

Job Rotation e-service enhancing life long learning for the Agriculture Sector

www.agrotate.net



RESULT No 11: Public and Confidential final report

DELIVERABLE No 11.2: Public Final Report



Education and Culture DG

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Leonardo da Vinci

TRANSFER OF INNOVATION

Project No: 2009-1-GR1-LEO 05-01839

**Title: "Job Rotation e-service enhancing life long learning
for the Agriculture Sector"**

Acronym: "AGROTATE"

RESULT No 11: Public and Confidential final report

DELIVERABLE No 11.2: Public Final Report

Work Package 6: Project Management



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INTRODUCTION

This report intends to present the content of the project and its achievements, the description of the project's objectives and results, how they were achieved, how they will be exploited and how they contribute to EU policies, and is intended for widespread public dissemination.

1. Project Information

Title: Job Rotation e-service enhancing lifelong learning for the Agriculture Sector – AGROTATE

Project Number: 2009-1-GR1-LEO 05-01839

Year: 2009

Project Type: Transfer of Innovation

Status: completed

Country: EL-Greece

1.1 Short Description

Job rotation is a training model in which the unemployed are educated and trained continuously in order to replace employees in companies, during the time that they leave their jobs for further education and training.

The Agrotate system, integrating the job rotation model in a web application, aims at linking training and employment needs to each other. It is an online matching tool that connects qualifications of unemployed with farm's needs, and an e-learning platform that offers specially designed courses through distance learning.

1.2 Summary

Life long learning and unemployment know no frontiers. Farmers, regardless the country they live and work, have similar needs for upgrading their skills and limited free time to participate in traditional training courses. On the other hand job seekers across Europe require training which address real market needs and a sustainable job position in order to overcome the uncertainty of the current economical crisis.

Filling that gap in the agricultural sector, Agrotate project intents:

- ✓ to promote the job rotation e-service by giving the ability to farmers to further educate themselves or their employees, replacing them with suitable trained unemployed people,
- ✓ to fight the long-term unemployment by training unemployed in real farms' production procedures and enabling them this way to access labour market,
- ✓ to reduce the gap between the demanded and offered qualifications in the agricultural sector,
- ✓ to boost the productivity of the participating farms by supporting the adoption of new business models and organisational structures, and
- ✓ to increase the availability of e-learning services for the agricultural sector.

And last but not least, the Agrotate project aims to further validate European markets for the possibility of making the job rotation e-platform a standard e-service.

2. ACTIVITES

2.1. Analysis of needs and requirements

In the frame of this activity secondary and primary research was conducted in the 2 countries where job – rotation was piloted (Spain, Czech) for the identification of special needs and characteristics of the target groups and the agriculture sector.

2.2. Development of the Job Rotation Models

Based on the identified needs, a series of training modules were customized for each country and each target group. Further, a handbook was developed for the support of participants in the implementation of the job-rotation schemes and companies' skills needs identification, and the final schemes are identified for each country.

2.3. Customization of the e-service and setup of e-learning courses

The e-service and the job-rotation system was customized to each country, the system and technical requirements were adapted to the agriculture sector, the skills gap analysis were integrated in the system, and the training modules were prepared and uploaded to the e-learning platform.

2.4. Pilot implementation and evaluation

The pilot implementation of the job-rotation schemes took place with the participation of 10 companies & 10 unemployed from each country. The unemployed were trained in specialized topics, and substituted the farmer-employee during his training). The e-service was evaluated from participants and from Danish job-rotation experts.

2.5. Dissemination and Exploitation

The project website and multilingual brochures were developed, 3 dissemination workshops were implemented and a Business Plan was developed for the commercial exploitation of project results.

3. ACHIEVEMENTS

The overall project results adequately met the objectives specified in the application form. Through the project activities the characteristics & needs of target groups and areas were identified, the job-rotation e-service was adapted to the agriculture sector; the training material was customized to the target groups' identified needs and the pilot application took place according to the methodological framework & requirements set. The project resulted to the following outputs & objectives achieved:

- ✓ Agricultural companies from Czech & Spain had the opportunity to educate their employees–farmers through the e-service, while at the same time trained unemployed substituted them, supporting this way companies to avoid loss of production
- ✓ Farmers/employees in agricultural companies were trained in topics specifically tailored to the companies' needs
- ✓ The companies undertook a process of skills needs assessment & training needs establishment based on the operational objectives, environment & existing situation of companies. This process revealed the overall needs, strengths & weaknesses of the companies and provided the opportunity and knowledge for the adoption of the appropriate business & training initiatives.
- ✓ The skills missing from firms were identified and aligned with vocational training provision in the framework of the rotations that took place, matching firms' needs with unemployed qualifications and developing of skills relevant to the agricultural market needs.
- ✓ A needs analysis and job rotation application methodology was developed, consisting a valuable tool for the setup & implementation of the job rotation model through the e-service.

