

# Terminal Check



# molam

510380-LLP-I-2010-PT-LEONARDO-LMP



Education and Culture DG

Lifelong Learning Programme



Education, Audiovisual & Culture  
Executive Agency



Education  
and  
Training

## Moving at labour market

### WP3 – Content Building Workshops Report



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# Document history

version	date	author	comments
1	23/08/2011	Michela Calabrese Silvia Calissi	



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## 1. Introduction

The purpose of this document is to report the activities implemented during the Content Building Workshops organized in 3 partners' countries: Germany, Italy, United Kingdom.

The main aims of the Content Building Workshops were:

- 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 24-30 career guidance professionals in three partners countries (DE, IT, UK) on the IT 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.

## 2. Promotion

The events have been promoted mainly through face-to face meeting, emails, newsletters directed to experts and career guidance professionals and phone calls to job centres, Eures advisors, info points for young people and other organizers' contacts.

An other mean has been the promotion done by some strategic partners at local level (i.e. Eurodesk, Info centers, Euroguidance, etc.) through their websites, facebook page, newsletters, etc.

In order to attract as many experts as possible, each partner has kept the structure of the workshop as many open and flexible as possible according to the local context.

### 3. Participants

The participants at the Content Building Workshops in the three partner's country were in total 26:

- CBW in Florence (IT) had 11 participants (plus 3 TK's employees);
- CBW in Halle (DE) had 9 participants (plus 3 DJI's employees);
- CBW in Bradford (UK) had 6 participants (plus one CE representative).

Participants were mainly job centres and NGO employees, Eurodesk and Eures advisers, municipal employment agency, Info point for young people, educational institute and guidance counsellors for students.

### 4. Facilities and equipment

In each workshop, participants received the Mol@m brochure and the Agenda of the events. Each organizer provided a power point presentation for introducing Mol@m.

Flipchart, coloured sheets, computers and video projector have been provided by the German partner. In the English and Italian CBWs a handout about the Interactive tool proposals has been given, translated and completed with some questions for each section.

### 5. Workshop agenda and organization

In all the countries the workshop has been conducted with a similar schedule:

- First, an introduction of Mol@m project
- Two working groups to encourage discussion about contents. In UK and Italy workgroups have the same discussion. In Germany one group discussed on sections B and C of the tool and a second group dealt about sections D and E.
- A final discussion to gather groups' results.

In Italy and Germany, guest speakers have been invited to introduce case studies/challenges in professional consultancy.

## 6. Results and suggestions

In all CBWs the participants were very active and contributed significantly to the building/review of the contents elaborated by the partnership so far.

In the table below the main results of the three CBWs have been summarized in order to have a complete overview on the main points (strength and weak points) arising from the workshops together with the main ideas/proposals suggested by the experts for the further development of the Mol@m Interactive Tool.

STRENGTH POINTS	WEAK POINTS	PROPOSALS
<b>General Issues and HOME</b>		
Labour mobility relevancies well described	Use of the word “migrants” might come across as offensive	<ul style="list-style-type: none"> <li>• Use the expression “European citizens” or “living and working abroad”.</li> </ul>
A good resource for both experts and potential migrants	It is not defined clearly who is Mol@m for	<ul style="list-style-type: none"> <li>• Create two pathways at the landing page “HOME”. Example: If you are eager to go abroad <a href="#">click here</a> – and – if you are a career counsellor <a href="#">click here</a> (IT). An other option is that the experts introduce the potential labour migrant to certain parts of the platform (DE).</li> <li>• In the HOME, the name and the hierarchic order of the sections, keywords and slogans should be included.</li> <li>• Depending on the target, the platform needs to be appealing and friendly (migrants) or professional, technical and functional (career advisors).</li> </ul>
Focus on low-qualified people	Low relevance to qualification and vocational opportunities.	<ul style="list-style-type: none"> <li>• Careers advisors can help low qualified people by pointing to “low-threshold” mobility opportunities (like European Voluntary service) (DE).</li> <li>• Highlight “short-term mobility” offers for low qualified.</li> <li>• 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.</li> </ul>
		<ul style="list-style-type: none"> <li>• It would be a good idea to have a “search tool” where people can add key words to find specific information.</li> <li>• Add some images/graphics and/or a map of Europe.</li> <li>• (Optional) add a calendar with information on main events around Europe (job fairs, training opportunities, etc.) .</li> <li>• Some keywords to be used in the HOMEPAGE: “Do you want to learn more?”, “Your growth in our net”, “Growing in the net”, “Answers to guide you”, “Mobiliting”.</li> </ul>
<b>Section B</b>		
		<ul style="list-style-type: none"> <li>• Keywords to be used in this section: “Promoting European mobility”, “Checklist”, “Storytelling”</li> </ul>

