Mobiles Lernen zur Förderung der unternehmerischen Kultur und der Mobilität im Straßenverkehr

2012-1-ES1-LEO05-48190

http://www.adam-europe.eu/adam/project/view.htm?prj=9841
Projektinformation

Titel: Mobiles Lernen zur Förderung der unternehmerischen Kultur und der Mobilität im Straßenverkehr
Projektnummer: 2012-1-ES1-LEO05-48190
Jahr: 2012
Projekttyp: Innovationstransfer
Status: abgeschlossen
Land: ES-Spanien
Marketing Text: Die Förderung der unternehmerischen Kultur und der Mobilität im Straßenverkehr.

Zusammenfassung: Road transport sector (freight and passengers) has a central role in the continued growth of EU’s economy. In 2008, created more than 5 mill. jobs and the turnover was about 432,331 mill.€ (Statistical pocketbook 2011, EC). However, the current economic crisis is affecting the sector considerably. The crisis has cancelled out 6 years of growth (Trends in EU Road freight transport-Eurostat). The EU is committed to providing the best conditions for an open market for professional road transport services to ensure the mobility of goods and people, and to enable job creation and economic growth (Road Transport Policy- DG Energy and Transport, 2006).

Having this scenario in mind and trying to address the EU 2020 Strategy, which is focused on sustainable, smart and inclusive growth, it is necessary to provide suitable environments for the promotion of those key aspects, like the entrepreneurship, that contribute to achieve the referred aim.

Fostering entrepreneurship in the road transport sector is necessary in order to prepare the operators to compete proficiently, have sustainable businesses, create employ, added value and face new demands (environmental, social and safety), skills and requirements coming from their sector at EU. Thus, it is necessary to create suitable learning environments based on ICT which allow the promotion of the entrepreneurship and the acquisition of the required new key competences.

In this sense, PROMEC-Road project aims to create a mobile learning tool addressed to autonomous workers and owners of SME from this sector in order to be trained on those key entrepreneurial competences that are essential to run and manage success businesses able to survive, be competitive and grow.

The project wants also to promote indirectly the mobility as a concept, preparing entrepreneurs to new mentalities; explore new opportunities, exchange ideas etc. The project is building a network of mentors and entrepreneurs.

PROMEC-Road has transferred the pedagogical approach used in PECAE project into 3 directions: a new target group, sector and type of training.

The consortium is led by UNIATRAMC CyL, one of the most representative professional associations in Spain and is composed by a set of key organisations: different VET providers, a knowledge management oriented company which was the promoter of PECAE, and a social research firm.

Beschreibung: Road transport sector (freight and passengers) has a central role in the continued growth of EU’s economy. In 2008, created more than 5 mill. jobs and the turnover was about 432,331 mill.€ (Statistical pocketbook 2011, EC). However, the current economic crisis is affecting the sector considerably. The crisis has cancelled out 6 years of growth (Trends in EU Road freight transport-Eurostat). The EU is committed to providing the best conditions for an open market for professional road transport services to ensure the mobility of goods and people, and to enable job creation and economic growth (Road Transport Policy- DG Energy and Transport, 2006).

Having this scenario in mind and trying to address the EU 2020 Strategy, which is focused on sustainable, smart and inclusive growth, it is necessary to provide suitable environments for the promotion of those key aspects, like the entrepreneurship, that contribute to achieve the referred aim.

Fostering entrepreneurship in the road transport sector is necessary in order to prepare the operators to compete proficiently, have sustainable businesses, create employ, added value and face new demands (environmental, social and safety), skills and requirements coming from their sector at EU. Thus, it is necessary to create suitable learning environments based on ICT which allow the promotion of the entrepreneurship and the acquisition of the required new key competences.
In addition, having into account the educational profile of road transport workers between 15-64 years old (20,5% have basic primary and lower secondary education and 50%, upper secondary and post-secondary education. Eurostat- The Adult Educa. Survey, 2010) these new learning environments are more important than even.VET should take this into consideration and therefore, count with proper tools and innovative approaches to reinforce the entrepreneurship.
In this sense, PROMEC-Road project aims to create a mobile learning tool addressed to autonomous workers and owners of SME from this sector in order to be trained on those key entrepreneurial competences that are essential to run and manage success businesses able to survive, be competitive and grow.
The project wants also to promote indirectly the mobility as a concept, preparing entrepreneurs to new mentalities; explore new opportunities, exchange ideas etc. The project is building a network of mentors and entrepreneurs.
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The project persecues a clear impact on the entrepreneurial culture in this sector, increasing it through the acquisition of key competences.

