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EC VET Portal for Promotion and Mutual Recognition of Massage Professions in Europe - MaecVET

Progress Report

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Executive Summary

The project “**EC VET Portal for Promotion and Mutual Recognition of Massage Professions in Europe – MaecVET**” responds to the current development of the health, wellness and tourism sectors in Europe. Due to an aging population these sectors are extremely well expanding which results in an increased demand for qualified labour force related to these areas. Different **professions from massage and physiotherapy are particularly in demand** and not only high quality professional competence is of importance but also transnational mobility and social and intercultural competences are of relevance.



One important prerequisite for labour mobility in massage and physiotherapy professions is the **availability of information on the different qualifications and their recognition across Europe**. Each country has different regulations and systems concerning the training of masseurs and physiotherapists and different legal frameworks. The different kinds of professions have so far not been defined coherently on a European level.

Therefore, the MaecVET **project aims and objectives** are:

- writing a **State of the Art Report** that provides an overview of the current situation of the implementation of EQF, ECVET and ECTS, and massage and physiotherapy professions in Europe.
- developing a **Recognition Map for massage professions in Europe** that allows the transnational comparison and recognition of massage qualifications and professions, and thereby increases the mobility of labour across Europe
- developing an **E-Portal** as digital implementation of the recognition map and which allows comparing diplomas/certificates and enables masseur and physiotherapist trainees, masseurs and physiotherapists, VET/higher education providers and employers from all over Europe to connect
- writing a **MaecVET Green Paper** with recommendations and suggestions on quality standards to political decision makers and stakeholders

The **main target groups** of MaecVET project are:

- masseurs (and related professions)
- trainees/students in massage professions
- professional associations of masseurs and trade unions
- providers of vocational/higher education and training centres for masseurs
- companies, institutions and organisations employing masseurs
- political decision makers and stakeholders relevant to the topics of the project (especially national accreditation and certification offices)

In order to achieve high quality results the project group consists of **experienced and specialised partners**. According to the individual expertise and competence each partner is involved in specific tasks of the project:

- **P1 and P2** are **vocational training schools of massage and physiotherapy**, highly experienced in the training content and VET standards in Europe concerning massage professions
- **P4** is a **SME** working in the field of social and health care
- **P5** is a **public entity** at the national level and shows high competence in health education, continuing education and **education development**
- **P6** is a **hospital** that contains a specific Rehabilitation Unit
- **P7** is a **private VET provider** with extensive experience of **participation in European and national programmes** mostly related to the development and implementation of new training methodologies
- **P8** is a **NGO**, active in the areas of **vocational training in the health care sector**
- **P9** is a **college** offering courses in various disciplines, such as Health and Wellbeing, Hair and Beauty, Hospitality, Tourism, etc., and is especially experienced in **dissemination and exploitation activities**
- **P10** is an **internet agency** and an expert in the development and implementation of e-portals

The **expertise** and **skills** of the project group ensure a high level of quality and sustainable implementation of the project **aims** and **objectives**. The following **project approaches** have been/will be implemented:

- By implementing a national research for the **State of the Art Report** each project partner developed an overview of the implementation of EQF, ECVET and ECTS in the eight partner countries, as well as education and training programmes and frameworks in massage and physiotherapy in Europe. Thereby, we gained an overview of the most relevant education and training programmes which we described in detail in the Recognition Map.
- For the **Recognition Map** we described the chosen training programmes by means of a common data collection form and methodology. This was developed by P1 and P7 and is based on the RECOMMENDATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 23 April 2008 on the establishment of the European Qualifications Framework for lifelong learning, which aims at describing learning outcomes in terms of knowledge, skills and competence in order. This enables us to compare the learning outcomes of different training programmes and facilitates the recognition of qualification.

- These descriptions of the chosen qualifications are currently being transferred to the **E-Portal**, which is already developed in a beta version. In addition to the comparison of qualifications the e-portal will offer job and training offers as well as detailed information on legal frameworks and other information concerning the qualifications.
- This beta version will be tested by our associated partners and other stakeholders and by means of thorough evaluation it will be improved continuously until a **final version of the E-Portal** is established.
- This final version will be presented during a **final dissemination conference** in Schwerin (DE) in September 2014. The aim is to maintain the e-portal after the project has ended and to continuously improve it.
- All steps of MaecVET project will be accompanied and controlled by project management, dissemination and quality assurance activities on highest EU project management level.

The **main outcomes** and **products** resulting from the project implementation are the following:

- the **State of the Art Report** is based on national reviews and provides an overview of the current situation of the implementation of EQF, ECVET and ECTS in the eight partner countries. It also describes the most relevant education and training programmes and frameworks and reflects the status quo of VET/higher education for massage and physiotherapy professions in Europe.
- the **Recognition Map** allows quick access to relevant information and data about VET/higher education programmes for massage and physiotherapy professions in Europe, linked to the European concepts of ECTS, ECVET and EQF. It provides information on the contents, durations, certification, legal frameworks and level of profession of the VET/higher education programmes.
- the **E-Portal** is the digital implementation of the recognition map and additionally provides information on EU policies, frameworks and instruments relevant to the project's topic. It thus allows comparing diplomas/certificates (based on ECTS, ECVET and EQF) across Europe. Furthermore, it enables masseur and physiotherapist trainees, masseurs and physiotherapists, VET/higher education providers, and employers from all over Europe to better communicate, cooperate and to exchange offers and services based on generally agreed description frameworks.
- the **MaecVET Green Paper** includes recommendations and suggestions to political decision makers and stakeholders how to improve quality standards and the employment situation for massage and physiotherapy professions in the long term.

All project developments, outcomes and products will be regularly updated on the **website of MaecVET project**: www.maecvet.eu. The website is mainly in English with a detailed introduction of MaecVET project provided in all partner languages. Furthermore, the website includes information on the partnership itself as well as links to the partners, stakeholders and target groups in the partner countries.

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1. Project Objectives

The underlying reason for the implementation of MaecVET project is that the VET/higher education in the field of professional masseurs and physiotherapists is by far not keeping pace with the demands of a dynamic but booming touristic and health sector and labour market and is not meeting the requirements and demands of a modern European education and knowledge society.

