

## The 'Big Bang': bridging the cultural clash between young, marginalised groups of young people and the world of work and VET

UK/12/LLP-LdV/TOI-517

<http://www.adam-europe.eu/adam/project/view.htm?prj=9710>

## Project Information

Title: The 'Big Bang': bridging the cultural clash between young, marginalised groups of young people and the world of work and VET  
Project Number: UK/12/LLP-LdV/TOI-517  
Year: 2012  
Project Type: Transfer of Innovation  
Status: completed  
Country: UK-United Kingdom  
Marketing Text: The overall aim of the Big Bang project was to bridge the cultural clash between marginalised groups of young people and the world of work.

Its concrete objectives were:

1. Though a process of comparative analysis and testing, to transfer through import and export the D2A and YES programmes in the partner states;
2. To produce new guidance and training materials for the target group of VET-related professionals (trainers, teachers, employability, information advice and guidance (EIAG) workers) supporting the target group young people and employers;
3. To outline a competency framework for VET professionals, to incorporate within VET and NQF systems and Continuing Professional Development (CPD) programmes in the partner states, aligned to the European Qualifications Framework

Summary: Big Bang (BB) was concerned with the 'culture clash' between work-based culture and a culture of worklessness, social exclusion and low ambition. This includes young people who were participating in anti-social/negative peer group behaviour (including 'gang' culture and offending), and to address the disproportionate under-representation of young people from marginalised groups (Black, minority and migrant communities) accessing initial VET and employment in the partner countries. The main aim of the project was to import and export, test, adapt existing innovative VET methodologies that had been developed to address the 'clash'. Firstly, the YES programme developed through a Leonardo Project in 2007 established a training toolkit for HR Managers, particularly SMEs, to recruit young people from marginalised groups and help sustain their employment. Secondly, the Dare2Achieve (D2A) project operated by 15 Billion in the UK, recognized by the Skills Funding Agency, the National Apprenticeship Service and DWP as a successful youth employability programme that responds specifically to the needs of marginalised young people. Third, a theoretical framework about the culture clash developed in the Netherlands. Big Bang was a new consortium from across the 'culture clash' stakeholder spectrum.

Description: Big Bang was a new consortium from across the 'culture clash' stakeholder spectrum. The project consortium met six times. The kick off meeting was held in London in November 2012. Subsequent meetings were held in Utrecht, the Netherlands; Akeyruri, Iceland; Vienna, Austria; Zaragoza, Spain, and concluding in London in September 2014. The project implementation progressed fully according to plan. The focus in the first year was to complete a Comparative Study (WP2) and undertake an initial Testing phase and peer review with key Stakeholders in each participant country. This has been complemented by an effective project management model and on-going quality assurance and internal evaluation. The description of the activities in year 1 are detailed in the following section. The focus in the first year was to complete the Comparative Study (WP2) and undertake an initial Testing phase and peer review with key Stakeholders in each participant country. In the case of the former, each partner undertook an in-depth review and a situational analysis, complemented with case studies, and wrote up a 'country report' according to a commonly established report structure. An overall Study Report, which synthesized each of the partners work, was compiled and published. In addition, each partner established a working group in their own country (consisting of a range of stakeholders, adapted according to each partners' context), to test the relevance and application of the YES, D2A and the APS/EI Hadioui theoretical framework. At Utrecht, partners were also able to review the

## Project Information

practice of 'the Colour Kitchen', an innovative social enterprise working with disaffected and 'at risk' youth, and also receive a presentation from Ilias El Hadioui of Erasmus University, who produced the original 'culture clash' thesis and is published and broadcasts on Dutch TV on the subject. At the third transnational partner meeting in Akureyri (broadcast on Icelandic TV) and the overall approach (consolidated in the Position Statement) was agreed for the development and in turn the test of the new Y2E Toolkit in year two. The partners have also implemented the dissemination strategy which, as well as the ADAM entry and local promotional and awareness-raising activities has included the production, launch and promotion of a dedicated project website; a twitter feed; a printed brochure for hard copy circulation; a series of project newsletter 'e-zines' circulated by email and the publication of news and blog information on partner websites.

