



## Training for the future in CEE countries - TRAINEAST

2009-1-RO1-LEO05-03583

<http://www.adam-europe.eu/adam/project/view.htm?prj=6965>

## Project Information

Title: Training for the future in CEE countries - TRINEAST  
 Project Number: 2009-1-RO1-LEO05-03583  
 Year: 2009  
 Project Type: Transfer of Innovation  
 Status: granted  
 Country: RO-Romania  
 Marketing Text: The project will improve the skill and competencies of VET teachers and the quality of national VET systems. Besides the training developed in the project will provide participants with sustainability trainings, using which will develop the knowledge, skills and attitudes of future decision makers, employees, motivating them for action on the field.

Summary: The project 'Training for the Future in CEE countries' aims to train the VET trainers of partner organizations and transfer practice oriented training for graduating classes, career-starter, trainees and company managers around the topic of sustainability with their assistance. The characteristic of the partnership is CEE based. All the partners are active in different CEE countries as vocational and adult trainer organization. The present innovation transfer project aims to import a new vocational training course in three new member states (Romania, Bulgaria, Turkey). The owner of the transferred training materials (Hungarian partner) is experienced in international project management and tested the training package in the framework of a previous Leonardo pilot project (Training for the Future).

Description: In order to achieve the overall aim of the project, which is to educate present and future managers and decision makers to be able to steer their organizations towards sustainable ways of operation and by doing so contribute to the aims set out at the Gothenburg European Council, the specific aims are to:

1. Carry out a needs analysis in the partner countries to develop and actualize existing training materials;
2. Transfer the training materials into CEE countries' VET system;
3. Make the training materials available in the languages of the participating countries (Bulgarian, Turkish, Romanian);
4. Train the VET trainers of partner organizations' to be qualified to hold similar sustainability further education trainings in their countries and increase their presentation skills and competences in the field of sustainability and in supervising small-group trainings;
5. Make the often-used terms of "sustainable development" and "sustainability" easily understandable for present and future managers and decision makers, provide them with examples of best practice (e.g. for resource efficiency, environmental savings, etc.), and equip them with tools that they can use in practice to implement the ideas learnt;

2. Continuously disseminate information about the training, its development and availability.

Target groups

1. graduating classes, trainees, career-starter, company managers (especially environmental engineers, managers and economists).
2. VET trainers in CEE countries

Link to European priorities

The above mentioned aims (especially the 2nd 3rd and 4th aims of the project) are linked to European priorities of the call with translate and transfer new vocational education training materials to different VET systems which include innovative contents and training practices for target countries. Besides through train the trainers activity and increasing the presentation skills and competences of involved VET trainers the project will contribute to develop the quality and attractiveness of VET systems and practices.

Themes: \*\*\* Sustainability  
           \*\* Enterprise, SME

## Project Information

- \* Ecology
- \* Continuous training

Sectors: \*\*\* Education

Product Types: program or curricula  
website  
teaching material  
material for open learning  
Film  
DVD

Product information: Major outcomes: (all in three languages: Romanian, Bulgarian, Turkish): translated training guide, translated educational movie, translated handbook, translated website. Besides the partners will organize movie and handbook premieres and summer academies in their own countries and a final conference in Romania.

Project homepage: [www.trineast.org](http://www.trineast.org)

## Project Contractor

Name: Centrul Regional de Formare Evaluare Atestare Antreprenoriala si Profesionala  
City: Cluj-Napoca  
Country/Region: Nord Vest  
Country: RO-Romania  
Organization Type: association/non-governmental organisation  
Homepage: <http://www.formatest.ro>

## Contact Person

Name: Sorana Olaru Zainescu  
Address: str. Sextil Puscariu nr. 1-3  
City: Cluj-Napoca  
Country: RO-Romania  
Telephone: 0040264402390  
Fax: 0040264402390  
E-mail: [contact@formatest.ro](mailto:contact@formatest.ro)  
Homepage:

## Coordinator

Name: Centrul Regional de Formare Evaluare Atestare Antreprenoriala si Profesionala  
City: Cluj-Napoca  
Country/Region: Nord Vest  
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Homepage:

## Partner

### Partner 1

Name: TIME-Ecoprojects Foundation  
City: Sofia  
Country/Region: Sofia Stolitsa  
Country: BG-Bulgaria  
Organization Type: association/non-governmental organisation  
Homepage: <http://www.time-foundation.org/>

### Partner 2

Name: KOVET Association for Sustainable Economies  
City: Budapest  
Country/Region: Közép-Magyarország  
Country: HU-Hungary  
Organization Type: National Agency  
Homepage: <http://www.kovet.hu>

### Partner 3

Name: Corporate Social Responsibility Association of Turkey  
City: Ankara  
Country/Region: Ankara  
Country: TR-Turkey  
Organization Type: association/non-governmental organisation  
Homepage: <http://www.csrturkey.org/>

## Project Files

training\_kit\_BG.rar

[http://www.adam-europe.eu/prj/6965/prj/training\\_kit\\_BG.rar](http://www.adam-europe.eu/prj/6965/prj/training_kit_BG.rar)

training\_kit\_RO.rar

[http://www.adam-europe.eu/prj/6965/prj/training\\_kit\\_RO.rar](http://www.adam-europe.eu/prj/6965/prj/training_kit_RO.rar)

training\_kit\_TR.rar

[http://www.adam-europe.eu/prj/6965/prj/training\\_kit\\_TR.rar](http://www.adam-europe.eu/prj/6965/prj/training_kit_TR.rar)

## Products

- 1 Truly responsible entreprise - RO
- 2 Truly responsible entreprise - BG
- 3 Truly responsible entreprise - TR
- 4 [www.traineast.org](http://www.traineast.org)
- 5 Alternative entrepreneurs - RO
- 6 Alternative entrepreneurs - BG
- 7 Training guide - RO
- 8 Training guide - BG
- 9 Training guide - TR

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## Product 'Truly responsible enterprise - RO'

Title: Truly responsible enterprise - RO

Product Type: teaching material

Marketing Text: The professional handling of sustainability problems is the most important task of future decision makers and there is a need for professional sustainability trainings (further education) in CEE countries. It is also widely accepted now that companies have to play a (pro)active role in preventing and solving these problems, they need to adopt environmentally and socially responsible (corporate social responsibility, CSR) operating practices.

Description: A handbook on how to become an alternative entrepreneur by following certain criteria.  
A handbook on how to prevent rather and heal.  
A handbook on how to be responsible as an individual and a company (corporation) overcoming the concepts of CSR and PR

Target group: students, teachers, managers, entrepreneurs, trainers and trainees.

Result:

Area of application: May be freely reproduced, cited or copied in whole or parts of them, if source is specified, except when it produces any form of income.

Homepage: [www.traineast.org](http://www.traineast.org)

Product Languages: Romanian

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## Product 'Truly responsible enterprise - BG'

Title: Truly responsible enterprise - BG

Product Type: teaching material

Marketing Text: The professional handling of sustainability problems is the most important task of future decision makers and there is a need for professional sustainability trainings (further education) in CEE countries. It is also widely accepted now that companies have to play a (pro)active role in preventing and solving these problems, they need to adopt environmentally and socially responsible (corporate social responsibility, CSR) operating practices.

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Target group: students, teachers, managers, entrepreneurs, trainers and trainees.

Result:

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Homepage: [www.traineast.org](http://www.traineast.org)

Product Languages: Bulgarian

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## Product 'Truly responsible enterprise - TR'

Title: Truly responsible enterprise - TR

Product Type: teaching material

Marketing Text: The professional handling of sustainability problems is the most important task of future decision makers and there is a need for professional sustainability trainings (further education) in CEE countries. It is also widely accepted now that companies have to play a (pro)active role in preventing and solving these problems, they need to adopt environmentally and socially responsible (corporate social responsibility, CSR) operating practices.

Description: A handbook on how to become an alternative entrepreneur by following certain criteria.  
A handbook on how to prevent rather and heal.  
A handbook on how to be responsible as an individual and a company (corporation) overcoming the concepts of CSR and PR

Target group: students, teachers, managers, entrepreneurs, trainers and trainees.

