

Terminal Check



molam

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Moving at labour market

D14 – Methodological approach Interactive Tool
(version 2)

Structure of the Interactive Tool

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1. Introduction

The mol@m project aims to provide career guidance and counselors a wider knowledge of other EU labour markets, so that they can help and encourage especially lower skilled job seekers to look for employment in the European Union labour markets, which is not always encouraged by these professionals. This will be done through an interactive tool for the career guidance and counselors professionals, which will focus on practical information about local rules and practices related to the job markets and the local job culture of selected EU countries.

The Interactive Tool is developed under Workpackage 4 (Creation of the Interactive Tool). The purpose of this Workpackage is the discussion of the Interactive Tool structure, the detailed definition of the content for each section of the Interactive Tool, the decision about the format of the contents and also the implementation of the Interactive Tool.

The main activities included in this Workpackage are:

- ▶ Elaboration of the Methodological approach document;
- ▶ Development of the Interactive Tool prototype;
- ▶ Development of the Interactive Tool in Czech, Portuguese and Spanish for the Pilot Testings;
- ▶ Development of the Final versions of the Interactive Tool in all languages (after the pilot testing in WP5).

As agreed in the mol@m workplan, the methodological approach of the Interactive Tool (WP4) was planned to start a bit later (in July 2011), but all partners decided to start the discussion about the elaboration of the interactive tool in an early stage during the second partnership meeting in Halle, Germany in April 2011. The reason why all partners agreed that this would be a better solution was in order to start simultaneously the discussion about the elaboration of the interactive tool and the contents development (WP3).

After the development of the first version of the methodological approach for this WP, in June 2011, based on the conclusions of WP2 and containing one initial proposal for the structure and

characteristics of the Interactive Tool, this is the second and definitive version of D14 – Methodological Approach – Interactive Tool (version 2). The partnership could only establish a definitive methodology for the development of the Tool, after the discussion of various aspects regarding its characteristics, based on the most recent conclusions and feedback of the target groups (obtained in the 3 content building workshops held in July 2011). The debate on the characteristics of the Interactive Tool was done in close connection with the development of WP3, content development, as the contents developed within WP3 will be integrated in the Interactive Tool and therefore it is very important to coordinate the characteristics of the contents and the features of the Tool.

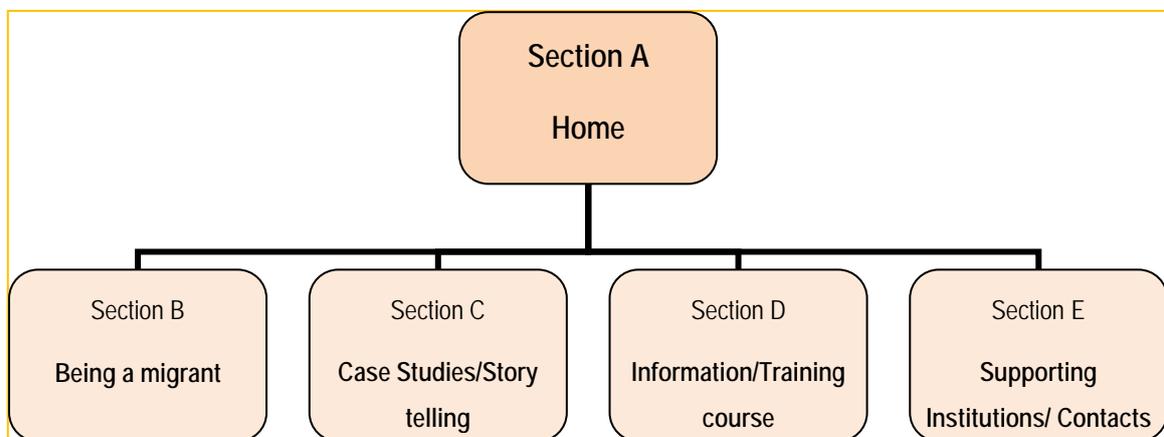
To summarize, there are two versions of the Methodological approach:

1. An initial version (version 1), based on the conclusions of Workpackage 2 and on the conclusions of the second partnership in Halle, Germany in April 2011. This document presented the first structure of the Interactive Tool;
2. The present document, which contains an updated version of the Methodological approach of the Interactive Tool and a new Structure of the interactive tool, which is based fundamentally on the conclusions of the Content Building Workshops in Italy, Germany and in the UK (Deliverable 12) and also in the discussion held during the third partnership meeting in Florence (September 2011) upon the results of the Content Building Workshops.

