



“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 PP9 NCTVETD & PP 11 CCI HD in 8-18 June 2018 ¹

Version: 1.0

Date: June 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 that 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 economical 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 campaigns 1,2,3

Short campaign description: Please describe each campaign separately / Where, when, how, focused on parents, students or companies, etc /

Perioade de desfășurare propuse 8 – 18 iunie 2018 în fiecare regiune, conform planificării:

Nr. Crt.	Regiunea	Locul de desfășurare	Data	Număr de participanți
1	București Ilfov	București	8 iunie 2018	45
2	Centru	Alba Iulia	12 iunie 2018	23
3	Nord Vest	Cluj Napoca	12 iunie 2018	27
4	Sud Vest Oltenia	Craiova	12 iunie 2018	31
5	Sud Est	Brăila	13 iunie 2018	45
6	Nord Est	Piatra Neamț	13 iunie 2018	33
7	Vest	Reșița	14 iunie 2018	34
8	Sud Muntenia	Târgoviște	18 iunie 2018	43
			Total	281 participants

Duration: The events in each region have been planned as one day- workshops, with a duration of minimum 4 hours, offering time for open discussions and encouraging dialog

Estimated target group (approximately 200 persons), included the members of the Regional Consortia from each region, with special focus on enterprises, and as special guest we invited VET schools, in order to reach through them the young students, as important target group.

The reached target group, 281 persons, out of which 77- representative from national public authority, 108 – from educational training centers and schools, 43 enterprise and 22 SME; the activities have been delivered by the expert team of the project, total 31 participations.

Proposed schedule frame:

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1. Comprehensive presentation of the **"Learning by Doing"** project, partners, delivered activities, status of implementation – aprox -30 min, based on the provided PPT
2. Detailed presentation concerning the delivered, piloted activities with the Stakeholder group, created in HD county, including the inventory of the reached results – aprox. -30 min, based on the provided PPT
3. Study case "Titlul de excelență" – 30 min, based on the provided PPT and the printed version of the Synthetic report
4. Recommended lunch break
5. Moderated debate, based on the presented materials, the 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.

The local organisers are encouraged to adapt the proposed program to the needs of the local participants, thus ensuring the best matching of their specific requirements

3. Results, responses on campaign from your partners: / Each campaign separately/

3.1. Main aspects of the Learning by doing project, with special interest for the participants / target group:

- The participants from different regions recognise that there are common needs identified in many of the regions, which require a common approach in finding and implementing solution;
- Lack of attractiveness of VET for the general education graduates
- Inefficiency of the career guidance and counselling actions, being delivered very late towards the graduates;
- An inefficient model of human resources development, concerning VET teachers and tutors, without connection with the actual technological developments;
- A poor visibility of the VET results, as answer to the employers needs;
- Insufficient involvement of the local authorities for investments in schools and supporting VET students

The Scheme of audit of the VET schools, Title of excellence- is considered a replicable model, aiming at supporting VET schools to be more visible („get out from the shadow,,), more attractive; is recommended to include aspects directly linked to students (like skills award), and is very important to use the scheme to make the awarded schools more visible with their real results;

The pillar dedicated to counselling and guidance, was considered essential, in our effort to increase the relevance and attractiveness of VET supply;

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The direction covering the need to support the human resources in VET, in appreciated, if the concrete actions are related to the newest technological developments, and delivered together with the partner companies;

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 form Region Centru 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 a good idea, IF the real link to the stakeholders and local beneficiaries will be ensured;

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

- General conclusions:
- The very intense promotion of the VET opportunities is an extremely urgent need, using various channels, like campaign, caravans, mass-media, social media networks, innovative promotional materials;
- The counselling of the students from secondary education should be national priority!
- The Title of excellence scheme, is possible to be multiplied as a relevant and credible feedback, audit scheme, which can be adapted to the local specific needs; This scheme has the power to ensure the needed recognition of the operational successful school- company partnership, implementing WBL VET schemes;

Concrete recommendations for next developments:

