

Terminal Check



molam

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Moving at labour market

Methodological Approach – Contents



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Document history



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1. Introduction

1.2 Purpose of WP3 – Content elaboration

This document is part of the Workpackage 3 of the Mol@m project and was developed under the Framework of the LLP Programme - Leonardo Da Vinci subprogramme- Development of Innovation. The main aim of the Mol@m project is to promote mobility for learning and employment in the European Union by providing career guidance professionals with expanded knowledge of EU labour markets.

The purpose of workpackage 3 is to build up the contents to be included in the Interactive Tool having in mind the results of the Research Report from WP2.

The main activities included in this WP are:

- Elaboration of guidelines for the implementation of the activities;
- Elaboration of the content structure;
- Organisation of Content Building Workshops.

The contents will be available in all partners' languages.

1.3 Purpose of this document

This document (Methodological Approach – Contents; D 11) provides instructions for partners to develop the contents to be included in the Interactive Tool and guidelines to organize the Content Building Workshops (D 12) that will take place in three partners' countries: Germany, Italy and United Kingdom.

The proposed Methodology can be understood as a common approach to be used by each partner when elaborating the contents and as a useful guideline with suggestions on how to organize the workshops.

2. Elaboration of the content structure

Upon the conclusions of the research activities (WP2), a common structure has been elaborated in order to have a common framework for the development of the contents of the Interactive Tool.

2.1 Structure and contents of the Interactive Tool

The structure and preliminary characteristics of the contents have been elaborated on the basis of the results of the research done in WP2 and on the basis of the outputs and ideas elaborated after the 2nd meeting in Halle (DE) the 27th – 28th April 2011.

After the first debates on the structure of the Interactive Tool, partners proposed that the Interactive tool will include 5 sections:

1. Section A – Home
2. Section B – Being a migrant
3. Section C – Case Studies/Story telling
4. Section D – Information/Training course
5. Section E – Supporting Institutions/ Contacts.

The development of the Interactive Tool (WP4) is under the responsibility of SPI, which will provide specific guidelines for the development of the different sections within WP4. More specifically, section D will be coordinated by TkF, main responsible for the elaboration of the content (WP3). This initial structure and characteristics of the tool and contents will be debated among partners and will be adapted according to the results of the content building workshops.

Main themes to be developed in the “Information” section (section D) of the Interactive tool:

- **Employment context/Job opportunities**
 - Information about wages according to specific position/occupation (Minimum wage and its relation to prices)
 - Labour market conditions

- Information about the areas with greater employability in each country
- **Legal and social issues**
 - Information on health and social insurance
 - Legal information (what documents are needed for residence, work permit, social, working law, tax duties, etc.) and where to look for such information
 - Recognition and validation of certificates and professional qualifications
 - Knowledge about rights and duties of workers
- **Vocational Training opportunities**
 - Language courses
 - internships/traineeship
- **Cultural aspects**
 - Traditions
 - Cultural training about habits, conventions and social behaviour in general
- **Complementary information**

This information should also refer not only on the positive aspects of each country but also the difficulties and obstacles along the way of migrating.

The main structure of information will be presented through a matrix organised per country/theme:

INFORMATION	COUNTRY					
	UK	CZ	DE	IT	PT	SP
Employment context/Job opportunities	read more					
Legal and social issues	read more					
Vocational Training opportunities	read more					
Cultural aspects	read more					
Complementary information	read more					

When the user clicks “read more” he/she will be directed to a page with:

- a) A short summary on the content of that page (i.e. short description of the employment context in UK) with reference to the last update (month/year) of these information and the main sources (i.e. official statistics, job centres data, etc.)
- b) Specific resources on that theme/country. These resources can be: links, pdf files, ppt files, etc.

For each resource, it should be indicated a short title and summary of the main content of the website and the language in which it is available (i.e. <http://www.lavoro.gov.it/Lavoro> - *Italian Ministry of Labour and Social Policy official website*. This website includes information on the organizational structure of the Ministry; the main services and tools available; job opportunities; legal issues; surveys and statistics on employment in Italy; focus on specific topics like “safety at work”; news; press releases; social and labour area, links to other relevant links related to the job situation in Italy, etc. – available in IT).

Media available (ways of presenting the information):

- Other resources, depending on the development of WP3. e.g. links, pdf files, ppt files, etc.