2. Previous developments

2.1. Initial structure of the Interactive Tool

According to the first version of the Methodological Approach for WP4 (June 2011), the initial structure of the Interactive Tool is presented below. This structure was discussed and obtained upon the conclusions of WP2 and the 2nd partnership meeting in Halle (April 2011).



The main features of each section are:

Section A – Home

The landing page of the Interactive Tool should present the platform and should answer the question “What is this tool for?” It is very important to give a first good impression of the platform. It should be appealing and highlight why and how it can be helpful.

The landing page will have also:

- ▶ Access to the Platform Handbook (a sort of “user’s guide”);
- ▶ Keywords that give an immediate idea of the purpose of the tool: The following expressions were suggested: “orientation in the information jungle”, “stumbling block”, “obstacles”, “how to find your way”, “survival kit”, “ask questions”. – can you ask for further input on this in the Workshops?

Media available (ways of presenting the information):

- ▶ Pdf (for the Handbook).

Section B – Being a migrant

This section should support potential migrants in their decision of migrating and provide tips for next steps. It will include:

- General content about migrants, answering to: “What does it mean to be a migrant?”
- Promotion of the idea of migrating, not only for labour reasons, but e.g. cultural interest;
- Subsection “Before Departing” a checklist of aspects each individual should think of/deal with before migrating.

Section C – Case studies/ Story sharing

This section will allow story sharing about experiences of migration. It will include:

- A common presentation of the purpose of the section
- Migrants stories per country (not only successful cases but also not successful ones);
- Form where people can write down and share their story (each entry will need the administrator (partner) approval – will all partners have time to administrate this? Each partner will be responsible for collecting/sharing the stories in their language and, if agreed, to elaborate a short summary in English.
- Can include links to social networks that allow the exchange of experiences or the contact with people of destination countries for potential migrants.

Media available/ possible ways of presenting the information:

- Videos/audio (for testimonials);
- Flash (some information can be presented with some simple animations);
- The form can be replaced by a Forum, or incorporation of a blog in that particular section.

Section D – Information/ Training Course

This section will contain the contents to be coordinated by TKF within WP3. The main structure of information will be presented through a matrix organized per country/theme:

INFORMATION	COUNTRY					
	UK	CZ	DE	IT	PT	SP
Employment context/Job opportunities ¹	read more					
Legal and social issues ²	read more					
Vocational Training opportunities ³	read more					
Cultural aspects ⁴	read more					
Complementary information ⁵	read more					

The column “Information” can be changed according to TK’s proposed structure.

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
- b) Specific resources on that theme/country. Resources can be: links, pdf files, ppt files, etc.

Media available (ways of presenting the information):

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

Section E – Supporting Institutions Contacts

We suggest this section is separated from the previous one, since the questionnaires pointed that many people are not aware of the existence of supporting services. It would be based on the information already collected within WP2 and would include:

1. General contacts (European level)
 - a. List of physical support
 - b. List of online support
2. Contacts per country (such as job agencies, ...)
 - a. List of physical support
 - b. List of online support

¹ 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.

² 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.

³ Language courses; internships/traineeship.

⁴ Traditions; Cultural training about habits, conventions and social behaviour in general.

⁵ This information should also rely not only on the positive aspects of each country but also the difficulties and obstacles along the way of migrating.

