



Lifelong
Learning



D4.4 Conceptual Planning for 2nd Roundtable Meetings

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1. Introduction

The second series of roundtable meetings is part of the WP4 of the ProInterNet Project, led by the Spanish partner, GAIA.

The roundtables will focus on presenting the results that the PIN consortium has produced to date. Thus, the meetings will have as main objective to present the process defined by the partnership for the ***Certification of training courses and modules for e-Jobs*** to key stakeholders, on the one hand to promote it and on the other hand to obtain valuable feedback for improvement.

The present document intends to be an easy guideline for the project partners to organize the roundtables in their countries to obtain the expected results.

The roundtable meetings will be held in all the member countries of the PIN Project.

2. Conceptual planning of the 2nd series of Roundtable meetings

The 2nd PIN roundtable meetings will most of all allow the interaction with training organisations and some industry organisations in the area of e-Jobs

2.1. Partners

The workshops will be held in the following countries and organized by the respective project partners:

RT Participants			
No	Country	Partner	Logo
1	Germany	FOM	
2	France	MPS	
3	United Kingdom	EMF	
4	Spain	GAIA	
5	Hungary	MATISZ	
6	Poland	WUE	
7	Greece	HOU	
8	Switzerland	SwissMedia	

2.2. Title

"Bridging the gap between market needs and training outcomes – seizing the opportunity of e-Jobs"

2.3. Topics

The RT meetings will have as main focus to promote the Certification process developed by the consortium.

Certification Process

As described in the D3.2 of the PIN project, the Information and Communication Technology (ICT) sector is one of the economically most promising and significant business sectors in the European Union (EU). It makes an important contribution to the objectives of the Lisbon Agenda. Nevertheless, there is an important lack of qualified people to fulfil vacancies in this sector.

The PIN network has been designed to tackle these issues by creating a network of key players interested in the area of internet-related skills in SMEs involving

1. industry intermediary organisations,
2. VET institutions, and
3. public authorities.

The network's aim is to set up an holistic approach of **assessing and validating internet-related, employment-functional qualifications and profiles in SMEs**. Part of this effort – as represented by **Work Package 3 (WP3)** – **involves developing an approach towards labellisation of training organisations committing themselves to provide training according to the e-jobs-observatory principles, certification of training modules/ programmes and normalisation of the processes defined by addressing the market-based knowledge, skills, and competences requirements, on the one hand, and education and training development and provision, on the other**. The idea is to **agree on an EU competence system for internet-related jobs**. This includes, of course, a dynamic evaluation mechanism for internet-related roles profiles, training development and implementation guidelines corresponding to the agreed profiles, a prototype Label of Excellence (LoE) and Certificate (as recognized quality standard), and the development of a corresponding potential draft European norm or standard.¹

Getting the e-Jobs Observatory Label of Excellence

The **labellisation process** is the first step towards creating a European-wide network of industry organisations and training providers who are dedicated to the improvement of necessary skills and competences in e-jobs.²

Detailed process description in the PIN document: **"Together Towards Tomorrow" - The e-Jobs Observatory Labellisation Handbook**

Getting the e-Jobs Observatory Seal of Market Compliance

¹ D3.2 Compendium of Training Guidelines (PIN Project)

² "Together Towards Tomorrow" The e-Jobs Observatory Labellisation Handbook

The **certification process** involves the training development, verification, and approval processes, and perhaps the most important, the step towards creating a European-wide network of industry organisations and training providers dedicated to the improvement of necessary skills and competences in e-jobs.³

Detailed process in the PIN document: **"Competence @ Work" - The e-Jobs Observatory Seal of Compliance Handbook.**

It is crucial to emphasize during the meeting the usefulness of the certificate provided by the e-Jobs Observatory, as well as the statements from the companies representatives regarding the current training gap.

2.4. Instruments

Due to the specific focus of the 2nd roundtables, the organising partners need to have a strong understanding of the Labelisation and Certification process agreed by the consortium. It is mandatory that all the partners get used to the following documents.

- 1. "Together Towards Tomorrow" The e-Jobs Observatory Labelisation Handbook**
- 2. "Competence @ Work" - The e-Jobs Observatory Seal of Compliance Handbook**
- 3. Profiles Booklets**
- 4. Reference Documents Booklet**
- 5. D3.2 COMPENDIUM OF TRAINING GUIDELINES**

As the **e-Jobs Observatory Platform** is an important outcome of the PIN Project, and also represents the key tool and link for the creation of the European Network and the development of the referred processes, it will be necessary to present it to the audience, and use it as a supportive tool during the presentation.

