MOB 4APP

IO1

Training Programme

MOB4APP TRAINING PROGRAMME

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INTRODUCTION

This Training Programme is the first product of MOB4APP project, co-financed by the European Commission under the Erasmus+ programme, KA202 – Strategic Partnerships - Development of Innovation for VET sector. The objective of IO1 "Training Programme" is to enable the acquisition of theoretical knowledge and practical skills for VET professionals for promoting cross-border long-term mobility of apprentices (LTMA).

Mobility of apprentices in Europe is important as apprentices gain independence; learn new skills (particularly soft skills) and foreign language skills through international work experience. The companies involved also benefit, as cultural exchange fosters creativity, reinforces the companies' skills base and attracts international talent (EC, Mobility of Apprentices in Europe, Report, 2019).

Despite different European programmes are fostering European Mobility for apprentices, data collected in partner countries (Belgium, Spain, the Netherlands, Italy, Poland and Germany) show a need for improving the competences of the VET professionals in this field.

The Training Programme is the result of different work phases carried out by the partnership during the first 6 months (M0-6) and the Pilot Testing Phase (M18 and M19). The first phase included all the activities related to the creation of the Training Programme. The second phase consisted in the Training Programme finalisation.

During the first phase, two focus group sessions with at least 5 VET professionals/stakeholders have been carried out in each partner country in order to investigate on one hand their needs in terms of training methodologies, supporting materials and training tools and on the other hand, the knowledge, skills and competences they need for the implementation, awareness raising and support of cross-country mobility for apprentices. The national results collected have been elaborated and compared to produce the final Training Programme, based on the VET professionals profile and needs identified.

In the second phase, the Training Programme has been refined based on the feedback and evaluation received after the pilot testing.

Thus, the training programme consists of 5 modules that relate to (1) legal framework for LTMA (Long Term Mobility for Apprentices), procedures of implementation of cross-country mobility for apprentices, (2) recognition of needs and benefits for trainees and companies, (3) funds and programmes application, financial and administrative issues, as well as very (4) practical mediation, intercultural communication and (5) promotion tools and strategies.

It is designed as a stand-alone document that can be used by trainers, organisations and any institution interested in organising a training course to increase interest in long-term mobility of apprentices.

The training programme has been organised in different sections, as follows:

1. Overview of the training programme (Title, Certificate, Duration, Main goals, Trainee profile, Structure of the modules, Assignments and Assessment).

2. Description of the five training modules that are: Module 1 - *What is a legal framework*, Module 2 – *What are the benefits*, Module 3 – *How the system works*, Module 4 – *How to mediate and communicate effectively externally and internally* and Module 5 – *How to promote*.

3. Conclusion about the importance of implementing, managing, promoting and supporting long-term mobility for apprentices (LTMA).

OVERVIEW

Title of the course: Becoming Long Term Cross-border Mobility for Apprentices Expert and Ambassador (Becoming LTMA Expert and Ambassador)

Certificate received: The participants who complete the course will receive the title of "MOB4APP Ambassador" and "MOB4APP Expert".

Duration, workload, level of competence, number of credits: 32 hours in contact, 36 hours of individual work, 8 hours of group activity (project, networking), 76 hours workload, 7 EQF level, 5 ECVET (credits)

Prerequisites: Minimum one-year experience in apprentices' management/promotion; or vocational training organization; or educational mobility assistance; or vocational counselling.

Main goals of the course

The main goal of the 32-hours modularised training programme is to improve VET professionals' proficiency in implementing, managing, promoting and supporting long-term mobility for apprentices.

The training programme, following the ECVET, EQF and EQAVET standards provides the functional acquisition of knowledge, skills and competences necessary to promote, guide, assist, facilitate and assess effective apprenticeship experiences abroad.

Use of up to date, innovative learning methodologies, tools and contents on apprenticeship mobility (based on academic research) and broad application of practical exercises and case studies during the training programme ensures the full implementation of cross-country experiences for apprentices.

