



Past - Present - Future



TESTING MEASURES FOR RAISING INTEREST OF YOUTH IN INDUSTRIAL CULTURE AND WORK OPTIONS

School initiatives promoting Industrial
Culture - Carousel of professions

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TABLE OF CONTENTS

Abstract	3
1. Project Context.....	3
2. Introduction	4
3. Objective	4
4. Applied Approach.....	5
5. Results	6
6. Evaluation/transnational added value	8
7. Outlook and sustainability	9
8. Annexes: Picture documentation, Informational brochure.....	10

Abstract

The implementation of school initiative relates to the event called Carousel of Professions, where we promoted learning about the influence of the historical industrial development on the present and future opportunities. The event comprises two conceptually and thematically interconnected actions:

- The Carousel of Professions
- The “Past and Present” Exhibition

Young people choose professions that will also influence region’s development. We would like to make their choices reasonable and give them an opportunity to become a part of a larger picture as well as making them aware of their responsibilities towards themselves and their environment.

The Carousel of Professions, in which all secondary schools in the region take part, aims at young people (mainly primary school pupils) presenting them all the educational opportunities which are available in the region. The event already has a long tradition and is organized by different schools every year. We upgraded this year’s event with the slogan “Strong roots in history for good perspectives in future”, by pointing out the importance of traditional knowledge for development of different occupations. Therefore, the stands prepared by secondary schools promoted past-present-future professions. Furthermore, we organized several workshops with demonstrations of work and educational programmes for different professions.

Additionally, we prepared “The Past and Present” exhibition of the most representative industrial companies in the region to raise an interest of young people for established traditions and make them aware of their job opportunities today.

Later on, the School centre Kranj will organize a field trip for students to visit companies and museums, as proposed in the conceptual phase.

1. Project Context

InduCult2.0 wants to revive the cultural spirit of long-standing industrial regions of Central Europe. Together with local stakeholders, project partners from eight representative regions Germany, Austria, Belgium, Italy, Czech Republic, Slovenia, Croatia and Poland rediscover and create the positive elements of industrial communities and therefore intend to:

- Establish the idea of Industrial Culture in Central Europe and promote it as unique feature of regional identity
- Prepare initiatives in schools to raise the interest in industrial culture and show them work options in that field; binding work force and companies through industrial culture
- Fostering creativity and innovation through distinct interaction of creative communities and productive industry

Two scientific partners from Germany and Austria support them.

This school initiative promoting Industrial Culture is part of the third work package where project partners work jointly on the idea of raising interest of youth in industrial culture and work options. The main idea and priorities were defined together on the workshop with the focus group of main stakeholders and the implementation was done on the most

representative and realistic possibilities in the region regarding the prepared concept in 2017.

2. Introduction

A need for promoting vocational and technical education has appeared in the local environment because of smaller generations, poor economic growth and a degrading attitude towards these schools as well as the needs in labour market.

In the region, we decided to engage actively in changing the image of vocational and technical education in the region. We included the majority of stakeholders: schools, companies, museums and other social partners. Another problem is that students want to continue their education instead of entering the labour market while companies face a lack of secondary vocational and technical school graduates.

It is unlikely for children in primary schools to choose vocational or technical education if they do not know anything about the options for upgrading their professions. We are trying to inform them about these professions in an interesting way. The Carousel of Professions is a traditional annual event organized by Secondary technical school. This year, it was organized by the School centre Kranj on 18 October 2018.

The challenges to improve the regional situation mentioned above are:

- To inform young people about career possibilities
- Improve communication and cooperation between schools and companies
- To include other social partners: Chamber of Crafts, Chamber of Commerce, Museums and other social partners
- To present all stakeholders what the origin of today's industry was and what the possible ways of development are.

With focus on all those aspects, we can increase vocations reputation and help with preparing new programmes of education for new vocations. We focused mainly on professions with tradition and strong current industry: wood engineers, mechatronics operators, construction workers, electricians, mechanical engineers.

