

# Europäisches Anrechnungssystem für Teilqualifikationen in Metallberufen

## Dissemination strategy – EASYMetal Project

Dieses Projekt wurde mit Unterstützung der Europäischen Kommission finanziert. Die Verantwortung für den Inhalt dieser Veröffentlichung trägt allein der Verfasser; die Kommission haftet nicht für die weitere Verwendung der darin enthaltenen Angaben.



GD Bildung und Kultur

Programm für lebenslanges Lernen

Dieses Projekt wird gefördert aus Mitteln des Hessischen Ministeriums für Wirtschaft, Verkehr und Landesentwicklung.

HESSEN



Hessisches Ministerium  
für Wirtschaft, Verkehr  
und Landesentwicklung

Qualifizierungsoffensive  
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## Intentions of Strategic Planning

The plan described herein records the strategies of dissemination and exploitation activities in EASYMetal “European Credit System for Basic Qualifications in Metal Industry”.

The paper is intended to support dissemination activities of all project partners, in particular the German ones, since the ECVET call in 2010 of the European Commission aims at testing and introducing the “European Credit System for Vocational Education and Training” (ECVET) at a national level. The European partners only have a consulting function.

The plan considers the following elements:

- I. I. Information about EASYMetal
- II. Dissemination
  1. Objectives of dissemination activities
  2. Dissemination Tools
  3. Target groups
  4. Planning activities
- III. Monitoring dissemination activities

## I. Information about EASYMetal

The project **EASYMetal** „European Credit System for Basic Qualifications in Metal Industry” is funded by the European Commission within the Lifelong Learning Program (LLP) – Leonardo da Vinci and by the Hessian Ministry for Economy, Transport and State Development. The project is coordinated by the Institute for Vocational Training, Labor Market and Social Policy (INBAS GmbH) and conducted together with six partners, under which the Educational Institution of the Employers Federation of Hesse e.V. (BWHW e.V.) plays a prominent role.

With the help of ECVET procedures EASYMetal deals with a national problem: the **lack of permeability within the (vocational) education system** in Germany. The project particularly focuses on the interface between the pre-vocational training and the dual training system. Suggestions are being developed as to how both partial systems can be better linked together by means of ECVET.

**EASYMetal aims** first of all at the enhancement of transparency at the interface between pre-vocational training and vocational education and training (German “dual system”). Thus, EASYMetal (a) develops applicable solutions using ECVET as a tool (b) gets regional stakeholders involved to define recommendations improving the enhancement of transparency. Transparency forms the basis of recognition processes and a precondition for permeability. Furthermore, products and approaches to be developed need to be transnationally understandable.

**Pre-vocational training** is defined as part of the vocational education system; however, it is formally disconnected from the “dual system” (IVET-System). Pre-vocational training is meant for those adolescents who do not find an apprenticeship training position in the dual system. Learning outcomes that have been achieved during pre-vocational training are usually not recognised in the dual system, since they are not sufficiently transparent for the companies. Furthermore, pre-vocational training does not offer any certificates that are relevant for vocational training and the labor market. This is why many adolescents consider the time spent in pre-vocational training as if being put on hold. Young adults will profit if project solutions are applied.

In EASYMetal we are going to develop ECVET procedures supporting documentation, evaluation, recognition of learning outcomes achieved in pre-vocational training and their transfer to the dual system in VET. EASYMetal suggests solutions in the field of metal industry in compliance with the existing German VET system and its regulations.

A German advisory board consisting of significant regional (Hessian) VET stakeholders is consulting the project. Furthermore, the project partners from Denmark, Austria and Turkey contribute to project solutions ensuring products to be transnational comprehensible.

## II. Dissemination

### 1. Objectives of Dissemination Activities

Objectives of dissemination activities are listed below:

- Inform the general public about key instruments in the educational area promoting lifelong learning and transnational mobility as well as transparency, transferability and recognition of qualifications. In particular, disseminate information about ECVET.
- Inform the general public about EASYMetal, its intentions, activities and involved partners. Draw attention to project developments, products and project solutions.
- Provide the project with a brand, such as a recognizable name or an image.
- Address and inform relevant stakeholders and strengthen their awareness of the underlying problems in VET EASYMetal is focusing on.
- Strengthen the involvement and participation of stakeholders.
- Support exploitation of project results.
- Inform the general public about financing and publicise the associated opportunities in the Hessian region.

