

Go&Learn initiative

CONCEPT

G&L European Network Management Body



The Go&Learn initiative is a multilateral network supported by the EU LLP funds. It is aimed to organize and manage an international catalogue of study visits to be carried out inside companies all around Europe. The visits have training and guidance aims and should be considered as Training Units that can be proposed to a vast range of users: students of vocational and secondary school, university, employed and unemployed people, teachers and trainers. The hosting companies are strongly committed in training and in knowledge propagation, allowing the visiting groups to learn directly from the source of knowledge, experience and innovation, which is the company itself. Detailed and updated information about the network members, the activities and services available are available in the official website of the project: www.goandlearn.eu and in the national websites of the project partners.

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This paper as well as all the other reference documents of the G&L initiative are available for download in digital format in the official initiative website:

www.goandlearn.eu



Lifelong
Learning
Programme

LIFELONG LEARNING PROGRAMME 2011 - MULTILATERAL NETWORK 517780-LLP-1-2011-1-IT-LEONARDO-LNW

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1 Preface

The rules and standards of the G&L network governance, products and services are described in detail in the following papers, which the one you are reading is part of:

Go&Learn concept

This document, where the rationale and the aims of the initiative are described, with a summary of products and services provided by the network(s).

Go&Learn European network rule

Where the rules adopted to manage the European G&L network and the product and services at European level are listed.

Go&Learn local network rule

Where the rules adopted to manage the local (country or province) G&L networks and the product and services provided at this level are listed.

Standard reference for G&L Products & Services

Where the minimum standard requirements for local and international products (visits, seminars, circuits) are described, as well as the minimum standard requirements for local and international services (hosting, accompanying and pedagogical support, travel and logistics, etc..).

Support documents

A collection of support papers to carry out the activities: agreement between LNMB and company, handbook for the company, insurance forms (if necessary), certificates, etc.

Monitoring data and quality indicators

Rationale and detailed description of the monitoring data to be collected for each seminar/visit carried out and set of quality indicators to be applied to evaluate the activities carried out by the network.

Image Manual

Where all the official logos and graphic formats to be compliant with when preparing information or dissemination products are specified.

Go&Learn commercial frame (G&L partnership internal use only)

Derived from the Sustainability Plan of the project, it is the document where pricing policies, criteria for exchange of services between the network partners, and any other sustainability issue are developed.

All this documents, developed within the LIFELONG LEARNING PROGRAMME 2011 - MULTILATERAL NETWORK 517780-LLP-1-2011-1-IT-LEONARDO-LNW, will be maintained and updated under the exclusive responsibility of the G&L ENMG.

2 Rationale and Aims

“Journeying abroad provides for every person a school of training and experience of the most manifold nature and is for the craftsman and tradesman all the more indispensable in that only through his own observation of alien conditions and circumstances can he make comparison with such as are familiar to him, thereby forming a correct perception of truth, beauty and usefulness and at the same time educating himself as an individual and craftsman. Exemption from the obligation of journeying may only be granted on the most imperative grounds”.

General Crafts and Trades Law
German Crafts and Trades Congress
Frankfurt - 15 August 1848

2.1 The mobility issue

Vocational education and training has a key role in supporting the aims of the Europe 2020 strategy. This strategy makes clear that it's fundamental to encourage more workplace learning experiences, a closer collaboration and partnerships between public services, education and training providers and employers, at several levels and a greater validation of skills and competences acquired in non-formal and informal contexts. Furthermore, the EU Employment Committee declared that the levels of mobility remain low within the EU labour force due to several factors, such as the absence of a standard recognition of informal skills, a lack of information on mobility opportunities and no previous experiences of mobility. Despite the great attention paid by the Commission, a good result in EU mobility has been reached in the ERASMUS (high education students); for all the other target groups (VET, apprentices, secondary school, workers and entrepreneurs) the mobility levels reached are far from those expected. Some of the reasons why mobility programs seem non able to be effective and sustainable are:

- mobility programs foresee long periods of permanence (they last from 2-4 weeks up to several months, depending on the target group involved);
- standardization of the mobility experience is quite low: sometimes there are guidelines concerning administrative rules or mobility aims, but there are few about contents and competencies to achieve, requirements for reliable companies and partners abroad to guarantee quality and effectiveness of learning proposals;
- inadequate support given to education and training providers: most of them don't have transnational mobility as a standard part of their curricula mostly because they don't have internal resources able to organize them;
- the training role of companies remains in some way hidden: there are few reflections about a feasible role of enterprises, particularly SMEs, as a true learning environment able to combine formal and non formal learning;
- low level of mutual interest-in and understanding-of a neighbouring country's economic fabric and history;
- the poor level of information about all the opportunities related to mobility addressed both to workers and to students.

