

## Interaktive persönliche Ausbildung und Verbesserung der Beschäftigungs-Kompetenz - JOBT00L

LDV-TOI-07-BG-166010

<http://www.adam-europe.eu/adam/project/view.htm?prj=7552>

## Projektinformationen

Titel: Interaktive persönliche Ausbildung und Verbesserung der Beschäftigungs-Kompetenz -  
JOBTOOL

Projektnummer: LDV-TOI-07-BG-166010

Jahr: 2007

Projekttyp: Innovationstransfer

Status: bewilligt

Land: BG-Bulgarien

Marketing Text: Das Hauptziel ist es, JobTool Job Unterstützung sucht Jugendliche und Arbeiter über 45-Jahren in der Arbeitsplatzsuche durch die Bereitstellung von ganzheitlichen, individuellen und flexiblen Ansatz Schulung und Verbesserung ihrer Fähigkeiten und Fertigkeiten für eine bessere Eingliederung und Vermittlung in den allgemeinen Arbeitsmarkt. Das Projekt spezifischen Ziele sind:

- Verbesserung der Selbstwahrnehmung, Motivation und Gelegenheit zu schärfen;
- Förderung der Selbst-Training und individuelle Ausbildung Leitung;
- Verbesserung der Beschäftigungs-Kompetenzen - Karriereplanung Fähigkeiten, Jobsuche Fähigkeiten, Interview und Anwendung Fähigkeiten;
- Unterstützung und Steigerung der Effizienz der täglichen Arbeit der Sozialarbeiter;
- Erleichterung der Kommunikation und Interaktion zwischen den beiden großen Zielgruppen;

Zusammenfassung: JobTool is a transfer of a project developed by Kadis d.o.o. named "The ICTE method – the integration of counselling, training and employment provision". The project has been chosen among 157 LdV projects in summer 2006 and included in the "50 successful stories – Leonardo da Vinci Community Programme" – innovative projects contributing to the Copenhagen Process – Linking policy to practice. Currently, the developed methodology is being successfully applied in the several Labour offices in Ljubljana, Slovenia. The idea of the JobTool is a result of the experience of all partners in their work with unemployed people. For many unemployed the absence of relevant vocational qualification is not the sole obstacle to find employment. They might face many obstacles: too specific qualification that does not meet the demands of the current labour market, lack of self-awareness, lack of awareness of the opportunities, lack of work ethics, lack of persistence, low self-esteem, emotional problems, lack of soft skills, like communication skills, problem solving, decision making, learning skills etc. For all these reasons many people turn into hard to employ ones and often do not meet eligibility criteria to participate in active labour market programmes of public employment services. However, if they do not receive the help they need to improve their employability, they will not only become long-term unemployed but will deepen the social exclusion they and their families are facing. The main objective of JobTool is to support the project target groups in job finding through providing of more holistic, individualized and flexible training approach and improvement of their abilities and skills for better inclusion and placement on the common labour market. The project concrete aims are finding of complex and efficient solution to the complex set of problems the hard to employ people face; to motivate them to participate in VET and lifelong learning programmes, to enhance their employment competences; to increase the efficiency of the everyday work of the social workers as well as to facilitate the communication and interaction between the two major target groups.

Beschreibung: "Interactive Personal Training and Enhancement of Employment Competences – JobTool" transfers the innovation of an earlier project developed by Kadis d.o.o. titled "The ICTE method – the integration of counselling, training and employment provision". The project has been chosen among 157 LdV projects in summer 2006 and has been applied successfully in several Labour offices in Ljubljana, Slovenia. The project was initiated in order to support job seeking youth and workers over 45-years as well as the people working with job seekers as those groups are the most severely affected by the global changes on the labour market. JobTool came as a natural continuation to the previous project and was intended to meet the pressing need of more holistic, individualized and flexible training approach to enhance the

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employment competences of the job seeking target groups and to support the work of the social workers dealing with them.

The main objective of JobTool is to support job seeking youth and workers over 45-years in job finding through providing of more holistic, individualized and flexible training approach and improvement of their abilities and skills for better inclusion and placement on the common labour market. The project specific aims are:

- improvement of self-awareness, motivation and opportunity awareness;
- stimulation of self-training and individual education conduction;
- enhancement of employment competences - career planning skills, job searching abilities, interview and application skills;
- support and increase of the efficiency of the everyday work of the social workers;
- facilitate the communication and interaction between the two major target groups;

JobTool was developed in close cooperation with four partners from four countries with international experience and knowledge in the field of labour market measures and active social policies as well as in EU project management and implementation. As a whole, the partnership structure includes the promoter European Center for Quality (Bulgaria), two educational institutions – JH Joanneum GmbH (Austria) and College of Banking (the Czech Republic) and the initial project initiator – the HR company KADIS d.o.o. (Slovenia).