Therefore, the MaecVET project objectives are the following:

- Developing a **State of the Art Report** that describes the implementation and development of European Policies such as EQF, ECVET and ECTS in each partner country and gives insight into the process of establishing a National Qualifications Framework in each partner country. The report furthermore provides an overview over the most relevant massage and physiotherapy professions in each country. Each profession is described with regard to the legal framework, entry criteria, details on examinations and certification, duration, recognition, etc. This report provides the basis for all further discussions and the decision on those professions that will be described in the Recognition Map. It is the first analysis of the main project topic: the massage and physiotherapy professions in the partner countries.
- Developing a **Recognition Map of Massage Professions in Europe**. Based on the State of the Art Report different professions from each country are chosen. These shall be described in order to make them comparable. In the following P7 (together with P1) therefore develops a common data collection form, which will serve as main tool for the description of the professions. This form is based on the RECOMMENDATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 23 April 2008 on the establishment of the European Qualifications Framework for lifelong learning and shall allow the description and analysis of the chosen relevant national VET and higher education programmes of massage and physiotherapy professions. This means that the learning outcomes of each learning unit are described according to this recommendation and including descriptions of knowledge, skills and competence. Furthermore, general data on legal frameworks, entry requirements, duration, examinations, ECVET/ECTS points and EQF level is given. The methodology is developed and evaluated by all partners, together with experts. The research and description phase for the Recognition Map includes collecting data and information by different means, such as desk research, primary source studies, curriculum analyses, experts' talks, etc.
- Developing an **E-Portal (named EUCAPO – European Career Portal for Massage and Physiotherapy)**, which is the digital implementation of the Recognition Map and allows comparison of the different qualifications included in the Recognition Map. The user can make a detailed comparison of units of learning outcomes of qualifications and get to know the requirements and additional knowledge he needs to fulfil when he wants to work in another European country. The E-Portal includes additional features such as a job database, a vocational training database and further information on the recognition

of qualifications across Europe. The job database enables employers and job-seekers to get connected and to match supply and demand on the European labour market for massage and physiotherapy professions. In vocational training database training institutes can for example offer training courses tailored to the needs of specific professions of the Recognition Map. Thereby, targeted training is offered and labour mobility in Europe is supported. The E-Portal thus enables increased communication of the target groups of MaecVET project and facilitates mobility for professionals from massage and physiotherapy in the partner countries.

The screenshot shows the 'Comparison of qualifications' section of the MaecVET Project website. It features a search bar and navigation tabs for 'Home', 'Comparison of qualifications', 'Further education', 'Job market', 'Information', 'FAQ', and 'Disclaimer'. Below the navigation, there is a form titled 'Compare your qualification to another qualification' with four dropdown menus: 'trained in:' (Bulgaria), 'as:' (Physiotherapist / Kineziterapist), 'Comparison with:' (Portugal), and 'comparable occupations:' (Physiotherapist). A 'Compare now!' button is located below the form. Below the form, there are tabs for 'Overview', 'Units', and 'Further education'. A table displays the comparison results for the selected qualifications.

Title of the profession (in national language)	Physiotherapist / Kineziterapist (Кинезитерапевт)	Physiotherapist (Fisioterapeuta)
Title of the qualification degree (in national language)	Bachelor (Бакалавър)	University degree (Licenciatura)
Country		
EQF level	Level: official classification	Level: Level 6 official classification

- Writing a **Green Paper** that summarises the findings of the project as well as its products and developments. This strategy paper will demand and recommend changes and developments on a political level to foster e-based information concepts as well as general EU policies in VET and education and on the labour markets. The Green Paper will be distributed among political decision makers and public bodies.

In order to ensure sustainability of MaecVET project it is the aim to commercialise the E-Portal at the end of the project lifetime. It is planned that financing of the project can be achieved by different activities, such as registration fees and advertising. All details of this process will be settled in an Intellectual Property Rights and Commercialisation Concept. This shall also ensure the further development of the E-Portal after the project has ended.

2. Project Approach

Our approach for successful implementation of MaecVET project includes a **vital communication and cooperation among the project partners** and strong **involvement of the target group, stakeholders and national experts**. After the first year we can say that this approach functions very well.

The project group is very active and communicates well about the project steps to be taken. During the project meetings all tasks are discussed in detail and distributed according to the project plan and according to individual competences of the partners. Continuous feedback and evaluation of all project tasks takes place, which ensure that we are on the right way and working according to our aims and objectives. All partners are in close contact with P1 with regard to the project's products and financial and administrative issues, which assures a **professional implementation** of MaecVET project.

The involvement of the target group, stakeholders and national experts is ensured by different means. In addition to the 41 **associated partners** a **stakeholder pool** with more than 300 stakeholders has been established. These stakeholders are regularly contacted and informed about the project development. All dissemination material like for example project newsletters are distributed to the stakeholders. Once the beta version of the E-Portal will be online the stakeholders will be invited to test it and to evaluate it. This ensures that the E-Portal corresponds to the needs of the target groups and stakeholders.

National experts have been intensively involved in the research for the State of the Art Report and the Recognition Map. During the description phase these experts have been consulted on a regular basis by each partner and been involved in evaluation of the draft Recognition Map.

The **general project management approach** of P1 includes not only regular communication with all project partners, but also a very important project management tool: the **snapshot analysis**. This document shows the workflow of the project and different indicators concerning the current state of each project task, including comments. It is updated every three month and allows keeping track of all project work. Thereby, any deviation from the original plan can easily be noted and corrected.