3. Objective

Based on previous trends and conclusions, we focused on the following themes: matching the needs of employers, help young people to gain the needed competences for a successful start in the world of work and to overcome the prejudices about vocations.

The additional focus that we found interesting and that till now had not been sufficiently taken into consideration is industrial culture. Through the cooperation of museums and companies, we tried to show past, present and future development of economy in the region.

The specific goals that we wanted to reach with the major event were:

- To present our rich industrial heritage to general public;

- To make young people aware of the industrial heritage value for the development and progress in the society, and consequently become aware of their potential personal and professional advancement in vocational education.
- To help young people learn about their roots and inspire their regional affiliations;
- To stir enthusiasm in young people for vocational education and professions based on our rich tradition;
- To strengthen the trust of the young in industry and technology and help them choose their profession;
- To connect industry with education, i.e. incorporate modern companies that evolved from our industrial heritage closely in the educational system.

4. Applied Approach

According to the concept done (T3.3.1. activity), the chosen event Carousel of Professions is the one that almost all secondary schools programmes in the region are represented to the primary school students. Every year, the event is organized by another school. This ensures the sustainability of the event and we do not burden only one school with all the organization. The organizer of the event this year was School centre in Kranj where the event took place. The organization of the event focused on the idea of past - present - future.

First, we contacted the museums and companies in the region and it turned out that they are very active in researching industrial heritage and history. They also attach importance to tradition in companies.

Second, we invited secondary schools to present the professions taught there in an interesting way (with products or technology from the past and present), and created a brochure with the programme to invite primary schools to the event. Communication with secondary schools was crucial, so that we could present the essence of the initiative. The first presentation of our activities to companies was organized in May 2018, when a meeting with employers from Konektor was organized. Konektor is an informal association of companies that wants more cooperation with schools in local environment. The museums cooperated with us in preparing the exhibition "Our factories, Our pride" about the most representative industrial companies in the region. It was located in the middle of the main space of the Carousel of profession, where all pupils gathered. The exhibition will be presented also at the Careers day, event organized at the same location on 29 November 2018.

Preparation requirements consisted of several activities:

- Preparation of time schedule for the event and its preparation (April 2018),
- Communication and meeting with museums and companies (May 2018)
- A timeline with the milestones in the history of industrial culture (June 2018)
- A selection of products, pictures and other material, collecting written documents and pictures as well as old products, electronic devices, computers, etc. in connection with museums and companies with a rich historical heritage (September 2018)

- Promotion of the event Carousel of profession (September, October 2018)
- Brochure with information about education programmes of different professions and information about industrial culture and InduCult2.0 project (October 2018)
- The lobby equipped in the traditional spirit and exhibition layout (October 2018)
- Information support for the participating schools and timely information about the progress of all participating schools (October 2018)
- Preparation of the students for the presentations (October 2018)

5. Results

The Carousel of Professions is a traditional annual event at which students of vocational schools present their profession to primary school children in an interesting way to make them more enthusiastic about entering a secondary vocational school in Gorenjska. This year, it was organized by the School centre Kranj on 18 October 2018 (from 8 am to 1 pm). This year, 1300 pupils and 100 teachers from about 26 primary schools in Gorenjska visited the event. The students presented the professions in many different interesting ways on their stands so that primary school children get an idea what skills and responsibilities a certain profession brings and thus decide more easily which school or profession to choose. Additionally, visitors were also invited to attend several workshops with practical presentations.

We upgraded the event with the presentation of our industrial tradition - industrial culture in Gorenjska with a slogan: "Strong roots in history for good perspectives in future." As an organizer and host of the event, SC Kranj asked all participating secondary vocational schools to include the industrial heritage typical of their local environment in the promotion of their professions. Some of them brought products from the past; the others used tools from the history to present work and technology of the profession, which they are studying for.