2.2. Comments obtained to the initial structure of the Tool

The above presented structure of the Interactive tool, along with the main features of the contents (WP3), was presented and discussed in the Content Building Workshops held in Italy, Germany and in the UK (Deliverable 12: July 2011), attended by career counsellors and guidance professionals from those countries, who provided feedback on the structure of the Interactive Tool and the contents to be in each section. In these workshops, the following main comments were provided:

A. General comments

- ▶ Use of the word “migrants” might come across as offensive (discuss);
- ▶ Careers advisors can help low qualified people by pointing to “low-threshold” mobility opportunities (like European Voluntary service) (DE);
- ▶ Highlight “short-term mobility” offers for low qualified;
- ▶ Even if the tool is addressed to low qualified, we cannot exclude that going abroad give people the possibility to gain important qualifications. For that reason, vocational and training opportunities must be put first, together with language courses and must be evident the possibility get qualification equivalence;
- ▶ It would be a good idea to have a “search tool” where people can add key words to find specific information. (depends on the tool to be used);
- ▶ Search tool in the home page, to outdraw the information needed (IT);
- ▶ All topics/ sub-topics/themes should begin with an Introduction;
- ▶ Quiz: to make the tool dynamic fun, can be included a Quiz related to the selected Destination Country (UK);
- ▶ Use of social networking such as Facebook, Twitter;
- ▶ There should be information for older people; job changer section should be included;
- ▶ Counselors could use it to navigate with migrants through some parts.

B. Comments to the “Home” Section

- ▶ It is very important to give a first good impression of the platform. It should be appealing and highlight why and how it can be helpful.
- ▶ Keywords that give an immediate idea of the purpose of the tool: The following expressions were suggested: “orientation in the information jungle”, “stumbling block”, “obstacles”,

“how to find your way”, “survival kit”, “ask questions –further input from Workshops: “Do you want to learn more?”, “Your growth in our net”, “Growing in the net”, “Answers to guide you”, “Mobiliting”.

- Add some images/graphics and/or a map of Europe.
- (Optional) add a calendar with information on main events around Europe (job fairs, training opportunities, etc.)
- Calendar with deadlines of opportunities and events both for migrants (ex. Grants opportunities) and for experts (workshop, training courses, networking events...) (IT).

C. Comments to the Checklist’s contents

The content of the section needs to be discussed:

a) General aspects that help to decide if people want to migrate (those who think about migration should read about experiences of those who have done so already!):

- Can have links especially to section C – Case Studies/ Storytelling;
- General content about migrants, answering to: “What does it mean to be a migrant?”
- Promotion of the idea of migrating, not only for labour reasons, but e.g. for cultural interest

b) Specific aspects – Checklist (can have links especially to section D)

- Have you read the legal aspect of your destination country?
- Have you understood the health care system of your destination country?
- Have you already looked for an accommodation?
- Have you already looked for the customs and habits of your destination country?
- Assessment of language skills, through links to language level tests or short online interviews (UK).

Other comments:

Keywords to be used: “Promoting European mobility”, “Checklist”, “Storytelling” and Didactic.

D. Comments to the Section “Case Studies”

- “Promoting European mobility”: positive examples to encourage people and provide orientation. Underline that going abroad makes people gain important qualifications and experiences; companies with foreign branches should be taken into consideration.
- Deep links make the research easier; emotional elements address the users directly and arouse their interest.

- Italy's CBW underlines that negative aspect of mobility should not be included. DE: need to be positive to encourage and provide orientation but at the same time, underline what can go wrong. UK: balance of positive and negative.
- Privacy should be maintained unless permission is given to name the authors.
- This section should be implemented with videos (to be preferred more recent and enthusiastic experiences and possibly of young low-qualified people).
- Some useful links could be included also in this section.

E. Comments to the Section “Information/Links”

- Language skills and vocational opportunities must be put first and clearly visible.
- DE pointed that most of the german services already provide information in all areas. So suggests other model of spreadsheet (1 list for each country, listed by services; a table for each country): [In Germany, there is a website that does this actually: <http://www.berufslotse.de/der-berufslotse/navigationshilfe/deutschland/nordrhein-westfalen/bonn/>]

Language courses/ language courses opportunities; internships/traineeship:

- Information on qualification equivalence should be included (with links to relevant institutions dealing with this issue in the different EU countries). In Italy, the experts suggested to have a separate section for this.
- In this category, it should be pointed out the differences of vocational training systems in the different EU countries (i.e vocational training in Germany has a high level).