MacvET - WORKFLOW
work plan, evaluation, dissemination and valorisation activities
Status quo: 20/10/2013

NOMINAL RESULTS							ACTUAL RESULTS		
Results/Outputs	Quantity/Frequency ¹	Languages ²	Pages/Volume/Duration	Medium	Partners in charge ³	Start-End	Status ⁴	% ⁵	Comments
Registration at E.N.T.E.R. (Del. N° 21)	1	EN	NA	Internet platform/network	P1	11/12	<input checked="" type="checkbox"/>	100	<ul style="list-style-type: none"> Registration of P1 as E.N.T.E.R. member Registration of MACVET as E.N.T.E.R. project First e-mail alert in connection with project meeting 1 more email alerts will be issued in project developments ask for them
E.N.T.E.R. dissemination email alert I	1	EN	NA	dissemination network email alert system	P1	11/12	<input checked="" type="checkbox"/>	100	<ul style="list-style-type: none"> First e-mail alert in connection with project's general objectives, aims and results
Project meeting I (AT) (Del. N° 2)	1	EN	2-3 days	meeting	P2, P1, All partners	11/12	<input checked="" type="checkbox"/>	100	<ul style="list-style-type: none"> Presentation of all partners Presentation and discussion of projects objectives, aims and results in total Settlement of administrative, financial and contractual issues Settlement of responsibilities and work tasks division in general and for WFP1 in total Presentation of draft versions of state of the art report Visit of local massage school and exchange with experts outside the working group
Partner Contracts (Del. N° 17)	8	EN	Approx. 5 pages	Contract signed in 2 original versions	P1 with each individual partner	11/12	<input checked="" type="checkbox"/>	100	<ul style="list-style-type: none"> Contract setting all duties and obligations of promoter and partner organisations (including payments, money flow, deadlines etc.)

Legend:
 1 Indicates in which quantity a results gets produced or in which frequency it takes place
 2 Indicates in which language versions a results is available or gets performed
 3 P1 = BBW (DE); P2 = MSS (AT); P3 = VEDJARO (DE); P4 = Kener Qy (FI); P5 = GYEMSZI (HU); P6 = AOR (IT); P7 = GHD (PT); P8 = DIASPORT (BG); P9 = GLLM (UK)
 4 = fulfilled = pending / in progress = not fulfilled / canceled = not yet started
 5 Indicates the approximate degree of realisation in % at the measuring date

A very tricky part in our project work was the competence-based description of the VET programmes as well as job profiles for masseurs and physiotherapists. The two main obstacles we needed to overcome were:

- a) Different learning traditions and standards in each partner country (but also within the partner countries) and confusion caused by using different terms and terminology!
- b) Hardly developed experience and know-how in competence-based describing training programmes and job profiles.

The first problem we settled by developing an own glossary by which we assured common usage of terminology and common understanding of issues:

Learning	
- I -	
Term	Informal learning
Definition	Learning resulting from daily activities related to work, family or leisure. It is not organised or structured in terms of objectives, time or learning support. Informal learning is in most cases unintentional from the learner's perspective. It typically does not lead to certification. [FOF]
Application	All countries of the partnership
Adaptations	None
- K -	
Term	Knowledge
Definition	The facts, feelings or experiences known by a person or a group of people [EQF]
Application	All countries of the partnership
Adaptations	None
- L -	
Term	Learning outcomes
Definition	Learning outcomes are statements of what a learner is expected to know, understand and/or be able to do, or is able to demonstrate, after completion of any learning process or at the end of a period of learning. [TWC ECVET]
Application	All countries of the partnership
Adaptations	None
- M -	
Term	Mobility

Learning	
Application	competences to be obtained, and appropriate assessment criteria. [ECTS]
Adaptations	All countries of the partnership
Adaptations	None
Term	Non formal learning
Definition	Learning which is embedded in planned activities not explicitly designed as learning (in terms of learning objectives, learning time or learning support), but which contain an important learning element. Non-formal learning is intentional from the learner's point of view. It normally does not lead to certification. [EQF]
Application	All countries of the partnership
Adaptations	None
- Q -	
Term	Qualifications
Definition	Qualifications are a formal expression of knowledge, skills and wider competences of the individuals. They are recognised at local, national or sectoral level and, in certain cases, at international level. A qualification is achieved when a competent body determines that an individual's learning has reached a specified standard of knowledge, skills and wider competences. The standard of learning outcomes is confirmed by means of an assessment process or the successful completion of a course of study. Learning and assessment for a qualification can take place through a programme of study and/or work place experience and/or any type of formal, non formal or informal learning pathway. A qualification confers official recognition of value in the labour market and in further education and training. A qualification can be a legal entitlement to practice a trade. [TWC ECVET]
Application	All countries of the partnership
Adaptations	None

The second challenge we tackled by developing an instrument leading the project group through the describing process. Together with the glossary, each partner was able describing its national VET programmes dealing with massage and physiotherapy according to knowledge, skills and competences gained. In this way, it was possible for the first time in Europe to create a description and comparisons instrument for massage and physiotherapy. In total, VET programmes and job profiles from Bulgaria, Finland, Hungary, Italy, Portugal, the UK and Germany were collected and clearly described in more than 300 pages.

General description of the qualification Aims and objectives of the qualification		Knowledge		Skills		Competence	
The masseur and medical hydrotherapist has comprehensive knowledge of anatomy / physiology, of relevant medical fields connected to massage therapy, of techniques of physical therapy and massage therapy, and of biomechanics of the human body. He/she is able to independently work in prevention and rehabilitation in the health care sector as well as in health resorts and spas. The masseur and medical hydrotherapist mainly works in hospitals, massage therapy practices, health care centres and rehabilitation hospitals. Furthermore, he/she can work in nursing homes, with nursing services, as well as in spas. He/she can work as employee or be self-employed. He/she can also work in the private sector (sports or wellness sector).							
He/she has comprehensive knowledge of the following medical fields: basic and functional anatomy and physiology of the human body, special pathology, biomechanics, sports medicine, linear therapy, diagnostics, hydrotherapy, electrotherapy, and massage therapy.		He/she chooses and implements an appropriate treatment according to the anamnesis and diagnostic findings. Due to his/her comprehensive practical and theoretical knowledge he/she is competent to adapt the type, duration and intensity of treatment according to the current situation while taking into consideration indication and contraindication. He/she documents the progress of the treatment in treatment plans which he evaluates together with a physician and settles with the cost-bearer.		He/she links knowledge from all medical fields and chooses appropriate treatment to the diagnostic findings. He/she works in an interdisciplinary team and develops treatment plans and recommendations together with physicians, therapists and patients in order to ensure a successful progress of the treatment. In the health care sector he/she works independently according to the medical prescription. In the private sector (sports and wellness sector) he/she implements preventive treatment without medical prescription.			
Description of units of learning outcomes (units derived from core curriculum)							
No	Unit Title	Unit Description	Hours	MAE/CVET points	EQF Level		
1	Nature and ethics of the profession, legal knowledge, civics	He/she knows the ethics and legal regulations of the profession. He/she knows the rights and duties of the masseur and medical hydrotherapist in the medical and non-medical fields of activity in the national and international context.	40		4		

