to the stakeholders and to receive concrete feedback from them regular evaluations of the so far developed products have been set up such as the evaluation on the platform demo version in November 2010.
- Regional needs analysis:  
To get to know the stakeholders' concrete needs a regional analysis has been conducted within the first half year of the project. The regional analysis' results form the basis for the development of the training and the collaborative online platform.

### Dissemination and exploitation strategy

The communication strategy of SVEA comprehends two main activities:

1. Develop internal communication strategy defining measures and activities which strengthen the cohesion between project partners in order to (a) build a lively and robust cooperation within the project consortium and (b) facilitate smooth and effective interaction patterns between the different work packages
2. Develop an external communication strategy in order to communicate project's objectives and actions by promotion among the stakeholders and dissemination of the project outcomes towards stakeholders at EU level.

The following activities have been so far part of the external communication:

- Development of the project's website: <http://www.svea-project.eu/index.php?id=3895>
- Communication & dissemination of the project's products, e.g. training materials, training workshops and the web 2.0 platform for training institutions targeted on stakeholders through its own channels.
- Creation of the SVEA Twitter channel (<http://twitter.com/SVEAproject>) and Slideshare channel (<http://www.slideshare.net/group/svea>)
- Development and broad dissemination of two press releases (January 2010; July 2010)
- Development of a project flyer in 5 languages
- Presentation of the SVEA project at international and national conferences, (e.g. "SVEA, Developing Custom Tools to Promote Web 2.0 in VET and Adult Training", ICL Conference, Hasselt (B), 16 September 2010; "Trends beim digitalen Lernen", Stuttgart (D), 6 October 2010)
- Paper submission to the eInclusion Digital Literacy Workshop on 12 October 2010 in Brussels
- Preparation of a paper submission for the EDEN conference taking place in Dublin, 19-22 June 2011
- Publication of an article within eLearning papers Nr 22., "How to promote social media uptake in VET and adult training systems in Europe – practical example of the "SVEA" European project"  
[http://www.elearningpapers.eu/index.php?page=doc&doc\\_id=17588&doclng=6](http://www.elearningpapers.eu/index.php?page=doc&doc_id=17588&doclng=6)
- Development and design of the SVEA information package ([http://www.svea-project.eu/fileadmin/svea/downloads/SVEA\\_infopackage7.pdf](http://www.svea-project.eu/fileadmin/svea/downloads/SVEA_infopackage7.pdf)) distributed via a large mailing list throughout Europe
- Development of a SVEA roll-up to be used at fairs, conferences etc.

The internal communication is considered as a mean to assure an effective collaboration among project's partners and includes the following tools:

- An online project management platform where all the project documents are stored and offering additional functionalities such calendars, to do-lists, document sharing, poll system etc.
- Monthly Flashmeeting conference calls set up to update each other on the further proceeding within the partner regions and within each work package.
- Minutes that summarise the main findings and new tasks resulting from the conference calls for each partner.

To assure the sustainability of the project results the consortium has started to develop an exploitation plan focussing on mainstreaming, multiplication and follow up activities. A first achievement is the negotiation between MFG Baden-Württemberg and MFG Akademie which is interested in using the SVEA platform as a collaborative platform for its training system from spring 2011. MFG Akademie will integrate the SVEA platform in their training system from February 2011 onwards.

Besides each training institution in Europe will be able to download the SVEA platform on their own server and adapt it to their needs and integrate in their organisational but also

training processes. Also the training material developed by the SVEA consortium will be available on the website free of charge.

