Go&Learn initiative

WEBSITE DEVELOPMENT GUIDELINES

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.

Authors
> Gilberto COLLINASSI - ENAIP FVG (Italy)
> Wim KEYGNAERT - VOKA Chamber of Commerce of East-Flanders (Belgium)
> Michela BIASUTTI - ENAIP FVG (Italy)
> Alessandra MENEGHELLO - ENAIP FVG (Italy)
> with the contribution of all the members of the Concept Development Group of the G&L Multilateral Network

Last Update
> sept, 12 2012

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 2011 - MULTILATERAL NETWORK
517780-LLP-1-2011-1-IT-LEONARDO-LNW

The project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Table of Contents

1 Introduction 4
1.1 Recommendations about interface characteristics 4
1.2 Site General Map 5
2 HOMEPAGE 6
3 IDENTITY 7
3.1 REFERENCE DOCUMENTS 8
3.2 FREEBIES 8
3.3 DISCLAIMER 8
3.3.1 Copyright 8
3.3.2 Privacy policy 8
3.4 CREDITS 8
3.5 JOIN US 8
4 PARTNERS 10
4.1 Stakeholders description 10
4.2 Training Company description 10
4.3 Training Provider description 11
5 CATALOGUE 12
5.1 CIRCUITS/SEMINARS DESCRIPTION SHEET 12
5.2 CALENDAR OF INTERNATIONAL CIRCUITS 12
5.3 CALENDAR OF CROSSBORDER AND LOCAL VISITS 13
6 ENROLL 13
7 FEEDBACK 14
7.1 Contacts for Info 14
7.2 Give us your feed back 14
7.3 PRESS REFERENCE 14
7.4 Social network messaging and advertising 14
7.4.1 SMS services 14
7.4.2 Useful Links page 14
7.4.3 Photogallery 14
Management and maintenance (LOGIN) 15

1 Introduction

This document describes the content and features of the Go&Learn official website of the transnational seminars circuits and discovery visits tours maintained by the ENMG and constantly updated by the LNMGs.
The website is also the place where all the websites referring to the local catalogues managed by the various LNMBs converge. Links to all the local websites will be present in it, thus helping the dissemination and promo not only of the transnational circuits but also of the local visits and seminars.

Approved by the ENMG, this document is the reference for the web developers. The graphics, colours and logos should be aligned with the specification of the Image Manual.

1.1 Recommendations about interface characteristics

The interface should be as simple as possible, with clear distinction between the sections available for customers of the G&L services (schools, universities, training providers, individuals) and those pages of use of the G&L network members (i.e. the LNMBs and the ENMG). In general terms, the first should allow consultation of catalogues and calendars, request for information and support, enrollment to the training activities, latter should allow partners to constantly update the content of catalogues and networks partner's sheets.
The main catalogue is the international circuits catalogue, but the platform is suitable to host the publishing of the other catalogues autonomously managed by each LNMB at cross-border or local level. The enrollment page will be developed in reference only to the international circuits, not the cross-border or local ones since those will be managed directly by the LNMBs.

1.2 Site General Map

- HOME
  - IDENTITY
    - STAKEHOLDER NETWORK
    - TRAINING COMPANIES NETWORK
    - TRAINING PROVIDERS NETWORK
    - REFERENCE DOCUMENTS
    - DISCLAIMER
    - CREDITS
    - JOIN US
  - PARTNERS
  - CATALOGUES
    - INTERNATIONAL
    - CROSS-BORDER
    - LOCAL
  - CALENDARS
    - INTERNATIONAL
    - CROSS-BORDER
    - LOCAL
  - ENROLL
  - FEEDBACK
    - PRESS
    - CONTACTS FOR INFO
    - GIVE US FEED BACK
    - SOCIAL NETWORKING
  - LOGIN
    - WEBSITE PAGE MANAGEMENT
      - USERS AND PERMISSIONS
      - MENUS AND LANGUAGES
    - PAGE EDITING AND TRANSLATION
      - DESCRIPTION PAGES
      - PARTNERS PAGES
    - CATALOGUES MANAGEMENT
      - SEMINARS' PAGES
      - CIRCUITS' PAGES
    - CALENDARS MANAGEMENT
      - SEMINARS' EDITIONS MANAGEMENT
      - CIRCUITS' EDITION MANAGEMENT
    - ,,,, (to be completed if necessary)

2 HOMEPAGE

The home page should contain the following information:

Title:	Go & Learn : THE EUROPEAN CATALOGUE OF SEMINARS AND GUIDANCE IN COMPANY
Text:	Subtitle: A catalogue of training seminars and guidance visits for students and teachers, young and adult, employed and unemployed, companies and individuals.
Maps:	a map of Europe with evidence of the countries where the initiative is up and running, each LNMB is spotted by a dot in the area where it operates. The spot is linked with the local catalogue of seminars/visits of that LNMB
Logos:	G&L logo, LLP logo
Flags:	one flag for each partner country, linked to the official language of that country

and the following links to inner pages of the website:

IDENTITY
PARTNERS
CATALOGUE
CALENDARS
ENROLL
FEEDBACK
Login

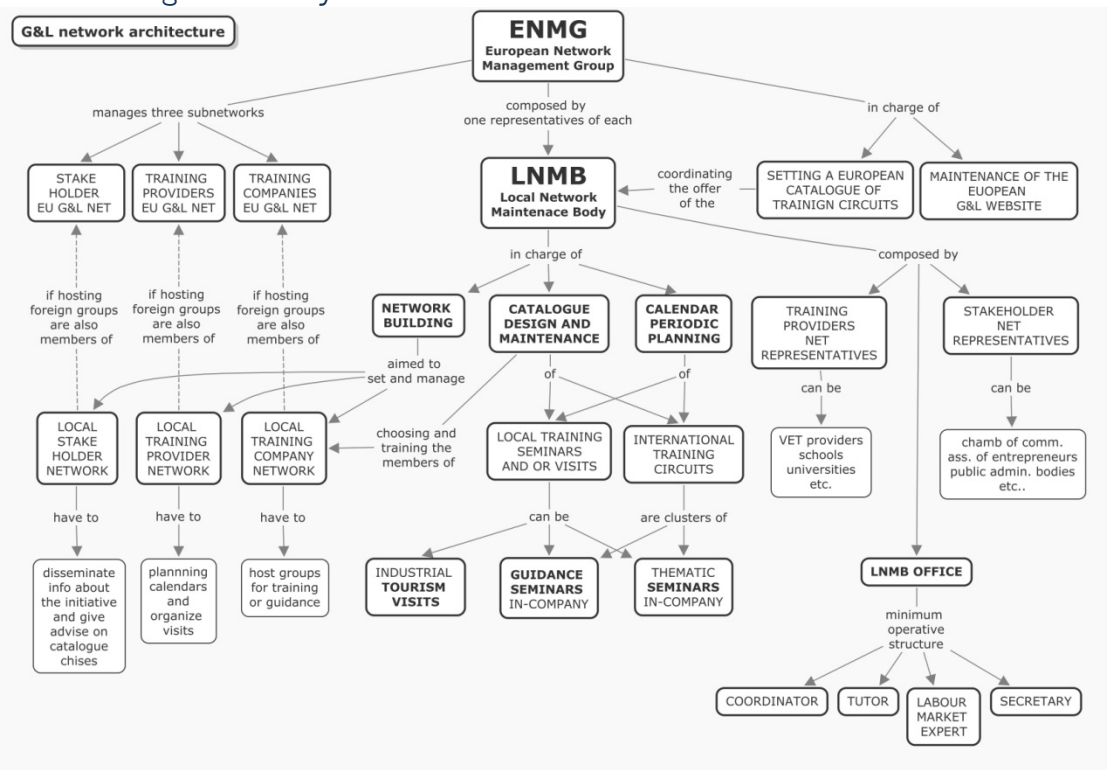
3 IDENTITY

This section of the website contains a description of the networking structure of the G&L initiative (with evidence of the EU and local levels and of the distinction between stakeholders, training companies and training providers) with links to the indexes of each of the networks and a graphic mapping of the network. The indexes then allow the user to access a description sheet for each of the G&L partners.

Title: Go & Learn : NETWORK ORGANIZATION AND STRUCTURE

Subtitle: G&L is carried out at European level by the strict cooperation of three different networks: the EU stakeholder network, the EU training companies' network, the EU training providers network. These networks are then replicated at local level within each LNMB. Here you will find the list of partners of the three EU networks and the sheet describing each of the partners.

The following scheme synthetize the architecture:



If possible, a map of Europe with evidence of the countries where the initiative is up and running, each partner is spotted by a dot in the area where it operates. The spot is coloured on the base of the typology of network and is linked with the description sheet of the partner.