The Go&Learn initiative is aimed to build a local and international frame that can help to solve some of the problems listed above. It offers the chance to access an international catalogue of training seminars and/or guidance visits aimed to the discovery of local economic fabrics and to the propagation of knowledge.

The G&L initiative will search and develop operative solutions in three directions:

2.2 Exploit the training role of SMEs

The training role of SMEs risks remaining to some extent hidden, just an assumption, an unsatisfied declaration of intent, until this training role is defined in terms of real practical involvement of companies. We need to somehow “formalize” the non-formal learning that occurs during the working life of people. G&L aims to exploit a training role setting suitable for the SMEs, in order to integrate national educational and VET offers. Besides, education and VET systems are finding it increasingly difficult to update their curricula, laboratories and technologies, while for study purposes companies themselves can provide a broad, state-of-the-art, detailed view of local products and services, organization and technology, culture and experience.

A relevant aspect linked to the creation of the G&L catalogue is the growth of a network of **certified training companies**. Their participation to the visits will allow to verify their suitability to carry out training activities. Such companies can become a privileged destination of other training activities financed by public and private funds. This is a crucial point of the future of Life Long Learning, clearly pointed out in the strategic objectives and short-term deliverables determined for the member states in the last EU council recommendation on “the priorities for an enhanced European cooperation in vocational education and training”.

2.3 Foster mobility for students and workers

The possibility to attend a **standard catalogue of discovery and study visits**, able to foster a contact with the economic fabrics and cultures, reality of neighbour countries/regions, is a true added value for the professional growth of students, teachers and workers. In fact, schools and companies will be able to enhance their learning programs by including **robust and tested training units based on transnational mobility** and carried out in non-formal settings.

Transnational activities will also provide support to limit the gaps depending on the low levels of foreign language knowledge of the participants, with the support of interpreters and multi-lingual documentation coupled with careful pedagogical attention. The catalogues of economic discovery visits of the G&L initiative can become a reference for all those training providers interested in the guidance and training paths which involve companies.

2.4 Link tourism to guidance and the discovery of local economy

G&L seminars can enhance tourism proposals (most typical frame of informal learning) with an original new perspective and generate a new frame of relationship between tourism and informal/non-formal learning; they can provide different interpretations of a land and, in the meantime, mutual knowledge of professions and economic fabrics of the countries. This can increase the possibilities of crossborder/transnational mobility, employment and entrepreneurship significantly. This last result can be considered a new form of consistent and original guidance for students, families and workers.

Furthermore, the G&L discovery modules can also integrate existing guidance paths and also the visits to other regions and countries organized every year in the schools, with an **original new perspective** and generate a new frame of relationship between schools and companies, between informal/non-formal learning.

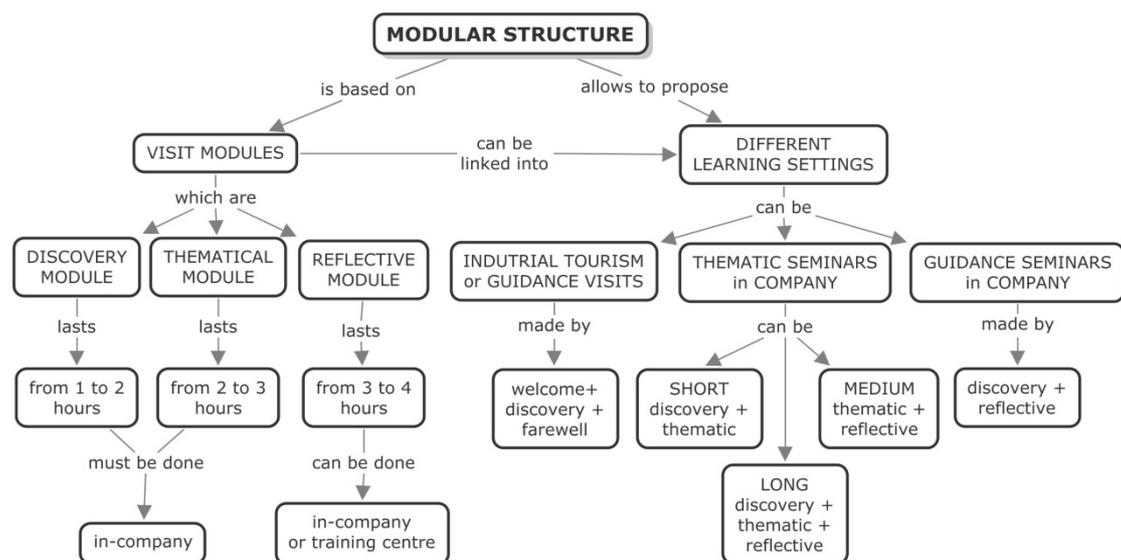
3 The Go&Learn idea

As we said in the previous chapter, the actors of the vocational education and training system are seldom able to propose their students a simulation of all the possible professional and working settings which characterize their economical frames: the active involvement of all kinds of local businesses to integrate guidance and VET proposals is thus essential.

