



## Building up Regional Initiatives to Develop GuidanceE for low-skilled adults

LLG Guidance Conference in the Netherlands  
13-14 June 2016

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# Introduction

- ERASMUS+ KA2 **Strategic Partnership**
- **3 years:** from 1 Sept. 2014 to 31 Aug. 2017
- Developed by EARLALL and its members
- **Focus on:**
  - Strengthening **guidance networks** and **cooperation**
  - Innovate **Access** of „low-skilled“ adults to guidance
  - Improve **Quality** of guidance – especially for low-skilled people
  - Increase participation of low-skilled adults in **up-skilling activities**
- **Expected results and outputs:**
  - **Study and handbook** including best practice and success factors
  - **Transfer of good practice** guidance structures, methods and tools

## Partners



Volkshochschulverband  
Baden-Württemberg e.V.  
[www.vhs-bw.de](http://www.vhs-bw.de)

Kultusministerium  
Baden-Württemberg  
[www.km-bw.de](http://www.km-bw.de)



Fongecif  
Bretagne  
[www.fongecif-bretagne.org](http://www.fongecif-bretagne.org)

Région Bretagne  
[www.fongecif-bretagne.org](http://www.fongecif-bretagne.org)



IUC Z-Group AB  
[www.iuczgroup.se](http://www.iuczgroup.se)

Lärcentrum Östersunds  
kommun  
[www.larcentrum.se](http://www.larcentrum.se)



European Association of Regional and  
Local Authorities for Lifelong Learning  
[www.earlall.eu](http://www.earlall.eu)

# Our target group: low-skilled adults



CEDEFOP

European Centre  
for the Development  
of Vocational Training

## Low skilled adults: a holistic definition

**Adults with low educational attainment, experiencing skills obsolescence and skills mismatch, employed in low skilled occupations.**

*Formal education:* people with educational attainment ISCED 0-2 + ISCED 3 experiencing skills obsolescence

*Cognitive skills:* Low skilled in literacy or numeracy (proficiency scores less than 226 points at level 1 & Low skills in problem solving (proficiency scores less than 241 points at level below level 1)

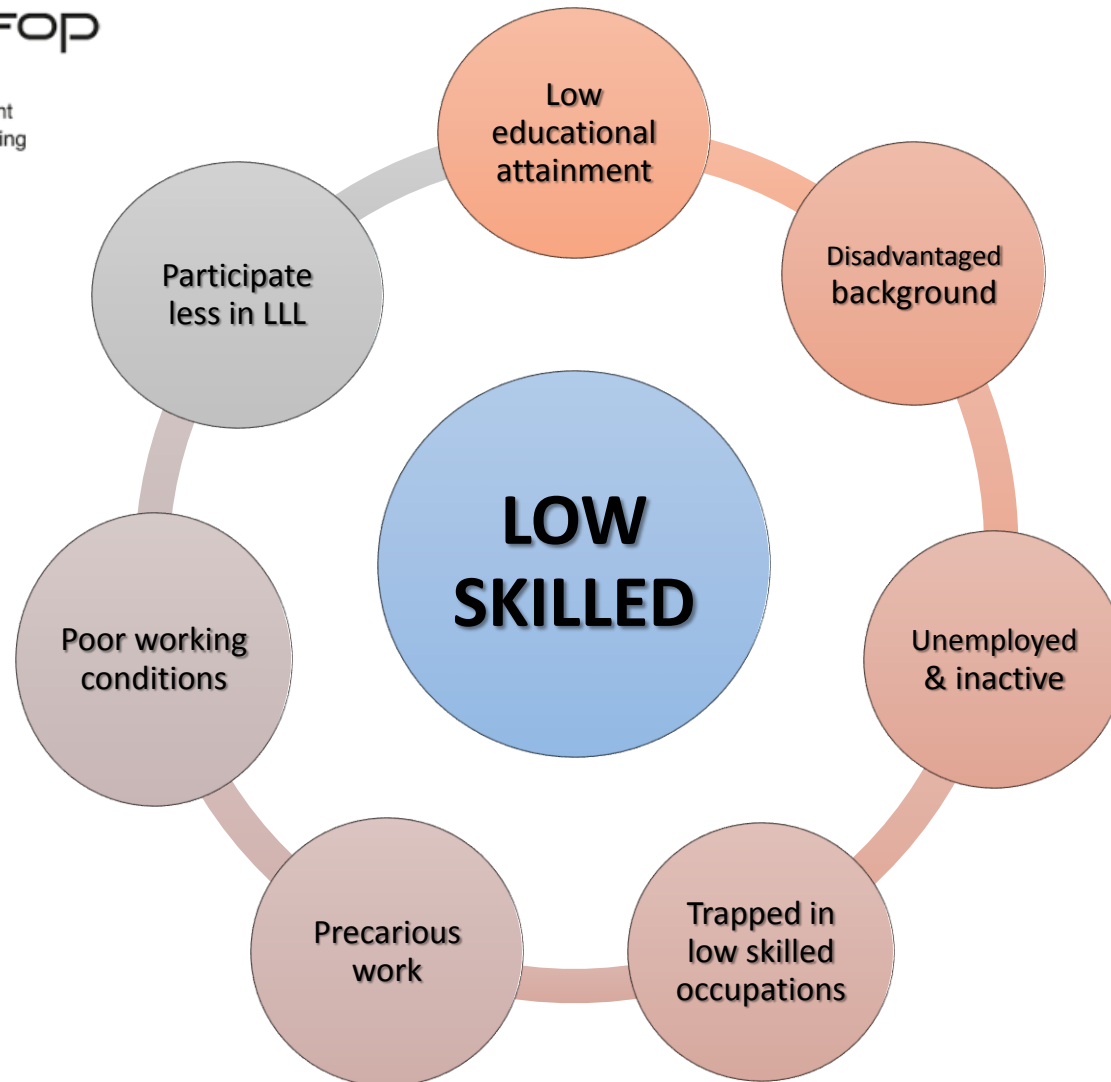
Employed in *elementary occupations* (ISCO 9) + *semi-skilled non manual* (Sub-Group 4-5) and *semi-skilled manual* (Sub-Group 6-8)