The training programme is available in six languages: Dutch, English, German, Italian, Polish, and Spanish. The training programme, with the support of the MOB4APP National Reference Points, will be easily replicated in different contexts and types of organisations. The use of digital course badges ("MOB4APP Ambassador" badge and "MOB4APP Expert" badge) will foster visibility and will increase the adoption of these practices.

Trainee (alumnae) profile

After the training, the trainee will acquire professional knowledge, competences and skills that can be quickly verified and used in practice.

Starting with a theoretical knowledge of the definition of the legal framework of long-term mobility for apprentices and its legal regulations, which will provide a solid basis for further activities related to the LTMA at local and national level. The participant will be aware and familiar with the recognition of needs, qualifications and benefits for all involved in the LTMA. He/she will be equipped with tools, case studies, ready-made analyses and statements. The alumnae will know how to effectively use the system, knowing how to operate within it. He/she will be able to apply the acquired leadership skills in planning, organisation and monitoring of the whole process. He/she will know what kind of support is expected from him/her by all the stakeholders and with which challenges he/she can be confronted and how to solve them using the competences acquired during the training. The trainee will be aware of the importance of effective communication in professional life. He/she will be empowered with concrete strategies, which are responsible for success in interpersonal relationships and conflict solving. Through acquired mediation and negotiation techniques, the participant will be an adequate support for all parties.

The participant will be able to apply the acquired marketing techniques and strategies in his/her own activities to promote LTMA. Additional practical skills to deal more effectively with social media channels and produce their own promotional material will be used for improving the apprentices' participation in long-term mobility projects.

Structure of the Modules

The Training Programme is divided into 5 training modules.

Each module has been designed based on a common structure, which includes:

- Main goal;
- Learning Outcomes;
- Duration;
- Content;
- Lessons;
- Method and tools;
- Assignments;
- Modes of assessment.

Assignments and assessment

For each module, you can include extra assignments to evaluate the level of attainment participants achieve against the learning outcomes. Following is a list of the tools and methods suggested: Pre-test, introductory lecture, slideshow, documents with comments, suggestions for further readings, annotated literature, topic on forum, readings, moderated discussion, case study, topic on forum, networking, simulation game, discussions with examples of each participant, teamwork and networking, text examples or audiovisual examples, live examples for the practical work in teams or individually, templates to fill in and create the portfolio.

The assessment policy may include activity on the forum, quizzes, peer-to-peer assessment, final presentation or report of team projects.

Training Modules

	Title	Duration	Contents	Methods and Tools	Assignments	Assessment
Module 1	**The legal frameworks**	4 hours in contact, 6 hours e-learning/individual learning	Substantial level of knowledge about legal regulations for long-term apprentices, ability to apply this knowledge in practice.	Pre-test, introductory lecture, slideshow, documents with comments, suggestions for further readings, annotated literature, topic on forum	readings, activity on the forum	quiz
Module 2	**What are the benefits**	6 hours in contact, 8 hours e-learning	Ability to define learning outcomes, knowledge of tools for recognizing acquired competencies in the apprentice subject matter and soft competencies as an added benefit. Knowledge about European and local standards and institutions for the recognition of qualifications.	slideshow with voiceover, documents, readings, moderated discussion, case study, topic on forum	readings, activity on the forum	report (short essay), peer-to-peer assessment
Module 3	**How the system works**	6 hours in contact, 6 hours online	Leadership competences: planning, delegating tasks, coaching. Practical knowledge of preparing and	introductory lecture, slideshow, team project, topic on forum, networking,	readings, activity on the forum	presentation of team projects

			monitoring procedures of long-term placements abroad. Knowledge of fundraising, acquiring financial resources.	simulation game		
Module 4	**How to mediate and communicate effectively externally and internally**	10 hours in contact, 10 hours online	Mediation and communication methods to establish a sufficient background to plan and resolve interactions between various actors involved. Up-to-date tools for effective inner and outer communication.	introductory lecture, slideshow, team project, topic on forum, networking, simulation game	readings, activity on the forum	presentation of team projects
Module 5	**How to promote**	6 hours in contact, 6 hours online	Ability to define the promotional strategies, methods of marketing and digital marketing, practical techniques of auto-presentation and portfolio building.	introductory lecture with discussion and slideshow, promo materials from social media, websites, online media tools, slideshow, live examples of how to use tools (like Canva) and social platforms, template to fill in and create the portfolio	readings, activity on the forum	Group presentation of a marketing strategy

