



Danube Transnational Programme **Learning by Doing**

“LEARNING BY DOING” PROJECT

**“Targeted capacity building of VET partnerships
in the Danube Region for the effective modernisation of VET systems”**

WP 4: Capacity Building

Deliverable D: 4.2.5 Memos on sensitization campaigns

Events organized by PP 11 CCI HD & PP9 NCTVETD

Version: 1.0

Date: June 27th 2018

1. **Basic problems in VET in your country according to the SWOT developed in the first period of the project** (based on Local Meeting Reports and National Strategies Visions)

Strengths – what is already working?

- Legal context ensuring the implementation of WBL in VET
- The huge interest of the companies (in many of the counties)
- The readiness of some VET schools to develop the cooperation with companies, needed for WBL
- The existing experience in cooperating with local companies and other partners
- The support of the local authorities, which are aware of the existing critical skills shortages
- The long history and support of the National Centre for TVET Development, with its regional coordinators, being directly involved in supporting these cooperation, at local level
- The capacity and expertise of the LCSPD (Local Committee for Social Partnership Development–mastering the social dialog at local level, in each county in Romania (40)

Weaknesses – what needs to be changed?

- The low attractiveness of VET, as a historical heritage and parents option
- The low level of quality of the equipment in schools and workshops
- The lack of investments in the infrastructure of the schools, in the last decades
- The differences in organizational culture leads to difficulties of cooperation between schools and companies,
- Lack of public / social recognition of the VET schools, and their results

What are the opportunities ahead?

- The European interest towards VET and especially WBL
- The `multilevel governance` of VET in Romania, covering the national – regional-local levels, in a strongly interconnected system managed by NCTVETD
- The existing readiness of local actors to invest in supporting cooperation for VET
- The European financial support through dedicated programs, as Erasmus+
- The new qualifications appear as a result of technical development
- The opportunity to complete education at higher level, including higher education, after graduating VET
- Existing projects that can be valorised as good practices, together with local NGOs and other partners.

What are the threats?

- Lack of financial support for developing the system on long term and strategically
- VET recognized and promoted as priority only for a short period, without sustainable mechanisms put

in place

The risk of major changes in the economic environment (investors leave some regions...)

The poverty of the population, especially in rural area

Very low level of mobility of the human resources, during their professional training and later for jobs

2. Basic information about Sensitisation campaign 3

Short campaign description:

Date and place:

Region	Venue	Date	Number of participants
Vest	Deva	27th of June 2018	47
		Total	47 participants

Duration:

- The event on 27th of June has been planned as one day- workshop, with a duration of minimum 2 hours, offering time for presentation, statements and conclusions on VET WBL June 2018 sensitization campaign

Estimated target group (approximately 40 persons), including the members of the Regional Consortia from West Region, enterprises, VET schools and authorities. The event was widely promoted in media and the participation free, to reach the target group consisting in youth between age 14-16.

The reached target group, 47 persons, out of which 10 - representative from national public authority, 10 – from educational training centres and schools, 7 large enterprises and 8 SME; the results and activities have been delivered by the expert team of the project, total 3 participants and disseminated by media members, 9 participants.

Proposed schedule frame:

1. Comprehensive presentation of the” **Learning by Doing**” project, partners, delivered activities, status of implementation – 15 min, free speech
2. Detailed presentation concerning the delivered, piloted activities with the Stakeholder group, created in HD county, including the inventory of the reached results – 30 min, based on the provided PPT

3. Study case" Title of Excellence" – 20 min, based on the provided PPT and the printed version of the Synthetic report
4. Recommended lunch break
5. Conclusions on June 2018 sensitization campaign, recognition of good practices, with special focus on the aspects considered feasible for multiplication, and the collection of other local practices, that will be used for the development of Policy recommendations, Scenarios for WBL VET improvement and contribution to the Danube Observatory – 1 hour.