### 3. Project Outcomes & Results

So far the following outcomes have been achieved within the first half of the project:

- **Regional Needs Analysis**  
In the period between March and June 2010 the SVEA consortium conducted a regional needs analysis on the needs, trends and barriers on implementing web 2.0 in Vocational Education and Training (VET) and adult training institutions. The regional analysis forms the basis for the development of the collaborative online-platform as well as the web 2.0 training developed by the SVEA partners which will be offered to VET and adult training trainers from January 2011 onwards. The main results are summarised in the overall regional needs analysis report which can be downloaded from the SVEA website: [http://www.svea-project.eu/fileadmin/\\_svea/downloads/SVEA\\_Regional\\_Needs\\_Analysis\\_01.pdf](http://www.svea-project.eu/fileadmin/_svea/downloads/SVEA_Regional_Needs_Analysis_01.pdf)
- **Communication Activities**
  - Development of the project's website: <http://www.svea-project.eu>
  - Creation of the SVEA Twitter <http://twitter.com/SVEAproject> channel and Slideshare channel <http://www.slideshare.net/group/svea>
  - Development and broad dissemination of two press releases (January 2010; July 2010)
  - Development of a project flyer in 5 languages
  - Presentation of the SVEA project at international and national conferences, (e.g. "SVEA, Developing Custom Tools to Promote Web 2.0 in VET and Adult Training", ICL Conference, Hasselt (B), 16 September 2010; "Trends beim digitalen Lernen", Stuttgart (D), 6 October 2010); at the Technology Enhanced Learning Seminar on Web 2.0 in Education organised by the Centre for Excellence in Learning and Teaching at the University of Glamorgan, 8<sup>th</sup> December 2010.
  - Paper submission to the eInclusion Digital Literacy Workshop on 12 October 2010 in Brussels
  - Preparation of a paper submission for the EDEN conference taking place in Dublin, 19-22 June 2011
  - Publication of an article within eLearning papers Nr 22., "How to promote social media uptake in VET and adult training systems in Europe – practical example of the "SVEA" European project"  
[http://www.elearningpapers.eu/index.php?page=doc&doc\\_id=17588&doclng=6](http://www.elearningpapers.eu/index.php?page=doc&doc_id=17588&doclng=6)
  - Development and design of the SVEA information package ([http://www.svea-project.eu/fileadmin/\\_svea/downloads/SVEA\\_infopackage7.pdf](http://www.svea-project.eu/fileadmin/_svea/downloads/SVEA_infopackage7.pdf)) distributed via a large mailing list throughout Europe
  - Development of a SVEA roll-up to be used at fairs, conferences etc.
- **SVEA platform**  
In order to foster the use of web 2.0 tools for organisational and personnel development in VET and adult training SVEA has developed a platform which aims to bring together, in a single environment, the benefits offered by different web 2.0 tools and social platforms. Built using Open Atrium, the SVEA platform has been designed to be easy-to-use and intuitive. It is based on the open software Drupal and, as such, it is extensible and customizable.  
The SVEA platform will offer different functionalities, which are designed to support the learner in the overall management of their learning activities that can range from face-to-face to fully online. At the same time, through the use of a wiki and networking based system, it will encourage the exchange of knowledge and information between learners and the collaborative development of documents and learning resources.

The SVEA platform has been tested with relevant stakeholders in 5 European regions and has consequently been adapted and modified following their suggestions before being released for general use by mid February 2011.

The platform will offer the following functionalities to the user:

- Workspace based on groups
  - multilingual environment
  - Personal and customizable dashboard
  - Personal Profile
  - Notifications
  - Blog
  - Micro blogging
  - Wiki
  - Case tracker
  - Calendar
  - File repository
  - ToDo list
  - OpenID & LDAP integration
  - The ability to bookmark content inside the platform
- SVEA Training Programme  
Additional to the SVEA platform a training programme consisting of 10 different modules has been developed and integrated on the platform. The training courses are aimed at supporting trainers to understand how to use social media for learning purpose and get acquainted with them. The modules are covering the following topics: Online Learning, Facebook for Teachers, Blogging for Teachers, Document Sharing for Teachers, Photo Sharing for Teachers, Video Sharing for Teachers, Social Bookmarking for Teachers, Wikis for Teachers, Web 2.0 Communications for Teachers.

The training modules being developed for the SVEA online platform are being designed so they can be used for both self-paced learning and as part of a teacher-supported online or blended learning course. They are also designed for both individual learning and for group-based collaborative learning. The reason why the same modules can be effective in each of these delivery scenarios is because they are based on a common approach to pedagogic principles and application of learning theory.

