

TEMPLATE

Output factsheet: Trainings

Version 1

Project index number and acronym	CE1223, INNO-WISEs
Lead partner	Fondazione Politecnico di Milano
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Responsible partner (PP name and number)	ACT Group, PP8
Project website	www.interreg-central.eu/Content.Node/INNO-WISEs.html ; www.wisebusiness.eu
Delivery date	30.6.2020.

Summary description of the implemented training measure(s), explaining the specific goal(s) and target groups

Thanks to the analysis conducted on a big number of WISEs, all needs, and lacking competencies have been clearly mapped. The knowledge framework elaborated in Working Package 2, furthermore, established the frame for training modules, both face-to-face and on-line ones. In constructing the training methodology, it was paramount to take into consideration the needs of WISEs as they are the recipients of the knowledge transfers and learners. The needs that have been assessed include both the felt and reported needs by beneficiaries themselves but also needs devised from the stakeholder contributions; as well as relevant frameworks and literature and studies pertaining to the topic of developing and strengthening these types of enterprises. The shortages were addressed for each country and/or region, and it was found important to promote WISEs ability to create social innovation in terms of processes, services/products. 5 identified areas (topics): management and leadership; finances; HR; ITC; marketing and communications. The decided joint strategic priorities were: 1. HR, 2. marketing and communications, and 3. financing. These were addressed in concurrence with joint transversal issues of lacking entrepreneurial spirit and low digital literacy (not knowing which digital solutions are available). The project prior being making the sector more competitive. Specifically - To improve skills and entrepreneurial competences for advancing economic and social innovation in central European regions, as well as their digital literacy.

The training materials have been developed in accordance with the following procedure: have in mind and respect WISEs' needs and expectations in particular country/region -> engage local expert -> define target audience -> draft training summary -> develop training materials -> implement training -> asses and report.

As for the INNO-WISEs Platform, we aimed to provide tools that complement and, where necessary, replace tools and applications that are already part of the business endowment. It consists of the two main elements: the Marketplace and the Framework for Competence Management. The skills management platform consists of several components: the assessment framework and the definition of the growth objectives on the basis of which it is possible to identify the starting level, the desired target level and the gap between fill up. Starting from the areas of expertise identified through the gap, it was necessary to map the training modules and, in general, the contents to be acquired to fill the gap. To complete the picture the training content was developed in interactive mode and in particular, good part of them through MOOC. The work developed by ACT Group aimed to identify the correct training path and its contents based on the size of the training gap and the starting level. At the end, two editions of the MOOC “Business for WISEs” have been held, with 62 participants (certificate issued) in total.

NUTS region(s) where training(s) have been conducted (relevant NUTS level)

At the NUTS 2 level, the strategy most explicitly addresses the issues of Lombardia and Provincia Autonoma di Trento (Italy: Nord-Ovest and Nord-Est at the NUTS 1 level), Kontinentalna Hrvatska and Jadranska Hrvatska (Croatia), Vzhodna Slovenija and Zahodna Slovenija (Slovenia) and Śląskie (Poland: Region Południowy at the NUTS 1 level) and Wielkopolskie (Poland: Region Północno-Zachodni at the NUTS 1 level).

Expected impact and benefits of the trainings for the concerned territories and target groups

The monitoring methodology relied on data collection via surveys given out at the end of each training. The surveys were filled out anonymously. All the results were analyzed for the emerging patterns of overall group satisfaction and trainings methodology objectives accomplishments. Additionally, the overview of the overall delivery across all Face-to-Face training sessions and MOOC was also summarized.

The surveys also included qualitative questions asking: What could be improved about the training? What is useful for the participants on the job application of learned materials? And, asking for suggestions for additional trainings. Accordingly, the improvement was approached iteratively, and the project partners worked hard to continuously provide relevant and quality Face to Face trainings. The feedback on MOOC pilot edition was used for testing and debug both the MOOC and WiseBusiness platform at the same time.

Thanks to the continuous evaluations and insight following we were additionally able to respond with rapid relief in lieu of Covid-19 crisis with offerings of webinars (online facilitated Face-to-Face trainings and MOOCs). We learned there is significant capacity to apply gained knowledge and there is a thirst to learn among Europe’s WISEs. Therefore, the recommendations, given the overwhelmingly positive feedback, is to continue strengthening business knowledge and capacities of the WISEs in Europe and dedicate more resources into knowledge transfer trainings.

Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

Training programs offered by this project intends to address the needs of a large number of WISEs - the question is, after having completed the workshops and courses, will they be better able to work with their clients? WISEs consider communication essential to understand work instructions. Therefore, teaching how to understand the due tasks and how to address their clients so that they feel motivated to participate in the activities offered by the WISEs were primary needs. Beyond what is learnt, the form of in-service training developed and delivered during the project is a wonderful networking opportunity that WISE leaders find worthwhile to attend. The www.wisebusiness.eu platform (publish under the CC license) with useful tools and all training materials used throughout the project (both Face-to-Face and MOOC) provide the optimal use of ICTs for targeted audience both in concerned countries/regions and other stakeholders in other territories. The approach used for the design makes the platform and its content transferable and reusable in different contexts and guarantees a high level of sustainability.

Lessons learned from the development and implementation of training measures and added value of transnational cooperation

Based on the analysis of the overall data, the training courses (both Face-to-Face and MOOC) carried out within the project and across all countries/regions have been coherent and useful. The objectives were achieved, contents, times, materials and places were adequate results, and the theoretical-practical approach allowed a good exchange among participants. It was important to have in mind that contents were relevant both for the personal and for the working environment. Thanks to the participation in the training activity, the attendees expect to be able to introduce new knowledge and skills learned within the working group and, more generally, in their organizations, and to obtain more knowledge, skills and tools on the subject of training.

Among the aspects that can be improved is the time devoted to trainings. Participants believe that more time is needed to acquire specific information on the proposed contents. For the future, participants expect to receive new proposals that constantly update the training content addressed, and to have references and materials available to support the application of skills in their work.

A strong involvement of external stakeholders and target groups has been foreseen by the INNO-WISEs project and thanks to the workshops and thematic events that have been organized in the project partners' countries a number of external stakeholders have been reached. They showed interest in the topics that were presented and appreciated the competence of the teachers.

As for the MOOC two editions have been held: the first one (pilot edition) started on September 18th, 2019 and ended on April 26th, 2020. The second edition was published on April 27th, 2020 and lasted until October 18th, 2020. There were 226 participants in total, but approximately one third of users passed the tests and applied for the certificate (total of 62). It's important to underline that this certificate has no official value and, of course, it doesn't offer any academic credit, grade or degree. Is therefore understandable how approximately two thirds of

users chose to only follow the lessons they were interested in, skipping quizzes or content that was less relevant to them.

However, thanks to the training sessions and the MOOC, the participants said to have a different approach to the possibilities and the opportunities offered by direct or indirect European funding's, new ideas, new approach to Euro-projection, to be more focused on the call and motivated to proceed and improve on this topic.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

- D.T4.2.1 - Face-to-face Module Training Contents
- D.T4.2.2 - Training Materials for Face-to-Face Trainings
- D.T4.2.3. - MOOC Training Module Content
- D.T4.2.4. - MOOC Training Materials
- D.T4.3.1 - Report from Face-to-Face training Programmes
- D.T4.3.2. - Report from MOOC Training Programmes
- D.T4.4.1. - Report from Internal Evaluation Activity
- D.T4.4.3 - Report from External Evaluation

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