The focus in the second year was a second testing phase of newly-produced guidance materials and the development of a Competency Framework. The new Toolkit and Guide (the 'Y2E' Toolkit) was developed according to an agreed Editorial Framework, underpinned with clear set of principles to address the successful inclusion of young people from marginalised groups in VET, based on a review and enhancement of the transferred materials and augmented as a result of the testing in each country. The new Y2E Toolkit and Guide consists of new guidance content for the practitioner target group of Employability Information Advice and Guidance professionals, building on a synthesis of the approaches from YES, D2A and as informed by the theoretical framework from Ilias El Hadioui of Erasmus University which informed the original APS study on the 'Culture Clash' that was part of the original material to transfer. The Competency Framework was produced as a first step technical framework to support the subsequent development of specific certification or validation processes, aligned to the European Qualifications Framework. The project concluded with a conference in London in September 2014, at which over 80 stakeholders attended, and at which the main products of the project were disseminated and with an external evaluation report, which reviewed the usability and impact of the project results and experience.

Themes: \*\*\* Vocational guidance  
 \*\*\* Access for disadvantaged  
 \*\*\* Continuous training  
 \*\* Lifelong learning  
 \* Initial training

Sectors: \*\*\* Education  
 \*\* Other Service Activities

Product Types: description of new occupation profiles  
 procedure for the analysis and prognosis of the vocational training requirement  
 modules  
 evaluation methods  
 others  
 website  
 teaching material  
 program or curricula

Product information: The project produced a Comparative Study into the factors surrounding the 'culture clash' in each of the partner countries, and combined a report of these factors, as well as a number of case studies, into an overall report publication.

As a result of the transfer and testing of D2A and YES and the theoretical framework produced by Ilias el Hadoui, we produced new training materials for VET professionals and EIAG staff. Developing teachers/trainers skills in understanding how they, and their learners, are positioned, how knowledge was acquired, organised and interpreted was a key element in the pedagogy underpinning D2A, YES and APS materials. There is a considerable body of literature and studies that have examined the issue of culture clash at work from many different perspectives.

Big Bang also developed a Competency Framework for VET professionals who support young people to move into employment- focus on diversity and addressing

## Project Information

disadvantage.

Projecthomepage: [www.bigbangllp.eu](http://www.bigbangllp.eu)

## Project Contractor

Name: 15billion  
City: London  
Country/Region: Outer London  
Country: UK-United Kingdom  
Organization Type: association/non-governmental organisation  
Homepage: <http://www.15billion.org>

## Contact Person

Name: Ian Porter  
Address: Unit 12, The Office Village, Romford Road, Stratford  
City: London  
Country: UK-United Kingdom  
Telephone: +44208 536 3630  
Fax: +44208 5342830  
E-mail: [Ian.Porter@15billion.org](mailto:Ian.Porter@15billion.org)  
Homepage: <http://www.15billion.org>

## Coordinator

Name: Rinova Ltd.  
City: London  
Country/Region: London  
Country: UK-United Kingdom  
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)  
Homepage: <http://www.rinova.co.uk>

## Contact Person

Name: Richard Parkes  
Address: as above  
City: London  
Country: UK-United Kingdom  
Telephone: +44 (0)2031706307  
Fax: +44 (0)2030086161  
E-mail: [r.parkes@rinova.co.uk](mailto:r.parkes@rinova.co.uk)  
Homepage: <http://www.rinova.co.uk>

## Partner

### Partner 1

Name: Rinova Ltd  
City: London  
Country/Region: London  
Country: UK-United Kingdom  
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)  
Homepage: <http://www.rinova.co.uk>

### Partner 2

Name: Vinnumálastofnun Norðurlandi eystra  
City: Akureyri  
Country/Region: Ísland  
Country: IS-Iceland  
Organization Type: public institution  
Homepage: <http://www.vinnumalastofnun.is>

### Partner 3

Name: Stichting APS  
City: Utrecht  
Country/Region: Utrecht  
Country: NL-Netherlands  
Organization Type: research institution  
Homepage: <http://www.aps.nl>

### Partner 4

Name: „die Berater“ Unternehmensberatungsgesellschaft mbH  
City: Wien  
Country/Region: Styria  
Country: AT-Austria  
Organization Type: others  
Homepage: <http://www.dieberater.com>