The project was focused on several target groups:

- job seeking youths with low education and/or no vocational or professional qualification;
- job seeking people over 45-years;
- inactive discouraged workers - people not in the labour force who want and are available for a job, but who are not currently looking for one because they believe there are no jobs available or there are none for which they have the necessary qualification;
- inactive displaced workers – people who lost or left jobs because their plant or company closed or moved, there was insufficient work for them to do, or their position or shift was abolished;
- people who work with job seekers in their normal workday life in the partner countries: labour office employees; municipal and state employees as well as trainers and mentors working with job seekers; social workers.

Themen: \*\*\* Arbeitsmarkt  
 \*\*\* Lebenslanges Lernen  
 \*\*\* Fernlehre  
 \*\*\* Chancengleichheit  
 \*\* IKT  
 \*\* Weiterbildung  
 \*\* Erstausbildung

Sektoren: \*\*\* Erziehung und Unterricht

Produkt Typen: Fernlehre  
 Homepage  
 Unterlagen für offenen Unterricht  
 Module  
 CD-ROM

Produktinformation: The project JobTool has two major products – motivational training for people searching for a job, which includes interactive training materials (JobTool hard copy manual for Jobseekers and interactive e-platform – website with interactive exercises for practical use and virtual job interview) and guide for consultants (labour officers), which also includes hard copy manual for Consultants and the interactive e-platform. JobTool combines personal training as every trainee is being trained individually according to his/her needs and also interactive approach, as JobTool includes different types of communication during the training – reading, practicing, doing home work, discussions, working with e-products, consultations, etc. These products were tested in three-month courses in the partner countries – Bulgaria, Austria, The Czech Republic and Slovenia. The feedback from these courses and from the evaluation workshops conducted after them showed that the target groups evaluate highly the developed products. They find them easy for use, concerning

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interesting topics and advice and most importantly – they find them useful for finding a job and successful inclusion at the labour market. About 20% of the trainees in the JobTool courses found a new job after their participation in the training.

The JobTool products continue to be used by VET organisations and institutions in the partner countries. In Bulgaria they are being used by Labour Offices and in different schools for student career orientation. In Austria they are being used by private VET organisations as different JobTool modules are included in diverse motivational trainings for Jobseekers. In The Czech Republic the Labour Office of Karlovy Vary uses JobTool in their everyday work and in Slovenia Kadis also uses the motivational training or different modules from it in their training courses for jobseekers. In conclusion it can be stated that Jobtool has reached its goals. It is being used after the project's end which can be considered as overachievement of the project consortium.

JobTool was presented at many VET conferences in all partner countries. This brought a wide interest from many VET institutions and organizations. As a result there are a lot of proposals for further development of the JobTool idea and products.

Projektwebseite: <http://jobtool.bg/>

## Vertragnehmer

Name: European Center for Quality Ltd.  
Stadt: Sofia  
Land/Region: Yugozapaden  
Land: BG-Bulgarien  
Organisationstyp: KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)  
Homepage: <http://ecq-bg.com/>

## Kontaktperson

Name: Margarita Vassileva  
Adresse: 8 Racho Petkov Kazandjiata Str. ADORA Business Center, floor 6, office 29  
Stadt: Sofia  
Land: BG-Bulgarien  
Telefon: +35929718930  
Fax: +35929718091  
E-Mail: [office@ecq-bg.com](mailto:office@ecq-bg.com)  
Homepage: <http://www.ecq-bg.com>

## Koordinator

Name: European Center for Quality Ltd.  
Stadt: Sofia  
Land/Region: Yugozapaden  
Land: BG-Bulgarien  
Organisationstyp: KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)  
Homepage: <http://ecq-bg.com/>

## Kontaktperson

Name: Margarita Vassileva  
Adresse: 8 Racho Petkov Kazandjiata Str. ADORA Business Center, floor 6, office 29  
Stadt: Sofia  
Land: BG-Bulgarien  
Telefon: +35929718930  
Fax: +35929718091  
E-Mail: [office@ecq-bg.com](mailto:office@ecq-bg.com)  
Homepage: <http://www.ecq-bg.com>

