



You. Promote Business

UK/12/LLP-LdV/TOI-575

<http://www.adam-europe.eu/adam/project/view.htm?prj=9728>

Project Information

Title: You. Promote Business
Project Number: UK/12/LLP-LdV/TOI-575
Year: 2012
Project Type: Transfer of Innovation
Status: granted
Country: UK-United Kingdom

Marketing Text: The project aims to pair young people who are not in employment, education or training (NEET) who have social media marketing skills with small-to-medium sized enterprises who are seeking to improve their competitiveness.

Components of the model to be transferred have already been piloted in Norway and Italy; the project will fuse these components together and roll out the model in each participant country.

The objective is to get NEETs back into work by training them as social media marketing and promotion consultants for SMEs.

The project involves seven educational institutions across Europe and is funded by the European Community.

Summary: February 2015 Update

Although the European project finished at the end September 2014, all project partners continue to promote the project. All partners intend to, or have already, run additional iterations of the social media training / work placement programme. In the UK, the project is now in its fourth iteration, with more 30 learners having completed the programme already. Across the partnership, which includes organisations from the UK, Germany, Italy, Portugal, Norway, Austria and Romania, more than 100 participants have completed the programme. Outcomes for learners have been excellent, with a significant proportion entering employment, self-employment or training on completion.

Below is a summary of activities undertaken during the timeframe of the European project (Oct 2014 - Sep 2014):

1. Conducted a data collection exercise in each country. The aim of the data collection exercise was to understand the kind of training that young people not in education, employment or training (NEETs) require, and to understand the needs of small-to-medium-sized enterprises (SMEs) with regard to social media and online promotion.
2. Created a 'fusion' model that combines the two existing programmes together. The two innovators (Italian and Norwegian partners), supported by the partnership, worked together to combine their respective models into a single 'fused' model. In practice, this meant combining an intensive social media promotion training course with a multiple work placement programme for young people.
3. Adapted New Programme Specification to Local Context. Each of the partners adapted the new programme specification to the needs of their local markets. This involved activities such as understanding the local qualification and curriculum framework, and liaising with the local employment service.
4. Piloted the adapted model. From September 2013, each partner country implemented a pilot project of the new programme. During the pilot phase, 68 learners completed the programme across the partnership, in addition to scores of learners who did not complete the programme but achieved a positive outcome as a result of YouPro.

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5. In Summer 2014, the partnership worked to improve the programme specification on the basis of our experiences and feedback from target groups. We also ramped up dissemination activities and held the main project dissemination event in Nottingham in September 2014.

Description: YouPro Project Objectives:

The purpose of the project is to tackle three of the European Union's biggest challenges:

- Ability of young people to access the job market
- Inclusion of young people in society
- Competitiveness of small-to-medium-sized enterprises (SMEs) and micro-sized organisations

The project aims to tackle these issues by creating a training and work placement scheme that pairs young people not in education, training or employment (NEETs) with SMEs seeking to create or improve their presence in online and social media.

In this context, project objectives are:

In each partner country, identify groups of young people not in education, training or employment who would benefit from the scheme and engage with them
Develop a training programme to equip young people with social media and general business skills, building on existing schemes in partner countries Norway and Italy
Align the programme to existing qualifications and frameworks in partner countries
Pilot the scheme, execute the training programme and place participants in SMEs
Develop case studies of successful placements where participants have made a tangible contribution to the business by implementing a more effective online marketing strategy
Evaluate, improve the scheme and increase scale with the ultimate aim of moving towards the stated purpose of the project (above.)

YouPro Project Beneficiaries

Project beneficiaries fall into two main groups:

1) Young people not in education, training or employment

The project aims to develop and implement a training and work placement scheme that equips young people with a direct pathway into employment, self-employment or further vocational training. Participants will receive practical business training, an intensive course in online marketing and real-world business experience. We are engaging with young people not in education, training or employment to offer them the opportunity to take up a place on the scheme.

If you are aged 16-24 and are interested in what YouPro has to offer, why not contact us?

2) Small-to-medium-sized enterprises (SMEs) and micro-sized organisations

The project aims to engage with SMEs and micro-sized organisations, particularly those who are interested in developing their online marketing strategy. Participant organisations will benefit from an internee who will develop and implement a new online marketing strategy for the company. The internee's training will ensure that the basic skills needed to operate in the business environment are in place, and that the online marketing strategy focuses on your organisation's growth priorities.