The companies in fact are the only ones that can provide for study purposes a broad, complete, detailed view of products and services, organization and technology, professional culture and heritage. Of the many possible actions that could help the exploitation of the training role of the SMEs and in the same time integrate it with the necessary cognitive contribution of the formal education systems, one is the **study visit in company** on which this project is focused. The G&L idea focuses on a set of formal training and/or guidance units carried out in a non-formal context.

3.1 Modular structure

Every Go&Learn seminar can combine one or more of the following modules, generating training units whose length goes from 2/3 hours to 7/8 hours. The modules are synthesized in the following scheme:



3.1.1 Discovery module

The module is about the presentation of the hosting company in general terms: history, product/services, market, structure.

The entrepreneurs and production managers will be the speakers, adapting their technical language to make participants feel at ease during the visits. With pride and humbleness they will tell the story of their products, explain how the raw materials are transformed into finished products underlining their intrinsic value; they will tell the story of families and generations of hard workers, the challenges of the past and present, the challenge of the outside world and the global economy issues.

3.1.2 Thematical module

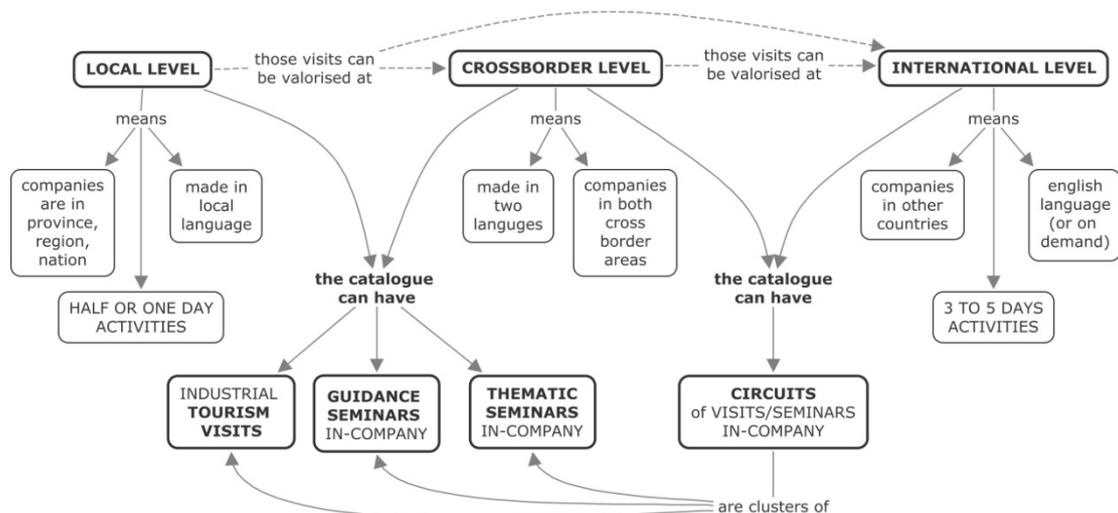
The module is about the in depth illustration of a product, service, technology, etc. which characterizes the company in terms of excellence or uniqueness. This will be the subject of the visit. The company experts will hold the presentations, illustrate the theme and accompany the visiting group to see the specific areas of the production sites related with the subject of the seminar. Each seminar will have a “focal question” related to the visit’s theme, which will be the “driver” for the presentations made and the discussion and evaluation activities of the Reflective module, if foreseen.

3.1.3 Reflective module

The module is a moment of theoretical discussion and thought about the concepts learned during the presentations made by the company teachers and the visit to the premises. The discussion is coordinated by a matter expert, which could be the tutor accompanying the group or the company expert itself, on the base of the agreements taken with the company by the organizing body. The reflective module should end up with a Concept map drawn by each participant in answer to the “focal question” associated to the visit. This module is the only one that can be carried out in company or in a class-room of the visit’s organizing body.