# Our target group: low-skilled adults



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# Needs

**Multiple access strategies** to reach lower-qualified target groups are needed

- guidance **networks** and partners
- „**mobile**“ guidance
- **group** methods
- **e**-guidance
- co-operations with **companies**
- **target group** oriented programmes (e.g. for migrants, different professions, peer groups)

## REGIONAL AND LOCAL GOOD PRACTICES



# WORKING IN NETWORKS

**LNWBB**

Landesnetzwerk  
Weiterbildungsberatung BW



SPRO

**Service public  
régional  
de l'orientation  
en Bretagne**

Servij publik  
rannvroel an  
heñchañ e Breizh



# INNOVATIVE APPROACHES

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Mobile guidance



E-pass



At the workplace





# WORKING IN NETWORKS

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**LNWBB**

Landesnetzwerk

Weiterbildungsberatung BW



Baden-Württemberg

MINISTERIUM FÜR KULTUS, JUGEND UND SPORT

# Navigating the Educational Jungle

Contact us for consultation to find the right  
education and training!

Free advice. Nonpartisan. Personalized. Right next door.

**LNWBB**

Landesnetzwerk  
Weiterbildungsberatung BW

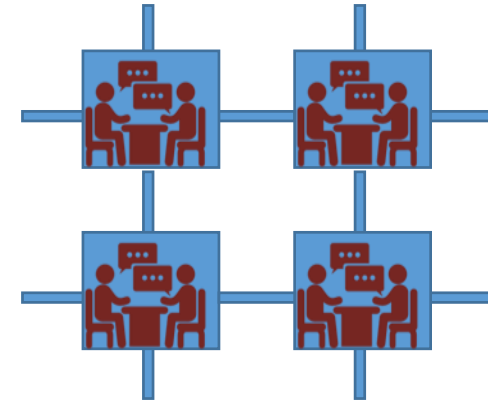


[www.lnwbb.de](http://www.lnwbb.de)

# 1. About the LN WBB

## LN WBB ...

... is a network of more than 150 guidance offices run by diverse types of institutions of further education and training in the federal state of Baden-Württemberg (e.g. popular universities, church-based institutions, chambers, private institutions).



... offers free guidance for general and professional education to everyone living in the federal state of Baden-Württemberg.

LN WBB guidance services are funded by the Ministry of Education, Youth and Sports, Baden-Württemberg. The LN WBB Coordinating Office is based at the Provincial Association of the Popular Universities in Baden-Württemberg.