		<p>and “Didactic” (DE):</p> <ul style="list-style-type: none"> <li>• <u>“Promoting European mobility”</u>: positive examples to encourage people and to provide orientation. Underline the fact that going abroad makes people gain important qualifications and experiences; companies with foreign branches should be taken into consideration.</li> <li>• <u>“Didactics”</u>: deep links make the research easier; emotional elements address the users directly and arouse their interest.</li> </ul>
Check list is a good help for job seekers		<ul style="list-style-type: none"> <li>• Some suggestions for the checklist: <ul style="list-style-type: none"> <li>➤ Have you read the legal aspect of your destination country?</li> <li>➤ Have you understood the health care system of your destination country?</li> <li>➤ Have you already looked for an accommodation?</li> <li>➤ Have you already looked for the customs and habits of your destination country?</li> </ul> </li> <li>• The checklist can assess if people have collected all the relevant information when he/she is still in the home country; it should be placed as a conclusion of the Mol@m tool’s consultation, to check if they find, read and understand the contents. If they tick NO, there can be a link to the tool’s section that include that information (IT).</li> <li>• Culture, language, family matters, health care system etc. should be included.</li> </ul>
Underline the importance of language skills for mobility	A link to language courses in the destination country does not seem enough	In the tool there can be an assessment of language skills, through links to language level tests or short online interviews (UK).
<b>Section C</b>		
Experts of all CBWs welcome “Story telling” idea	UK’s workshop underline that story telling does not sound good	<ul style="list-style-type: none"> <li>• “Case study” would be a better phrase (UK).</li> <li>• 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.</li> <li>• Privacy should be maintained unless permission is given to name the authors.</li> <li>• This section should be implemented with videos (to be preferred more recent and enthusiastic experiences and possibly of young low-qualified people).</li> <li>• Some useful links could be included also in this section (i.e <a href="http://www.myukinfo.co.uk">www.myukinfo.co.uk</a>,</li> </ul>

		<p>www.dontbeatourist.co.uk, www.police.uk).</p> <ul style="list-style-type: none"> <li>• It should also include a space for discussion (forum?)</li> </ul>
<b>Section D</b>		
Employment context/Job opportunities	Updating depend on websites' choice. It can be very difficult and time consuming	<ul style="list-style-type: none"> <li>• This section should be available and updated regularly. Take information from institutions that write labour market reports and make it more available. Example for UK: University of Warwick.</li> <li>• Include "Virtual Job fares" that are becoming very popular (UK).</li> <li>• It would be very useful to have information about skills shortages in different EU countries and which countries are looking for which skills.</li> <li>• Include career profiles, links to prospects which contain job profiles and the qualification needed for different jobs and how to obtain these.</li> <li>• "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).</li> <li>• It would be important to give also a logical order to the list of links (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.).</li> </ul>
Education and training		<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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).</li> <li>• Languages courses opportunities should be pointed out.</li> </ul>
Legal and social security		<ul style="list-style-type: none"> <li>• It would be better rename this section with "Legal, social security and health care issues ". Health and safety information are very important.</li> </ul>
Cultural aspects		<ul style="list-style-type: none"> <li>• Case studies might be useful here.</li> <li>• 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).</li> </ul>
Complementary information	It can include many other information.	<ul style="list-style-type: none"> <li>• "Other info tips" is better than "complementary information". It can include information about specific writing style of CVs, real advice of labour behaviour and useful examples (i.e. in UK don't</li> </ul>

	“Complementary information” is too formal. Not clear what can be included here	<p>use Europass, don’t include D.O.B (date of birth) and photos, etc.).</p> <ul style="list-style-type: none"> <li>• In Italy, experts suggested to put together “Cultural information” with “other info tips”.</li> <li>• Information on accommodation: how to find it and what it will cost with links to registered landlords.</li> <li>• Other useful links are to police, info on the main cities, etc.</li> <li>• Additional categories (i.e for short-term mobility) (DE)</li> </ul>
		<ul style="list-style-type: none"> <li>• Experts already indicated a list of links to be included in this section (DE).</li> </ul>
		<ul style="list-style-type: none"> <li>• Experts in Italy suggest to add an introduction at the beginning of each topic.</li> </ul>
<b>Section E</b>		
Experts welcomed this section	This section would be different country by country. Furthermore, the contact can change with the mobility’s motivation.	<ul style="list-style-type: none"> <li>• They suggest to strengthened it with <i>the Tandem system</i>, and the public services provided.</li> <li>• Each workshop elaborated a list of possible contacts. CBW in Italy suggests to include also Trade Unions contacts.</li> <li>• Include also websites, forums and databases mentioned to collect all contacts; information about national institutions and embassies for nationalities</li> <li>• Which email addresses should be used? In case of doubt, the organizations themselves have to be asked where the accessibility is higher.</li> </ul>
<b>Other proposals</b>		
		Quiz: to make the tool dynamic fun, can be included a Quiz related to the selected Destination Country (UK).
		There should be links to forum’s institutions, organisation and support groups for migrants.
		Use of social networking such as Facebook, Twitter.
		Search tool in the home page, to outdraw the information needed (IT).
		Calendar with deadlines of opportunities and events both for migrants (ex. Grants opportunities) and for experts (workshop, training courses, networking events... ) (IT).
		There should be an information for older people, job changer section should be included.

## 7. Conclusions

The CBWs have generated a great interest among experts of career counseling and vocational guidance. They generally were collaborative and enthusiastic to help on the contents of a new tool.

Generally, they asked to avoid the duplication of existing tools. It would be important to create something new and really useful; not only a list of links but a tool that can easily lead the user to the right information.

It would be also important for Mol@m and for its dissemination and public support to underline the economic relevance of mobility. A European integrated market needs the mobility of the labour force all over the Union.

Some sections are addressed to experts some others to people who want to move. Style and contents must be structured taking into account the target: appealing for who want to move, technical and professional for experts.

Information and tips must be realistic and easy to find out in order to reduce frustration. Migration is not the best thing for everyone!

Language skills and vocational opportunities must be put first and clearly visible.

CBWs elaborated also many other tips and proposals as create a quiz, a calendar and a search tool.

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 CE's tools like EISODUS and EXODUS) with the Mol@m tool.

Annexe:

 National minutes (DE, IT, UK).