### 2. Dissemination Tools

Illustrated below are the dissemination tools identified to meet the defined targets.

#### Project Logo

Specific objective: ensure visual identity; tool to recognize project; clear, immediate, highly communicative manner to identify project and to recognize it.

Explanation: The developed logo is inserted in all project documents, thus supporting the recognition effect of the project.

#### Consistent Layout of Project Notifications

Specific objective: Tool to recognize project; clear, immediate, highly communicative manner to identify project and to recognize it.

Specific Objective: EASYMetal developed a clear visual sign (red beam with a metal-scaffolding in the center) which is inserted on all official project documents such as presentations, newsletters, flyer. This recurring element intensifies recognition effects.

## Project Website

Specific Objective: Provides information on ECVET, on the project and allows download of products.

Description: The website addresses the general public as well as stakeholders and project partners (e.g. associate partners). It informs about general EU policy and instruments and their objectives. It records project funding of EASYMetal, project objectives as well as concrete application. Products are provided to be downloaded (e.g. flyer, units of learning outcomes, public reports). The Website is produced in German and English. Besides the general public in Germany also a European audience can be reached.

## Flyer

Specific objectives: Provision of precise project information, recipients can be reached actively.

Description: Project flyer summarizes clearly relevant project information. Recipients are reached personally via project team. As hardcopies flyers can be distributed at any event. Flyers are published in German and English to reach groups nationally as well as internationally. Furthermore, flyers are provided in the project partners' language to strengthen dissemination activities in Denmark and in Turkey.

## Newsletter

Specific objectives: informing partners; strengthen commitment of all partners.

Description: A newsletter is sent to all partners about every six months (1) informing them about project developments (2) indicating tasks and events coming up (3) coordinate the partnership (4) strengthen the commitment of all partners.

## Presentations on Expert Symposiums / Participation in Conferences

Specific objective: inform general public about ECVET and EASYMetal; discussion with experts.

Description: Via active participation in conferences the general public can be informed about EU-instruments, especially ECVET as well as EASYMetal project objectives and products. In addition, conferences serve to discuss project issues with stakeholders as well as VET practitioners from VET-schools, training companies and pre-vocational training institutions and learn from them. Thus, the project intends to present EASYMetal via power point as well as participate actively in workshops or conferences (e.g. as critical friend). At these events flyer describing the project and informing about the EASYMetal homepage are distributed.

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### Bilateral Talks / Working Groups / Personal Networks

Specific objective: Involve and inform stakeholders, experts; exchange of know-how and professional support.

Description: Participation in workshops, bilateral meetings make the project and its intentions known in different VET groups. Besides spreading information involvement in and commitment towards the project is intensified. In addition, this supports the exploitation of project solutions. The project is permanently striving to exchange views with stakeholders (chambers, social partners, ministries) as well as VET experts (ECVET projects, Federal Institute for Vocational Education and Training, universities) and VET practitioners (VET schools, company trainers) to get acceptance in the field of VET and to improve project solutions.

### Position Paper with Recommendation for Chambers

Specific objective: Informing and exploiting EASYMetal products and solutions.

Description: The paper provides recommendations on the use of ECVET and EASYMetal project solutions at the interface between pre-vocational education and training and vocational education and training in the field of metal industry. It is aimed at chambers and educational providers in the pre-VET system. It forms the basis of our exploitation strategies.

### Leaflet for Companies

Specific objective: Informing companies about ECVET and EASYMetal project.

Description: Informing companies about the objectives, strategies and challenges of ECVET and sensitising them. EASYMetal products illustrate possibilities how to take advantage of ECVET and exploit project results. Interview results of personnel managers are incorporated ensuring the inclusion of significant company questions.