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;
- Also include: Include “Virtual Job fares” that are becoming very popular (UK);
- Have information about skills shortages in different EU countries and which countries are looking for which skills;
- Include career profiles, links to prospects which contain job profiles and the qualification needed for different jobs and how to obtain these;

- ▶ “job opportunities”: is this really a link to jobs? (DE). It would be good to include also links to relevant websites with upload job opportunities and offers (IT). The links should have a logical order (starting with institutional websites, other relevant links about offices/services providing job opportunities information, statistics on the employment context and most requested professional profiles, links to job search websites, etc.).
- ▶ Organize job opportunities by short-term jobs/ other jobs/ ...

Traditions, Cultural training about habits, conventions and social behavior in general:

- ▶ Case studies might be useful here.
- ▶ Realistic information about living costs should be clearly indicated. Also quote costs in foreign currency as well local currency so that the various nationals can compare costs realistically (UK).

Other info tips:

- ▶ Include information about specific writing style of CVs, real advice of labour behaviour and useful examples (i.e. in UK don't use Europass, don't include date of birth and photos, etc.).
- ▶ In Italy, experts suggested to put together “Cultural information” with “other info tips”.
- ▶ Information on accommodation: how to find and costs with links to registered landlords.
- ▶ Other useful links are to police, info on the main cities, etc.
- ▶ Additional categories (i.e for short-term mobility) (DE)
- ▶ Experts already indicated a list of links to be included in this section (DE).

F. Comments to the Section “Supporting Institutions Contacts”

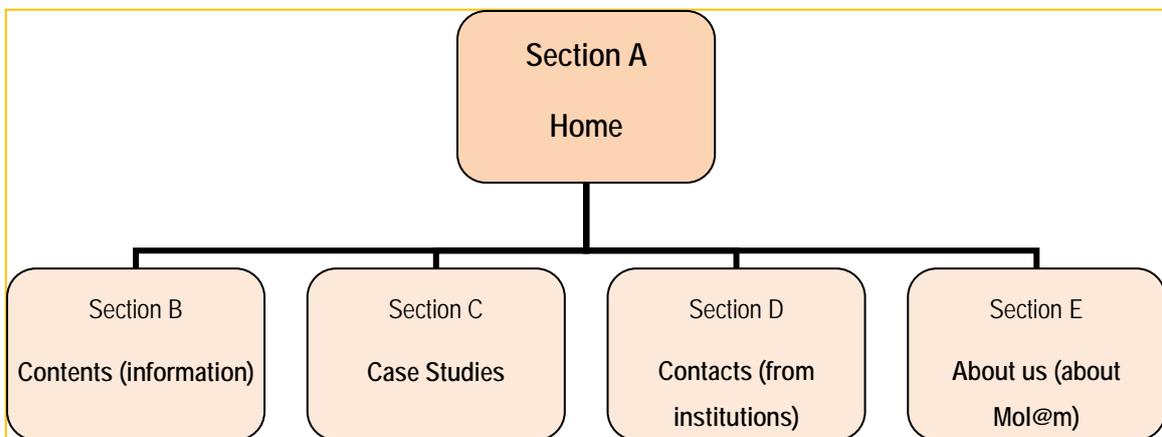
- ▶ DE pointed out if this is for the home or destination countries.
DE: Only physical contacts
DE: Suggests for the name of the section “Where you can go?”
- ▶ It would be based on the information already collected within WP2 and would include:
 1. General contacts (European level): List of physical support; List of online support
 2. Contacts per country: List of physical support; List of online support
- ▶ This section would be different country by country. Furthermore, the contact can change with the mobility's motivation.
- ▶ They suggest to strengthened it with the Tandem system, and the public services provided
- ▶ Each workshop elaborated a list of possible contacts. CBW in Italy suggests including also Trade Unions contacts.

- ▶ Include also websites, forums and databases mentioned to collect all contacts
- ▶ Information about national institutions and embassies for nationalities
- ▶ Which email addresses should be used? In case of doubt, the organizations themselves have to be asked where the accessibility is higher.
- ▶ There should be links to forum's institutions, organisation and support groups for migrants.
- ▶ In all workshops, the experts indicated useful institutions (i.e University of Warwick – UK; Milan Province Network – IT), websites (list of possible links to be added in section D) and tools (IJAB synopsis – DE) useful for our platform content development. It would be important to link existing tools (i.e tools like EISODUS and EXODUS) with the Mol@m tool.