Result:

Area of application: May be freely reproduced, cited or copied in whole or parts of them, if source is specified, except when it produces any form of income.

Homepage:

Product Languages: Turkish

## Product 'www.trineast.org'

Title: [www.trineast.org](http://www.trineast.org)

Product Type: website

Marketing Text: The official website of TRINEAST project is an important free recourse for everybody who wants to learn more about the real social and environmental responsibility.

Description: The official website of TRINEAST project is an important free recourse for everybody who wants to learn more about the real social and environmental responsibility.

Target group: students, teachers, managers, entrepreneurs, trainers and trainees.

Result:

Area of application: May be freely reproduced, cited or copied in whole or parts of them, if source is specified, except when it produces any form of income.

Homepage: [www.trineast.org](http://www.trineast.org)

Product Languages: Bulgarian  
English  
Hungarian  
Romanian  
Turkish

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## Product 'Alternative entrepreneurs - RO'

Title: Alternative entrepreneurs - RO

Product Type: Film

Marketing Text: The professional handling of sustainability problems is the most important task of future decision makers and there is a need for professional sustainability trainings (further education) in CEE countries. It is also widely accepted now that companies have to play a (pro)active role in preventing and solving these problems, they need to adopt environmentally and socially responsible (corporate social responsibility, CSR) operating practices.

Description: A documentary made by Kovet and adapted by FORMATEST, the theory and the practice of sustainability and social responsibility

Target group: students, teachers, managers, entrepreneurs, trainers and trainees.

Result:

Area of application: May be freely reproduced, cited or copied in whole or parts of them, if source is specified, except when it produces any form of income.

Homepage: [www.traineast.org](http://www.traineast.org)

Product Languages: Romanian

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## Product 'Alternative entrepreneurs - BG'

Title: Alternative entrepreneurs - BG

Product Type: Film

Marketing Text: The professional handling of sustainability problems is the most important task of future decision makers and there is a need for professional sustainability trainings (further education) in CEE countries. It is also widely accepted now that companies have to play a (pro)active role in preventing and solving these problems, they need to adopt environmentally and socially responsible (corporate social responsibility, CSR) operating practices.

Description: A documentary made by Kovet and adapted by TIME, the theory and the practice of sustainability and social responsibility

Target group: students, teachers, managers, entrepreneurs, trainers and trainees

Result:

Area of application: May be freely reproduced, cited or copied in whole or parts of them, if source is specified, except when it produces any form of income.

Homepage:

Product Languages: Bulgarian

## Product 'Training guide - RO'

Title: Training guide - RO

Product Type: program or curricula

Marketing Text: The professional handling of sustainability problems is the most important task of future decision makers and there is a need for professional sustainability trainings (further education) in CEE countries. It is also widely accepted now that companies have to play a (pro)active role in preventing and solving these problems, they need to adopt environmentally and socially responsible (corporate social responsibility, CSR) operating practices.

Description: A guide on how to use the handbook in order to held good trainings. Lot's of presentation, games and other resources.

Target group: teachers, trainers

Result:

Area of application: May be freely reproduced, cited or copied in whole or parts of them, if source is specified, except when it produces any form of income.

Homepage:

Product Languages: Romanian

## Product 'Training guide - BG'

Title: Training guide - BG

Product Type:

Marketing Text: The professional handling of sustainability problems is the most important task of future decision makers and there is a need for professional sustainability trainings (further education) in CEE countries. It is also widely accepted now that companies have to play a (pro)active role in preventing and solving these problems, they need to adopt environmentally and socially responsible (corporate social responsibility, CSR) operating practices.

Description: A guide on how to use the handbook in order to held good trainings. Lot's of presentation, games and other resources.

Target group: teachers, trainers

Result:

Area of application: May be freely reproduced, cited or copied in whole or parts of them, if source is specified, except when it produces any form of income.