### Articles in Journals

Specific objective: informing public audience about EASYMetal, ECVET and the intentions and objectives of the EU commission.

Description: Project aims and challenges are illustrated. The European educational policy, objectives of ECVET, the intention to improve mobility and transparency are recorded. Furthermore, national efforts in Germany regarding these aims are documented. The contribution of EASYMetal to these aims is presented.

The project intends to public an article in "AWV-Informationen", which is journal addressing managers in companies and is distributed to about 2000 companies. In addition, we intend to publish a short article in the IHK-Report and/or the German Chambers journal addressing the Hessian Chambers and Hessian companies. The project intends to summarize its results and publish it as a final position paper. Finally, two articles are to be published by the BIBB focusing

on the interface between pre-vocational education and the dual training and recognition of learning outcomes.

### 3. Target Groups

We can differentiate between different project dissemination levels, ranging from the immediate environment to the public at large<sup>1</sup>:

- Own institution
- Project partner institutions
- Immediate environment and networks of partners
- Direct users and final beneficiaries
- Multipliers, decision-makers, policy-makers
- Public at large

EASYMetal target groups are as follows:

#### Own Institution: INBAS GmbH

The **Institute for Vocational Training, Labour Market and Social Policy GmbH**, or **INBAS** for short, is a multidisciplinary corporation contributing to developments in VET for about 20 years. INBAS colleagues are involved in regional and federal networks. They are target group of dissemination activities (a) to make them familiar with EASYMetal targets and tasks (b) to support them disseminating the projects' intention into their networks (c) to benefit from their expertise.

#### Project Partner Institutions

The **Educational Institution of the Employers' Federation of Hesse e.V. (BWHW e.V.)** is an educational institution of the employers association. As a well-established training provider it offers prevocational trainings for young adults in Hesse. BWHW colleagues are target group of dissemination activities (a) to make them familiar with EASYMetal targets and tasks (b) to support them disseminating the projects' intention into their networks (c) to benefit from their expertise especially regarding pre-vocational trainings.

The **Federal Institute for Vocational Education and Training (BIBB)** was founded in 1970 on the basis of the Vocational Training Act (Berufsbildungsgesetz, BBiG) as a federal government institution for policy, research and practice in the field of vocational education and training. It is

<sup>1</sup> Bienzle, Holger u. a. (2010): Managing Multilateral Projects in the Lifelong Learning Programme, Wien, p. 113 ([http://www.european-project-management.eu/fileadmin/images/Survival\\_Kit\\_EN.pdf](http://www.european-project-management.eu/fileadmin/images/Survival_Kit_EN.pdf))

subject to the legal supervision of the Federal Ministry of Education and Research (BMBF). BIBB is recognised as a centre of excellence for vocational research and for the progressive development of vocational education and training (VET) in Germany. BIBB colleagues of the EASYMetal team are target group of dissemination activities (a) to make them familiar with EASYMetal targets and tasks (b) to support them disseminating the projects' intention into their networks (c) to benefit from their VET expertise,

The **Chamber of Skilled Crafts** belongs to most important recipients of dissemination activities. The Chamber of Skilled Crafts is the competent bodies for VET in qualifications of skilled crafts. The chamber supervises the provision of vocational training preparation initial training and retraining provides support in the form of advice to the persons involved in vocational training. The Chamber of Skilled Crafts Frankfurt Rhein-Main gives advice on mobility activities of trainees and skilled workers in Hesse. HWK colleagues are target group of dissemination activities (a) to make them familiar with EASYMetal targets and tasks (b) to support them disseminating the projects' intention into their networks especially companies (c) to benefit from their expertise with mobility activities.

The **European partners EDUSER (Ankara), L & R Social Research (Vienna), Metropol (Copenhagen)** do have a consultancy function in EASYMetal. They are target group of dissemination activities, to support them disseminating the projects' intention into their networks especially VET-stakeholders.