3. Updated structure and characteristics of the Interactive Tool

The conclusions obtained in the content building workshops were thoroughly discussed among partners and the previous structure of the Interactive Tool, as also the designation and characteristics of the contents (WP3) were updated.

The agreed updated structure of the tool is as follows:



The main features of each section are:

Section A. HOME

- The landing page of the Interactive Tool should have an appealing layout and should present the purposes of the tool;
- Besides an introduction to the tool the Home section will present keywords that can define the Tool, the link to the LinkedIn profile of mol@m/ group of discussion for Guidance professionals and the links to the other sections of the tool.
- The Tool will also be provided in a social Network so that career guidance professionals have a platform to share and discuss issues related to mobility for labor purposes in the EU.
- According to the conclusions of the CBW, it would also be important to add here or in another section of the tool, a login area and an area of research (or a site map).

Section B. CONTENTS

▶ The Section of contents of the Interactive tool was defined with 5 main areas (the order does not reflect the order of appearance in the tool), according to what is defined in the guidelines of WP3. In order to integrate the conclusions of CBW’s, partners changed slightly the titles of the areas (modules) and defined more precisely which aspects can be addressed within each area. The areas are:

1. Employment context/Job opportunities;
2. Legal, social security and health care issues;
3. Culture, language and life
4. Education and Training
5. Checklists

The main areas that can be included in each topic (module) are presented in the table below:

TOPIC (MODULE)	THEMES
1. Employment context/ Job opportunities	<ul style="list-style-type: none"> ▶ Job profiles; ▶ Sectors/ jobs and areas with need of workers; ▶ Labor market trends; ▶ Type of contracts/ Labor law; ▶ Income; ▶ Job Search/ Traineeships; ▶ Applications; ▶ Recognition of certificates; ▶ “Low-threshold” opportunities (e.g.: short term, volunteer, low qualification).
2. Legal, social security and health care issues	<ul style="list-style-type: none"> ▶ Health care system; ▶ Social security system; ▶ Labour law/ contracting; ▶ Family issues: childcare, maternity leave, ... ▶ Crime, alcohol, drug policy; ▶ Taxes; ▶ Customs/ travel.
3. Culture, language and life	<ul style="list-style-type: none"> ▶ Language courses/ assessment; ▶ Country and people; ▶ Living costs; ▶ Accommodation;

	<ul style="list-style-type: none"> ▶ History, population; ▶ Currency; ▶ Political system; ▶ Voting/ elections/ being elected; ▶ Nationality (acquiring nationality); ▶ Customs/ travel info; ▶ Alcohol/ drugs policy; ▶ Crime.
<p>3. Education and Training</p>	<ul style="list-style-type: none"> ▶ Education system; ▶ Training system; ▶ Education and training opportunities; ▶ Language course; ▶ Further education; ▶ Recognition of qualifications; ▶ “Low threshold” opportunities.
<p>4. Support Checklists (please see note b) bellow)</p>	<ul style="list-style-type: none"> ▶ Checklist with the steps you should follow when you are abroad after arriving in the destination country; ▶ Etc.

Notes:

- a) The area ‘Complementary information’ will no longer exist, because the main topics of contents are distributed along the 4 topics (modules) exposed above.
- b) Checklists: There will be 2 different types of checklists in the Tool:
 - i. *Main Checklist*: this checklist will be developed by the partnership and integrated in the tool in a way that is always accessible (i.e. accessible through all the sections of the tool). It will be a document that the counselors can print (pdf file) and distribute to the migrants before they depart in order to see if their migrating process is prepared. Visually the user should be able to access this information anytime he wants (it should be appealing, for example use a sticky note in the layout or other way of giving some highlight).
 - ii. *Support Checklists*: these more specific checklists will be integrated in Section B, as presented in the table above. They can be copied from other websites, e.g. Australian Government: <http://www.immi.gov.au/living-in-australia/settle-in-australia/to-do-first/>.

