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BECULT OPENED AGAIN



BECULT FAMILY ASSEMBLED AFTER A SHORT BREAK TO INITIATE ALREADY THE THIRD BECULT PROJECT. KICKOFF MEETING WAS ORGANIZED BY FASE IN ZARAGOZA 20. – 23. NOVEMBER 2011. OUR SPANISH PARTNER, MS. MARIA MARTIN ACTED AS OUR SPLENDID HOSTESS.

retail) will be conducted to the next level. Becult material will be connected to contact lessons and so will be developed a course of coaching languages and culture and this can be included into freely chosen curriculum of internationalism for any vocational training center. Development of Moodle database towards social media and training sessions for key user groups are the most important means of getting Becult into everyday use among different user groups.

We can really talk about Becult family, because relationships between the partners had become so close. To the family of Becult Open consists of Guy Pacouill representing CFA in Perpignan France, Mr. Timo Väliharju of Mediamaisteri Group Oy in Finland, Mr. Mats Landgren from Kiezküchen in Berlin, Francesco Majorana of CNOS/FAP Regione Sicily, Mrs. Francesca Giacomini from North West Academy of English in Derry, Northern Ireland, Ms. Maria Martin of Formación y asesores e selección y Empleo (FASE) in Spain, Ms. Marika Matvejeva from Tallinn Teeninduskool (TEKO) in Estonia, Mrs. Pirkko Karvonen, Petri Jäminki, Mrs. Tiina-Maija Mattila and Mr. Mikko Turunen (PIRKO). I am rather new Becult member, because I started to work in Becult family during the last project "Becult Extend". Experiences working during that time made so positive influence on me, that it was pleasure to me to accept to position of project manager. We need not to start from the beginning with getting to

know each other and building team spirit. Everybody of us and especially I as a project manager has to remember to maintain and strengthen our team spirit. The report from the valuation of Becult extend given by the German project manager Mats Landgren is an effective spur to starting a new project. The evaluation of Becult extend was in all other part very positive only the testing of the results was not good. Also dissemination activities could have been more according to people evaluating the work.

Becult open is large and demanding project. The goals and targets are realistic but the limited period of time available – only two years – sets certain challenges. When we keep up our good working spirit we can achieve the targets we have set to ourselves. According to set targets Becult Open will include two new languages – Russian and Swedish – and it also widens to car mechanics sector. The material in languages of previously produced subjects (hotel, kitchen tourism, restaurant,

In our meeting we studied work packages thoroughly so that everybody knows from where and when each of us starts their work. Now when we start a new project it is also important to familiarize with budget and financial management although it may not sound so interesting. I was glad to see that despite clear budget charts and basic rules there was a lively debate of the budget and also several questions were raised up which need to be clarified by national agency. I wish that responsible attitude towards financial part remains prevailing through the project. This helps financial management and Tiina-Maija Mattila to keep receipts in order and budget in balance. Just before Christmas we got the project started, official partner agreements have been signed and first part of EU-money has dropped to participants' accounts. Although we are working physically far apart from each other we are anyhow working towards common goal. Work done with enjoyment brings good results. Already now I'm already figuring in my mind what kind of meeting we shall have next time in Derry 22.3. – 25.3.2012. It is good to enjoy Christmas break in peace to be able to start work eagerly right in the beginning of 2012 because deadline is 30.9.2013 is approaching soon.

project manager, Pirkko Karvonen, PIRKO

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MOBILITY PROJECT AT PIRKO

A new mobility project began in PIRKO during year 2011. The project title is "Equal Opportunities". The aim of this multi-disciplinary student mobility project is to include new professional sectors to the area of internationalization within PIRKO. As the name shows, PIRKO wants to give equal opportunities to its students also when it comes to accessing European on-the-job learning.

One of the challenges in carrying out quality on-the-job learning is the giving of lingual and cultural preparation. PIRKO as organization is spanned over large geographical area as well as offering 16 different vocational qualification. This places grave challenge to giving mutual training to our students. The aim is that in BeCult Open project, expert in this area will join forces as to formulate a clear, curricula-based course in which

online material of BeCult is joined with classroom training of cultures and practical issues dealing with working abroad. This description of course "International Work" is then going to be the base for joint course given to our students in the future during project "Equal Opportunities".

As it turns out, quite a number of the hosting partners in this project are also members of the Becult Open team so there is a great opportunity to discuss issues of foreign placements also during our transfer of innovation project. Vocational sectors of "EQUAL" include car mechanics, baking and business and administration, sectors that also have produced material within Becult website. Those will then be used when our students of those sectors travel abroad.