- ✓ Through the e-service, the companies were supported to meet their training needs, improve the skills of their employees, further motivate their workforce.
- ✓ Unemployed persons had the opportunity to be trained and attain working experience in real production procedures
- ✓ The gap between demanded & offered qualifications was reduced through training of unemployed to topics corresponding to specific identified needs of companies
- ✓ The e-service was evaluated by job – rotation experts and strengths and weaknesses to be further addressed for the sustainability of project results were identified
- ✓ The e-service was validated & piloted in real market conditions, evaluated & tested from the target groups and a business model for its further application and exploitation as a standalone e-service was developed

4. TRAINING MATERIAL

During the project, specialized training material for the agriculture sector was formatted and adapted to the e-learning system's requirements (size, structure, chapters & sub-chapters etc). Interactive exercises were developed based on the courses contents, the overall quality & functionality of e-learning platform was evaluated, sample training materials were uploaded for ensuring functionality of the system, and all training modules were uploaded to the e-learning platform of each country's pilot site. Overall, 8 modules were uploaded for Spanish farmers (Distribution and Trade of Agricultural Products, Agricultural Business Management, Integrated Management of Production, Programming in Agricultural Production, Marketing of Agricultural Products) and 5 modules for Spanish unemployed (Introduction to the Agricultural Sector, Organic Farming, Certification – Labeling Of Organic Products, Standardization of Agricultural Products, Packaging of Agricultural Products), 7 modules were uploaded for Czech farmers (Agricultural Policy,

Agricultural Accounting, Distribution and Trade of Agricultural Products, Programming in Agricultural Production, Agricultural Business Management, Marketing of Agricultural Products, Economic Analysis of Agricultural Production) and 8 modules were uploaded for Czech unemployed (Introduction to the Agricultural Sector, Integrated Management of Production, Organic Farming, Certification – Labelling Of Organic Products, Standardization of Agricultural Products, Packaging of Agricultural Products, Codes of Good Agricultural Practice, Hygiene and Safety of Agro-Alimentary Products). The tests/exercises of the training modules were parameterized in order to be linked with goals (skills needed from the company) in order for each training course to be customized for each participant. With this process, each exercise of the platform will be able to connect with a specific training goal, and when the user runs self tests in order to proceed to following chapters the systems builds these tests focusing on the needed skills.

The total training modules developed include:

Farmers – employees

- Distribution and Trade of Agricultural Products
- Agricultural Business Management
- Integrated Management of Production
- Programming in Agricultural Production
- Marketing of Agricultural Products
- Agricultural Policy
- Agricultural Accounting
- Economic Analysis of Agricultural Production

Unemployed

- Introduction to the Agricultural Sector
- Integrated Management of Production
- Organic Farming
- Certification – Labelling Of Organic Products
- Standardization of Agricultural Products
- Packaging of Agricultural Products
- Codes of Good Agricultural Practice
- Hygiene and Safety of Agro-Alimentary Products

5. EXPLOITATION

Regarding exploitation, the consortium plans to establish a new Legal Entity at 2013. During the 1st year of operation, with the support of job rotation experts from Denmark, the company will make improvements to the e-service identified as necessary from its pilot application & evaluation. At the 1st year of operation, in Czech & Spain the platform will be further promoted in the agriculture sector. It is envisaged that the Legal Entity will provide integrated job rotation services which include skills needs assessment, provision of e-learning, recruitment & training of unemployed substitutes. The target groups will be companies & unemployed & training organizations which will purchase the e-service & use it to provide their own services.

6. PARTNERS

Coordinator

Name: Technopolis - Anaptyksi Anthropinou Dinamikou S.A.

City: Thessaloniki

Region: Kentriki Makedonia

Country: EL-Greece

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Partner 1

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City: Brno

Region: Stredni Morava

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Organization Type: university/Fachhochschule/academy

Homepage: <http://www.mendelu.cz>

Partner 2

Name: T. Alexandridis and Co (OMEGA TECHNOLOGY)

City: Athens

Region: Attiki

Country: EL-Greece

Organization Type: SME - small and medium-sized enterprise (up to 250 employees)

Homepage: <http://www.omegatech.gr>

Partner 3

Name: Euroconsultants

City: Prague

Region: Praha

Country: CZ-Czech Republic

Organization Type: others



Homepage: <http://www.euroconsultants.cz>

Partner 4

Name: Consortium for Economic and Activity Recovery in la Marina Alta Region (CREAMA)

City: Denia

Region: Comunidad Valenciana

Country: ES-Spain

Organization Type: association/non-governmental organisation

Homepage: <http://www.creama.org>

Partner 5

Name: Aalborg Aftenskole - AOF NORD

City: Aalborg

Region: Nordjyllands Amt

Country: DK-Denmark

Organization Type: joint body

Homepage: <http://nord.aof.dk>



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Partner 6

Name: Centre Recursos d' Iniciatives i Autocupacio sl. (CRIA)

City: Barcelona

Region: Catalunya

Country: ES-Spain

Organization Type: others

Homepage: <http://www.cria.es>

For more information please visit www.agrotate.net or <http://www.adam-europe.eu/adam/project/view.htm?prj=7129>



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