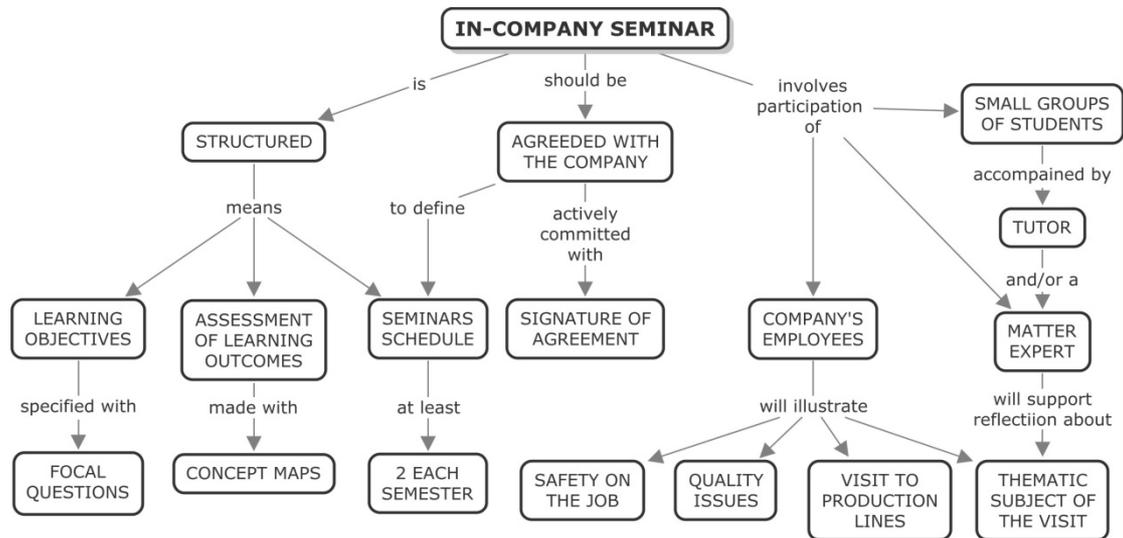
3.1.4 Module’s combination criteria

All the activities described are to be considered **learning activities**. There will be also a welcome and a farewell moment before and after the visit. The only module that can be done outside the company is the reflective one. On the base of their combination, we can have different training units, which are the G&L products. Each catalogue (local or international) of the Go&Learn initiative can be built choosing one or more of the possible combinations of modules, addressing the needs of the stakeholders involved. We could thus have only an Economic discovery catalogue or a seminar’s Learn in Company catalogue, or whatever combination of the three typologies of action the local economy can allow or needs. In terms of localization of initiatives, we can have:



The term "Circuit" thus identifies a set of thematic seminars, guidance seminars, industrial tourism visits or any combination of them. Obviously the presence of Circuits at local or crossborder level is optional, while for international activities we have only circuits.

3.2 Thematic seminars



Seminars in company are **planned training units carried out in non-formal learning environments**. Ideal target groups are students of secondary school, vocational training, apprenticeship, high education; workers and unemployed people participating in LLL actions. The seminars are oriented to fulfil non-formal and formal learning needs: they should integrate and enhance existing training paths or generate new ones. Hopefully, for education and VET, the Go&Learn training visits should become integral part of the standard curricula.

Typically, in-company seminars will take place with three possible ‘cuts’:

- *Long Thematic in-company seminar: length (7 to 8 hours) - modules discovery + thematic + reflective*
- *Medium Thematic in-company seminar: length (4 to 6 hours) - modules thematic + reflective*
- *Short Thematic in-company seminar: length (3 to 4 hours) - modules discovery + thematic*

3.3 Economic discovery visits

Guidance visits and Industrial tourism visits **are activities of discovery of economic frames**. Shorter than the in-company seminars and opened to a wide target of participants: single individuals, whatever their working condition or age is. This broad variety of potential participants allows the use of this kind of visit for two different purposes:

- *Industrial tourism visits* to foster the discovery of the local economy: they can integrate and enhance existing local tourist’s visits programs.
- *Guidance seminars* to learn more about professions and professional settings in the local job market: they can integrate and enhance existing guidance paths proposed by schools, VET, employment centres, etc...

The visit to the local company will lead participants into the heart of the region offering an unusual way of discovering the job and professions, technology and organizations, economy and culture. Visits are thus more oriented to fulfil informal learning needs, discovery and guidance.