MaeCVET-Recognition Map for Massage Professions in Europe 5 of 29

General description of the qualification Aims and objectives of the qualification		Knowledge		Skills		Competence	
He/she knows the historical development of the public health sector in Germany and has an overview of national and international cooperation and the health care programs of WTO and the Council of Europe. He/she knows the relevant regulations of labour law and professional law as well as of criminal and public law.							
He/she applies the knowledge about systems of social security and legal knowledge for his/her own professional development.		He/she independently informs the patient or his/her caregiver about his/her legal position in society and advises them concerning applications at public authorities.					
2	Anatomy	He/she has basic knowledge of the anatomy of the human body, and describes and explains the active and passive processes of the human body. He/she derives and explains anatomical interrelations and takes them into consideration during the treatment.				240	4
Description of units of learning outcomes (units derived from core curriculum)							
No	Unit Title	Unit Description	Hours	MAE/CVET points	EQF Level		
		He/she knows the micro- and macroscopical structure of the active and passive musculoskeletal system, and the apparatus, the endocrine system and the nervous system. He/she masters the anatomical and					
		He/she distinguishes the active and passive musculoskeletal system, the apparatus, the endocrine system and the nervous system. He/she independently relates, explains and records these structures of the human body.					
		He/she independently chooses the appropriate treatment for the anatomical structures according to the medical prescription. In case of necessary changes of the treatment he/she coordinates an interdisciplinary team and					

MaeCVET-Recognition Map for Massage Professions in Europe 6 of 29

However, the project group also cared for an appropriate approach concerning the **dissemination activities**. The project group is strongly engaged in disseminating all updates and products as foreseen in the project plan. So far, the registration with the E.N.T.E.R. network, the project website (www.maecvet.eu), the first newsletter, flyers and posters, and several articles and presentations at stakeholder meetings have been implemented. Further planned activities include two more newsletters, further articles once the E-Portal is accessible, and a final dissemination conference at the end of the project lifetime.

Last but not least, we put special attention on the **long-term sustainable usage** of our main product, the **EUCAPO portal**, on the free market. This should be assured by an professional promotion strategy, the involvement of relevant target groups and stakeholders on national level and by at least 40 promotion tours inside and outside the partners countries.

3. Project Outcomes & Results

After the country analysis in the State of the Art Report and a further research phase for the recognition map the following professions/qualifications for each partner country have been fixed at the second meeting in Wales in 05/13. These qualifications have then been described using the common data collection form and applying the agreed on methodology for the description of learning outcomes including knowledge, skills and competence.

	EQF Level 3* (Leisure/Wellness)	EQF Level 4-5* (Medical level)	EQF Level 5-6* (Physiotherapist)
Germany	n/a	Masseur and medical hydrotherapist	Physiotherapist
Austria	n/a	Therapeutic masseur	Physiotherapist
Finland	n/a	Trained masseur Sport masseur	Physiotherapist
Hungary	n/a	Masseur Sport masseur	Physiotherapist
Italy	Masseur (Massaggiatore)	Masseur (Massofisioterapista)	Physiotherapist
Portugal	Beauty masseur	Sport masseur	Physiotherapist
Bulgaria	Sport masseur	n/a	Physiotherapist
UK	Beauty masseur (Massage therapist)	Sport masseur	Physiotherapist

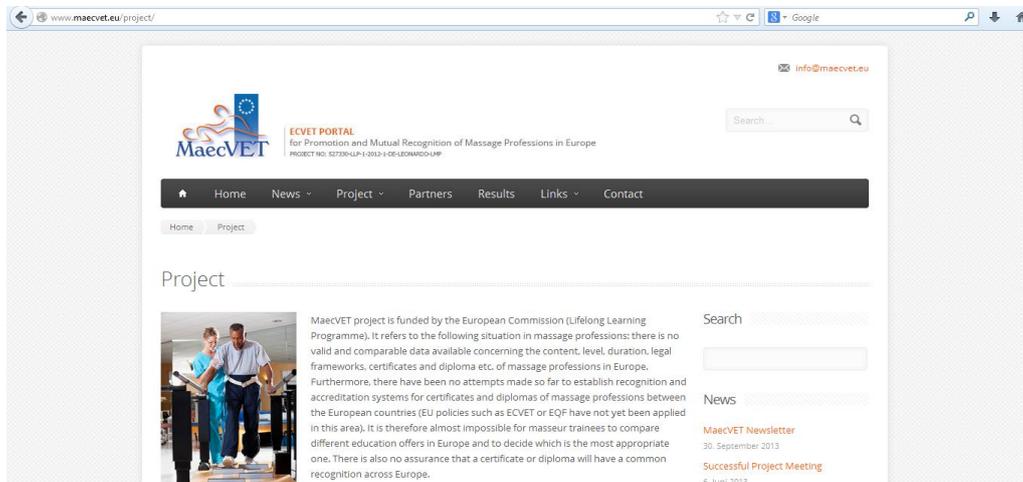
* Level classification partly only recommendation by project partners, since official classification not existent

Of course, the main outcome will be **EUCAPO**; it is already developed in its draft version however and will be filled with content during the next months; with beginning of **2014 in will get launched**; at the end of the project, we expect at least 500 professional users from all over Europe.