## Partner

### Partner 1

Name: Bankovní institut vysoká škola, a.s.  
Stadt: Praha  
Land/Region: Praha  
Land: CZ-Tschechien  
Organisationstyp: Universität/Fachhochschule/Akademie  
Homepage: <http://www.bivs.cz/>

### Partner 2

Name: Kadis kadrovsko izobraževalni inženiring d.o.o.  
Stadt: Ljubljana  
Land/Region: Slovenija  
Land: SI-Slowenien  
Organisationstyp: Weiterbildungseinrichtung  
Homepage: <http://sl.kadis.si/>

### Partner 3

Name: FH Joanneum Gesellschaft mbH  
Stadt: Graz  
Land/Region: Steiermark  
Land: AT-Österreich  
Organisationstyp: Universität/Fachhochschule/Akademie  
Homepage: <http://fh-joanneum.at>

## Projektdateien

JobToolLeaflet.pdf

<http://www.adam-europe.eu/prj/7552/prj/JobToolLeaflet.pdf>

## Produkte

- 1 JobTool website
- 2 JobTool CD
- 3 JobTool Manual for Unemployed
- 4 JobTool Manual for Trainers

## Produkt 'JobTool website'

Titel: JobTool website

Produkttyp: Homepage

Marketing Text: JobTool software product is all-time available on the Internet via a purpose-built multilingual web-site.

Beschreibung: The online software product named JobTool functions in Internet environment and is accessible from every PC in Europe. The software is available through a multilingual website specially created for this purpose and on CD.  
JobTool has two modules – one for unemployed (Jobseekers) and one for “Unemployment” officers (Consultants) as well as a real-time interview simulation for practical application of the acquired skills and knowledge.  
The product was tested during the three-month test courses for jobseekers in Bulgaria, Austria, The Czech Republic and Slovenia. After the test courses were organized evaluation workshops in each country so that the feedback from the participants could be gathered. There was also conducted an external evaluation from independent evaluator outside the project consortium.  
The website was modified after the three-month courses and the evaluation workshops and also after the external evaluation reports. Corrections were made concerning the interactive exercises, the virtual interview and the content of the two Manuals.  
In accordance with the external evaluation corrections to the structure and clearness of the website were introduced which included placing the LdV and LLP disclaimer. The website was made easier for reading and use by the target groups.  
Both evaluations were essential for the development of the final version of the JobTool products.

Zielgruppe: The target groups of the project proposal can be divided in two large groups: hard to employ people and “Unemployment” officers.  
The first target group includes several categories of unemployed people on the labour market of the partner countries: unemployed youth with low education and/or no vocational or professional qualification; unemployed over 45-years of age; inactive discouraged workers - people not in the labour force who want and are available for a job, but who are not currently looking because they believe there are no jobs available or there are none for which they would qualify; inactive displaced workers – people who lost or left jobs because their plant or company closed or moved, there was insufficient work for them to do, or their position or shift was abolished.  
The second group includes people who work with unemployed in their normal workday life in the partner countries: labour office employees; municipal and state employees as well as trainers and mentors working with unemployed.  
Currently, the unemployed from the target groups are facing different obstacles in front of their entrance or re-entrance on the labour market such as lack of suitable transitional skills (job search, interview and application skills); low self-esteem and awareness of the opportunities; lack of vocational training and/or work experience or too specific professional experience; no working method addressing their complex problems; etc. On the other hand, the “Unemployment” officers face weak participation of unemployed in training programmes, low level of efficiency and cost effectiveness of the conducted courses, low level of flexibility as the legislation fails to keep pace with the dynamic changes on the labour market.  
Therefore, as main need of the both target groups can be regarded the development of one more holistic, individualized and flexible approach and software tool for more successful inclusion of the listed above groups of unemployed on the labour market as well as for better and more efficient interaction of “Unemployment” officers with all unemployed in their normal workday life.

Resultat:

Anwendungsbereich:

## Produkt 'JobTool website'

Homepage: <http://jobtool.bg/>

Produktsprachen: Bulgarisch  
Slowenisch  
Englisch  
Deutsch  
Tschechisch

## Produkt 'JobTool CD'

Titel: JobTool CD

Produkttyp: CD-ROM

Marketing Text:

**Beschreibung:** The CD opens JobTool programmes automatically after the CD is placed in the CD-ROM. JobTool has two modules – one for unemployed and one for “Unemployment” officers as well as a real-time interview simulation for practical application of the acquired skills and knowledge.