MODULE 1 - THE LEGAL FRAMEWORKS

Main goal: European and local regulations and procedures

Learning outcomes:

The participants will be able to:

EQF level	7
Competence	Define a legal framework for LTMA (Long Term Mobility for Apprentices) projects based on the different countries
Knowledge	- present the European, local and national regulations and recommendations related to LTMA - present the European, regional/local and national regulations and recommendations related to the European and National tools supporting LTMA (ECVET system, EQF, Europass, EQAVET, etc…)
Skills	- research and find updated regulations and tools related to mobility experiences - apply regulations for suggesting the correct organisation and actualisation of LTMA

Duration: 4 hours in contact, 6 hours e-learning/individual learning

Content: Substantial level of knowledge about legal regulations for long-term apprentices, ability to apply this knowledge in practice.

Lesson 1.1. Knowledge about European regulation, recommendations and procedures (introductory lecture, handout materials, links to appropriate resources online)

Lesson 1.2. Specific European regulations concerning the organization of long-term internships (slideshow with basic definitions, documents with comments, suggestions for further readings, Q&A session on the basis of pre-test)

Lesson 1.3. European qualification and validation systems (short historical review, presentation of credits systems, ECVET system, EQF system, Europass, EQAVET on the slideshow with voiceover)

Lesson 1.4. National, regional and local regulations – case studies, good practices (individual study, moderated discussion on the forum)

Methods and tools: Pre-test, introductory lecture, slideshow, documents with comments, suggestions for further readings, annotated literature, topic on forum

Assignments: readings, activity on the forum

Assessment: quiz

MODULE 2 - WHAT ARE THE BENEFITS

Main goal: Recognition of needs, qualifications and benefits.

Learning outcomes:

The participants will be able to:

EQF level	7
Competence	Highlight the benefits of LTMA for all the actors involved showing evidences
Knowledge	- List the most common benefits of LTMA for the actors involved (sending and hosting organisations, Apprentices, Vet organisations managing the apprenticeship, etc…) - Present case studies and examples demonstrating the benefits of LTMA - Present the importance and validity of non-formal and informal learning - List and update specific FAQ from the actors involved about the benefits of LTMA
Skills	- Recognise the benefits based on the actors' needs and expectations analysis - Find and analyse data supporting the evidences - Find and analyse case studies - Present the benefits of LTMA to the main actors through a formal presentation - List European and National tools and resources for identifying and collecting evidences on the benefits of LTMA

Duration: 6 hours in contact, 8 hours e-learning

Content: Ability to define learning outcomes, knowledge of tools for recognizing acquired competencies in the apprentice subject matter and soft competencies as an added benefit. Knowledge about European and local standards and institutions for the recognition of qualifications.

Lesson 2.1. Long-term mobility - opportunities for development of the employee, the employer and the host institution (participants are presented with a case study, then look for good practices and analyze them).

Lesson 2.2. Division of responsibilities, communication tools, financial agreements, supervisors of mobility abroad - division of responsibilities between sending and receiving institutions of the trainee. Moderated "Oxford discussion" on the importance of long-term mobility and establishing relationships and cooperation between institutions and companies.

Lesson 2.3. Fundamentals of work pedagogy and mobility abroad - self-development, improving knowledge, skills and qualifications. Mobility abroad as an opportunity on the labour market (slideshow and second part of the Oxford discussion, continued on the forum).

Lesson 2.4. Recruitments for the selection of candidates participating in long-term mobility - importance of social background conditions, motivations of candidates, formal requirements (documents and readings).