2.2 Recommendations on how to write the module

General

- Find as many useful links as possible but not more 7-10 links per topic – the most relevant links. Try also to find links that have different kinds information
- Indicate always the source, the last update and the language in which the resources are available.

Communication

- clear communication (easy reading)
- transparency on the information sources
- simplicity and user-friendliness.

Key rules of language and tips

- make instructions as concise and direct as possible

- ▶ Use the second person when referring to the reader/user
(e.g. You give information.....).

Scheme to collect relevant websites

Link	Page title	Short description of the content	Type of organisation that elaborated the information	Languages available	Last update	Why the site is worthwhile
Employment context/ Job opportunities						
Legal and social issues						
Vocational Training opportunities						
Cultural aspects						
Complementary information						

Example:

Link	Page title	Short description of the content	Type of organisation that elaborated the information	Languages available	Last update	Why the site is worthwhile
Employment context/ Job opportunities						
http://www.lavoro.gov.it/Lavoro	<i>Italian Ministry of Labour and Social Policy - official website.</i>	The website includes information on the organizational structure of the Ministry; the main services and tools available; job opportunities; legal issues; surveys and statistics on employment in Italy; focus on specific topics like “safety at work”; news; press releases; social and labour area, links to other relevant links related to the job situation in Italy, etc.	<i>Italian Ministry of Labour and Social Policy</i>	IT	27/05/2011	The site is updated almost each day and it is a relevant source for official document.

3. Organisation of Content Building Workshops

This section of the document has been developed in order to support the preparation and implementation of the Content Building Workshops. It is not only about the organizational aspects of the workshop, but also about the promotion and recruitment of participants, who will give their feedback and assess the structure of the contents of the course. This section will also focus on other general issues that might help partners in organizing these workshops.

The main aims of the Content Building Workshops are:

- To present the structure of the contents and a summary of the themes to be addressed in the Interactive Tool;
- To collect feedback from about 30 career guidance professionals in three partners countries (DE, IT, UK) on the above mentioned structure, on the main characteristics and dimension of the contents;
- To perceive the necessary changes to foster and validate the content structure of the Interactive Tool;
- To detail the necessary material to elaborate the contents to be included in the Interactive Tool;
- To raise awareness on the importance of career guidance in Europe to foster mobility in EU.

The workshops will be organized in Germany, Italy and United Kingdom.

The organisation of the workshops and the workshops itself will be different in each country, therefore it is of vital importance to keep the structure as many open and flexible as possible so that it can be easy for all to organise and implement them according to their national conditions.

To carry out this activity successfully different issues should be taken in consideration before the organisation process start.

3.1 Promotion

The contact with the target group (career guidance professionals) are already established through the questionnaires/interviews and through the dissemination activities already done which makes

it easier to invite them to the local workshops. The partners organizing them should choose the most appropriate means of inviting the experts according to national conditions and how good you know the person: invitations can either be done via e-mail, post, fax, phone call or even personally via face to face meetings.

It would be very useful to find some “incentives” for the people to take part and actively participate to the workshops like:

- “Business lunch”: the workshop should be presented as a sort of *business lunch* during which the experts will actively contribute to the creation of the interactive tool. It can be organized in an informal way;
- Convince the experts that they can participate in something of a really high value;
- If possible, produce some “gadget” like an USB-sticks in the shape of a credit card.

3.2 Time schedule

According to the project activities and schedule, the Content Building Workshops will be organized in three countries in **June – July 2011** as the content structure will be ready at the beginning of June 2011.

The duration should be approximately half a day depending on the way the workshop is implemented and the number of participants.

According to the proposal, 8-12 experts per country are expected to participate at the workshops.

3.3 Content

The aim of the Content Building Workshops is to present structure of the contents and a summary of the themes to be addressed in the Interactive Tool and also to collect feedback on it.

It is useful to provide a short project summary so that everyone knows the general conditions of the project (a).

Furthermore, the results of the Research Report (b) should be presented. This is of specific interest for the workshop participants because most of them actually participated in the survey by providing questionnaires/giving interviews.

The presentation of the content structure (c) definitely offer good opportunities to actively involve participants by asking them about their opinion, expectations and suggestions. This presentation relates to:

1. The Interactive tool structure (provided by SPI)
2. The Information section (provided by TkF)

The workshop should also include the presentation of dissemination material, such as the website, the project blog, the brochure and the leaflet.