## 2. LN WBB: 151 members in 12 regions



**Unterer Neckar**  
11 guidance offices

**Mittlerer Oberrhein:**  
10 guidance offices

**Nordschwarzwald:**  
6 guidance offices

**Südlicher Oberrhein:**  
9 guidance offices

**Schwarzwald-Baar-Heuberg:**  
4 guidance offices

**Hochrhein-Bodensee:**  
11 guidance offices



**Franken:**  
15 guidance offices

**Mittlerer Neckar –  
Stuttgart:**  
38 guidance offices

**Ost-Württemberg:**  
7 guidance offices

**Neckar Alb:**  
9 guidance offices

**Donau-Iller:**  
18 guidance offices

**Bodensee-Oberschwaben:**  
13 guidance offices

# 3. Background: Building process & goals

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## 2010:

An Enquete Commission of the parliament of Baden-Württemberg recommends to provide statewide high quality and cross-institutional guidance for general and professional further education → **Initial impulse for setup of LN WBB**

## 2012 -2014:

Concept development of LN WBB in the context of the Baden-Württemberg Alliance for Lifelong Learning

- team of experts from different fields of guidance for further education and training
- Lead: Provincial Association of the Popular Universities in Baden-Württemberg in cooperation with the Institute of Educational Science (IBW), Heidelberg University
- Process funded by the Ministry of Ministry of Education, Youth and Sports, Baden-Württemberg

## October 2014:

Founding event

## Since January 2015:

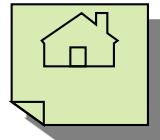
Availability of LN WBB guidance services throughout Baden-Württemberg

# 4. Main success factors

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## LN WBB guidance

- is offered close to the place of residence of the advice-seeker
- focuses the individual interests, capabilities and current situation of the advice-seeker → guidance beyond pure information service
- includes education and training offerings of different institutions
- assists the advice-seeker to make informed decisions with regards to his/her individual educational biography  
→ guidance as a process with open outcome



Need guidance in navigating the choices in general and professional education? We can help you to find the right fit. **Contact us!**

Your local contact

**Coordinating Office LN WBB**

Tel. 0711 75 900-42

info@lnwbb.de

www.lnwbb.de

**LNWBB**

Landesnetzwerk  
Weiterbildungsberatung BW



The Volkshochschulverband Baden-Württemberg e.V. is responsible for the Coordinating Office of LN WBB. The LN WBB is sponsored by the State of Baden-Württemberg.



# WORKING IN NETWORKS



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• FORMATION •





## BRITTANY - FRANCE

**Organisation :** the Regional Council of Brittany

Department « Lifelong Guidance »

**Name of measure :** the new Regional guidance network

**Short description :**

All members of the regional guidance network public guidance services have to be in capacity to provide the same information and guidance services, respecting a common framework.



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## BACKGROUND

From 2005, Brittany developed a proactive policy based on the partnership and the coordination between services providing information and guidance.

**Two laws** : in 2009 and in 2014

From 2015, new public guidance service, with the definition of a first level of service : API (personalized and individualized reception).

10 regional networks - around 250 structures and 2 000 counsellors

To guarantee the same quality of information and guidance services, across the region, for all people, in all structures committed in the regional guidance network.



## BACKGROUND - A.P.I

The main objective of this first level of service is to secure people in the guidance process.

Indeed, the first level of reception is very important :

- to establish a climate of trust with people
- to provide a personalized answer

API means :

- To receive and listen the request
- To analyse the overall request (professional aspect but also personal problems : mobility...)
- To provide and facilitate information

Next this first step, people can follow guidance process (with a specific counselling) or to stop. People are free.



## METHODS and TOOLS

- The « reference framework » of the Public guidance service in Brittany + annex on A.P.I (specifications)
- Agreement signed with the Regional Council by each network and local structures
- Brittany implements and supports the professionalisation of staff members involved in the public guidance service.
- Development of tools (handbook for practitioners, website...)

<http://www.seformerembretagne.fr/spro/le-spro.html>  
(in French only)

# INNOVATIVE APPROACHES

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Mobile guidance



E-pass



At the workplace





**team training**

Schulung & Beratung

**ON THE  
MOVE**

ON THE MOVE – European Best Practice  
in outreach educational counselling and  
low-threshold learning opportunities for  
disadvantaged learners



Co-funded by the  
Erasmus+ Programme  
of the European Union

## *Objectives and general framework*

How to increase the number of disadvantaged people in guidance and further education?

- We want to reach people who are remote from further education – for very individual reasons. This includes people with special needs, low-skilled, long term unemployed, migrants, and others whose personal, economic, social, cultural, and linguistic circumstances act as barriers to their integration in learning and work opportunities and to active citizenship.



