

BLUE

2012-1-NL1-LEO05-08672

<http://www.adam-europe.eu/adam/project/view.htm?prj=9773>

Project Information

- Title: BLUE
- Project Number: 2012-1-NL1-LEO05-08672
- Year: 2012
- Project Type: Transfer of Innovation
- Status: granted
- Country: NL-Netherlands
- Marketing Text: European priority
 Support to initial and continuous training of VET teachers, trainers, tutors and VET institution managers
 Contribution to national priorities
 Implementing further professionalization of teachers in initial vocational education & training (relating to EQAVET indicator 2) by:
 - creating awareness towards ownership of professionalization in relation to quality of education.
 The project creates awareness in schools that proper COG is something that should be implemented in the vision and policy of a school and demands skills from all staff that is involved with students. Teachers should have at least basic COG skills. To reach these goals, several instruments and a training programme will be developed in the project.
- Summary: The economic and demographic changes that are currently taking place, demand action to create a sustainable labour market in the future. One of the engines for a healthy labour market is high quality education and proper career orientation and guidance (COG). BLUE works on the improvement of the quality of COG in the region of 's-Hertogenbosch and aims to create an ongoing pathway of COG from primary education up to higher vocational education and ideally even up to the labour market.
 Several instruments (such as a format for vision and policy and a training programme for COG skills) that will be developed during the project, will support schools with the improvement of COG, but will also stimulate them to cooperate more with other schools of several levels in the region. The knowledge and experience for the transfer of innovation will be obtained from the Finnish and Austrian partners: TEC and STVG, both leading parties in Europe in the field of COG.
 The pioneer schools will be the first group in which the developments in the field of COG will be implemented. At the end of the project, they will turn into ambassadors for schools in the project that were not a partner in BLUE. In this way, BLUE will be the first step towards proper, sustainable COG in the region of 's-Hertogenbosch, less early school leavers and a healthy labour market in the future.
- Description: The reduction of early school leaving is a subject which is highly under attention of the European Commission. It is one of the main goals of the EU Strategy 2020. The concrete results of this project will be implemented at regional level. The implementation will nevertheless have effect on European scale as well. The products and publications of BLUE will be available through internet, in several languages, so the knowledge and experience will be available for other countries. The dissemination of the results into Europe will be realised through the extended European network and projects in which several BLUE partners are involved.
- Themes: *** Labor market
 *** Vocational guidance
 *** Enterprise, SME
 *** Continuous training
 *** Initial training
 ** Higher education
- Sectors: *** Education
- Product Types: teaching material
 website
 program or curricula

Project Information

Product information: On the short term, BLUE will increase the quality of COG (through the development of vision, policy and the professionalisation of career coaches) and the level of cooperation between schools in the region of 's-Hertogenbosch. It will realise a more efficient and sustainable system of career orientation and guidance: an ongoing pathway of COG, in which schools of several levels (from primary education up to higher vocational education) and the regional businesses cooperate.

On the long term, these improvements will render a decrease in drop out rates and in the number of learners that switch between studies. The fact that youngsters are able to make a well thought-out choice for study and profession, will eventually lead to a healthy and sustainable regional labour market, with qualified manpower.

Projecthomepage:

Project Contractor

Name: Gemeente 's-Hertogenbosch
City: 's-Hertogenbosch
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: public institution
Homepage: <http://www.s-hertogenbosch.nl>

Contact Person

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Coordinator

Name: Gemeente 's-Hertogenbosch
City: 's-Hertogenbosch
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: public institution
Homepage: <http://www.s-hertogenbosch.nl>

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Partner

Partner 1

Name: Avans
City: 's-Hertogenbosch
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: university/Fachhochschule/academy
Homepage:

Partner 2

Name: Philips Employability Center
City: Eindhoven
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: large-scale enterprise (more than 250 employees)
Homepage:

Partner 3

Name: UWV
City: 's-Hertogenbosch
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: public institution
Homepage:

Partner 4

Name: Piersoncollege
City: 's-Hertogenbosch
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: initial training
Homepage:

Partner

Partner 5

Name: Sint Jan's Lyceum
City: 's-Hertogenbosch
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: initial training
Homepage:

Partner 6

Name: Jeroen Boschcollege
City: 's-Hertogenbosch
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: initial training
Homepage:

Partner 7

Name: KW1C
City: 's-Hertogenbosch
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: continuing training institution
Homepage:

Partner 8

Name: JAMK
City: Jyväskylä
Country/Region: Länsi Suomi
Country: FI-Finland
Organization Type: National Agency
Homepage:

Partner

Partner 9

Name: PSW
City: 's-Hertogenbosch
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: association/non-governmental organisation
Homepage:

Partner 10

Name: STVG
City: Graz
Country/Region: Styria
Country: AT-Austria
Organization Type: association/non-governmental organisation
Homepage:

Partner 11

Name: Rietlanden
City: 's-Hertogenbosch
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: initial training
Homepage:

Partner 12

Name: Baanderherencollege
City: Boxtel
Country/Region: Noord Brabant
Country: NL-Netherlands
Organization Type: initial training
Homepage:

Products

- 1 COCG matrix and COCG scan
- 2 Format for vision and policy COCG
- 3 Description of key competences of career coaches
- 4 Training programme and procedure COCG
- 5 Proposal for cooperation between educational institutes in the field of COCG

Product 'COCG matrix and COCG scan'

Title: COCG matrix and COCG scan

Product Type: program or curricula

Marketing Text: The COCG matrix and COCG plays an important role to define the state of the art of career orientation and career guidance within the school.

Description: The COCG matrix is a format that helps schools to get a clear insight in the sequence, quality and completeness of currently used instruments and facilities on COCG in each school year. Currently used instruments will be tested on Career Management Skills (CMS), as developed by Marinka Kuijpers.