### Immediate Environment and Networks of Partners

The most important direct recipients of the immediate environment are the **Hessian Chambers** and the **Hessian Ministry of Economy, Transportation and State Development (HMWVL;** also funding the project), since EASYMetal methods and approaches to recognize learning outcomes are coordinated with them. Both groups are represented in the EASYMetal advisory committee. The chambers, as competent bodies, supervise the provision of vocational training preparation, initial training and retraining. The HMWVL supervises the chambers. Both institutions cooperate closely.

Besides the HMWVL the **Hessian Ministry of Education (HKM)** belongs to the important recipient of dissemination activities. The HKM is supervising the vocational schools. The vocational schools offer pre-vocational education and training as well as training within the dual system of VET.

Another target groups are the **social partners** Federation of German Trade Unions (DGB) and the Hessian Employers Association (VhU) as well as the employment agency (all target groups are represented in the EASYMetal advisory committee). The Social partners represent skilled workers and companies, the employment agency is funding pre-vocational trainings of educational providers. These institutions are also important target groups for exploitation strategies in EASYMetal.

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## Direct Users and Final Beneficiaries

Direct users of EASYMetal developments are **educational providers** and **vocational schools** that offer pre-VET trainings. Two important institutions representing these groups are involved in the EASYMetal advisory committee: The Educational Institution of the Employers' Federation of Hesse e.V. (BWHW) a well-established educational provider and the Werner von Siemens Vocational school a huge VET school in the North of Hesse (Wetzlar) and also so called European School because of its exchange programs.

Project results are disseminated by the EASYMetal project as well by the chambers and employment agency. They are also reached through the instruments listed above (flyer, website).

Finally, **companies** are important target groups for exploitation and dissemination activities. They are also reached through the instruments listed above (especially "leaflet for companies").

## Multipliers, Decision-Makers, Policy-Makers

Via stakeholders of the immediate environment and their networks further multipliers and decision-makers are to be reached. Target groups are stakeholders in Hesse (all hessian chambers responsible for trainings in metal industry) as well as federal stakeholders (Federal Ministry of Education and Research, German Chamber Association of Industry and Commerce and German Chamber Association of Skilled Crafts).

VET researchers and experts are also target groups of EASYMetal dissemination activities, because they are consulting educational decision-makers in VET. These national as well as international VET researchers and experts function also as consultants of the EASYMetal project, thus being able to improve projects developments.

## Public at Large

Target group of the public at large are VET practitioners, VET experts, representatives of companies and associations as well as other stakeholders.

## 4. Planning Activities

The following table links the different aspects (target group, aims, instruments, and timing) of our dissemination activities.

Range of dissemination activities	Target Group	Aims	Instruments	Planning/Timing
<b>Own institution</b>	INBAS (DE)	Inform colleagues  Spread information in networks of colleagues	Meetings, Workshops	Timing depends on events at INBAS
			Flyer, logo, uniform layout	Provision beginning of project
			Information via INBAS newsletter	Beginning of project and during lifetime of project; depending on event
			Information via INBAS homepage	Beginning of project
			Information via EASYMetal homepage, downloads	Beginning of project
<b>Project partner institutions</b>	BWHW (DE)	Inform colleagues  Spread information in networks	Meetings, Workshops	Timing depends on events at BWHW
			Flyer, logo, uniform layout	Provision beginning of project
			Information via BWHW homepage	Beginning of project
			Information via EASYMetal homepage, downloads	Beginning of project
<b>Project partner institutions</b>	BIBB (DE)	Inform partners  Spread information in networks of partners	Meetings, Workshops	Timing depends on events at BIBB
			Flyer, logo, uniform layout	Provision beginning of project
			Information via BIBB	Beginning of project

			homepage	
			Information via EASYMetal homepage, downloads	beginning of project
			Newsletter	Regularly
<b>Project partner institutions</b>	HWK (DE)	Inform partners Spread information in networks of partners	Meetings, Workshops	Timing depends on events at HWK
			Flyer, logo, uniform layout	Provision beginning of project
			Information via HWK homepage	Beginning of project
			Information via EASYMetal homepage, downloads	beginning of project
			Newsletter	Regularly
<b>Project partner institutions</b>	EDUSER (TR) L&R Sozialforschung (AT) NCE Metropol (DK)	Inform partners Spread information in networks of partners	Meetings, Workshops: - partnership meetings - stakeholder meetings	Timing depends on dates of events
			Flyer, logo, uniform layout	Provision first meeting of partnership
			Information via partner's homepage	Beginning of project
			Information via EASYMetal homepage, downloads	beginning of project
			Newsletter	Regularly