## 4. Partnerships

Within SVEA the consortium largely benefits of the European partnership as each partner brings into the consortium different strengths and experiences. Due to the fact that the consortium consists of different kind of organisations e.g. innovation agencies, a higher education institute, one higher European education network the consortium perfectly complement each other. Additionally to the different experiences each partner brings into the consortium each partner can also contribute the different knowledge he is confronted with within its country. This offers the consortium the possibility to develop a training programme as well as a collaborative platform taking into account different needs and requirements from the partner regions. This ensures that the project results are of real benefit to whole Europe.

From the project management point of view efficient project management tools such as a collaborative online platform, e.g. [www.wiggio.com](http://www.wiggio.com) to establish a good working basis within the consortium as well as setting up regular monthly online meetings besides the face to face meetings taking place each six months is extremely important for a European partnership to deepen the real cooperation within the transnational consortium. This also contributes to high quality of the project results and ensures a stable and effective partnership.

## 5. Plans for the Future

The following activities are planned for the next 12 months of the project:

### Trainings:

- A training-the-trainers workshop is being planned for the next SVEA project meeting in Wales in January 2011. This will enable the consortium to become familiar with the training concept, the training materials and the delivery platform, prior to the next phase of the project when the materials will be trialled. The partners will thus be also able to introduce the external trainers in the partner regions to use the developed training modules when offering the trainings.
- It is expected that a further two training modules will be available for trialling during that period in 2011 and that the development process will continue, resulting in up to 12 modules being available by the end of the project;
- The initial modules have concentrated on the pedagogy of online learning and the use of web 2.0 tools in the delivery of that pedagogy as outlined in the training concept. It is planned that the later modules will cover the team and knowledge management objectives of the project;
- The trialling of the training modules in 2011 will be formally evaluated in each of the regions and the outcomes of that evaluation will be used to improve the quality of the modules and their learning effectiveness.

### SVEA Platform:

- Delivery of the platform: CSP, the Italian partner, will provide the possibility to download the final release platform as well as a test site accessible to every interested user until the end of the project.

### Exploitation and Sustainability:

- From February 2011 onwards when the SVEA training programme as well as the SVEA platform will both be online further targeting marketing activities will be carried out to persuade other training institutions to use the platform as well as the training material for their own purposes to further promote the use of social media within VET and adult training.
- A concrete exploitation plan will be developed also to guarantee the continuing accessibility of the project's results as well as their further development and update.
- Concrete discussions with potential interested training institutions will be carried out, e.g. the lead partner, MFG Baden-Württemberg, will continue to discuss the integration of the SVEA platform into the MFG Akademie training structure.

### Dissemination:

- Further concrete dissemination and marketing activities will be realised as soon as the SVEA platform and training materials will be accessible to the public to spread it more throughout Europe.
- SVEA is going to be presented at European conferences, e.g. at Didacta 22 February 2011, Stuttgart, D; The CAL Conference 2011, Learning Futures: Education, Technology & Sustainability, April 13-15 2011, Manchester, UK; EDEN conference 19-22 June in Dublin or Online Educa in Berlin in December 2011.

## **6. Contribution to EU policies**

E-skills are a key competence to make lifelong learning a reality. The Lisbon Strategy has enhanced efforts to mobilise active economic and social forces around education, innovation and knowledge intensive sectors and activities such as information and communications technologies. SVEA is actively supporting training organisations to learn more on the effective use of ICT with special focus on web 2.0. This will make them more efficient and provide better services and thus to become more competitive in the large education and training market in Europe.

It furthermore also corresponds to the new EU initiative Agenda for new skills and jobs launched on 23 November 2010 in which the EU proposes concrete actions related to enhance the ICT skills in Europe to strengthen the people's employability skills. By enhancing the ICT skills within adult training institutions which are consequently able to offer more courses integrating ICT in the training system those institutions will contribute to the overall improvement of the people's skills corresponding to the markets needs.