## Partner

### Partner 5

Name: ONAGEB.SPAIN, S.L.  
City: Zaragoza  
Country/Region: Aragón  
Country: ES-Spain  
Organization Type: others  
Homepage: <http://www.onageb.com>

## Products

- 1 Project Development Plan
- 2 Research Report of Comparative Study
- 3 Position Statement on the outcome of the Transfer and Test
- 4 Y2E Toolkit and Guide
- 5 Competency framework for VET professionals
- 6 Project website, Project Brochure and accompanying e-zines
- 7 Policy review paper
- 8 Quality Plan
- 9 Final Conference in London

## Product 'Project Development Plan'

Title: Project Development Plan

Product Type: others

Marketing Text: Project Planning Document, incorporating timelines, responsibilities and activities for internal use.

Description: Project Planning Document, incorporating timelines, responsibilities and activities. The Plan sets out all the main activities, assigns roles and sets out time-frames. It is used by the partnership to ensure that the project implementation is on track and any issues of variance are identified.

Target group: The partners

Result:

Area of application: Internal - Project Management tool

Homepage: [www.bigbangllp.eu](http://www.bigbangllp.eu)

Product Languages: English

### product files

#### WP1 - Big Bang Delivery Plan - Project Handbook.pdf

<http://www.adam-europe.eu/prj/9710/prd/1/1/WP1%20-%20Big%20Bang%20Delivery%20Plan%20-%20Project%20Handbook.pdf>

The Plan sets out all the main activities, assigns roles and sets out time-frames. It is used by the partnership to ensure that the project implementation is on track and any issues of variance are identified.

## Product 'Research Report of Comparative Study'

Title: Research Report of Comparative Study

Product Type: procedure for the analysis and prognosis of the vocational training requirement

Marketing Text: Consists of a comparative analysis of the approaches being taken in the participating members states to address 'transition to VET and employment' issues with young unemployed people from marginalised groups

Description: A comparative analysis and study report of the approaches being undertaken in each of the partner contexts to the 'transition to VET and employment issues for the target group of unemployed young people. The study consists of a country report for Iceland, Spain, Austria, Netherlands and England (UK), a combined study and executive summaries of each of the county reports in the language concerned (available from the project website).

Target group: The partnership, employers and VET professionals.

Result:

Area of application:

Homepage: <http://bigbangllp.eu/wp-content/uploads/2013/04/Comparative-Study-final-report.pdf>

Product Languages: English  
Spanish  
Icelandic  
German  
Dutch

### product files

#### WP2-Comparative Study -Executive summary.pdf

<http://www.adam-europe.eu/prj/9710/prd/2/1/WP2-Comparative%20Study%20-Executive%20summary.pdf>

It is the Executive Summary of the full comparative study report. A comparative analysis of the approaches being undertaken in each of the partner contexts to the 'transition to VET and employment issues for the target group of unemployed young people. The study consists of a country report for Iceland, Spain, Austria, Netherlands and England (UK), a combined study and executive summaries of each of the county reports in the language concerned.

#### WP2 - Comparative Study final report.pdf

<http://www.adam-europe.eu/prj/9710/prd/2/1/WP2-%20Comparative%20Study%20final%20report.pdf>

A comparative analysis of the approaches being undertaken in each of the partner contexts to the 'transition to VET and employment issues for the target group of unemployed young people. The study consists of a country report for Iceland, Spain, Austria, Netherlands and England (UK), a combined study and executive summaries of each of the county reports in the language concerned.

## Product 'Position Statement on the outcome of the Transfer and Test'

Title: Position Statement on the outcome of the Transfer and Test

Product Type: others

Marketing Text:

Description: This result is a document for the partnership which highlights the key factors and issues arising from WP3. It is a review of the key findings from the transfer of materials; identification of key issues and recommendation for the editorial framework for the development of the Toolkit, which is now named Youth 2 Employment (Y2E). In order to test and adapt the YES and D2A programmes each partner will establish a working group to explore how the information drawn from the comparative analysis can inform the development of a holistic training programme, joining together the materials (creating a YES+ programme) to enable VET and IAG staff to specifically address the 'culture transition' issues amongst the target group of young people to ensure that they are better prepared to access initial VET and employment.

