



Education and Culture DG

Lifelong Learning Programme

Due to rapid development of Web2.0 services, and need for providing attractive and high quality learning content, a slow movement towards integration of learning systems and social media applications arises. Social media applications such as Twitter, Vimeo and Facebook are used more and more in our daily personal and professional lives.

• Social Media & VET

• Why this project

• Join GIVE Project on the SOCIAL MEDIA Channels

Social Media & VET

The Studies conducted by DG Education and Culture, (Lifelong Learning: contribution to the Lisbon process) suggest that the high take up of social media applications outside of formal educational settings provides new opportunities for innovating and modernising Education and Training institutions.



While the potential of social media for enhancing learning opportunities is substantial, the following technical, pedagogical and organisational bottlenecks have been identified, which may hinder the take up and mainstreaming of Social Media tools approaches:

✓ *Access to ICT and basic digital skills:*

In particular, teachers often do not feel confident enough with their ICT skills to experiment with Learning 2.0 strategies.

✓ *Pedagogical skills:*

Embedding social media tools in education demands a change in the role of teachers, who have to act as

guides and mentors, enabling and facilitating self-regulated learning processes. The mainstream deployment of Learning 2.0 approaches and strategies might be hindered by a lack of didactic methodologies, toolsets and training programmes for teachers, which would facilitate this transition and enable teachers to assume this new role.

GIVE Project address the bottlenecks for a proper implementation and is in line with "EU 2020 strategy" (COM(2009)647 final) amongst the key drivers for Europe's growth. The project addresses two national priorities published by National Agency:

Priority 1 - Developing teachers' and trainers' competencies framework and developing ICT competencies of VET teachers and trainers.

Priority 2 - Improving VET quality and accessibility and ensuring a VET offer for persons at risk of social exclusion, including vocational guidance for students in the rural areas.

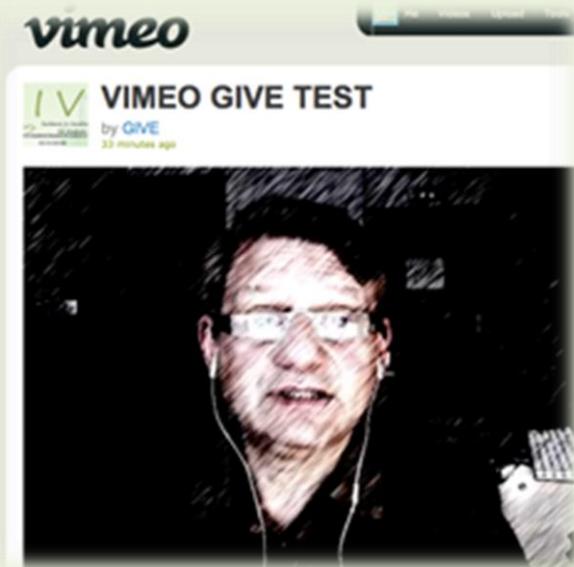
Why this project?

Idea of the project is a result of opportunity to utilise modern methods of communication (popular among youngsters) in terms of improvement of vocational knowledge. VET utilises only traditional ways of

educ., which lowers the effectiveness of the learning process and does not allow developing IT competences among learners, teachers, trainers or vocational counsellors (VET in Europe–Country Report–CEDEFOP). Despite investments of promotion of VET programmes (e.g. in ES €5mln for learners & €8mln for trainers), % of individuals without full vocational competences among youngsters is quite high: 31% ES, 19,7% IT, 17% UK, 14,7% BG & 5% PL. The problem is visible in rural areas, where individuals willing to raise their competences do not have much possibilities to participate in such programmes (in BG it was 27,2% & 22% in PL) Also it is the group of youngsters with low level of competences or skills that is perceived as the most threatened with unemployment (e.g. in BG 47% with lower education, in UK it's 17%–CEDEFOP).

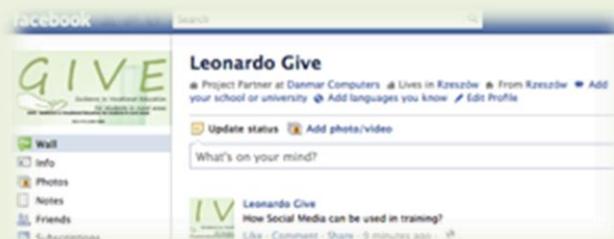
Join GIVE Project on the SOCIAL MEDIA Channels

The project has opened different channels on Social Media. Each channel targets different activities of the project.



<http://vimeo.com/giveproject>

The **vimeo channel** tells in first person the experiences of the three target groups this project is addressing.



<http://give-project.eu/facebook>

Facebook will establish a TIME LINE for the follow up of the project activities and network VET professionals.



Linked in is high professional Network for similar VET groups and Policy Makers.



<http://give-project.eu/linkedin>



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"DANILO DOLCI"