Typically, Guidance activities and Industrial Tourism Visits will take place with two possible 'cuts':

- *Industrial tourism visit: length (2 to 3 hours) - modules discovery + Welcome and farewell*
- *Guidance seminar in-company: length (2 to 4 hours) - modules discovery + reflective*

3.4 Circuits

A cluster of thematic seminars, guidance seminars, industrial tourism visits or any combination of them is called a Circuit. A circuit about the same theme/subject in different companies becomes a training path which can give a very complete and satisfying idea of how that technology, product, service is developed in the referred area. The thread of a Circuit can be whatever the target user needs. At international level, the Circuit is a basic element of catalogue building. In fact since the participants are moving from another country, seldom they'll do it just for a one day visit. While the local and crossborder catalogues can be catalogues of single seminars, the international catalogue of G&L will thus be a catalogue of Circuits.

The international G&L catalogue, managed by the European G&L network, is a catalogue of Circuits that can be accessed by a group of participants coming from other European countries.

3.5 Target groups

The G&L idea targets many different potential beneficiaries:

- for the thematic seminars circuits, or circuits which mix thematic and guidance seminars: students of VET, secondary school, university, apprenticeship, workers in continuous training, teachers and trainers;
- for the industrial tourism and guidance seminars: the categories listed above plus any individuals or groups of any age and working condition interested in economic discovery and guidance;

In general terms, the customers of the G&L services are:

- schools, vocational and education centres, universities, companies willing to add to their training programs international training and guidance;
- local bodies aimed at fostering guidance, training and mobility programs;
- guidance and counselling agencies; tourism development agencies.

The G&L services are intended to be accessible to individuals and to organizations.

4 G&L Services

The G&L initiative is developed by a transnational partnership: a G&L European network management group (ENMG) which is a cluster of a number of G&L local maintenance bodies (LNMB). The networking rules and constraints are described in the "ENMG network rule" and in the "LNMB network rule" papers.

All the partners are strongly committed to guarantee the development and maintenance of the G&L catalogue also after the start-up period. Such continuity implies the availability of some basic services which the partners of each LNMB and the ENMG should plan and organize inside the project and guarantee after the project ending:

4.1 Planning of activities

The EU circuits the G&L catalogue foresees are programmed by each hosting LNMB choosing the best visits among those foreseen within the available local catalogue. The ENMG will coordinate the planning and guarantee the G&L website regular update. The criteria of choice of the local visits to be transferred into the European catalogue are specified in the document "G&L Standard Reference of Product/Services".

The local catalogues will have a periodical planning, defined by the LNMBs, synchronized with the local needs/opportunities. The European catalogue will be updated regularly, at least once per year (in July/August so to allow the visits to be included in the training programs of the following study year of the education systems).

The planning of each circuit will include the list of companies to be visited, date, timetable, name/s of the speakers, confirmation of the themes and contents, verification of logistics aspects, name of the local tutor/accompanier of the LNMB. The planning should include also the preparation and collection of all the agreements and documents necessary to organize the visit in the specific country. All these activities should be compliant with the "G&L Standard descriptor of product/services" document.

Once planned, the circuits will be published in the G&L on-line catalogue. The contacts with the customers requesting to participate and the enrolment will be managed by the institution appointed to this purpose by the local network maintenance group which organized the Circuit proposal.

4.2 Pedagogical support

For each circuit/seminar planned the hosting LNMB will guarantee to the arriving group the presence of a "local tutor", which will accompany and assist the group from the arrival to the hotel to the moment when the guests will leave it. A detailed program of the circuit will be sent by the hosting LNMB to the participants before their arrival.

The local tutor will always be with the group during the visits in the companies and will be in charge of guaranteeing a smooth organization of the logistics (transports and transfers, lunch and dinners, etc.). He/she will also be in

charge of the monitoring activities and all the bureaucratic duties foreseen by the visit's protocol (presence sheets, monitoring and quality data, etc.).

If needed, the local tutor will assist the participants in case of health care need or any other issues which would require an interface with local authorities/services.

4.3 Hosting and travel

The travel from the origin country to the hosting country is to be managed by the customers themselves as well as the hotel booking, while the local transport and transfers to the companies to be visited will be organized by the hosting LNMB accordingly to the visit plan.

4.4 Optional services

Each hosting LNMB can offer optional services aimed to increase the quality and appeal of the service provided to the visiting groups.

5 G&L Website

The G&L European -multilanguage- website is the core of the dissemination and promotional activities of the ENMG. The website will be the only official reference to the G&L circuits catalogue, but it will also host information about the local catalogues managed by each LNMB member of the network, thus ensuring a strong level of synergy and integration of all the activities carried out by the partnership as a whole.

5.1 Web management and editing service

It will be up to the ENMG to set the resources necessary to manage the website, whose infrastructure will be guaranteed by Effe.Pi and the Friuli Venezia Giulia region. Each LNMB will give their contribution translating in local language all the content that should be translated.

5.2 Website structure

The website detailed description is developed in the "G&L Website specification" paper.