- Component for Title of excellence –
- dedicated to students, to offer them skills recognition,
- dedicated to school, with an important award
- Examples for interventions type „trial,, can be find and promoted, multiplied (fund raising event in Sebes)
- Example for special support for students – Sibiu
- Example Sibiu for VET promotion
- Example of flexibility for relevance of the VET offer, in Faragras, to be registered and multiplied
- Caravans in NordVest region
- Examples for supporting infrastructure in VET schools – Gradiştea
- Recommendation for defining an inductor stage for VET graduates

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- Recognition of the value of MOBILITY and FLEXIBILITY of labor market
- The speed and mechanisms to answer the changing need of the labor market, requires a new paradigm for skills need forecast and answering (NordEst experience)
- The concrete involvement of CCI in the whole process of managing WBL VET, in forecast, planning, operational implementation, validation etc.

Summary of your findings and experience from campaigns (Please describe what was the findings and experience from campaignsActions – proposed for sensitisation campaigns)

At national level:

- development at national level of a comprehensive counseling program, for secondary education
- regulation for respecting the benchmark of 60/40 for VET / general education; in accordance to the EU 2020, and VET Strategy 2016-2020;
- defining new relevant set for graduation criteria for VET system (differentiate from general education)
- including the professional baccalaureate option
- financial support for a national VET supporting campaign!
- support for creating VET campus, in medium and long term, one of the possible solutions for social inclusion and reduction of early school leaving
- remedial program for general education graduates, for key competencies
- update the content of Technological education, to become more practice oriented, and support for aptitude demonstration
- to increase the role of the Chamber of Commerce in forecasts and matching between VET supply and local development needs
- ensure the needed infrastructure, equipment for VET schools, scheme to finance the activity of the Regional Consortia

At local level Regional Consortia, schools, partner companies:

- support for local promotion of VET offer in order to increase attractiveness
- support measures dedicated to increase the quality of VET, like Title of excellence. Support for multiplication at local level (at least one county /region)
- support and recognition of internship of HR from VET in companies
- support the VET students, raising awareness and assume responsibility for their own success in professional career and social inclusion
- support for disadvantaged groups to access VET-
- supported and recognised internship for HR – for updating the content and delivery of VET content, to make the VET supply more relevant to the future and actual needs of economy

Summary of your findings and experience from campaigns. Recommendation for future campaigns / your plans for next campaigns, what to do better etc/

REC 1: Complex support, including financial ones, for promoting the advantages of VET pathways – to extend the Sensitisation campaign in Sept 2018- May 2019

REC 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 piloted at national level, if possible within the Learning by doing project (Sept 2018- May 2019), and then the finding will be included in policy recommendations.

The campaign have been attended by 281 participants, and through the intensive visibility actions an indirect target group has been reached, through dedicated social media ², news, interviews in local and national media.

² Inventory of social media posts relevant for sensitisation campaign:

1. Date: 14 June 2018 Subject: Sensitisation campaign, Cluj Napoca seminar , 12th of June 2018
2. Date: 18 June 2018 Subject: Sensitisation campaign, Targoviste seminar , 18th of June 2018
3. Date: 15 June 2018 Subject: Sensitisation campaign, Resita seminar , 14th of June 2018
4. Date: 13 June 2018 Subject: Sensitisation campaign, Piatra-Neamt seminar , 13th of June 2018
5. Date: 13 June 2018 Subject: Sensitisation campaign, Braila seminar , 13th of June 2018
6. Date: 12 June 2018 Subject: Sensitisation campaign, Craiova seminar , 12th of June 2018
7. Date: 12 June 2018 Subject: Sensitisation campaign, Alba – Iulia seminar , 12th of June 2018
8. Date: 11 June 2018 Subject: Sensitisation campaign, Bucuresti seminar , 8th of June 2018
9. Date: 9 June 2018 Subject: Sensitisation campaign, Title of Excellence, 5th of June 2018
10. Date: 12 June 2018 Subject: Event shared about Sensitisation campaign from CNDIPT Refernet Fbk. Page
11. Date: 12 June 2018 Subject: Press release about Sensitisation campaign.

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