Themen:
*** IKT
*** Lebenslanges Lernen
*** Fernlehre
*** Unternehmen, KMU
*** Weiterbildung
** Arbeitsmarkt
** Erstausbildung
* Nachhaltigkeit

Sektoren:
*** Verkehr und Lagerei
*** Erziehung und Unterricht
** Information und Kommunikation

Produkt Typen: Fernlehre
CD-ROM

Produktinformation: Among others PROMEC-Road is developing the following products:
- Analysis of entreprenurial culture and use of key entrepreneurial competence within the road transport sector. State of the art
- National networks of mentors and potential entrepreneurs and owners of SME in their first phase from the road transport sector
- Guidelines for the development of PROMEC Road training contents and mobile learning tool
- PROMEC-Road mobile learning tool
- Dissemination notebook

Projektwebsite: http://promec-road.portare.org/
Vertragnehmer

Name: Unión de Pequeños Autónomos del Transporte y las Comunicaciones de Castilla y León.
Stadt: Valladolid
Land/Region: Pais Vasco
Land: ES-Spanien
Organisationstyp: KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)
Homepage: http://www.uniatramcyl.org

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Koordinator

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Partner

Partner 1
Name: INVESLAN
Stadt: Bilbao
Land/Region: Pais Vasco
Land: ES-Spanien
Organisationstyp: andere
Homepage: http://www.inveslan.com

Partner 2
Name: Sociedade Portuguesa de Inovação - Consultadoria Empresarial e Fomento da Inovação, S.A
Stadt: Porto
Land/Region: Norte
Land: PT-Portugal
Organisationstyp: andere
Homepage: http://www.spi.pt

Partner 3
Name: ÚJ ATI Autosiskola Kft
Stadt: Budapest
Land/Region: Dél-Alföld
Land: HU-Ungarn
Organisationstyp: andere
Homepage: http://www.tanulovezeto.net

Partner 4
Name: Association pour le développement de la Formation Professionnelle dans les Transports
Stadt: Monchy Saint Eloi
Land/Region: Ile De France
Land: FR-Frankreich
Organisationstyp: andere
Homepage: http://www.aft-iftim.com
Partner

Partner 5
Name: Vocational Training Centre Apopsi SA
Stadt: Piraeus
Land/Region: Peloponnissos
Land: EL-Griechenland
Organisationstyp: andere
Homepage: http://www.apopsi.gr

Partner 6
Name: DEKRA Akademie GmbH
Stadt: Stuttgart
Land/Region: Stuttgart
Land: DE-Deutschland
Organisationstyp: andere
Homepage: http://www.dekra-akademie.de
Projektdateien

P23_1_Newsletter_1.pdf
http://www.adam-europe.eu/prj/9841/prj/P23_1_Newsletter_1.pdf
PROMEC-Road Newsletter n 1

P23_2_Newsletter_2.pdf
http://www.adam-europe.eu/prj/9841/prj/P23_2_Newsletter_2.pdf
PROMEC-Road Newsletter n 2

P5_Methodology_Tools.pdf
http://www.adam-europe.eu/prj/9841/prj/P5_Methodology_Tools.pdf
Methodological tools for analysis

P7_State_of_the_Art.pdf
http://www.adam-europe.eu/prj/9841/prj/P7_State_of_the_Art.pdf
Analysis of Entrepreneurial culture and use of key entrepreneurial competences within the road transport sector. State of the Art.

P8_Guidelines_Development_PROMEC.pdf
Guidelines to transfer PECAE project

PROMEC_Leaflet_DE.pdf
http://www.adam-europe.eu/prj/9841/prj/PROMEC_Leaflet_DE.pdf
Leaflet in German

PROMEC_Leaflet_EL.pdf
http://www.adam-europe.eu/prj/9841/prj/PROMEC_Leaflet_EL.pdf
Leaflet in Greek

PROMEC_Leaflet_EN.pdf
Leaflet in English

PROMEC_Leaflet_ES.pdf
http://www.adam-europe.eu/prj/9841/prj/PROMEC_Leaflet_ES.pdf
Leaflet in Spanish

PROMEC_Leaflet_FR.pdf
http://www.adam-europe.eu/prj/9841/prj/PROMEC_Leaflet_FR.pdf
Leaflet in French

PROMEC_Leaflet_HU.pdf
http://www.adam-europe.eu/prj/9841/prj/PROMEC_Leaflet_HU.pdf
Leaflet in Hungarian
Projekdateien

PROMEC_Leaflet_PT.pdf
http://www.adam-europe.eu/prj/9841/prj/PROMEC_Leaflet_PT.pdf