Erasmus+

BRIDGE conference  
13th May 2016 Brussels



**team training**

Schulung & Beratung

## *MOBIL/OPEN LEARNING CENTER – outreach work/mobile guidance*

- In the quarters, the neighbourhoods, institutions, companies, advisory centres, own projects, in associations...
- Face-to-face communication and invitation
- Build relations via relations and create thereby learning opportunities
- **Examples: welfare & social work places, schools, train stations, „Vesperkirche“, market square, ...**



## BRITTANY - FRANCE

- **Organisation** : the Fongecif Bretagne

- **Name of measure** : the « EPASS »

- **Short description** :

It's a web conference service accessible to local partners for an information on skills assessment and training funding opportunities

# BACKGROUND – (E PASS) SKILLS

- **The main objective** of this first level of service is to ensure people in the guidance process

To provide a personalized answer

To give enough information for helping the user to decide if-he wants to carry out a skills assessment

All persons access to this service, we show him the steps if we are not the sponsor

- **Organization**

3 times(1h) a week for max 3 participants

Free for users, no skills required

Computer with webcam and headset

# METHODS and TOOLS

WELCOME/VERIFICATION OF TECHNICAL CONDITIONS

## **PART 1**

A SHORT VIDEO WITH TESTIMONIES FROM 4 EMPLOYEES

- QUESTIONS REGARDING THEIR PROFESSIONAL SITUATION, INTEREST FOR SKILLS ASSESSMENT

## **PART 2**

A SHORT VIDEO EXPLAINING SKILLS ASSESSMENT

- QUESTION/ANSWER

## **PART 3**

INFORMATION ON THE PROCESS TO REALIZE AND FINANCE SKILLS ASSESSMENT

A HANDBOOK IS GIVEN TO THE PARTNERS and users to HELP THEM

# SUCCESS FACTORS

- **Partners** : we build relationship with new partners
- **Counselors** : we choose to give the same level of service for all user (there's only a professional)
- **Access service**
  - For all users
  - In a lot of place : no transport costs
- **Adaptation** : we start with skill but we can inform about guidance, occupations, training, certification, ...

# IUC Z-GROUP AB

**Start :** A membership organization, founded in 1998

**Owners:** 53 manufacturing SME in the Jamtland Region including approx 1.800 employees

**Office:** Campus Östersund



INDUSTRIELLA UTVECKLINGSCENTRA

IUC Z-GROUP

ÖSTERSUND  
HAMNEN

# Development of guidance at workplace

- Together with Z-GROUP Lärcentrum are now developing opportunities to have direct guidance in the workplace.
- The target group is workers with low skills adults who are at risk of unemployment if they do not improve their skills through training.
- Example: The industry in the region, as previously forestry and agriculture, has in its development mechanized to be efficient. We see in the future automation of production is increasing (robots and the like), which places different demands on the staff who will work with this. To cope with the skills required, we believe that knowledge of, mathematics etc will be needed in a different extent than before.
- By working with local businesses and offer guidance in workplaces, we can reduce the risks to workers become unemployed because they have the wrong skills.



# Challenges

- Guidance services are delivered **in a limited range of locations and media, at limited times of the day or week**, focusing on **limited periods** of life cycle.
- An important challenge is the use of **different approaches**: “reaching out rather than waiting for people to come”, “building a culture of learning by raising awareness”, and encouraging individuals to invest in their **personal skills development** and to manage their **motivation and self-confidence**.
- **E-guidance**: regardless of the **need and value of face-to-face communication**, **new technologies** have great potential and they are **cost-effective and user-friendly**.
- **Access to lifelong guidance services still needs to be sufficiently developed** to cater a **wide range of specific groups** of citizens: low-skilled adults, migrants, NEETs, etc.
- The **role of validation is now widely recognised**. However, the **actual degree of implementation** varies.

## Challenges (II)

What other questions could we address?

- How should **funding** be allocated to meet the **needs of different target groups**?
- What **strategies** can be developed to improve the **quality** of the services?
- How can the **competences of guidance practitioners** be developed in response to **changing demands** in general and for **particular target-groups**?



# Recommendations

## QUALITY

- Variety of guidance **methods and tools**
- **Co-operation** between partners
- Selection and training of **counselors**
- Guidance **settings, atmosphere and philosophie**

## TARGET GROUP

- Be aware of the **diversity** and the **specific problems and needs**
- Analyse and remove **barriers**
- Make use of easy **language** (in other languages)
- Make **adult education** more attractive
- Places and times adapted to citizen availability

# THANK YOU

*Would you like to know more?*

EUROPEAN CONFERENCE - **MAY 2016**  
REGIONAL MULTIPLIER EVENTS - **2017**

Dissemination of the project's results

More info in our [website](#)



**BRIDGE**



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