



Economic Educational
Territorial-Structure

Newsflash

June 2011

ET-struct

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... connecting educational-training systems to regional economies for regional stability and growth ...

ET-struct will run until the end of 2012. 17 partner institutions from CENTRAL EUROPE regions in Austria, Germany, Italy, Poland, Slovenia, the Czech Republic and the Ukraine plan to improve the future working prospects of regional workforces, so that citizens in these regions will be equipped and trained for the new challenges of a dynamic labour market situation.

As a first step the transnational project partner network carried out surveys in the partner regions. These surveys were the basis for developing an ET-Inventory that defines what skills citizens will need to lead a successful vocational life and be skilled for new jobs as well as being informed about the economic situations in their regions.

Based on the ET-Inventory, the partnership will develop a dynamic learning platform which will prepare citizens for the vocational challenges ahead.



CENTRAL EUROPE
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DEVELOPMENT FUND

The project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.

News from the project partner regions

Vienna - Presenting ET-struct to Vienna's Human Resource experts

On 27 May 2011, the Vienna Business Agency (ET-struct Project Partner 2) organized a workshop for Viennese companies interested in further educating and developing the skills of their staff. The seminar took place at the Vienna premises of the European Parliament and the European Commission in Austria.

Sixty participants, mainly Human Resource managers from small, medium-sized, and large companies took part. Besides regional funding opportunities, the project ET-struct and its eLearning modules, in particular the eLearning module "Entrepreneurship in Booming Sectors in Central Europe" were presented to the audience.

The presentation met with great interest by the Human Resource experts as a new approach to staff training. Entrepreneurship is no longer seen only as a training programme so that especially young people can set up their own businesses but is in the context of social-oriented management studies a new approach to "Intrapreneurship" i.e. educating towards entrepreneurial or employee independence.



Mecklenburg-Vorpommern - Fit for European regions

On 11th May 2011 the Ministry of Education, Science and Culture Mecklenburg-Vorpommern invited to a European conference entitled "Fit for European regions" in the Chamber of Commerce and Industry in Schwerin. Representatives of the regional politics, economy, education and training participated in this conference as well as representatives from the project partner regions and the European Commission.



Motivating keynote speeches and practical experience made clear, which challenges our young people are confronted with, which skills and competences they need to start successfully into the European educational and labour market and in which ways all these challenges can be managed.

South-East Slovenia



The *ET-struct* project partners from South-East Slovenia have successfully promoted the project especially at the WP3 regional workshop organized in March 2011 in Novo mesto, Slovenia. Important regional stakeholders from politics, economy and education participated at the workshop to see the results of the *ET-struct* Trans-National Inventory and the Regional Survey of SE Slovenia. They agreed that more needs to be done to boost the EU economy through developing entrepreneurship and intercultural skills. Since Slovenia is a relatively small market it is crucial to our local and regional companies to get highly educated employees who can help them to become global players.

The regional stakeholders welcomed the idea of a new e-learning system and provided valuable incentives for the Entrepreneurship sub-modules. Moreover, the participants got familiar with one of the regional module's topic for SE Slovenia "Intercultural communication". It became evident,

that having respect for cultural differences and learning basic characteristics of other cultures leads to more successful business opportunities. Therefore, through *ET-struct* online modules, we will offer innovative methods and knowledge for cutting-edge thinking.

Modena - May 26th 2011

"School, training, work: the engine for enterprise's development". This was the title of the Regional event organized by CNA. It took place in the Provincial Headquarter of CNA in Modena and was supported by the European Project *ET-struct*.

Patrizio Bianchi, actual Head of the Council Office for School, Education, University and Research and work with responsibility for the Emilia Romagna Region and former Economic Advisor to the Governor of Guangdong Province of China, one of the most important stakeholders for our region for the *ET-struct* European Project, participated at the debate. Other guests were Luigi Mai, Provincial President of CNA, Vanni Po and Emer Pacchioni, chairmen of provincial and regional Cicipar, vocational training organization.



The purpose of the meeting was to find the development perspectives for the territory, from competition to enhancement of human capital: entrepreneurs, employees, students after the recent global crisis.

The meeting faced the Italian educational system: from secondary school to companies, across university and vocational training, stressing the importance of the relationship between schools' and enterprises' world.



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CNA believes in the development and in training of human capital, paying attention to the real needs of workers and new skills required to the labour market. Educational initiatives should be focused on the professional profiles of greater demand in the business. In this context, ET-struct can be a great support tool in Modena's province and in other partner region of the project.

Veneto - ET-struct at SolarExpo 2011

From 4th to 6th of June took place in Verona the 12th edition of Solar Expo, International Exhibition and Conference for Renewable Energies, which has counted more than 1,400 exhibitors and 70,000 visitors.

The ET-struct project was presented during the master Ridef convention, a master course on renewable energies developed by the university Politecnico di Milano.

Currently the main activity carried out in the Veneto region for ET-struct is the designing and development of pilot training programs aimed to develop new skills able to be spent directly in booming sectors, just like that of renewable energy.

The training module on which the Region of Veneto is working on, together with the regional project partner Enaip, has a transnational nature and is aimed at young people aged 15 to 20 years.

In addition to encouraging students to reflect on sustainable consumption it will provide basics of how to approach a sector, even with business purposes, of strategic importance in this historical period.

In addition to the transnational module, which will be developed as an online training course, the Region of Veneto and Enaip are working on a regional module, developed applying a blended learning methodology and focused on the production and enhancement of local food and agricultural products.

These, in fact, were areas found to be relevant after an initial phase of reconnaissance and analysis carried out at a local level in project countries, called ET-Inventory.

ET-struct was greeted with much interest by the public at the conference, consisting largely of young entrepreneurs and other professionals in the renewable energy sector.

The next project event will be June 29 in Venice – Fondazione Giorgio Cini, with a public conference to present the project to local stakeholders, focusing on "Skills and entrepreneurship for the employment of young people" and presenting also the transnational training module on renewable energies, now being finalized and going to be test on target groups.

Another step forward for ET-struct!

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