Leaflet in Portuguese
Produkte

1. Analysis of Entrepreneurial culture and use of key entrepreneurial competences within the road
2. Methodological Tool Dossier for the elaboration of national report and national networks
3. National networks of mentors and potential entrepreneurs and owners of SME in their first phase
4. Guidelines for the development of PROMEC Road training contents and mobile learning tool
5. Methodological dossier for elaboration PROMEC-Road training contents
6. Project website
7. Project leaflet
8. Project newsletter 1
9. Project newsletter 2
10. Quality management Plan
Produkt 'Analysis of Entrepreneurial culture and use of key entrepreneurial competences within the road transport sector. State of the Ar'

Titel: Analysis of Entrepreneurial culture and use of key entrepreneurial competences within the road transport sector. State of the Ar

Produkttyp: andere

Marketing Text: Analysis of Entrepreneurial culture and use of key entrepreneurial competences within the road transport sector. State of the Art

Beschreibung: This report contains the main results, findings and conclusions obtained in the analysis activities (on the basic of the methodological guidelines) developed by partners between November 2012 and February 2013. The report analyse the entrepreneurial culture in the participant countries, in general and in specific on transport sector, as well as training to promote the entrepreneurships in target colective. After the analysis of the results, the report contains a set of conclusions about the entrepreneurial culture in freight transpor sector as well as a proposal of competences and skills target that could improve the entrepreneurial culture in freight transpor companies.

Zielgruppe: Transport sector companies
Managers, owners of transport sector companies and autonomous workers
Experts: training, management, transport
Social actors
Stakeholder
Public bodies and administration
Training/learning providers
Researches
General public

Resultat: Report

Anwendungsbereich: Research

Homepage:

Produktsprachen: Englisch
Produkt 'Methodological Tool Dossier for the elaboration of national report and national networks'

Titel: Methodological Tool Dossier for the elaboration of national report and national networks

Produkttyp: andere

Marketing Text: Methodological Tool Dossier for the elaboration of national report and national networks

Beschreibung: This paper contains the guidelines and methodological background to develop the analysis activities in the WP2. The document contains:
- Objectives of the analysis;
- Methodology: qualitative and quantitative approach of the analysis, concepts and definition of working field.
- Expected results
- Activities schedule

Besides, this paper contains some tools to support analysis: participants data sheets, guidelines for interviews and focus group and the template for national network.

Zielgruppe: Project partners

Resultat: Methodological guidelines

Anwendungsbereich: Research

Homepage:

Produktsprachen: Englisch
Produkt 'National networks of mentors and potential entrepreneurs and owners of SME in their first phase from the road transport sector'

Titel: National networks of mentors and potential entrepreneurs and owners of SME in their first phase from the road transport sector

Produkttyp: andere

Marketing Text: National networks of mentors and potential entrepreneurs and owners of SME in their first phase from the road transport sector

Beschreibung: Each partner has elaborated and created a database of mentors to support learning activities. When partnership agreed the methodological approach (guidelines), it was discussed how to develop this task: who we can consider mentors and what will be their responsibilities in the future of the project, because mentor word has a very specific mean, and it was very difficult to find this people in transport sector. So, we decided to create a network of potential entrepreneurs and owners of SME that could support each other in the promotion of these specific competences in this sector.

So we have a network of about 80 contacts that will collaborate with platform users in the learning process (they also could be users of the learning platform).

The database will be updated and some new contacts will be add during project implementation.

Zielgruppe: Transport sector companies

Managers, owners of transport sector companies and autonomous workers

Experts: training, management, transport

Resultat: Network

Anwendungsbereich: Research and exploitation

Homepage: 

Produktsprachen: Englisch
Produkt 'Guidelines for the development of PROMEC Road training contents and mobile learning tool'

Titel: Guidelines for the development of PROMEC Road training contents and mobile learning tool

Produkttyp: andere

Marketing Text: Guidelines for the development of PROMEC Road training contents and mobile learning tool

Beschreibung: this paper contains some guidelines to develop the future PROMEC road mobile elearning tool. This report was elaborated on the basis of two key contributions:
- Analysis of the PECAE project, and
- Conclusions and main findings from the analysis activities of the WP2.

Considering the above, the document proposed a structure for the mobile learning tool, as well as some concepts that will be taken into account to develop the future learning tool and the learning objects that will be included.

The paper is structured in three sections:
- Main conclusions of the analysis report;
- Analysis of the PECAE project, and
- Proposal for a transference.