Section C. CASE STUDIES

- This section will include 1 story. Each platform should have a story with a migration case that reflects a common migration situation for that country (e.g. the Italian platform should have a story of a country where Italians tend to migrate to). The story should follow the template guidance (text format, not video);
- Besides that, each partner can collect videos that already exist from other organizations about migrants experiences and embed the videos in the Interactive Tool or provide the links;
- It should be also possible for the users (guidance professionals) to Interact and contribute with a story – by sending an email or fill a form (these are two possible solutions) that answers simple questions such as: migrate from? Migrate to? Language? Story?

Section D. CONTACTS

This section will provide information on the 10 top destination countries of mobility for labour purposes within the EU. P6 (DJI) will define the top 10 target countries and each partner will provide contacts from selected countries.

The designation of this section is still under discussion. With the designation “contacts”, there is the risk that users may think we are talking about the mol@m contacts. One alternative suggestion is “resources”.

Section E. – ABOUT US

This section will provide information about the mol@m project and link to the website.

4. Guidelines for development

The following subchapters present the guidelines agreed for the development of the contents of Sections B, C and D of the Interactive Tool. They are in line with the conclusions of the partnership meeting in Florence and are complemented with the orientations and templates provided by TKF, coordinator of WP3.

The development of sections A (Home page) and E (“about Mol@m”) will be ensured by the WP coordinator SPI, after discussion among partners.

4.1. Section B. Contents (e-Learning course)

4.1.1. Collection of information

- This collection includes Links (for websites and for documents) and Bibliography.
- An updated template for the collection of Links will be provided by TKF.
- A new template for the collection of Bibliography will be provided by TKF.
- The collection of all relevant documents will be reviewed in order to have the fonts of documentation with the same source template;
- It should be verified if the links/ Bibliography or documents provide the same or similar information. In that case it should be chosen the most relevant resources based on important characteristics (e.g. updated in a regular basis). This is the reason why it is so important to complete the column ‘**why is this website worthwhile**’ of the collection of information table;
- There will be no problem if some of the topics are repeated in more than one section, if it is logical to have that information there – in this case the user should have a link in that page redirecting him to that specific page of content.

4.1.2. Translation of the contents

- The general **names of the topics (modules)** and their Introduction will be available in all languages; **Each module/area will contain a Content Introduction**, Files and documents links, Bibliography (only if the books/ Documents are not available online), **description for each resource**;

- The **names of the subsections** (within each module) will also be in all languages but they will be defined by each partner, according to the resources (links, bibliography identified for each module. Each partner will have a maximum of 5 main categories within each sub-topic (e.g. for the theme “culture, language and life” gather all important subjects in 5 main groups) with the compilation of all the topics of a section and can freely decide how this information should be compiled in order to reflect the reality of the country – some topics may not be applicable to a country;
- Each partner will only translate the name of the main sections. The description of the links will be in the national language.

4.2. Section C. Case Studies

The development of Case Studies will be further discussed among partners. Suggested template:

COUNTRY OF DEPARTURE	
COUNTRY OF ARRIVAL	
STORY	<i>(focused on main difficulties, information needed to take the step of migrating, lack of relevant information in the country of departure and in the country of arrival)</i>

4.3. Section D. Contacts

The contact points should be compiled according to the table provided bellow. There will be no separation between physical and online contacts, as many institutions include both features (i.e. have physical offices and an informative website and/or online support).

TABLE 1 – Contacts in XXXX (name of the country)				
Name of the Institution	Type of institution	Description of services provided	Contacts	Link/Website
Lorem ipsum lorem ipsum	Lorem ipsum lorem ipsum	Lorem ipsum lorem ipsum	Lorem ipsum lorem ipsum	Lorem ipsum lorem ipsum

5. Next steps

Now that the structure of the Interactive Tool is defined, the following **next steps** were established between the partners:

- **SPI** to test different technological solutions (until November de 2011);
- **Partners** to conclude the development of the contents of WP3, including translations (until December 2011);
- **SPI** to integrate the contents developed by partners and build a prototype of the tool (until next partnership meeting in February 2012);
- **Partners** to discuss the prototype in the partnership meeting in February 2012;
- **SPI and all partners to have the prototype finalized** (end of February 2012).

The tasks above are fundamental to have a good result of the Interactive Tool that can be truly useful for the career guidance professionals.