All regional secondary schools participated on the event and promoted their programmes and professions:

- Secondary school of wood engineering, School centre Škofja Loka
- Secondary school of mechanical engineering, School centre Škofja Loka
- Secondary school Jesenice
- Secondary school of Economics Radovljica
- Secondary school of hospitality and tourism Radovljica
- Biotechnical centre Naklo
- Secondary school of economics, services and building from Kranj
- Secondary technical school Kranj

Pupils from secondary schools prepared a presentation of their products, tools, ideas, knowledge and skills of occupations, at the stands in a big sports hall. Fair presentations were oriented on the development of professions through time and in connection with local companies. Some of them were also present with their own promotional material.

Secondary schools prepared 32 workshops with detailed presentation of education programme and occupation with the technology of work on a testing product.

All visitors from primary schools got a brochure with information on professions and secondary schools that educate for certain occupations. Each pupil visited the fair in the sports hall and selected two workshops with practical presentations of the professions. Every workshop lasted for 30 minutes, as well as the fair, with 10 minutes break for reallocation of the pupils in the classrooms where workshops took place. Each workshop was implemented ten times during the event. It was necessary to make detailed schedule of all workshops and participating pupils if we wanted that everything worked well.

There were also some foreign partners of School center Kranj visiting the event as a study tour and presentation of good practice.

We also organized Exhibition based on industrial culture heritage with display of strong industrial development in Gorenjska region with a stress on the roots of contemporary companies. At the exhibition, the development, milestones and achievements of representative industrial companies were displayed. In co-operation with the museums in Gorenjska, we presented the history of industrialization of the main towns in the region, i.e. Kranj, Škofja Loka, Jesenice and Tržič. In this way, young people could learn about our rich industrial heritage where modern industry evolved from, and the importance of industry from the perspective of their own choice of career as well as the economic development of the region. This will help young people to choose vocational education. The exhibition was open to public, i.e. parents, companies - employers, the unemployed, etc. The exhibition was held in two rooms, first part was prepared in the lobby of the school and the other one in the middle of the sports hall where all secondary schools presented themselves.

SC Kranj promotional brochure: Carousel of professions in the form of time line past - present - future with all information about the presented secondary schools and their respective professions . We also added one part to give some more information about the InduCult2.0 project and the idea about industrial culture. We wanted to make young people aware of the importance of our industrial heritage as well as awaken their interest for secondary vocational and technical education.

The last initiative, which was proposed in the InduCult2.0 project concept was a field trip for students to the companies and museum, which will take place afterwards. It will be organized by the School centre Kranj. The activities, which were co-financed with InduCult2.0 project, were:

- Matchmaking of companies, museums, schools
- Preparation and organization of the event
- Preparation of exhibition and its layout named: Our factories, Our pride
- Promotion of the event and industrial culture: brochure, t-shirts for participants of secondary schools

The total cost: 6.000 EUR, 5.100 EUR of ERDF

6. Evaluation/transnational added value

The event was very much appreciated in the local environment. Secondary schools were presenting themselves and primary school students received a lot of useful information about potential future occupations they want to study for.

The event was evaluated by means of a questionnaire, which was available to all the participants with the aim to assess their impressions, and the goals achieved according to those four measures:

- The number of participating schools, 26
- The number of visitors, 1350
- The response of the participants about their knowledge of industrial heritage: Most of the participants were primary school pupils and most of them don't know much about industrial heritage. Some teachers of practice oriented subjects pointed out that most of the handwork with traditional knowledge and skills is done within the first years at secondary schools and pupils are arguing most of the time or they do not feel they need these old skills and education.
- The response of the visitors about the novelties: 80% of the visitors were satisfied with new presentation: past - present - future and they found it very interesting.

We are part of an international environment. Quality of education system, matching the needs of companies, interest of students for VET and technical education are topics, which are important not only for us. With cooperation in the projects like InduCult2.0 we have the opportunity to learn from other partners and add some knowledge of our own to the partnership. After revising the good practises from LP, PP3 and PP6, we used some ideas in the context of our initiatives. The Carousel of profession can be easily transferred to other countries as well but the organization of the event needs a lot of coordination and cooperation among schools, companies, museums. Therefore, one of the Irish school management participated on the event to learn more about the organization and effectiveness of such kind of event.