Target group: Schools in the region of 's-Hertogenbosch and national

Result: The COCG matrix is a format that helps schools to get a clear insight in the sequence, quality and completeness of currently used instruments and facilities on COCG in each school year. Currently used instruments will be tested on Career Management Skills (CMS), as developed by Marinka Kuijpers.

Area of application: Together with the COCG scan (developed by the VO Raad at national level), the COCG matrix helps the schools to describe the start-situation in COCG, not only the currently used instruments, but also the strategic and operational COCG situation in the schools like vision, leadership, involvement parents, professionals, cooperation. This is the start of each school for further professionalisation of COCG.

Homepage: www.toiblue.eu

Product Languages: Dutch

Product 'Format for vision and policy COCG'

Title: Format for vision and policy COCG

Product Type: program or curricula

Marketing Text: The format for vision and policy COCG plays an important role to define the state of the art of career orientation and career guidance within the school. It has to be designed by management, middle management and teachers, it is a joint focus!

Description: Two products:

A description of the (regional) vision COCG.

Keypoints in this vision are:

- student central and development of selfguidance;
- continuing chain COCG within education partners on different levels;
- cooperation with (regional) business/companies.

A format for institutional policy COCG

Target group: Schools, Municipalities and companies

Result: The regional vision COCG and the format for policy COCG helped the pilotschools by developing their own vision and policy on COCG. They used it as anchor to make their own choices. It committed the schools in the region to join in one regional COCG movement and to develop an ongoing pathway of COCG.

Area of application: The regional vision COCG and the format for policy COCG helped the pilotschools by developing their own vision and policy on COCG. They used it as anchor to make their own choices. It committed the schools in the region to join in one regional COCG movement and to develop an ongoing pathway of COCG.

Homepage: www.toiblue.eu

Product Languages: Dutch

Product 'Description of key competences of career coaches'

Title: Description of key competences of career coaches

Product Type: program or curricula

Marketing Text: The description of key competences of career coaches helps management to select the right staff now and in the future. Important is that teachers, deans and mentors fit with these new competences in order to prepare students in a better way for vocational education and labourmarket. It is an important instrument for selection.

Description: There are two products:

1. Description of key competences of career coaches;
2. Description of key competencies of career coaches VET (VET: vocational Educational Training).

Target group: Schools and staff

Result: There are two products:

1. Description of key competences of career coaches;
2. Description of key competencies of career coaches VET (VET: vocational Educational Training).

Area of application: The key-competences of career coaches are important ingredients to strengthen the quality of COCG and to train staff in COCG.

Homepage:

Product Languages: Dutch

Product 'Training programme and procedure COCG'

Title: Training programme and procedure COCG

Product Type: program or curricula

Marketing Text: The trainingprogramme and procedure COCG are needed to train staff within schools who don't have the right COCG competences. Important is that teachers, deans and mentors fit with these new competences. It gives a specific focus in professionalisation.

Description: A description of the programme and procedure to educate career coaches in several functions. This description makes it possible for schools to develop their own tailormade trainingprogramme for COCG.

Target group: Schools, especially management, teachers, mentors, deans, career counselors.

Result: This programme trains staff to support them to maximize their role in COCG at school for student and - on the longer term- to provide students with qualified and capable career coaches, so that youngsters will make better choices for study and profession and will less likely drop out of school before having a qualification and to have a better transition from school to work.

Area of application: A description of the programme and procedure to educate career coaches in several functions. This description makes it possible for schools to develop their own tailormade trainingprogramme for COCG.

Homepage: www.toiblue.eu

Product Languages: Dutch

Product 'Proposal for cooperation between educational institutes in the field of COCG'

Title: Proposal for cooperation between educational institutes in the field of COCG

Product Type: program or curricula

Marketing Text: The proposal for cooperation is an agreement (on paper) to make a contract between the various stakeholders within education. It is a commitment to professionalise COCG. very important.

Description: A cooperation between regional educational institutes in the field of COCG, undersigned by schoolmanagers. Its all about goals, target group, activities, roles, responsibilities and tasks. Based on this cooperation project leaders of five secondary schools, a VET-school and the college for higher vocational education regularly came together in so-called working meetings. In these meetings we worked together to achieve continuous career learning. Examples of the results of these working meetings are placed on www.toiblue.eu.

Target group: Schoolmanagement

Result: A cooperation between regional educational institutes in the field of COCG, undersigned by schoolmanagers. Its all about goals, target group, activities, roles, responsibilities and tasks. Based on this cooperation project leaders of five secondary schools, a VET-school and the college for higher vocational education regularly came together in so-called working meetings. In these meetings we worked together to achieve continuous career learning. Examples of the results of these working meetings are placed on www.toiblue.eu.

Area of application: A cooperation between regional educational institutes in the field of COCG, undersigned by schoolmanagers. Its all about goals, target group, activities, roles, responsibilities and tasks. Based on this cooperation project leaders of five secondary schools, a VET-school and the college for higher vocational education regularly came together in so-called working meetings. In these meetings we worked together to achieve continuous career learning. Examples of the results of these working meetings are placed on www.toiblue.eu.

Homepage: www.toiblue.eu

Product Languages: Dutch

Events

Final conference TOI BLUE

Date 29.09.2014

Description The two years project ends at 30th of september 2014. With all stakeholders in the field of education and labourmarket the results are presented. The final conference is also a startingpoint to continue COCG until 2020.

Target audience Schoolmanagement, teachers, mentors, career counselors, policy advisors local goverment, companies, labouroffice, expertorganisations COCG

Public Event is open to the public

Contact Information t.vandeverdonk@s-hertogenbosch.nl

Time and place 29th of september 2014, 's-Hertogenbosch