Homepage:

Product Languages: Bulgarian

## Product 'Training guide - TR'

Title: Training guide - TR

Product Type: program or curricula

Marketing Text: The professional handling of sustainability problems is the most important task of future decision makers and there is a need for professional sustainability trainings (further education) in CEE countries. It is also widely accepted now that companies have to play a (pro)active role in preventing and solving these problems, they need to adopt environmentally and socially responsible (corporate social responsibility, CSR) operating practices.

Description: A guide on how to use the handbook in order to held good trainings. Lot's of presentation, games and other resources.

Target group: teachers, trainers

Result:

Area of application: May be freely reproduced, cited or copied in whole or parts of them, if source is specified, except when it produces any form of income.

Homepage:

Product Languages: Turkish

## Events

### Final Conference of TRINEAST project

Date 08.01.2012

Description The most important aim of the conference is to introduce the training materials developed within TRINEAST – Training for the future in CEE countries project to potential users, exploiters and sponsors. However, it is also our aim to discuss corporate sustainability and accountability and present examples of best practice to interested parties. We expect participants from business sector, organizations and companies of training and vocational education, universities and also NGO's and public administration representatives.

Target audience young entrepreneurs, managers, CSR specialists, trainers, VET training organizations.

Public Event is open to the public

Contact Information Alin Claudiu Olrescu – manager, mobile phone: +40 745008716, e-mail: [contact@formatest.ro](mailto:contact@formatest.ro)

Time and place 19th of January, from 9.00 to 17.00, in the conference hall of Fullton Hotel (Sextil Pucariu street, no 10, Cluj-Napoca, Romania).

## Events

### Romanian Summer Academy

Date 02.07.2011

Description The training will use both formal and non-formal types of learning, however, a greater emphasis is placed on the latter to make the training learner-centered. We also believe that by actively involving participants they will assume more responsibility and later will want to improve their skills independently, too. In turn, this will help to spread the idea of life long education.

A variety of innovative methods will be used in the teaching apart from face to face teaching and lecturing. These include the following:

Use of group work to enhance communication among participants and through this an exchange of information and best practice. Groups will be given case studies and asked to develop solutions together. We believe that because of their varied background (different companies, age, different studies, etc.), participants will be able to come up with more innovative and systematic solutions to problems, and later on will apply similar techniques in their work.

Participant presentations will be used to give them a chance to share existing knowledge and pass on examples of best practice to one another.

Workshops to encourage discussion and debate among participants and also to provide a forum for them to share problems, achievements, positive and negative experience.

Participants will be assessed at the end of the training through individual project work. They will be asked to identify their own specific interest and select the area where they could (and will) apply the theory and practice acquired during the training.

Participants will be given the opportunity to visit and spend some time at companies to provide them with practical, work-related experience as a background to their studies. It will be encouraged that in the case of participants who have not had previous work experience, these visits develop into apprenticeship.

Target audience students, young managers, CSR representatives, entrepreneurs

Public Event is open to the public

Contact Information Alin Olarescu, 0040745008716

Time and place 17-22 iulie 2011  
Romania, Coltesti, jud. Alba

## Events

### Turkish Summer Academy

Date 01.07.2011

**Description** The training will use both formal and non-formal types of learning, however, a greater emphasis is placed on the latter to make the training learner-centered. We also believe that by actively involving participants they will assume more responsibility and later will want to improve their skills independently, too. In turn, this will help to spread the idea of life long education.

A variety of innovative methods will be used in the teaching apart from face to face teaching and lecturing. These include the following:

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- Participant presentations will be used to give them a chance to share existing knowledge and pass on examples of best practice to one another.
- Workshops to encourage discussion and debate among participants and also to provide a forum for them to share problems, achievements, positive and negative experience.
- Participants will be assessed at the end of the training through individual project work. They will be asked to identify their own specific interest and select the area where they could (and will) apply the theory and practice acquired during the training.
- Participants will be given the opportunity to visit and spend some time at companies to provide them with practical, work-related experience as a background to their studies. It will be encouraged that in the case of participants who have not had previous work experience, these visits develop into apprenticeship.