Target group: Partners, young people and employers.

Result:

Area of application: It was used for the implementation of WP4 (Testing Phase 2)

Homepage:

Product Languages: English

### product files

#### WP3- Position Statement - Appendix 1 - UK-15b peer review&workshop - report.pdf

<http://www.adam-europe.eu/prj/9710/prd/3/1/WP3-%20Position%20Statement%20-%20Appendix%201%20-%20UK-15b%20peer%20review%26workshop%20-%20report.pdf>  
UK test with Working Group facilitated and produced by 15Billion

#### WP3- Position Statement - Appendix 2 - NL-APS transfer peer review report.pdf

<http://www.adam-europe.eu/prj/9710/prd/3/1/WP3-%20Position%20Statement%20-%20Appendix%202%20-%20NL-APS%20transfer%20peer%20review%20report.pdf>  
Report on the peer review and testing results from the Working Group in the Netherlands. Produced by APS.

#### WP3-Position Statement - Appendix 4 - IS-VMST presentation of transfer test.pdf

<http://www.adam-europe.eu/prj/9710/prd/3/1/WP3-Position%20Statement%20-%20Appendix%204%20-%20IS-VMST%20presentation%20of%20transfer%20test.pdf>  
Presentation on the peer review and testing results from the Working Group in Iceland. Produced by VMST.

#### WP3- Position Statement - Appendix 5 - ES-Onageb peer review test report.pdf

<http://www.adam-europe.eu/prj/9710/prd/3/1/WP3-%20Position%20Statement%20-%20Appendix%205%20-%20ES-Onageb%20peer%20review%20test%20report.pdf>  
Summary report on the peer review and testing results from the Working Group in Spain. Produced by Onageb.

#### WP3 - POSITION\_STATEMENT -final.pdf

[http://www.adam-europe.eu/prj/9710/prd/3/1/WP3%20-%20POSITION\\_STATEMENT%20-final.pdf](http://www.adam-europe.eu/prj/9710/prd/3/1/WP3%20-%20POSITION_STATEMENT%20-final.pdf)  
Document for the partnership highlighting key factors and issues arising from WP3. It is a review of the key findings from the transfer of materials; identification of key issues and recommendation for the editorial framework for the Y2E Toolkit. There are 6 appendixes to this statement/report.

#### WP3- Posititon Statement - Appendix 3 - AT-dieBerater peer review report.pdf

<http://www.adam-europe.eu/prj/9710/prd/3/1/WP3-%20Posititon%20Statement%20-%20Appendix%203%20-%20AT-dieBerater%20peer%20review%20report.pdf>  
Report on the peer review and testing results from the Working Group in Austria. Produced by dieBerater.

**product files**

## Product 'Y2E Toolkit and Guide'

Title: Y2E Toolkit and Guide

Product Type: teaching material

Marketing Text: A new 'synthesised' innovation arising from the results of testing of newly produced materials. This was originally entitled 'yes+' but was renamed during the project.

Description: The Y2E (Youth to Employment) Toolkit/Guide is underpinned with a clear set of principles to address the successful inclusion of young people from marginalised groups in VET based on a review and enhancement of the methodology and toolkit developed through YES and D2A, and augmented as a result of the testing/peer review in each country.

Target group: Employers, VET professionals, employer bodies, VET organisations and young people.

Result:

Area of application: The Y2E Guide and Toolkit was developed for the target audiences of HR managers, EIAG staff and broader professional groups working to support young people's access to VET and employment.

Homepage:

Product Languages: Spanish  
English  
Dutch  
German  
Icelandic

### product files

WP4-Youth2Employment Guide -Partners Languages - Result 4b.pdf

<http://www.adam-europe.eu/prj/9710/prd/4/1/WP4-Youth2Employment%20Guide%20-Partners%20Languages%20-%20Result%204b.pdf>

WP4-Youth2Employment Guide - Result 4a -EN.pdf

<http://www.adam-europe.eu/prj/9710/prd/4/1/WP4-Youth2Employment%20Guide%20-%20Result%204a%20-EN.pdf>

## Product 'Competency framework for VET professionals'

Title: Competency framework for VET professionals

Product Type: description of new occupation profiles

Marketing Text: Competency framework for VET professionals who support young people to move into employment- with a focus on the competencies required when working in the culture clash agenda, incorporating diversity and addressing disadvantage.