Lesson 2.5. European and local professional qualification standards and mobility abroad (moderated discussion on the forum, networking, peer-to-peer assessment).

Methods and tools: slideshow with voiceover, documents, readings, moderated discussion, case study, topic on forum

Assignments: readings, activity on the forum

Assessment: report (short essay), peer-to-peer assessment

Module 3 - How the system works

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Main goal: Practical managerial, organizational, financial competences

Learning outcomes:

The participants will be able to:

EQF level	7
Competence	Illustrate the system enabling LTMA and support the actors involved
Knowledge	- Describe the key actors involved in LTMA at regional, national and European level. - Describe roles and responsibilities of the key actors involved in LTMA - Describe the main phases of a long term mobility for apprentices - Describe the potentially critical situation in LTMA - List the tools for the implementation and management of LTMA
	- Describe the administrative and bureaucratic tasks to be carried out based on the different actors involved in LTMA - Describe the different financial sources for funding long term mobility for apprentices at European and national level - List and update specific FAQ from the actors involved about the system enabling LTMA

	- Provide a general description of the pedagogic methodologies applied in LTMA and their results.
	- Describe the most common issues related to the educational environment and WBL experience related to LTMA
	- Describe European and national quality standard for VET and WBL educational programmes abroad
	- Present the importance of multiculturalism and understanding of the other cultures for a proper LTMA
	- Provide a general description of the monitoring and supervisory methodologies.
	- Provide a general description of the monitoring and evaluation tools
	- List the European and National Institutions in charge of the recognition and validation of the competences achieved during the LTMA
	- Describe the European and national tools and standards for the recognition and validation of the competences achieved during LTMA
Skills	- Suggest procedures and methodologies for managing the different phases of a long-term mobility project for apprentices based on the situation
	- Support the key actors in defining roles and responsibilities
	- Support the actors involved in solving specific problems.
	- Identify the needed competences and expertise need for implementing an effective enabling system for LTMA
	- Support the actors involved in LTMA in managing administrative and bureaucratic tasks
	- Support the organisations involved through the definition of the most suitable pedagogical conditions for LTMA based on the apprentice, sending and hosting organisation.
	- Present to the sending organisations the possible scenarios in terms of educational methodologies and achievements.

	- Support the staff in charge of monitoring the apprentices abroad
	- Support the organisations ad apprentices in recognising and validating the competences achieved by apprentices through long-term mobility - Advice and support on the reporting procedures

Duration: 6 hours in contact, 6 hours online

Content: Leadership competences: planning, delegating tasks, coaching. Practical knowledge of preparing and monitoring procedures of long-term placements abroad. Knowledge of fundraising, acquiring financial resources.

Lesson 3.1. Long-term mobility abroad - organizational basis, planning, scheduling, division of responsibilities and competences among the institutions involved (lecture with slideshow).

Lesson 3.2. Preparing and monitoring long-term mobility - a review of good practices, an action scheme (discussion in groups, teamwork).

Lesson 3.3. Sources of financing for mobility abroad - fundraising, European and local regulations related to financing, European and national organisations that finance internships abroad (slideshow, Q&A session).

Lesson 3.4. Being a leader in a long-term mobility preparation team - assertiveness, delegation of tasks, division of responsibilities, reporting, coaching versus being a leader (simulation of real tasks in groups, presentation afterwards on forum).

Methods and tools: introductory lecture, slideshow, team project, topic on forum, networking, simulation game

Assignments: readings, activity on the forum

Assessment: presentation of team projects

MODULE 4 - HOW TO MEDIATE AND COMMUNICATE EFFECTIVELY EXTERNALLY AND INTERNALLY

Main goal: Establishing mediation competences between different key actors, communication strategies and tools for management, implementation and sustainable network building

Learning outcomes:

The participants will be able to:

EQF level	7
Competence	Mediate between the needs of the key actors involved in LTMA to enable benefits for all the parties. Support the main actors involved in LTMA in implementing effective communication strategies and tools for managing and implementing LTMA Apply communication strategies and tools for creating a network of actors interested in supporting and implementing LTMA
Knowledge	- Present the most effective mediation techniques for LTMA - Present the most effective risk management and conflict resolution strategies for LTMA - Describe strategies and processes for an effective communication for the organisations involved in LTMA - Present communication strategies and tools for working in team - List effective communication tools (including digital tools) for implementing and managing LTMA - Present the main common communication problems in managing and implementing LTMA

Skills	- Negotiate educational programmes with the sending institutions/companies and apprentices
	- Support intermediary organisations in meeting the expectations of the sending institutions, hosting company and the apprentice
	- Support the organisations involved in making agreements governing the LTMA
	- Support the organisations in preventing risks and conflicts related to LTMA
	- Provide constant individual tutoring/coaching during LTMA
	- Apply communication strategies and tools for an effective team management
	- Support the actors involved in implementing effective communication strategies and tools
	- Create and support a local networks of organisations and apprentices interested in implementing LTMA
	- Connect the actors involved in LTMA both at national and European level
	- Inspire and organize communication forums and collaborative activities, also with social media
	- Use gaming, edutainment, project based, design thinking based methods to communicate and create in groups

Duration: 10 hours in contact, 10 hours online

Content: Mediation and communication methods to establish a sufficient background to plan and resolve interactions between various actors involved. Up-to-date tools for effective inner and outer communication.

Lesson 4.1. Network based approach: LTMAs as networks with different key actors externally but also internally, definition of different key actors and their attitudes & motivations and expectations to the project, Discussion: What are the obstacles, challenges and risks while being in contact with the different key actors? Possibility for case examples and exchange of each participant.
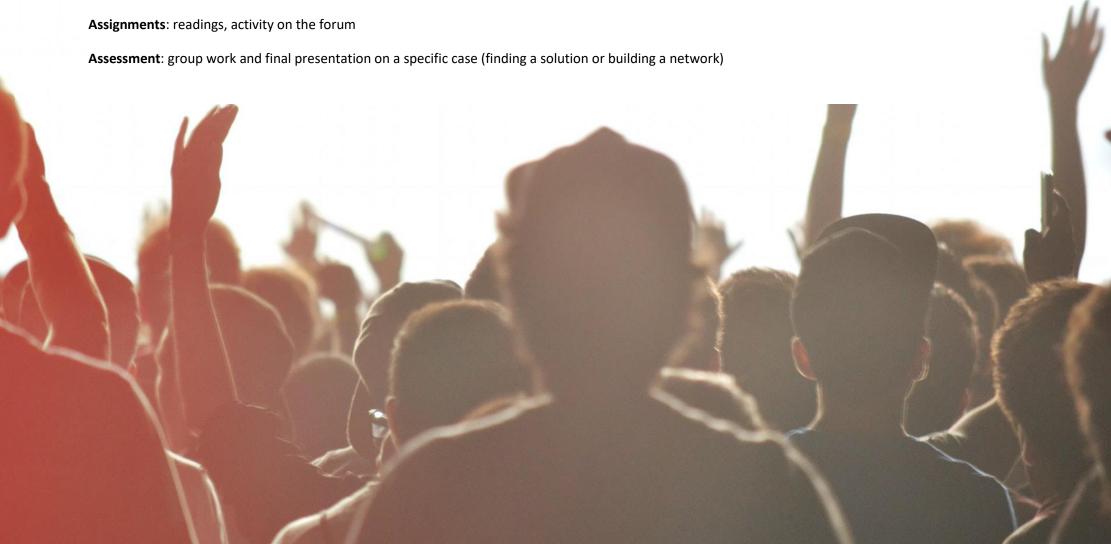
Lesson 4.2. On base of the discussion: mediation, negotiation, conflict resolution and risk management techniques on how to deal with those previously defined challenges. Additional examples from participants' practice.