We would like the event to stay traditional. Our goal is to achieve a wider perspective on the development in the region: where are our roots, where are we, and where are we heading for. With a look into our past, we learn about the incorporation of our economic environment in a wider European frame.

7. Outlook and sustainability

The idea of school initiatives will live also in the future, because there are Secondary schools like School centre Kranj and Škofja Loka, which are already working on that theme in different school programmes: school projects for industrial companies, promotion of vocational professions, career day (organized by School centre Kranj), Carousel of professions, study tours and visits of different companies.

We also found out at the event that most of the teachers in secondary schools already educate pupils based on industrial tradition with highlights on milestones of technology, design and products.

One of the initiatives predicted in the InduCult2.0 project concept was also a **Field trip called: Economy through time** (“Our companies, our pride”), which will be organized within the school programme of the School centre Kranj 2018/2019. The students will visit one of the companies that developed from industrial culture in Gorenjska, such as Iskra ISD, Iskra Emeco, etc. After seeing the today’s production, production processes and machines, they will visit the Gorenjska Museum/ Tržič Museum/ Škofja Loka Museum and learn about the development of industry in the area as well as join different interactive workshops that the museums offer. The main goal is to present our rich industrial heritage in Gorenjska region and make young people aware of its importance on the development of the region as well as the society. At the same time, we want to show that the success of modern day companies is based on specific achievements of our industry in the past. The students will get an opportunity to learn about their roots and feel affiliation to the region; strengthen their trust in industry and technology in search of suitable knowledge and choice of their profession.

Concrete actions of school initiatives for the period beyond InduCult2.0 project duration will be defined together with focus group stakeholders within action plan of T3 activity of InduCult2.0 project.

8. Annexes: Picture documentation, Informational brochure

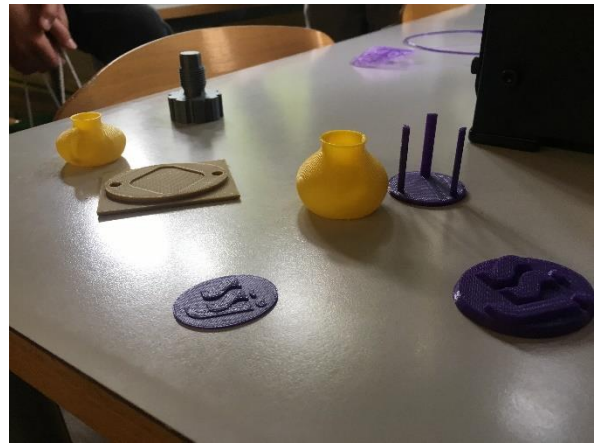
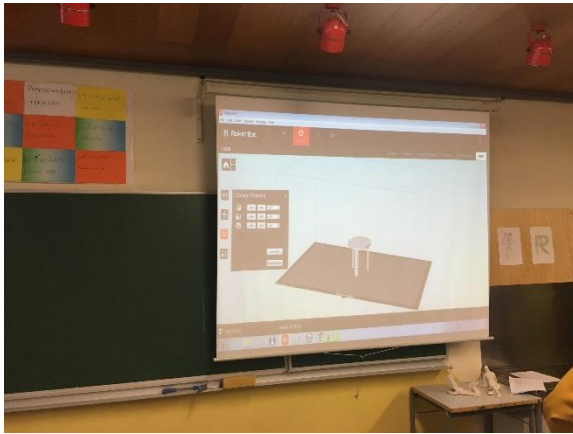
Presentation of Secondary schools professions on the stands (PAST: PRESENT)