Description: To accompany the Y2E Guide and Toolkit, this is a competency map, setting out the central competences required by the various professional target groups that are working with marginalised young people in the 'Big Bang' context.

Target group: VET and EIAG professionals and organisations, employers.

Result:

Area of application:

Homepage:

Product Languages: English

### product files

WP5-Competency Framework -Result 5.pdf

<http://www.adam-europe.eu/prj/9710/prd/5/1/WP5-Competency%20Framework%20-Result%205.pdf>

## Product 'Project website, Project Brochure and accompanying e-zines'

Title: Project website, Project Brochure and accompanying e-zines

Product Type: website

Marketing Text: The project operated a specific project website, as well as publishing e-zines on a periodic basis, and also operated a twitter feed.

Description: A specific website for the project (<http://bigbangllp.eu>) was set up and launched, containing information about the project, partner information, news articles and results. It was promoted via project literature, news and PR items, partner websites (e.g. <http://www.rinova.co.uk/news/big-bang-website-launched>), twitter and other partner social media. A specific twitter account (@bigbangllp) was set up and was operated by 15billion. A multi-lingual hard copy brochure was printed (5,000 copies) and was distributed by the partners through their local, sectoral and national networks, venues and with partners/their working groups stakeholders, as well as at different European fora. 4 editions of electronic newsletters (e-zines) were produced (e.g. <http://bigbangllp.eu/?p=275>) and circulated by email to more than 5,000 stakeholders and a second e-zine has been drafted for circulation in November. Local activities have been extensive: Partners have produced specific news items and press features regarding the project (e.g. <http://www.rinova.co.uk/news/big-bang-starts-with-a-bang>, <http://www.eublog.dieberater.com/>). An 8-minute feature item about the project was also broadcast on national Icelandic TV (and repeated twice) - <http://www.n4.is/tube/file/view/3637>.

Target group: Policy stakeholders, target group VET professionals and EIAG staff, employers, young people and social partners.

Result: Result

Area of application:

Homepage: [www.bigbangllp.eu](http://www.bigbangllp.eu)

Product Languages: Dutch  
English  
Icelandic  
German  
Spanish

### product files

#### WP6 - Big Bang Leaflet.pdf

<http://www.adam-europe.eu/prj/9710/prd/6/1/WP6%20-%20Big%20Bang%20Leaflet.pdf>

The brochure is intended to support the project dissemination through awareness raising and publicity. It contains a short, clear summary in each of the partner languages, which is primarily intended to drive users to the website for more detailed information and to provide contact details.

#### WP6-Dissemination e-Zines Complete set - Result 6c.pdf

<http://www.adam-europe.eu/prj/9710/prd/6/1/WP6-Dissemination%20e-Zines%20Complete%20set%20-%20Result%206c.pdf>

## Product 'Policy review paper'

Title: Policy review paper

Product Type: others

Marketing Text: A policy review paper was produced for the final conference held in London in September 2014 and disseminated both at this event and through wider dissemination circles.

Description: A paper that reviews current policies, studies and programmes directly relevant both to youth unemployment and more specifically to the culture clash topic.

Target group: Policy stakeholders, target group VET professionals and EIAG staff, employers, young people, social partners.

Result:

Area of application:

Homepage:

Product Languages: English

## product files

WP6-Policy Review Paper Final - Result 9.pdf

<http://www.adam-europe.eu/prj/9710/prd/7/1/WP6-Policy%20Review%20Paper%20Final%20-%20Result%209.pdf>

## Product 'Quality Plan'

Title: Quality Plan

Product Type: others

Marketing Text: The Quality Plan sets out the scope, rationale, approach and timetable for the quality assurance and the evaluation of the project. It is intended to ensure that Big Bang is subject to on-going peer review and feedback, which is formally captured and assessed at specific points and through specific means. It also sets out the key performance indicators against which the project's quality will be assured, alongside the project objectives.