<b>Immediate environment and networks of partners</b>	HMWVL HKM Hessian Chambers (ARGE IHK, HWK ) Social partners (DGB, VhU) Employment agency	Inform immediate environment and stimulate them to inform their network partners	Flyer, logo, uniform layout	Provision first meeting (advisory committee)
			Information via EASYMetal homepage, downloads	beginning of project
			Meetings, Workshops	Regular
			Bilateral meetings (especially chambers and HMWVL)	3-4 meetings during life-time of project
<b>Direct users and final beneficiaries</b>	Vocational school: Werner-von-Siemens-Schule Educational provider (BWHW)	Inform and prepare for changes	Flyer	Beginning of project
			Recommendation of chambers	End of project
			Information via EASYMetal homepage, downloads	Beginning of project
	Companies	Inform	Flyer	Participation in meetings of VhU; distribution of flyer: spring 2012; autumn 2012
			leaflet	Distribution end of project; meetings of VhU
			Article in AWV-Nachrichten	Middle / End of project
	Other vocational schools and educational providers	Inform and prepare for changes	Recommendation of chambers Distribution via chambers networks and via employment agency	End of project
			Final conference EASYMetal	Presentation end of project

<b>Multipliers, decision-makers, policy-makers</b>	Hessian chambers	Inform, involve Common developments: recommendation Strengthen commitment	Presentation meetings of chambers	Middle / end of project
			Article in IHK-Report and/or the German Chambers journal addressing the Hessian Chambers	End of project
	German Federation of Chambers of Commerce (DIHK)	Inform, involve	Bilateral meeting	Depending on occasion
	Employment agency	Inform, involve, common agreement	Bilateral meeting	Middle / end of project
	Hessian Ministries (HMWVL, HKM)	Inform, involve, common agreement	Bilateral meeting	Depending on occasion
			Meeting advisory board	regularly
Federal Ministries	Inform	Participation in Workshops, conferences: - workshop DECVET-committee - BIBB-conference - Focus groups - ECVET-conferences	Depending on event and occasion	
<b>Public at large</b>	Practitioners VET experts Stakeholders Companies	Inform	Presentations on conferences; Participations: - BIBB-conference - ECVET-conferences - EASYMetal final conference	Depending on event and occasion
			Articles - DECVET conference	Middle / end of project



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			articles - AWV-Nachrichten - IHK-Report and/or the German Chambers journal addressing the Hessian Chambers - EASYMetal final article	
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### III. Monitoring dissemination activities

The below listed indicators help to monitor dissemination activities.

Instrument	Indicator	Achievement of objectives: measurement
Project Logo	Project Logo developed	Logo inserted in all project documents
Consistent Layout of Project Notifications	Layout developed	Uniform layout on documents: - PowerPoint slides - Word documents - Newsletters - Flyers
Project Website	Homepage established	Website published  Provision of downloads
Flyer	Flyer available in different languages	Distributed to project partners; distribution at events
Newsletter	Newsletter available	Newsletter with EASYMetal layout sent to partners  Regularly submission via e-mail  Available on project internet platform teamspace
Presentations on Expert Symposiums / Participation in	Participation	List of conferences (venue, title, dates) Target groups Number of recipients

Conferences		Role of EASYMetal, products, impacts
Bilateral Talks / Working Groups / Personal Networks	Participation in meetings etc.	List of meetings (dates) Protocols Presentations
Position paper with recommendation for chambers	Position paper with recommendation for chambers developed	Distribution of document
Leaflet for companies	Leaflet developed	Distribution of leaflet to companies via e-mail and personally
Articles in Journals	Articles developed	List of articles