About the Partners

1) Central College Nottingham

Project Information

Central College Nottingham (formerly South Nottingham College) is the YouPro project promoter and is responsible for the strategic direction of the project and coordination of partners at the operational level. The College is based in Nottingham in the centre of the UK and offers a comprehensive range of further and higher education courses, pre-16 provision, and training for business and industry.

2) ADC Consult AS

ADCC is a small company based in Norway working with great ideas for younger people who have “holes” in their education. There could be dropouts, people from other countries, or people who need more education to receive documentation of their skills. The company is particularly active in the electronics, communication and data-related sectors. ADCC is the original developer of the “JobCircuit” methodology.

3)ETIC - Portugal

ETIC – Technical School of Image and Communication is a YouPro project partner and will be responsible for the Local Field Research work package. The school is based in Lisbon, Capital of Portugal, and provides Technical and Professional education in the areas of Image and Communication, such as Animation; Video; Sound; Music; Production; Communication and Journalism; Graphic Design; Interior Design; Photography; Multimedia and Acting.

4)BFI Vienna

The Vocational Training Institute Vienna (bfi Wien) is the leading institute of employee-oriented vocational education and continuing training in Vienna. It was founded in 1959 and currently has 585 employees. Customers are both employed and unemployed persons, the Public Employment Service (AMS), the Vienna Employment Promotion Fund (WAFF), various ministries, EU institutions as well as companies from commerce, services, trade and industry. bfi Wien offers tailor-made qualifications, training, activation and guidance measures.

5) CESFOR (Italy)

Ce.S.F.Or. (Centro Studi Formazione Orientamento) is a Vocational Education and Training provider based in Rome. It is a non-profit organisation operating in the fields of Social Inclusion, Guidance, Counselling and International Mobility for young people and adults. The organisation’s activities support individual social and labour market inclusion through training. Further to this, CESFOR works with organisations to develop their managerial skills and knowledge of innovative methodologies, training activities, counselling/mentoring of employees and provides research in mobility/training opportunities. Main sectors of activity are: Cultural and Creative Industry, Tourism, Social Economy, Vocational Education and Training, Environment/Renewable Energies, Social/Health Care, New Media, Marketing, Project Management.

6) CIVITAS (Romania)

Civitas Foundation for Civil Society is a nongovernmental organisation founded in Romania in October 1992. The Foundation stimulates local and regional development and the main reasons for its creation were the need to enhance government capacity and to enhance citizen involvement in decision making and local governance.

In the 20 years of existence, Civitas Foundation has successfully run programmes aimed at developing communities. The programmes were designed both to improve public administration capacity in these areas, so they would be capable of managing the changes imposed by the EU integration process, and to educate or train the citizens (through courses, training, information and awareness sessions). The Foundation thus aims to be involved in community development, fulfilling the role of a catalyst.

Themes: *** Labor market
 *** ICT
 *** Vocational guidance
 *** Enterprise, SME

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- *** Access for disadvantaged
- *** Continuous training
- *** Initial training
- ** Social dialog
- * Sustainability
- * Others
- * Lifelong learning
- * Higher education

- Sectors:
- *** Information and Communication
 - *** Education
 - * Administrative and Support Service Activities
 - * Professional, Scientific and Technical Activities
 - * Human Health and Social Work Activities

- Product Types:
- website
 - transparency and certification
 - teaching material
 - program or curricula
 - open and distance learning
 - material for open learning
 - modules

Product information: The project creates a 'New Programme Specification' that describes how the training / social media programme works. The programme benefits participants (young people not in education, employment or training) and SMEs who benefit from improved online visibility.