The way how to implement the workshop depends on the decision of the partner organizer. However, some options could be taken into consideration:

- PowerPoint presentations;
- Flipchart presentations;
- Discussion groups;
- Small working groups.

The collection of feedback (d) represents the most important part of the workshop. The workshop organisers should go through each section and get opinions (check if they are relevant or not) and request for further input (“what would you add here?”).

3.4 Documentation

It is very important to prove the workshop activity.

The documentation can be in different forms for example:

- Invitation letter/leaflet or emails (see bellow)
- Agenda/Programme
- Participation lists
- Pictures
- Feedback from participants in form of comments, suggestions, critique, short feedback questionnaires, questions

APPLICATION FORM

To be sent to the organization secretary
 Fax n. +39 055 2009269
 or e-mail to m.calabrese@tkformazione.it
 By the 1st July 2011, h. 12.00 a.m.

Name: _____

Surname: _____

Organisation/ agency: _____

Address: _____

Telephone number: _____

Fax : _____

e-mail: _____

Autorizzo al trattamento dei miei dati personali ai sensi del D.Lgs. 196/03 (Italian authorization for personal data)

Date, signature _____

Autorizzo al trattamento dei miei dati personali per l'invio di materiale promozionale

Date, signature _____



Content Building Workshop

8th July 2011
 10.00 a.m.

Chiostra Santa Maria Maggiore
 Vicolo di Santa Maria maggiore 1, Firenze



PROGRAMME:

10.00	Welcome and registration of participants
10.15	Presentation of Mol@m project - Aim - What has been done - why a building workshop
11.00	Presentation of the interactive tool
11.30	Feedback from participants in form of comments
12.30	Business lunch

Contact:
Michela Calabrese
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 Fax: +39 055 2009269
 E mail: m.calabrese@tkformazione.it
 URL: www.spi.pt/molam

We would be glad to listen to your opinion,
 collect your suggestion and comments about Mol@m.

Thank you!

Visit the website: <http://www.spi.pt/molam>

This project has been funded with support from the European Commission. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Mol@m objectives:

Mol@m aims at promoting mobility for learning and employment in the European Union by providing career guidance professionals with expanded knowledge of EU labour markets. This will be accomplished through the development of an online interactive tool that will provide practical information about local rules and practices related to job markets and local job-culture, including also cases on immigration. This tool is to be complementary to existing instruments such as EURES, Euroguidance, etc. and will raise awareness of EU mobility as an option for employment, providing career guidance professionals the information they need to encourage and help - particularly people with lower qualifications. In this way, the project aims to contribute to:

- Encouraging European Mobility;
- Expanding employment opportunities to low skilled citizens;
- Improving the quality of vocational training for guidance professionals;
- Expanding career advise and guidance to a European level.

TK Formazione

Tk Formazione srl is an Italian VET and adult education provider (Florence-based) working in the field of education and training since 1992, planning custom-making courses, thematic seminars and training programs for individuals and teams of employers/employees in organizations, public sector and private companies.



We suggest project partners organizing the workshops to prepare a short report on the workshops activities including all promotional material of the workshop, description of contents, participants

profile, methods used, and feedback collected. This general report will be in English even if the workshops will be held in national languages that implies the translations of all material. Discussion and feedback need to be kept in minutes so that it is possible to translate them into English.

There will not be a strict questionnaire for feedback collection of the workshops – this will allow collecting feedback from participants informally and understanding their expectations. However, in order to organise the feedback obtained, it is important that partners develop the above mentioned reports of the workshops with the conclusions. Whenever possible, feedback about the Interactive Tool and Contents should be organized by themes, for example:

- Opinions on the themes addressed within the contents
- Opinions on the components of the tool
- Other relevant aspects/suggestions

3.5 Conclusion

These guidelines aim at providing instructions for partners on how to build the contents of the Interactive Tool and on how to organize and implement the Content Building Workshops in Germany, Italy and United Kingdom.

The document presents general rules for a common approach for the development of the contents and some suggestions in terms of organizational aspects for the workshops even if the implementation of them in the partner countries will be different according to the national conditions.

Final issues of relevance for partners organising the workshops:

- Start with the organisation well in advance
- Invite as many experts and representative of the target group as possible (not all of them will come)
- Invite people who participated in the Survey carried out (questionnaires/interviews)
- Find the most appropriate method of content presentation according to your kind of event
- Translate the material that you need in your national languages
- Document your workshop
- Report your activity.