Lesson 4.3. Specific communication tools for the implementation and management of LTMA with examples of the main common communication difficulties (slideshow with the overview of tools, forum discussion on advantages/ disadvantages)

Lesson 4.4. Network-building strategies and working in teams using creative and design thinking based methods, digital tools and social media (role-play simulation, teamwork, and networking)

Lesson 4.5. Knowledge and experience transfer to others**:** coaching and tutoring techniques (team discussion, choice of group representative, presentation/reporting)

Methods and tools: slideshows, discussions with examples of each participant, simulation game and role-play, teamwork and networking, text or audiovisual examples

Assignments: readings, activity on the forum

Assessment: group work and final presentation on a specific case (finding a solution or building a network)

MODULE 5 - HOW TO PROMOTE

Main goal: Applying marketing and promotion strategies and techniques for promoting LTMA towards key organisations and final beneficiaries

Learning outcomes:

The participants will be able to:

EQF level	7
Competence	Promote LTMA towards key organisations and final beneficiaries applying marketing and promotion strategies and techniques
Knowledge	- Describe marketing techniques for promoting LTMA - Describe effective social media marketing strategies and digital tools for promoting LTMA
Skills	- Support mobility managers with marketing strategies for improving the apprentices' participation in long-term mobility projects. - Support the organisations in creating a strong brand identity for LTMA projects - Implement the appropriate marketing strategies for promoting LTMA towards the key actors at local and European level (policy makers, companies, VET organisations and others). - Measure the visibility, reach and impact of promoting action applied - Prepare/design/order promotional materials, including graphics and multimedia

Duration: 6 hours in contact, 6 hours online

Content: Ability to define the promotional strategies, methods of marketing and digital marketing, practical techniques of auto-presentation and portfolio building.

Lesson 5.1. Introduction linked to module 2 (benefits): "We know that LTMA are beneficial, but it is important to make sure that others know it is as well!" Discussion with the participants: How are your promotion strategies? Do you think it is enough? Do you have some good examples?

Lecture with slideshow on marketing, promotion and branding. Definitions, important elements, goals, target groups, tools (e.g. marketing mix), and measure instruments. Social media strategies on slideshow.

Discussion on strategies:

a) How to build a strong brand?

b) How to define my goals?

c) How to profile my target group? (Appropriate marketing strategies towards the key actors)

d) What are the tools?

e) What are the measurement tools, success tools

Lesson 5.2. Examples of failed marketing strategies (analysis in groups, discussion on: Why do they fail? What went wrong?). Best-case examples of successful marketing strategies (analysis in groups, discussion on: Why were they successful?).

Lesson 5.3. Digital marketing: Going deeper into promotion with social media and digital tools and how to measure their results. Tools, advantages/disadvantages, measurements, examples on how to create promotional materials with them. Presentation of easy accessible and free platforms like Canva.

Lesson 5.4. Practical teamwork online: groups of the participants create their own marketing portfolio

- How can they define their brand?

- What is their marketing goal?

- What is their target group? Profiling

- How can they reach it? Tools/Marketing Mix

- How can they measure it?

Presentation of teamwork result, discussion.

Methods and tools: introductory lecture with discussion and slideshow, promo materials from social media, websites, online media tools, slideshow, live examples of how to use tools (like Canva) and social platforms, template to fill in and create the portfolio

Assignments: readings, activity on the forum

Assessment: Group presentation of a marketing strategy

Conclusion

In many countries of the European Union, long-term mobility of apprenticeship is not realised on a large scale. Among the potential recipients and beneficiaries of apprentices, there is often a lack of knowledge and information related to the implementation and organization of trips within the scope of apprentices.

By developing this course, we wanted to reach out to people who are professionally involved in internships abroad and can influence their scope and type in given environments and communities.

It is hoped that through the wide range of topics covered in the modules, the diverse methods and techniques used in the teaching, and the possibility of exchanging experiences at European level, interest in long-term mobility for apprenticeships will increase.

Participation in apprentices and placements abroad is associated with numerous benefits for the participant, the sending institution as well as the host institution; therefore, the promotion of this type of activity for employees and apprentices is an important element of the European labour market.