Any question regarding the content or management of these tools, please refer to the work package leader in order to clarify it.

2.5. Target Group

The target group for the 2nd series of roundtable meetings will be mainly **VET Institutions**. The secondary group will be constituted by representatives of **the industry and policy makers**. **All partners are requested to identify a minimum of two "friendly" VET organisations willing to certify one of their training modules** to be guided through the certification process that will participate actively in the roundtables, plus 4-5 (ideally 10) potential ones in a second step. The participating

³ "Competence @ Work" - The e-Jobs Observatory Seal of Compliance Handbook.

training organisations should be labelled beforehand, this means they should have signed the "statement of compliance" before the roundtables take place.

2.6. Structure and Practical Organization

- A RT "package" should be prepared by the partners and be sent to key participants before the meetings, for them to have previous knowledge of the topics. This package should contain as minimum the "Together Towards Tomorrow" The e-Jobs Observatory Labelisation Handbook and "Competence @ Work" - The e-Jobs Observatory Seal of Compliance Handbook. The partners should decide to have these documents translated to the native languages.
- Ed Mahood will try to participate in all the RT meetings in order to present the certification process. The project coordinator will agree possible dates with Ed and inform the project partners about the time windows available for their roundtables.

There should be different speakers and at least two candidates for the certification of their trainings/ training modules.

General structure of the event:

- 1 – Presentation about the market needs and training gaps in the current trainings for e-jobs (by a representative of a SME association/ SME)
- 2 – Present PIN initiative for market based training in e-jobs and certificate
 - Highlight benefits of the certificate for the VET organisation (e.g. cross-border licensing of training modules) (ideally by Ed Mahood)
 - Present already labelled VET organisations or have a "label award ceremony" for those organisations having signed the "Statement of compliance" before the roundtables (if possible, some renowned organisations – might be a model for others) (by the moderator/ organiser of the roundtables)

2.7. Participants

The group of speakers should be constituted by at least one industry or industry organization, 2 VETs institutions, one PIN partner, Ed Mahood; PR representative.

2.8. Date

It was agreed by the partnership to organize the RT meetings according to the following time schedule:

Preparation of the events and labelisation of the pilot VETs:
February and March 2012

Roundtable meetings in the participating countries:
April and May 2012

2.9. Venue

Each partner involved in this task must find the proper place to hold the workshop in each country. It is important that this place offers the adequate facilities for the meeting.

2.10. Time/length

The workshop should have an estimated duration of 4 to 5 hours. Each partner can decide the best time to hold it.

The partners are also free to organize a one day meeting if they consider it necessary.

Please, provide the information of the meeting to Ligia Whyte, by the middle of March,

3. Expected output of the roundtable meetings:

The main results from the roundtable meetings should be:

- (VET organizations willing to get the e-Jobs Observatory Label of Excellence)- Some/ Most of them should be definitely labelled beforehand.
- At least two VET organizations willing to submit training units to certification process
- Valuable feedback to validate or improve the certification process
- New supporters for the e-Jobs Observatory platform
- Increased publicity of the PIN initiative by involving mass media

4. Promotion/Dissemination

In line with the current rolling dissemination plan provided by EMF, these are the main activities to promote the RT meetings:

Promote the Roundtables Meetings		
Before the roundtable, create a LinkedIn discussion about topics to be addressed at the workshop (by this time more people should be active in the LinkedIn group)	ALL	2 weeks before each roundtable
Announce the roundtables before the event in the webiste "roundtable section", Blog, Groupspaces, LinkedIn, (twitter) (Facebook)	ALL	Before roundtable
Announce the roundtables results after the event in the webiste "roundtable section" Blog, Groupspaces, LinkedIn (twitter) (Facebook)	ALL	After roundtable
Promote the event in the local media (at least 2 local media per roundtable) -before, during or after the event takes place-	ALL	before, during or after the event

EMF as a stakeholder of e-Skills Week 2012 will promote the meetings in the website: <http://eskills-week.ec.europa.eu/web/quest/home>. Please provide Idoia the following information:

Date, venue, context, a brief description of the activities foreseen and a person to contact.

5. Follow-up of the roundtable meetings

After the meetings, each partner has to send GAIA, a document with all the inputs/outputs/feedback collected during the meetings, for GAIA can consolidate all the information and make a final report.

(Please use the template for this purpose that will be provided by the WP leader.)