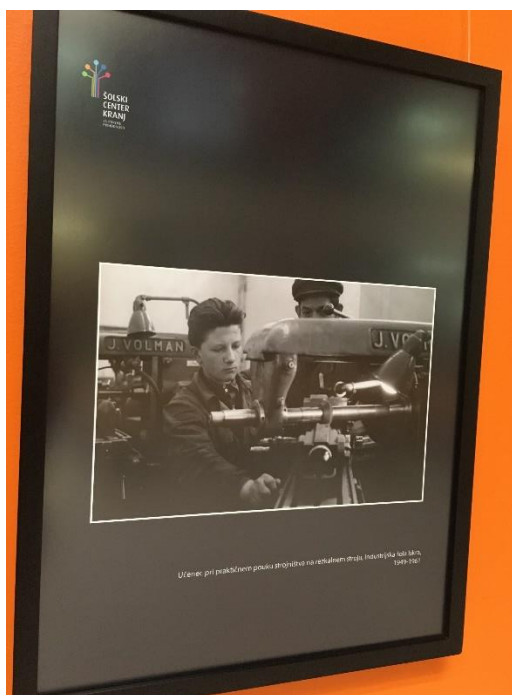
30 workshops were organized for primary schools with work on concrete task:





Exhibition layout named Our factories, Our pride was presented in the lobby of the School and on the main location in the middle of sport hall





Brochure with information about the event, InduCult2.0 project and Secondary schools and professions, which are educating for:



InduCult2.0






VRTILJAK POKLICEV
oktober 2018, Kranj

Predstavitve poklicev,
za katere izobražujemo na srednjih šolah Gorenjske.


InduCult2.0
VRTILJAK POKLICEV
2018

V projektu InduCult2.0, kjer BSC Kranj sodeluje z 10 partnerji iz 8 držav, poskušamo oživiti kulturni duh starih industrijskih območij srednje Evrope. V nenehnem sodelovanju z različnimi deležniki raziskujemo in spodbujamo kulturne vsebine za reaktivacijo starih industrijskih objektov. Pri tem se ne osredotočamo le na industrijo, ki je bila nekoč močno prisotna, ampak, ki še živi in predstavlja možnosti za prihodnje generacije.


Vrtiljak poklicev je dogodek, na katerem želimo povečati zanimanje mladih za delo v industriji, in promovirati sodobno industrijo in inovativne pristope, ki predstavljajo številne možnosti za mlade. Z medsebojnim sodelovanjem muzejev, podjetij in izobraževalnih institucij bomo na dogodku prikazali šolarjem tudi industrijske panoge in poklice, ki so bile v preteklosti delovno intenzivne, danes pa uporabljajo sodobne tehnologije in so razvojno usmerjene. Organizirana bo fotografska razstava gorenjskih tovarn, ki so v preteklosti oblikovala našo kulturo in imajo še danes močan vpliv na mlade pri izbiri poklica. Ob fotografijah bodo prikazani tudi izdelki, ki predstavljajo prelomnico uspeha posameznega podjetja in njihov razvoj skozi čas. Sodelujoče šole bodo predstavile poklice v preteklosti in danes, in na ta način si boste lahko ogledali, kako se je znanje mojstrov iz preteklosti ohranilo tudi v sodobni industriji. Na delavnicah boste tako "stopili v čevlje" izbranega poklica, se seznanili z njegovim poreklom in pridobili znanje, ki vam bo odprlo nov pogled na sodobno industrijo in njeno povezanost s preteklostjo.

Evaluation questionnaire:

1) Which presentation of profession did you like the most? 2) Were you surprised at the historical products on the stands? 3) Do you know how to work with them? 4) Do you know the companies presented in the exhibition Our factories our pride? 5) Do you think that companies influenced on people's life in the region?



Past - Present - Future



InduCult2.0

VPRAŠALNIK ZA UDELEŽENCE

Katera predstavitev poklica ti je bila najbolj zanimiva?	😊	😐	☹️
So te stari predmeti na stojnicah presenetili?	😊	😐	☹️
Bi znal rokovati z njimi?	😊	😐	☹️
Razstava »Naše tovarne naš ponos« je prvič del prireditve Vrtiljak poklicev. Poznaš predstavljena podjetja?	😊	😐	☹️
Ali meniš, da so imela ta podjetja velik vpliv na življenje v naši regiji?	😊	😐	☹️