Projecthomepage: www.youproeurope.com

Project Contractor

Name: Central College Nottingham
City: Nottingham
Country/Region: East Midlands
Country: UK-United Kingdom
Organization Type: continuing training institution
Homepage: <http://www.snc.ac.uk>

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Partner

Partner 1

Name: Ce.S.F.Or. - Centro Studi Formazione Orientamento
City: Roma
Country/Region: Lazio
Country: IT-Italy
Organization Type: initial training
Homepage: <http://www.cesfor.net>

Partner 2

Name: EUROPANORAT
City: Berlin
Country/Region: Berlin
Country: DE-Germany
Organization Type: association/non-governmental organisation
Homepage: <http://www.europanorat.de/>

Partner 3

Name: Berufsförderungsinstitut Wien
City: Wien
Country/Region: Vienna
Country: AT-Austria
Organization Type: large-scale enterprise (more than 250 employees)
Homepage: <http://www.bfi-wien.or.at>

Partner 4

Name: Analog Data Cable Consult AS
City: Rakkestad
Country/Region: Oslo Og Akershus
Country: NO-Norway
Organization Type: initial training
Homepage: <http://www.adcc.no>

Partner

Partner 5

Name: Fundaia Civitas pentru Societatea Civil- Filiala Cluj
City: Cluj-Napoca
Country/Region: Nord Vest
Country: RO-Romania
Organization Type: association/non-governmental organisation
Homepage: <http://www.civitas.ro>

Partner 6

Name: ETIC – Technical School of Image and Communication
City: Lisbon
Country/Region: Lisboa
Country: PT-Portugal
Organization Type: initial training
Homepage: <http://www.etic.pt>

Project Files

YouPro Final version NEW PROGRAMME SPECIFICATION (P0 UK).docx

<http://www.adam-europe.eu/prj/9728/prj/YouPro%20Final%20version%20NEW%20PROGRAMME%20SPECIFICATION%20%28P0%20UK%29.docx>

A description of the final programme specification

You.Promote Business Project Leaflet.pdf

<http://www.adam-europe.eu/prj/9728/prj/You.Promote%20Business%20Project%20Leaflet.pdf>

You.Promote Business Project New Programme Specification.pdf

<http://www.adam-europe.eu/prj/9728/prj/You.Promote%20Business%20Project%20New%20Programme%20Specification.pdf>

The New Programme Specification describes how the training and work placement programme developed by the You.Pro Business Project partnership works. The programme lasts approximately 18 weeks and is broken down into 9 stages in the document. The document should help organisations who are interested in learning more about how the programme operates in a practical sense.

Products

- 1 You.Promote Business Project - New Programme Specification
- 2 You. Promote Business Project Final Programme Specification

Product 'You.Promote Business Project - New Programme Specification'

Title: You.Promote Business Project - New Programme Specification

Product Type: teaching material

Marketing Text: The You.Promote Business project trains unemployed young people in social media / online marketing, then places them with SMEs where they undertake two work placements. The new programme specification describes the innovative educational programme developed by the YouPro project partners. The new programme responds to the needs of small businesses by providing them with a social media / online marketing service for their services / products. The new programme responds to the needs of young, unemployed people by providing them with a 3-month course that equips them with marketable skills, training, workplace experience and references from employers and training organisations. It may lead onto full- or part-time employment for the learner, further related training, or to self-employment. The project supports the EU's Europe 2020 strategy for smart, sustainable and inclusive growth.

Description: The new programme specification describes the programme in 9 stages, lasting approximately 18 weeks in total. Stages 1-5 involve cutting edge training in social media / online marketing, and preparation of the young person for the workplace. Stages 6-9 involve the two work placements, evaluation of the success of the work placements and evaluation of the learner's participation in the whole project. The document is intended to act as a blueprint for any organisation wishing to implement the programme.

Target group: Educators, teachers, trainers. Educational organisations - schools, colleges, universities. Employment agencies. Small-to-medium sized enterprises. Business managers. Young people not in education, employment or training.

Result:

Area of application: The specification is used to help interested parties to understand how the You.Promote Business project programme works in a practical sense. For organisations who wish to implement the programme, it is a blueprint for doing so.

Homepage: www.youproeurope.com

Product Languages: English

Product 'You. Promote Business Project Final Programme Specification'

Title: You. Promote Business Project Final Programme Specification

Product Type: program or curricula

Marketing Text: This the final version of the You. Promote Business Project, a new programme aimed at young people not in education, training or employment (NEET), and small-to-medium sized enterprises.

Description: The document describes the main phases of the programme, and provides helpful information for organisations looking to implement the new programme.

Target group: VET providers
Local government agencies
NEETs
SMEs and Micro-sized businesses

Result:

Area of application:

Homepage: www.youproeurope.com

Product Languages: English