**Zielgruppe:** The two major project target groups include unemployed youth with low education and/or no vocational or professional qualification; unemployed over 45-years of age; inactive discouraged workers; inactive displaced workers as well as labour office employees; municipal and state employees as well as trainers and mentors working with unemployed. The potential beneficiaries of the project outcomes are university students in different degree programme related to labour market and unemployment; workers who are dissatisfied of their current employment positions and wish to change their working places; HR companies, recruitment agencies and organisations working in the field of vocational and educational training for unemployed as well as handicapped people.

**Resultat:** The JobTool CD version is available for users with bad or no Internet connection. The materials on the JobTool web-site and CD are identical. The content as well as the interface are the same. Thus, the use of both products equally easy for the final users and will simplify the switch of usage between both products.

Anwendungsbereich:

Homepage:

**Produktsprachen:** Tschechisch  
Bulgarisch  
Deutsch  
Englisch  
Slowenisch

## Produkt 'JobTool Manual for Unemployed'

Titel: JobTool Manual for Unemployed

Produkttyp: Module

Marketing Text:

**Beschreibung:** The training tool for unemployed – Manual for Unemployed, is designed for people who are difficult to place in the labour market (young and older unemployed without vocational qualification). Its aim is to support them in their self-study endeavours, with or without the help of counsellors. The Manual contains a course of 10 basic chapters and interactive exercises connected with them:

The Manual for trainers guides labour officers, trainers and consultants through the multiple elements of JobTool training course in a modular fashion. It allows them to use the whole tool available or pick modules to integrate into an existing training approach. It contains instructions towards the 10 modules included in the Manual for Unemployed. The trainer is free to add any material that is considered as useful according to his/her opinion and training approach. This Manual is available in electronic and printed version and is distributed free of charge.

**Zielgruppe:** The two major project target groups include unemployed youth with low education and/or no vocational or professional qualification; unemployed over 45-years of age; inactive discouraged workers; inactive displaced workers as well as labour office employees; municipal and state employees as well as trainers and mentors working with unemployed. The potential beneficiaries of the project outcomes are university students in different degree programme related to labour market and unemployment; workers who are dissatisfied of their current employment positions and wish to change their working places; HR companies, recruitment agencies and organisations working in the field of vocational and educational training for unemployed as well as handicapped people.

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Englisch  
Deutsch  
Slowenisch  
Tschechisch  
Bulgarisch

## Produkt 'JobTool Manual for Trainers'

Titel: JobTool Manual for Trainers

Produkttyp: Module

Marketing Text:

Beschreibung: The Manual for trainers guides the labour officers, trainers, consultants through the multiple elements of JobTool in a modular fashion allowing the trainer to use the whole tool available or pick modules to integrate into an existing training approach. The 10 modules are as follows:

- 1 Self-awareness
- 2 Opportunity-awareness
- 3 Goal Setting
- 4 Job searching skills I
- 5 Job searching skills II
- 6 Personal development
- 7 Electronic preparation of application documents
- 8 The Interview
- 9 First days on new work
- 10 Labour regulations and rights

Zielgruppe: The two major project target groups include unemployed youth with low education and/or no vocational or professional qualification; unemployed over 45-years of age; inactive discouraged workers; inactive displaced workers as well as labour office employees; municipal and state employees as well as trainers and mentors working with unemployed. The potential beneficiaries of the project outcomes are university students in different degree programme related to labour market and unemployment; workers who are dissatisfied of their current employment positions and wish to change their working places; HR companies, recruitment agencies and organisations working in the field of vocational and educational training for unemployed as well as handicapped people.

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen: Slowenisch  
Deutsch  
Englisch  
Bulgarisch  
Tschechisch

## Veranstaltungen

### Valorization conference of Jobtool

Datum 25.09.2009

Beschreibung The valorization conference of Jobtool was held on 25 September, 2009 in Plovdiv, Bulgaria. There was presented the JobTool manuals for unemployed /jobseekers/ and for labour officers who work with them. Each of the ten chapters was presented according to its aim, content and approaches. The website was also presented with focus placed on the interactive exercises and the virtual interview. The guests of the conference were the project consortium members, participants in the test courses in Bulgaria, local entrepreneurs and employers, Bulgarian NA representatives, local and regional media representatives. A feedback from the guests was collected.

Zielgruppe - Unemployed people, job-seekers  
- Labour officers  
- Representatives of enterprises of different size

Öffentlich Geschlossene Veranstaltung

#### Kontaktinformation

Zeitpunkt und Ort 25 September, 2009  
Sankt Peterburg hotel, Conference hall  
Plovdiv, Bulgaria