Description: Following initial discussions, A Quality Assurance Plan (QAP) was drafted early in the project and the partnership signed this off in March 2013. The QAP sets out the approach that the project takes to ensure quality, underpinned by on-going monitoring and evaluation. Alongside the project objectives, it also sets out through a set of tables the key performance indicators that are being used to assess both the qualitative and quantitative progress and impact of the project. In particular, the QAP sets out three levels - regular monitoring from the project lead and work package leader in order to implement corrective action or target resources in the appropriate areas.; a facilitated and shared internal evaluation, informed by feedback from the outcomes of monitoring and specific evaluation questionnaires with partners; and an external evaluation (year 2) that will focus on the impact and benefits created by the project, analysing the partnership performance, activities, and the satisfaction of target groups being engaged in the process and the outcome of the project to meet their needs. Activities have also included the capturing and reporting back of the views of local stakeholders through the working groups; a quarterly internal reporting process, with activity reports from partners containing information aligned to the requirements of the QAP; three specific evaluation questionnaires, following each partner meeting and the conclusion of year 1 of the project, which have been summarised and fed back to partners.

Target group: Partnership

Result:

Area of application:

Homepage: [www.bigbangllp.eu](http://www.bigbangllp.eu)

Product Languages: English

## product files

WP7- Big Bang\_Quality&Evaluation Plan.pdf

[http://www.adam-europe.eu/prj/9710/prd/8/1/WP7-%20Big%20Bang\\_Quality%26Evaluation%20Plan.pdf](http://www.adam-europe.eu/prj/9710/prd/8/1/WP7-%20Big%20Bang_Quality%26Evaluation%20Plan.pdf)

## Product 'Final Conference in London'

Title: Final Conference in London

Product Type: others

Marketing Text:

Description: A European Conference with the following working title: "The Big Bang: a Clash of Cultures between young people and the world of work?" in London, which will draw together partners from this activity as well as being marketed to a broader EU partner base. In preparation for the conference each partner will reach out to potential users (schools, companies and councils) with the aim of increasing the impact: leaflets, publishing in magazines/weblogs, presentations at meetings and seminars; mailings. Each partner will ensure that at least 4 young people are fully funded to attend the event.

Target group: Policy stakeholders, target group VET professionals and EIAG staff, employers, young people, social partners.

Result:

Area of application:

Homepage:

Product Languages: English

### product files

WP6-Final Conference Delegate pack - Result 7.pdf

<http://www.adam-europe.eu/prj/9710/prd/9/1/WP6-Final%20Conference%20Delegate%20pack%20-%20Result%207.pdf>

## Events

### **A European Conference “The Big Bang: 'Bridging the Culture Clash between Employers, Young People and Local Cultures'”**

Date 11.09.2014

**Description** During the first half of the conference, delegates heard from Ilias El Hadioui of Erasmus University from the Netherlands whose published work on the 'clash' between cultural norms at school, at home and on the 'street' was one of the original inspirations behind the project. This was followed by a presentation from Steve Rawlings of Building Lives Training Academies who was born and brought up locally to the venue in East London and talked about his upbringing and how young people of his generation found ways forward into employment through the kind of networks and pathways that have largely disappeared. During the second half of the conference, delegates were able to hear more about the Big Bang project itself, including the work undertaken in Iceland and Austria by speakers from VMST and die Berater respectively. The event concluded with an inspiring speech from Adrian Whyte - a local young person from London's East End who, following support from 15billion, had made the successful transition to employment. Attendees also received a delegate pack with demonstration copies of some of the products that have been developed by Big Bang - such as a Practice Guide for Employability advisers, and a framework of competencies or practitioners who are working to bridge the 'culture clash' that has been identified in expectations between young people and employers. The pack also contained a briefing paper with a round-up of relevant domestic and European publications, policy initiatives and programmes.

**Target audience** More than 80 delegates, representing local authorities, Further Education Colleges, vocational training providers, youth organisations, information and advice workers, community organisations, employers and regional and national agencies attended the conference

**Public** Event is open to the public

**Contact Information** Ian Porter, 15billion: [ian.porter@15billion.org](mailto:ian.porter@15billion.org)

**Time and place** The Osmani Centre in Whitechapel, London, 11th September 2014