



Passport to Trade 2.0

D. 11 Refined European Mobility Framework Report

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Education and Culture DG

Lifelong Learning Programme

1. Introduction

WP 4 'Online Survey in 31 European Countries' aims at the development of an online survey which will be distributed in all 31 European countries in order to test and validate the European Mobility Framework (EMF). The EMF survey will be targeted at the European SMEs and student population and will try to gather at least 1550 responses (50 per country). The results will be a refined EMF, which will be used to update information about the existing countries on the website and the website itself.

This report constitutes a one of the three main outputs of WP4. The refined EMF includes the main contents of the EMF according to the responses of the online survey. Below is a graphic that describes the sequence of steps of WP4 and of D11-Refined European Mobility Framework Report (EMF).

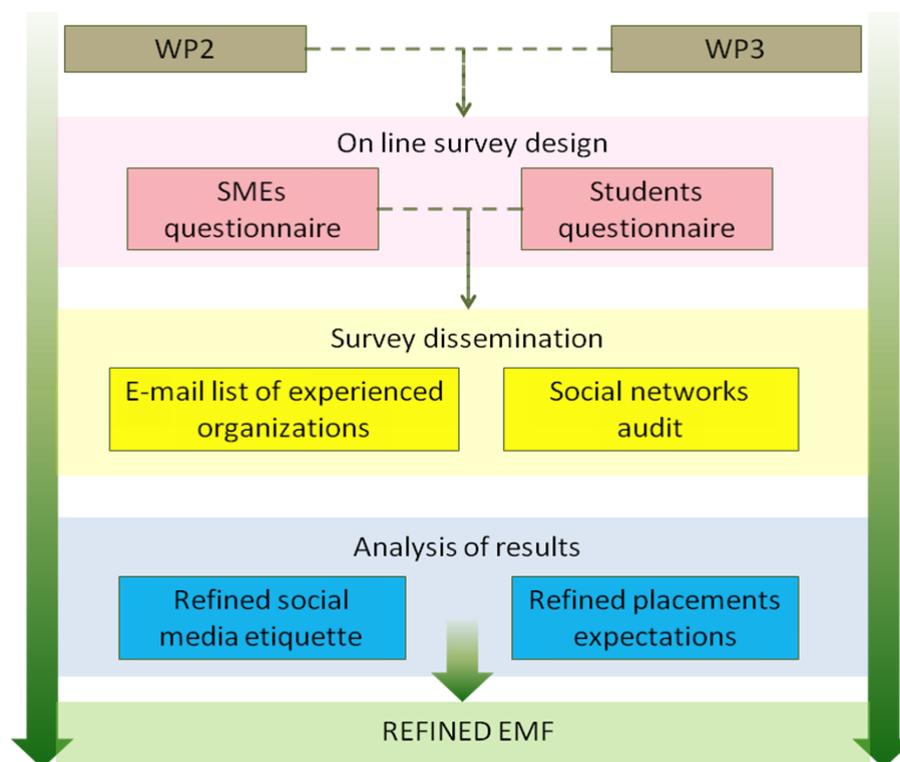


Figure 1: Graphical presentation of WP4, showing different tasks/deliverables and their interdependencies

2. Refined European Mobility Framework Report (EMF)

The following structure is a refined version of the draft European Mobility Framework report which was developed during WP3. The refined EMF incorporates the outcomes of the Online Survey results from both questionnaires. The new EMF has been evaluated by all project partners during the last meeting which was held in Thessaloniki.

The EMF structure is based on the contents formulated in Passport to Trade 1.0 with additions regarding the use of social media and social media etiquette as well as information on student placements.

According to the input from the survey and the feedback from partners, the new EMF includes four main sections: Business and Education Environment, Business Communication, Business Etiquette and Social Media Guide.

County Top-Level [Introduction]

This section has remained the same with the draft EMF.

Business & Education Environment

This section, including its subsections has remained the same with the draft EMF. The subsection 'student placements' include the new information on student placements according to the preferences of respondents.

Business Etiquette – Attitudes and Values

- Work-Life Balance
- Attitudes to Foreigners (cultural awareness)
- Taboos
- Time Keeping
- Dress Code
- Gift giving
- Bribery and corruption
- Corporate Social Responsibility
- Other issues (colour, mobility)

Education, Training and Placements

- General education
- Student placements
 - Placement options
 - Sources of Placements
 - Practicalities

Business Communication

This section was named in the draft EMF as 'Business Practice'. Regarding the content of the subsections what is most important is that the sub-section 'Business Practice-Social Media Etiquette and

Usage' was moved and formed a separate section on its own. In addition to that, the sub-section 'Working Practice' was moved under the following section named 'Business Etiquette'.

How to Communicate

- Making contact (distance where/when appropriate)
- Face-to-face (including verbal and non verbal communication)
- The use of titles
- Business relationships (people vs. paper)

Language Matters

- Degree of familiarity
- Useful phrases
- Foreign language competences

Business Etiquette

This section was named 'Business Meetings' in the draft EMF report. In this new EMF it has been changed into a subsection of 'Business Etiquette'. In addition, another sub-section is now included; that is 'working practice' a previous subsection of 'Business Practice'. This subsection also had some changes compared to the draft EMF as the content related to 'Money and banking' has been removed.

Business Meetings

- Attitudes to Business Meetings
- Setting up a meeting
- Greeting people (including business meetings)
- Running a meeting (administration)
- Negotiation
- Business meals
- Follow-up meeting
- Hints and Tips

Working Practice

- Labour contracts/hiring
- Working Hours
- Holidays
- Medical care and Insurances

Social media guide

This section is new in the EMF. It includes all information on social media usage and etiquette according to the preferences of the respondents of the online survey (both of SMEs and of students). It consists of only one sub-section named 'social media usage and etiquette' with general information on social media usage, on issues of etiquette and privacy, as well as country specific guidelines for the use of social media.

Social media usage and etiquette

- General information on social media usage
- Do's and don'ts in social media
- Privacy issues
- Usage guidelines for specific Social Media (country specific)