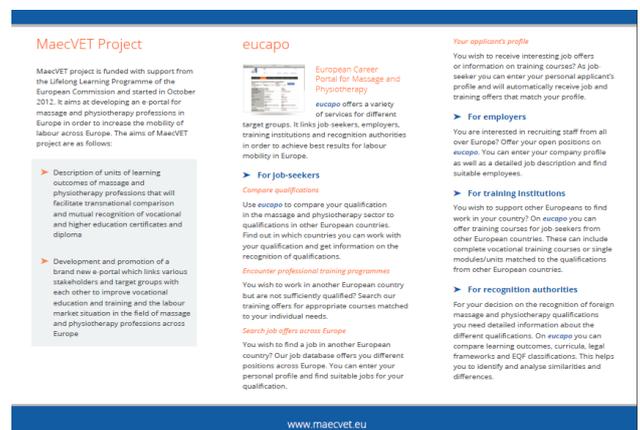
The screenshot shows the EUCAPO website interface. At the top, there are flags for DE, BG, FI, IT, AT, PT, HU and the text 'MacVET Project'. Below the search bar, there are navigation links: Home, Comparison of qualifications, Further education, Job market, Information, FAQ, Disclaimer. The main content area is titled 'Compare your qualification to another qualification'. It has four dropdown menus: 'trained in:' (Bulgaria), 'as:' (Physiotherapist / Kineziterapist), 'Comparison with:' (Portugal), and 'comparable occupations:' (Physiotherapist). A 'Compare now!' button is below these. Below the form, there are tabs for 'Overview', 'Units', and 'Further education'. The 'Overview' tab is active, showing a table with the following data:

	Physiotherapist / Kineziterapist (Kineziterapeut)	Physiotherapist (Fisioterapeuta)
Title of the profession (in national language)	Physiotherapist / Kineziterapist (Kineziterapeut)	Physiotherapist (Fisioterapeuta)
Title of the qualification degree (in national language)	Bachelor (Бакалавр)	University degree (Licenciatura)
Country		
EQF level	Level: official classification	Level: Level 6 official classification

Of course, all documents and outcomes, as soon as finished, can be found and downloaded from the **project website** (www.maecvet.eu). All information is for free and accessible to everyone:



Additionally, a wide range of different dissemination materials got developed and still will be developed in the second year of the project. At the moment, two of the most important ones are the official **poster** and **flyer** of the project.



4. Partnerships

The partnership is one of the strongest aspects of the MaecVET project. It consists of **9 official and 41 associated partners**, which co-operate with great engagement, effort and competence! As anyone who has ever managed a transnational project of this size knows there are always tricky situations during a project's lifetime, in which the partnership has to take decisions about which direction to go; and of course, it is not always possible to consider all the partner's views equally when making such decisions. Therefore, it was extremely important that the partners trusted and relied on each other and that their main interest was the good of the project and not their own interests.

The MaecVET project group has been a **very good example** of partners from different EU countries cooperating (despite having different cultural backgrounds, different profiles and areas of activities, and having slightly different interests in the project) in harmony and without any arguments.

The partnership consists of following partners:

Official partners:

P1: BBW Beckmann & Scheller GmbH & Co.KG is one of the biggest educational institutions in the North-East of Germany. It has not only immediate access to the principal purpose team, it is also present with many other job market-political and educational decision bearers in diverse teams and networks. The principal purpose of these activities is the improvement of the education situation in Western Mecklenburg Pomerania. The BBW Beckmann und Scheller GmbH and Co. KG (BBW) is active since in 1990 in Western Mecklenburg, Mecklenburg-Western Pomerania and Schleswig-Holstein as a private educational provider. The core competencies are situated in advanced trainings and retraining as well as in the professional first education and operational qualification courses. More than 520 successfully accomplished educational projects prove the competence and long-standing professional experience of the enterprise.

BBW shows special experiences with the qualification of unemployed persons from the areas of the health occupations, as well as the service occupations. BBW is since 1991 an accredited school for masseurs and hydro therapists and since 2007 for physiotherapists and manual lymphatic drainage. Besides that the enterprise is in a federation for physical therapy. The enterpriser's federation of Mecklenburg-West Pomerania organizes and cooperates with many employers in the health sector in North Germany.

The BBW is a modern educational service provider in close cooperation with the federal institution for work and the Ministry of Education and the Ministry of Social Security. The integration results of the graduates on the first job market lie with 90% in the occupations of the massage. Since 2004, BBW already participated several LLP/LdV projects, two of them as successful coordinator.

Role of the partner in the project is: Promoter and contract taker with EACEA and therefore overall responsible for content development; implementation of State of the

Art Report in DE and development of the “Recognition Map for Massage Professions in Europe”; description of German VET profiles of “Masseur and Medical Hydrotherapist” and “Physiotherapist”; development of EUCAPO and piloting of portal in DE; hosting of final meeting and organization of final dissemination conference in DE. It will be main responsible for the professional implementation and sustainable usage of EUCAPO on the free market after the project has ended.

P2 (AT): Ausbildungszentrum Bergler GmbH (AZB) was founded in 1997 as a professional school for massage. Since 1998 the institution has an authorisation for officially recognised training for ‘massage therapist’ and ‘hydrotherapist’. Besides the training for ‘massage therapist’ and ‘hydrotherapist’, there is also offered an education for ‘commercial masseur’. In 2002 and 2003 ‘Shiatsu’ and ‘Ayurveda’ also became part of the training opportunities in the AZB. In 2003 the laws and provisions changed for the education ‘massage therapist’. AZB was the first school in Austria, which provided ‘medical masseur’ and ‘massage therapist’ trainings, referring to the new laws and statutes. The duration of education for ‘medical masseur’ was settled on 1.690 teaching units. Since 2003 the duration of education for ‘massage therapist’ includes another 800 teaching units. In health care area AZB offers trainings for ‘care helper’ and ‘doctor’s assistant’. Since 2009 the AZB is also an approved ‘School for generally Health and Nursing Care’. The institution has 11 staff members and 124 available teachers/trainers.

Role of the partner in the project is: Implementation of State of the Art Report in AT; competence-based description of Austrian VET profiles of “Medical masseur”, “Therapeutic masseur” and “Physiotherapist”; revision of “Recognition Map for Massage Professions in Europe”; piloting of EUCAPO in AT; hosting of first transnational project meeting in AT; active contribution to professional implementation and sustainable usage of EUCAPO on the free market after the project has ended.