A new large vocational education and training organization is in the works of being formed from the beginning of year 2013

PIRKO AND TAMPERE COLLEGE TOGETHER

In his report the ombudsman of association of Finnish Local and Regional Authorities (Kuntaliitto) mr. Juha Karvonen suggests that Vocational Education and Training within Tampere Region needs to be joined as one large organization with Tampere as owner of the process. The joined organizations are PIRKO and Tampere College. Tampere would take the responsibility for offering vocational training in the region so that the unification would begin from year 2013 onwards.

Also all upper secondary would belong to this, the largest of secondary level training organization. Next stage has been discussion and decision making in all 14 communes that own PIRKO concern.

As this inevitable stage of progress will take place, the staff members in international and development units of both PIRKO and TAO has already begun discussing joint actions. This means that in the area of student mobility for instance, the team will try to find the most suitable and best practices. BeCult will be included as part of the cultural training processes of the new, yet unnamed organization.





SOCIAL MEDIA AT USE

PIRKO CAR MECHANICS UNIT HAS BEEN AT THE VANGUARD OF NEW METHODOLOGY IN VET WITH THE INTRODUCTION OF SOCIAL MEDIA.



It can easily be said that the introduction of social media to vocational training is similar to the breakthrough of email or search engines earlier in the 2000s. This development is inevitable. Great example of using social media in VET is the project "PintaKilta", a social media method of teaching of surface and car painting. Social media here means that students create personal blogs in which they report what they really do. With images and videos they create stories about their learning that anyone can access and

comment. In painting, things are done gradually in stages. These stages for a great storytelling base for showing improvement in skills. There is a real sense of pride in these student blogs that boys and girls of car painting class can show to their friends, parents and also future employers.

Professional pride is a key component in succeeding in surface painting profession. It is vital to motivate students and strengthen their self confidence. Showing their competence in open and familiar surroundings (blogs) really strengthen the understanding of oneself as a professional, says teacher Hannu Waltzer. For teaching, there is also a separate wiki-based website that gives access to all training material openly. In these pages are videos, blogs and images that explain methods of surface handling,

golden rules, lacquering styles, curricula among others.

Another aspect of project "PintaKilta" is the ancient old idea of master-apprentice put forwards to these modern learning environments. The most advanced students are offered an opportunity to become tutors. Anyone that works with teenagers is familiar with the fact that there is always some kind of interest to show others that you belong to a group. This is made in PintaKilta so that the tutors are given different colored overalls to

show their status. Tutors are one step further than other students and thus are able to act as supervisors. This is a great aid for the teacher. Naturally, teachers responsibility does not disappear, but the role changes

from traditional towards a facilitator of learning.

PintaKilta website is made together with training center Tavastia in Hämeenlinna, that is also the originator of this idea within earlier nationally funded project.

Showing their competence in open and familiar surroundings (blogs) really strengthen the understanding of oneself as a professional (Hannu Waltzer, teacher of car painting)



TEAM MEMBER: MEDIAMAISTERI GROUP

Mediamaisteri Group Ltd is a learning and skills development specialist company whose mission is to support personnel's personal development and organizational development, learning and attitude change. Mediamaisteri Group takes advantage of open source technologies as a basis for products, services and its action ideology. Awareness based on a strong, cost-effective eLearning tradition. Our organization is the largest open source eLearning and Human Resource technology services provider in the Nordic and Baltic countries. Our vision is to become the world's nr 1 as an open HR/HRD software and service provider.

It currently has over 400 customers in the areas of educational institutes, governmental organizations and corporations. End user clients operating eLearning with our service is currently

around 500 000 users. Important to Mediamaisteri is to have staff with creative skills, to offer customer-oriented operations and to create versatile and flexible products.

Mediamaisteri Group maintains networks with various experts in the field, through which our organization can utilize valuable know-how. This cooperation is reflected in the value added directly to our customers. Mediamaisteri Group is headquartered in Tampere (Finland) and its branches operate in Hämeenlinna, Helsinki and Turku. Mediamaisteri Group Ltd was founded in 2000.

Mediamaisteri's main services of business area HRD and eLearning Services, Lerlin LMS and Training Management, eLearning Content Services (Digital Lessons) and tailored net training and lectures. The CEO of Mediamaisteri, mr. Timo Väliharju

represents Mediamaisteri in BeCult Open thus offering the project people access to the very top of the field of eLearning. Role of MM in this project includes tweaking of Moodle to suit project purposes in the way of examining possibilities of Moodle to be suitable for third party uploading of new material as well as upgrading the existing tool.

The role of Mediamaisteri also is to spar with new ideas that might occur during the project. As world class expert in elearning, Mediamaisteri truly is able to give a lot to this stage of BeCult.

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