List: link to the ENMG stakeholder network page
link to the ENMG training companies network page
link to the ENMG training providers network page
link to the LNMB complete list page

3.1 REFERENCE DOCUMENTS

Title: Go & Learn : how the network is ruled

Subtitle: Go&Learn is ruled by a set of reference documents and agreement among the partners. In this section all the papers are available for download.

Content: links to all the documents describing the initiative:

- Go&Learn concept abstract

the following papers will be available for download if the requesting entity sends a request with a valid email address:

- Go&Learn concept
- Go&Learn European network regulation
- Go&Learn local network regulation

Each of this pages contains a list with sortable columns of the specified items, with links in every row to the detailed description sheet (stakeholder, training provider, training company, LNMB: see details in PARTNERS section)

3.2 FREEBIES

A page with the list and photos of all the G&L freebies, with their pricing and possibility to order them.

3.3 DISCLAIMER

3.3.1 Copyright

Title: Go & Learn copyright policy

Text: ....

3.3.2 Privacy policy

Title: Go & Learn initiative privacy policy

Text: ....

3.4 CREDITS

This page contains information about the credits for the website development and maintenance.

Title: Go & Learn website development & maintenance credits

Developers: .....

Editing: ....

Update staff: .... one for each training provider partner of the network ...

contact website manager: ... website manager email

3.5 JOIN US

Title: Go & Learn : the G&L networks are open

Subtitle: The Go&Learn networks strength is in its dimensions and quality of service. New qualified partners, in particular if aimed to set new LNMBs around Europe, are welcome. Please read

the Reference Documents section for further information about the network rule.

Content: description of the adhesion procedures/timing/costs/etc...
reference for further info

4 PARTNERS

This section includes all the partner's description, logos and links to G&L initiative members' websites and G&L project's partners description pages.

4.1 Stakeholders description

This section contains a **list of all the European network Stakeholders** associated to the G&L initiative, each item of the list is linked to a detailed description sheet of the partner.

The list contains :

- Stakeholders map (google map)
- Stakeholder list (sortable for each of the columns)
    - Name
    - Type of partner (stakeholder)
    - Address

A **set of description sheets**, one per partner, which contains:

- Partner Name
- Type of company
- Economic sector
- Address
- Short description of the partner activities and structure
- Logo in high definition
- 2/4 photos of the premises in high definition
- Contacts (email, telephone, fax)
- Link to the website
- LNMB of membership (link to page)

4.2 Training Company description

This section contains a **list of all the European network of training companies** associated to the G&L initiative, each item of the list is linked to a detailed description sheet of the partner.

The list contains :

- Training Companies map (google map)
- Training Companies list (sortable for each of the columns)
    - Name
    - Type of Company
    - Address

A **set of description sheets**, one per partner, which contains:

- Partner Name
- Type of company
- Economic sector
- Address
- Short description of the partner activities and structure
- Logo in high definition
- 2/4 photos of the premises in high definition

- Contacts (email, telephone, fax)
- Link to the website
- LNMB of membership (link to page)

there will also be:
- a list of international circuits where the company is a member
- a list of guidance seminars/economic discovery visits hosted by the company

4.3 Training Provider description

This section contains a **list of the European network of training providers** associated to the G&L initiative, each item of the list is linked to a detailed description sheet of the partner.

The list contains :
- Training Provider map (google map)
- Training Provider list (sortable for each of the columns)
  - Name
  - Type of Training provider
  - Address

A **set of description sheets**, one per partner, which contains:
- Partner Name
- Type of company
- Economic sector
- Address
- Short description of the partner activities and structure
- Logo in high definition
- 2/4 photos of the premises in high definition
- Contacts (email, telephone, fax)
- Link to the website
- LNMB of membership (link to page)

there will also be:
- a list of international circuits managed by the provider
- a list of guidance seminars/economic discovery visits managed by the provider

5 CATALOGUE

Title: Go & Learn : the products and services provided

Subtitle: The Go&Learn initiative offers, to all those interested, the chance to access an international catalogue of training seminars and/or industrial tourism visits. The list of activities is categorized by economic sector (there are 5 standard other 3 can be added) the list is sortable for each of the columns. The page contains a brief description of the sectors.

Content: structure of Seminars, Visits, Circuits
how the catalogue is organized
how the calendar is organized
the services guaranteed by the LNMB

5.1 CIRCUITS/SEMINARS DESCRIPTION SHEET

All the sheets describing the seminars' Circuits and/or the economic discovery visits' Tours offered by the G&L initiative have the same structure.