P3 (DE): Vedaro UG is an international Training and Change Management company with offices in Hamburg, Toulouse and Barcelona. Vedaro works mainly for large and medium size companies and state owned institutions. The Vedaro core team worked for more than 6 years for the customer Airbus operations in Germany, France, England and Spain maintaining transnational trainings, eLearnings and change projects from the conception phase to training conduction in different formats. The Vedaro team has proved expertise in the creation of eLearning solutions and the creation and maintenance of training portals. Vedaro training architects worked e.g. on blended learning concepts and on self-learnings published on the customer portal ‘Airbus People’. Vedaro integrates knowledge and experience on transnational training engineering in different formats and a well proved background on the appropriate IT tools to create modern training solutions.

Role of the partner in the project is: Originally, Vedaro was foreseen for developing EUCAPO however due to financial problems caused by the economic crisis, Vedaro was forced stopping its project activities; finally, it was necessary to be substituted by P10/Manarin.

P4 (FI): Karier Oy is a small-size enterprise working in the field of massage and physiotherapy. The focus of the company's work lies in development and innovation and in offering services to the public and private sectors, but also for the third sector. Karier Oy gives lectures, offers education and is a partner in international development projects, from which it transfers innovative concepts and examples of best practice to the small Finnish city of Pori and the Sansi-Suomi region; in exchange Karier Oy brings its region and city to the international stage of EU project management. Karier Oy cooperates very closely with local and regional experts and decision makers, mainly in the health sector.

Role of the partner in the project is: Implementation of State of the Art Report in FI; competence-based description of Finnish VET profiles of “Trained masseur”/“Specialised Trained Masseur” and “Physiotherapist”; revision of “Recognition Map for Massage Professions in Europe”; piloting of EUCAPO in FI; active contribution to professional implementation and sustainable usage of EUCAPO on the free market after the project has ended.

P5 (HU) GYEMSZI-ETI is a background institution of the Ministry of National Resources; as such it is playing a leading role in Hungary in the field of health education, continuing education and education development since its establishment in 1962. The institute's main responsibilities are nursing and health education, elaborating new training forms, requirement systems and educational programmes, educational services to students, health professionals and schools. GYEMSZI-ETI is responsible for the coordination of the continuing education/new learning system (E-learning) for health workers too. It also organises professional exams, contests and conferences, publishes textbooks and an informational journal. It has wide scale professional relationship in field of education, governance and healthcare service. For years, it is active in the LLP, mainly focussing on ECVET methods and instruments for facilitating the recognition of previous learning outcomes in HU.

Role of the partner in the project is: Implementation of State of the Art Report in HU; competence-based description of Hungarian VET profiles of “Masseur”/“Sport Masseur” and “Physiotherapist”; revision of “Recognition Map for Massage Professions in Europe”; piloting of EUCAPO in HU; active contribution to professional implementation and sustainable usage of EUCAPO on the free market after the project has ended.

P6 (IT) Azienda Ospedaliero Universitaria Ospedali Riuniti (AOR): closely cooperates with the Faculty of Medicine and Surgery at the Marche Polytechnic University. AOR is the largest hospital in Marche Region, it has about 3,500 employees and supply citizens coming from all the region (about one million and half) with different healthcare services concerning diagnosis, therapies and rehabilitation. Inside AOR there is a specific Rehabilitation Unit which general activities are rehabilitation treatment both for inpatient and outpatients. Individual treatments plans are carried out for patients (adults and/or children) affected by chronic disabilities and acute minimal. Further, Rehabilitation Unit has a Day Hospital system for patients suffering from complex disabilities due to serious pathologies. Rehabilitation Unit main activities are: Individual motory rehabilitation for mild severe disabled, for mild segmental disabled person; Group motory rehabilitation; Respiratory exercises in individual session and collective session; Posture exercises - individual and collective proprioceptive;

Deambulatory step training; Massage therapy for lymphatic drainage; Electrotherapeutics of the normo or denerved muscles belonging to the other districts; Magnetotherapy; Manual lymphatic drainage; Compressive elastic bandaging; Isokinetic treatment; Rehabilitation of pelvic floor.

Role of the partner in the project is: Implementation of State of the Art Report in IT; competence-based description of Italian VET profiles of “Masseur”, “Masseur and Hydrotherapist” and “Physiotherapist”; revision of “Recognition Map for Massage Professions in Europe”; piloting of EUCAPO in IT; hosting of fourth transnational project meeting in IT; active contribution to professional implementation and sustainable usage of EUCAPO on the free market after the project has ended.

P7 (PT) Global Human Development (GHD) is a private VET provider located in Almada (Portugal) with extensive experience in vocational and educational issues. Dully certified by the national body for certification of VET Companies, GHD has an extensive profile of participation in European and national programmes mostly related to the development and implementation of new training methodologies and competence guides. GHD’s staff is also working on the implementation of the ECVET system in Portugal. Health and care (including massage) is a current concern of GHD as these are closed related to the tourism sector (SPAs and Health tourism) which is a main priority of our region. Amongst our partners we have a number of training centres and hotel & Spa that could greatly benefit from the outcomes of this project (and could of course, provide valuable information during its development/implementation.

Role of the partner in the project is: Implementation of State of the Art Report in IT; Development of overall State of the Art report; quality management concerning European policy related to the project’s topics; competence-based description of Portuguese VET profiles of “Beauty Masseur” and “Physiotherapist”; revision of “Recognition Map for Massage Professions in Europe”; piloting of EUCAPO in PT; hosting of third transnational project meeting in PT; active contribution to professional implementation and sustainable usage of EUCAPO on the free market after the project has ended.

P8 (BG) DIA-SPORT Association was established in Sofia as a NGO represented in several regions in BG. Main activity areas: Vocational training and adult education; Health; Social integration of disadvantaged groups; Civil society. DS's main goal is to perform a socially-rewarding activity for: conducting researches and studies; human resources development; promoting the moral and cultural values, civil society; improving the accessibility, quality and efficiency of education, training, social and cultural level of all people; supporting the social integration and realization of each individual. DS has over 16 years experience in the field of consultation, education and training on national and international level (organizing and conducting seminars, pilot studies), VET, health supporting activities and consultancies, work with disadvantaged groups, conflict management/solving, etc., intercultural dialogue. Members of DS are professionals, professors in the field of education, health, research, pedagogy, and economics. DS is member of 7 EU educational networks. The experts/specialists at DIA-SPORT Association are experienced in providing adult education, trainings, development of different modules, VET, etc., with large experience in the work under EU projects and programs. The Association is working in collabora-

tion with many educational institutions in BG (schools, universities, Ministry of education and science, Ministry of Health, Ministry of labour and social affairs, National Health Insurance Fund etc.). Specially for this project we also will cooperate with the Health Complex “Lozenetz”, Sport club “Levski”, National Sports Academy “Vasil Levski” and the Diabetic Dispensary “St. Luke”/Sofia.