Zielgruppe: Project partners
Expert on learning training

Resultat: Guidelines for transference

Anwendungsbereich: Research

Homepage:

Produktsprachen: Englisch
Produkt 'Methodological dossier for elaboration PROMEC-Road training contents'

Titel: Methodological dossier for elaboration PROMEC-Road training contents

Produkttyp: andere

Marketing Text: Methodological dossier for elaboration PROMEC-Road training contents

Beschreibung: This document defines the different training contents that will be included in the mobile learning solution. Besides, some guidelines partners to develop the contents are included. The document contains an detailed schedule to develop the training contents.

Zielgruppe: Project partners
Experts on training/learning

Resultat: Methodological guidelines

Anwendungsbereich: Development

Homepage:

Produktsprachen: Englisch
Produkt 'Project website'

Titel: Project website

Produkttyp: Project web site

Beschreibung: The project website contains information regarding the project, partner organisations, activities, documents, e-mail address, forum and interesting links to other websites in order to enable the access of internet navigators to the project website. It will also allow the access to host the future learning tool and the project Intranet. The disseminator effect of the website will be measured with a counter that will register the number of visits. The web site is hosted in portare.org domain, which hosts other European projects about transport promoted in Spain, do it's a very good way to involve interesting people in the project.

Zielgruppe: Owners of SME in transport sector and autonomous drivers
Transport trainers
Trainers on entrepreneurship
Experts
Road freight transport companies
Social actors (trade unions, professional associations
Training centres
Stakeholders
Public in general

Resultat: Web site

Anwendungsbereich: Dissemination and exploitation

Homepage:

Produktsprachen: Deutsch
Französisch
Englisch
Spanisch
Portugiesisch
Ungarisch
Griechisch
Produkt 'Project leaflet'

Titel: Project leaflet

Produkttyp: Project leaflet

Marketing Text: Project newsletter constins all the news related to the porject imlementation. UNIATRAMC in collaboraion with project partners is responsible to elaborate the project newsletter each 6 month. The newsletter contains news about:
- Transnational meetings,
- Partnership agreements;
- Products development;
- Processes in the project;
- Dissemination activities developed in the project.

Zielgruppe: Owners of SME in transport sector and autonomous drivers
Transport trainers
Trainers on entrepreneurship
Experts
Road freight transport companies
Social actors (trade unions, professional associations
Training centres
Stakeholders
Public in general

Resultat: Brochure

Anwendungsbereich: Dissemination and exploitation

Homepage:

Produktsprachen: Spanisch
Englisch
Französisch
Deutsch
Griechisch
Ungarisch
Portugiesisch

http://www.adam-europe.eu/adam/project/view.htm?prj=9841&prd=9
Produkt 'Project newsletter 1'

Titel: Project newsletter 1

Produkttyp:

Marketing Text: Project newsletter 1

Beschreibung: The project newsletter 1 contains general information about the project and main conclusions from the 1st transnational meeting.

Zielgruppe: Owners of SME in transport sector and autonomous drivers
Transport trainers
Trainers on entrepreneurship
Experts
Road freight transport companies
Social actors (trade unions, professional associations
Training centres
Stakeholders
Public in general

Resultat: Publication

Anwendungsbereich: Dissemination and exploitation

Homepage:

Produktsprachen: Englisch

http://www.adam-europe.eu/adam/project/view.htm?prj=9841&prd=10
Produkt 'Project newsletter 2'

Titel: Project newsletter 2
Produkttyp: andere
Marketing Text: Project newsletter 2
Beschreibung: The newsletter 2 contains information about the results of the report and the conclusions from the last partners' meeting that was held in apris(France).
Zielgruppe: Owners of SME in transport sector and autonomous drivers
Transport trainers
Trainers on entrepreneurship
Experts
Road freight transport companies
Social actors (trade unions, professional associations
Training centres
Stakeholders
Public in general
Resultat: Publication
Anwendungsbereich: Dissemination and exploitation
Homepage: 
Produktsparten: Englisch
Produkt 'Quality management Plan'

Titel: Quality management Plan
Produkttyp: Evaluierungsmethoden
Marketing Text: Quality management Plan
Beschreibung: The quality management plan establishes is the main element to ensure the quality in the project implementation. This plan contains different methodologies and tools to evaluate the project process and products from a double approach: external evaluation and internal evaluation. These approaches are compatible and ensure the balance of the process. The evaluation process in PROMEC_Road assess the following questions:
- Project process
- Consortia communication
- Consortia meetings
- Project products and working papers
- Partners approach

Zielgruppe: Project partners
Resultat: Methodology
Anwendungsbereich: Project assessment - management
Homepage:
Produktsprachen: Englisch