3. Results, responses on campaign from your partners

- a good response and participation for this campaign from employers – a campaign for more real-needs oriented VET schooling had the desired echo at businesses level;
- a good response from VET schools – the recognition of efforts to comply to economic requirements;
- a good response from authorities, opened to thinking adapting national policies to economic reality;
- recognition from our project partner – Hungarian partners asked for Title of Excellence methodology to be adapted to their local conditions;
- not the desired participation of young students or their parents to proposed activities, another approach is needed, a good response though to a lower level communication – school or class level communication.

4. Summary of your findings and experience from campaigns

4.1. Findings of the Learning by doing project, with special interest for the participants / target group:

- The participants from different regions recognise that there are several common needs identified in all regions, which require a common approach in finding and implementing solution;
- Lack of attractiveness of VET for the general education graduates following the last decade policies regarding VET schooling;
- The need for efficient career guidance and counselling actions, delivered on time towards the graduates;
- The need for a more efficient model of human resources development, concerning VET teachers and tutors, without connection with the actual technological developments;
- The Scheme of audit of the VET schools, Title of excellence- is considered a replicable model, aiming at supporting VET schools to be more attractive;
- The pillar dedicated to counselling and guidance, was considered essential, in our effort to increase the relevance and attractiveness of VET supply;

- The role of the local authorities is also considered essential, in the context of a decentralized management of the VET system, the only solution to better adapt to the local need of the employers - in this domain the leading role of the NCTVETD is very appreciated;
- The proposal „from DUAL to TRAIL”, was considered in a very good accordance with the legal framework of the WBL VET system in Romania, and in the regions various local concrete solutions have been identified, in which they identified a THIRD very important ACTOR to make the dual system an operational and successful system; it is to be mentioned the example from Centre Development Region with the involvement of the local authorities, Region Nord Vest, with the successful involvement of the Chamber of Commerce; further details need to be collected;
- Concerning the Danube Observatory, the regions consider it as a good and original idea, if the real link to the stakeholders and local beneficiaries will be ensured. Following the fulfilling of high expectations within NCVET – CCIHD cooperation in Learning by Doing project until now, the Romanian Observatory will continue in the same two-sided collaboration, NCVET representing the authority in VET education, and HDCCI representing the businesses participating in well-grounded feedback and regulatory instrument for market response to Vet education quality. This cooperation is a nationally assumed one, insured by the Deputy Director of NCVET, present at 27th of June Sensitization Campaign, and the President of HDCCI, speaking on behalf of Romanian Chamber of Commerce and Industry President.

4.2. Local specific aspects – in direct with the interventions of Learning by Doing project:

- An intense promotion of the VET opportunities is an extremely urgent need, using various channels, as caravans, campaigns, mass-media, social media networks, innovative promotional materials;
- A more targeted counselling and information of the students from secondary education should be national priority;
- The Title of Excellence scheme to be multiplied as a relevant and credible feedback, audit scheme, which can be adapted to the specific local needs;
- The speed and mechanisms to answer the changing need of the labour market, requires a new paradigm for skills need forecast and answering (North-East experience);
- The concrete involvement of CCI in the whole process of managing WBL VET, in forecast, planning, operational implementation, validation etc.

5. Recommendation for future campaigns - your plans for next campaigns, what to do better etc

1. Complex support, including financial ones, for promoting the advantages of VET pathways – to extend the Sensitisation campaign in 2018 – 2019 school year.
2. The validation of the quality of VET through „Title of excellence”, need to be considered component of quality assurance; the Title of excellence scheme proposed to be multiplied at national level, if possible within the Learning by doing project, in 2018 – 2019 school year, and then the finding should be included in policy recommendations.
3. The recommendation of the two Romanian partners, after Learning by Doing project implementation until now, already sent as our comments on Feasibility Study, is that should be two independent and in the same time cooperating subsidiaries of Danube Observatory in each country, maintaining and expanding the actual cooperation at the regional level.