Role of the partner in the project is: Implementation of State of the Art Report in BG; competence-based description of Bulgarian VET profiles of “Beauty Masseur”, “Sport Masseur” and “Physiotherapist”; revision of “Recognition Map for Massage Professions in Europe”; piloting of EUCAPO in BG; active contribution to professional implementation and sustainable usage of EUCAPO on the free market after the project has ended.

P9 (UK) Grŵp Llandrillo Menai (GLLM) college has approximately 25,000 students in various disciplines, such as Health and Wellbeing, Hair and Beauty, Hospitality, Tourism, Business Management, Social Care and Technology. The main role of the college will be the support of the development of the ECVET model as well as the memorandum of mutual trust and the ECVET certificate in the field of massage professions. The college will also support the implementation of the European Study in the UK and will also be mainly responsible for a linguistic quality of the outputs in ENG language. Because of its involvement in a number of European and Worldwide networks, the college will also especially support the dissemination and exploitation of the outputs during and after the project implementation. The training for masseurs offered by Coleg Llandrillo is at Level 3 and 4. There are two main programmes for Diploma in Beauty Therapy Massage and Diploma in Swedish Body Massage. Students successfully completing Level 2 Diploma Course can apply for Level 3 qualifications in Massage Therapy which are accredited by Vocational Training Charitable Trust). Coleg Llandrillo works in association with several local spa hotels such as Bodysgallen Hall and Spa in Llandudno, Quay Hotel and Spa in Deganwy and Tre-Ysgawen Hotel and Spa in Llangefni. Along with several other institutions such as the British Association of Beauty therapy and Cosmetology, General Council for Massage Therapies and Bristol College of Massage and Bodywork. The college also receives visiting lecturers from the Steiner Education Group which operates schools at 17 campuses located throughout the USA and offers programs in massage therapy.

Role of the partner in the project is: Implementation of State of the Art Report in the UK; competence-based description of Wales VET profiles of “Massage Therapy”, “Complementary Therapy for Health Care” and “Physiotherapy”; revision of “Recognition Map for Massage Professions in Europe”; piloting of EUCAPO in the UK; hosting of second transnational project meeting in the UK; active contribution to professional implementation and sustainable usage of EUCAPO on the free market after the project has ended.

P10 (DE) Mandarin Medien Gesellschaft für digitale Lösungen mbH is an Internet agency located in Schwerin and Hamburg The company focuses on business websites, e-commerce, performance marketing, social media, video & animation and mobile applications.

The Mandarin Medien team comprises concept producers, consultants, graphic designers and programmers. Detailed conceptual work comes first and foremost when

implementing projects. In the context of workshops, the various target groups and their aspirations and expectations are defined and the various strategies are described for the implementation phase. Once the concept is formulated, the graphics specialists get involved. Their role includes the layout work for each individual template. The next task is the technical implementation. After going online with the website or respectively with a portal, a variety of measures provide the optimisation for search engines. Depending on the target group, the focus is on national or international search engines.

Role of the partner in the project is: Mandarin replaced the former ICT expert VEDARO (P3) in the project group; it is mainly responsible for the development and maintenance of the e-portal EUCAPO as well as the projects's website www.maecvet.eu; it is also in charge for the development of project flyers and posters and will, of course, support the professional implementation and usage of EUCAPO on the free market after the project ended.



Associated partners:

In addition to the official partners, **41 associated partners** are also part of our project group. They are mainly involved in dissemination, evaluation and implementation activities and will play a key role when EUCAPO gets released. Following organisations are involved:

Nr	Name of organisation	Type of institution	City	Country
1	Verband der Physiotherapeuten Deutschlands (German Federation Association of Physical Therapists)	Professional association	Schwerin	DE
2	Landesprüfungsamt für Heilkunde des Bundeslandes Mecklenburg-Vorpommern (Health Control Agency of the German Province of Mecklenburg-Vorpommern)	Association/legal bodies representing masseurs	Rostock	DE
3	Social Ministry of the German Province of Mecklenburg-Vorpommern	Ministry	Schwerin	DE
4	Ministry of Education the German Province of Mecklenburg-Vorpommern	Ministry	Schwerin	DE
5	Medical Clinic Dünenwald	Employer of masseur	Trassenheide	DE
6	Helios Clinic Schwerin	Public Hospital/Employer of masseur	Schwerin	DE
7	Asklepios Clinic Schwerin	Public/Hospital Employer of masseur	Parchim	DE
8	Freizeit- und Therapiezentrum Christina Krüger (Leisure and Therapy Centre)	Employer of masseur	Ducherow	DE
9	Bundesverband der Heilmasseure und Medizinischen Masseure Österreichs (Federal Austrian Association of Massage Therapist and Medical Masseur)	Professional Association of medical masseur and massage therapists of Austria	Weiz	AT
10	Schloss Schule Reinisch (Castle School Reinisch)	Professional school for massage therapists	St. Radegund	AT
11	Gesundheitsschule Loipersdorf (Health School Loipersdorf)	Professional school for massage therapists	Loipersdorf	AT
12	Österreichische Gesellschaft für kontrollierte Akupunktur und TCM (Austrian Society for Controlled Acupuncture and Massage)	Austrian Association of physicians society for controlled acupuncture and traditional Chinese medicine	Graz	AT
13	Österreichische Medizinische Gesellschaft für Neurotherapie und Regulationsforschung (Austrian Medical Society for Neurotherapy and Regulation Research)	Austrian Association of physicians society for neural therapy and regulation research	Hof am Leithagebirge	AT
14	Verband von Sportwissenschaftlern Österreichs-VSÖ (Association of Austrian Sport Scientists)	Professional Association of university sport scientists of Austria	Graz	AT
15	National Institute of Rheumatology and Physiotherapy (Országos Reumatológiai és Fizioterápiás Intézet)	National hospital	Budapest	HU
16	Massage Association (Masszörök Egyesülete)	Association	Budapest	HU
17	Hungarian Society of Rehabilitation and Physical Medicine (Orvosi Rehabilitáció és Fizikális Medicina Magyarországi Társasága)	Professional corporation	Budapest	HU