The list of visits should show the following fields:

- Type of visit (circuit/seminar/guidance)
- Name of the visit
- Length of the visit
- Route of the visit (country, city/cities)

Each circuit is described in detail in the visits' sheet:

- Type of visit (circuit/seminar/guidance)
- Name of the visit
- Description of the aims of the circuit/tour
- Length of the visit
- Route of the visit (country, city/cities)
- Price
- Notes

- Sublist of the seminars and/or discovery visits associated
- (if seminar or guidance only one item present)
    - Code of company (links to companies database)
    - Name of the speaker(s) (if it is a seminar)
    - Title of the seminar (if it is a seminar)

- Rating of the Circuit/Tour (stars system + comment field)

5.2 CALENDAR OF INTERNATIONAL CIRCUITS

This section of the website contains information about the planned Circuits currently available: customers can enroll to this proposal, not to those of the catalogue, which is the general list of opportunities from which the periodical

planning is made, while the calendars are the only reference for current activities.

The calendar of activities will show:

- edition code
- Date of the edition of (circuit/seminar/guidance)
- Type of visit (circuit/seminar/guidance)
- Name of the visit
- Length of the visit
- Route of the visit (country, city/cities)
- number of people enrolled
- Logistics information (hotel, etc.)
- Code of training provider which organizes the specific visit
- Name of the person who will accompany the group
- Contacts of the accompanist
- link to the visit's detailed descriptor sheet

5.3 CALENDAR OF CROSSBORDER AND LOCAL VISITS

This section of the website contains information about the planned Circuits, SEMINARS or visits currently available in all the partner's LNMB catalogues. If the partner has its own website there will be links to the pages, otherwise a set of basic tools to load a catalogue and a calendar for a local LNMB will be available.

The structure of the VISITS' EDITION description sheets and list are the same described for the CALENDAR of CIRCUITS but with less data since the visits will last only one day and will involve only one company -usually-.

6 ENROLL

In this page all the information about the procedures and burocracy for enrollment should be present. Also the pricing of products/services will be put here.

Title:	Go & Learn : how to enroll and pricing
Subtitle:	The Go&Learn products are available for participants which can enroll singularly or in groups depending on the characteristics of the visit. For transnational activities only groups can submit a request.
Content:	pricing - services modality of enrollment-payment reference for information

7 FEEDBACK

In this section all the activities related with customer care and interaction with clients are grouped.

7.1 Contacts for Info

- Name of the contact person
- Email, telephone, fax, address

7.2 Give us your feed back

Title: Go & Learn : we improve with your feedback

Subtitle: The Go&Learn customers can contribute to the amelioration and improvement of the services / products provided by the initiative giving feedback about their own experience.

Content: for each item in the catalogue there should be:

- "Star system"
- Comment field

n.b. The feedback data will be automatically forwarded to the partners in charge of the visits commented.

7.3 PRESS REFERENCE

List of links to press releases.

7.4 Social network messaging and advertising

A page with all the links towards the social networking sites:

- Facebook account
- Twitter account
- etc..

7.4.1 SMS services

To inform companies and participants of visit's schedules and other relevant info.

7.4.2 Useful Links page

List of useful website links. The list is managed by the ENMG, the LNMB can suggest links to be added. Mainly links related with the request for funds, logistics and side-services (hotels, etc.).

7.4.3 Photogallery

The page will contain:

- Name/date/company of the seminar
- Photos of the seminar
- Short description of the seminar (activities done, opinions etc.)

Management and maintenance (LOGIN)

An item seen only after login by the partner.

The available features will be:

WEBSITE PAGE MANAGEMENT
- USERS AND PERMISSIONS
- MENUS AND LANGUAGES

PAGE EDITING AND TRANSLATION
- DESCRIPTION PAGES
- PARTNERS PAGES

CATALOGUES MANAGEMENT
- SEMINARS' PAGES
- CIRCUITS' PAGES

CALENDARS MANAGEMENT
- SEMINARS' EDITIONS MANAGEMENT
- CIRCUITS' EDITION MANAGEMENT

,,,, (to be completed if necessary)

The calendars data are periodically updated by the LNMB members (typically the Training Provider) in charge of the practical organization of the study visits. Data available to the LNMB to manage the enrollment and relationship with customers are the following, for each visit:

- List of the participants (sometimes there is a fixed number of participants) name/surname and personal educational plan etc...
- Name and reference of the accompanist of the group
- Name of the teacher of the educational center (if any)
- Name of the speaker of the company + CurricumVitae
- Check Signed agreement LNMB-company
- Information of the company for the payment
- etc..