**Target audience** students, young managers, CSR representatives, entrepreneurs

**Public** Closed event

**Contact Information** Feride Dogan  
+90 (312) 419 24 73

**Time and place** 4th - 9th of July 2011  
Silivri Istanbul, Turkey

## Events

### Bulgarian Summer Academy

Date 30.06.2011

Description The training will use both formal and non-formal types of learning, however, a greater emphasis is placed on the latter to make the training learner-centered. We also believe that by actively involving participants they will assume more responsibility and later will want to improve their skills independently, too. In turn, this will help to spread the idea of life long education.

A variety of innovative methods will be used in the teaching apart from face to face teaching and lecturing. These include the following:

Use of group work to enhance communication among participants and through this an exchange of information and best practice. Groups will be given case studies and asked to develop solutions together. We believe that because of their varied background (different companies, age, different studies, etc.), participants will be able to come up with more innovative and systematic solutions to problems, and later on will apply similar techniques in their work.

Participant presentations will be used to give them a chance to share existing knowledge and pass on examples of best practice to one another.

Workshops to encourage discussion and debate among participants and also to provide a forum for them to share problems, achievements, positive and negative experience.

Participants will be assessed at the end of the training through individual project work. They will be asked to identify their own specific interest and select the area where they could (and will) apply the theory and practice acquired during the training.

Participants will be given the opportunity to visit and spend some time at companies to provide them with practical, work-related experience as a background to their studies. It will be encouraged that in the case of participants who have not had previous work experience, these visits develop into apprenticeship.

Target audience students, young managers, CSR representatives, entrepreneurs

Public Event is open to the public

Contact Information Kamen Chipev  
+359 2 / 952 39 24

Time and place 4th - 8th of July  
Gorno trape, Central Balkan, Bulgaria

## Events

### Preparation of Summer Academies 2011

Date 07.02.2011

Description

- Establishing the methods for recruitment of participants
- Establishing the exact date and location of each summer academy
- Organization summer academies in the partner countries: Romania, Bulgaria, Turkey between July and August
- Observation and monitoring of the summer academies

Target audience partners' representatives, trainers

Public Closed event

Contact Information [kamen@time-foundation.org](mailto:kamen@time-foundation.org), [contact@formatest.ro](mailto:contact@formatest.ro)

Time and place 30th of January - 2nd of February 2011, Sofia, Bulgaria

## Events

### Train the trainers meeting

Date 04.07.2010

Description Planned activities:  
 Organization of meeting for train the trainers (KÖVET)  
 Test the developed training materials (All)  
 Collect feedback from partners (All)  
 Trainers of KÖVET will train 2-3 VET trainers from each Partner organizations. The criteria of selection of trainers will be further developed, but they all have to be fluent in English, have former experience as a trainer in the field of SD and CSR. The main topics of the ToT meeting will be the following:  
 I. Topics regarding the content of the materials (what should the trainers transmit to the future trainees)  
 1. General topics: Environmental issues and companies, The theory of sustainable development, EU environmental policy and guidelines and their relationship to sustainable development, Corporate Social Responsibility  
 2. Special topics: Eco-mapping, Ecological Footprint, Green procurement and green office practices, assessing suppliers etc.  
 II. Topics regarding the training methods' to be used during the summer academies (how should the trainers transmit the information to the future trainees)  
 After the training, participants will fill in detailed feedback sheet on the training content and methods. All the feedback from the participants will be centralized in a document called: feedback list. Evaluation discussions will also be organized. Some changes can still be made on the training materials based on this evaluation.  
 The trainers also be evaluated based on: the knowledge in the field of SD and CSR, capacity to motivate, creativity, adequacy and effectiveness of training planing, etc.

Target audience Trainers from Romania, Bulgaria and Turkey.

Public Closed event

#### Contact Information

Time and place Keszthely, Hungary, 4th - 11th of July

### Kick-off meeting

Date 13.06.2010

Description Aims of the meeting: grounding the program, presentation of existing training materials

Target audience Partners' representatives

Public Closed event

Contact Information Alin Olarescu, [contact@formatest.ro](mailto:contact@formatest.ro)

Time and place Cluj-Napoca, Romania, 13th - 16th of June