Nr	Name of organisation	Type of institution	City	Country
18	Association of Hungarian Physiotherapist (Magyar Gyógytornászok Társasága)	Association	Budapest	HU
19	Professional Council of Rehabilitation (Rehabilitációs Szakmai Kollégium)	professional body with important role in preparation of decisions	Budapest	HU
20	Association of Physiotherapist Assistance (Fizioterápiás Szakdolgozók Egyesülete)	Association	Budapest	HU
21	PRISMATANODA	Massage therapist school	Budapest	HU
22	Regione Marche	Local administration with competence in the recognition of masseurs profiles	Ancona	IT
23	Università Politecnica delle Marche	University organising physiotherapy courses degree too	Ancona	IT
24	ISTITUTO ALEXANDER FLEMING srl	Masseur school (VET courses)	Ancona	IT
25	Associazione Italiana Massofisioterapisti	Legal bodies representing masseurs	Ancona	IT
26	Riabilita http://www.riabilita.eu/index.php	Masseurs and Physiotherapist Centre	Civitanova Marche (MC)	IT
27	Kairos Association	Association expert in ECVET	Ancona	IT
28	Melia Hotel Capuchos	Hotel and Spa	Caparica	PT
29	Professional Institute for Massage and Therapies	Training Centre	Lisboa	PT
30	Traditional Medicine Institute	Training Centre	Lisboa	PT
31	Sports – Health Complex “Lozenetz”	Sport and rehabilitation complex (public body to the Council of Ministers)	Sofia	BG
32	National Sports Academy “Vasil Levski”	University /with rehabilitation and massage profile as well/ (public body)	Sofia	BG
33	Medical University of Sofia	University with rehabilitation and massage profile	Sofia	BG
34	The GYM	Sport and fitness centre with wide massage services (always lacking of professional staff)	Sofia	BG
35	Bodysgallen Hall and Spa	Hotel and Spa	Llandudno	UK
36	Quay Hotel and Spa	Hotel and Spa	Deganwy	UK
37	British Association of Beauty Therapy & Cosmetology	Association	Gloucester	UK
38	General Council for Massage Therapies	Governing Body	London	UK
39	Bristol College of Massage and Bodywork	Training Centre	Bristol	UK
30	Tre-Ysgawen Hotel and Spa	Hotel and Spa	Llangefni	UK
41	Université Libre de Bruxelles / Lymphology Research Unit	University and research centre	Brussels	BE

5. Plans for the Future

Due to the unexpected replacement of one of our core partners (substitutions of P3 by P10) we are slightly delayed in some of your project activities. However, we will catch up these delays by 12/13 at the latest and can then continue with the project as foreseen in the original workplan (fully technical reporting activities are excluded):

- **until 12/13: Finalisation of Recognition Map for Massage Professions** (including full description of FI profiles, revision of all profiles by all partners, proof-reading of all texts in ENG)
- **until 12/13: Finalisation and releasing of EUCAPO (European Career Portal for Massage and Physiotherapy) on free market** (including access to and comparison of all massage professions in ENG; special areas for promoting VET services or jobs etc.)
- **until 12/13: Publication of Promotion Strategy** (framework, guideline and benchmark for promoting MaecVET in general and EUCAPO in special in Europe as well as in all partner countries; preparation for long-term implementation and usage of EUCAPO on free market)
- **01/14 beyond the project's life time: Releasing of EUCAPO in all partner countries** (with a balanced profile of at least 500 active users from all over Europe until 09/2013); after the portal got evaluated and revised, its static parts will be translated in all partner languages; the dynamic text parts remain only in ENG.
- **01/14-08/14: Evaluation of EUCAPO by partners and users from all over Europe** (findings, outcomes and recommendations will be described and reported in detail in an 30 pages strong evaluation report)
- **04/14: Publication of Green Paper in all partner languages** (containing feedback, experiences and recommendations in connection with the project's topic to stakeholders and political decision makers).
- **05/14: 4th transnational project meeting in Ancona (IT)**
- **08/14: Signing of Intellectual Property Rights** settling material and ideal rights on all project outcomes/products and their sustainable usage.
- **09/14: 5th transnational project meeting and international dissemination conference in Schwerin (DE)**

- **Continuing: Dissemination activities such as:**
 - Publication of project **newsletter II (12/13) and II (09/14)**
 - **Press realises** in all partner countries
 - **At least 40 promotion tours in all partner countries**
 - **Final international dissemination** conference held in Schwerin (DE) in 09/2014
- **Continuing: Evaluation activities such as:**

- Production of **half-year progress reports** from all partners covering financial, content development and dissemination issues (05/14; 10/14)
- **Peer group evaluation** activities from all partners covering the project meetings, the work phases, the cooperation between partner, the social “atmosphere” in the project group etc. (06/14; 09/14)
- **Annual overall evaluation** by external expert (10-13-09/14)

- **11/14: Final report**

6. Contribution to EU policies

MaecVET is a project with an enormous added value on European dimension. Since many EU policies, frameworks and systems are still too less known, accepted and applied throughout Europe MaecVET project makes a really important contribution to promoting the **European Qualifications Framework (EQF)** and the **European Credit System for Vocational Education and Training (ECVET)** among massage and physiotherapy professionals in Europe. The project is a good example how these concepts can be implemented and applied in practice.

The project's approach also supports the **lifelong learning of professionals from massage and physiotherapy**. The E-Portal gives information about relevant training courses and aims at finding individually tailored solutions to each user's needs.

The E-Portal is at the same time the development of an **innovative ICT-based solution for lifelong learning** and for the promotion of modern labour market strategies. E-portals and data bases are still not well developed on EU level when it comes to the promotion and comparison of VET/higher education programmes, the matching of labour market supply and demand, and the promotion of EU policies. Therefore, this innovative approach of the MaecVET project group represents a great contribution to EU policies.

7. Extra Heading/Section

