

Impact of the Project

The expected impact is the development of an EU Training Solution to assist businesses in embracing mobile applications (particularly of 'geo-positioning') in their daily workflow to grow and improve their competitiveness according to the objectives of Europe 2020 Initiative: Digital Agenda.

The project will benefit approximately 15 business mentors from Spain, Cyprus, U.K., Italy, Slovakia and France who will develop key competences and life-skills embedded into VET training. 15 learning business mentors/advisers will master the teaching techniques to deliver Key Competences to individual VET learners and individual entrepreneurs. In addition, 25 learners will progress into personal further training, education or employment. This group of people will become part of a pool of talent learners.



[April 2016]

PROJECT NEWSLETTER Nº.1

Coordinator and Partners

Project Coordinator:



Country: Spain

Email: smedina@innovés.es

Website: www.innovés.es

Telephone: +34 952272253

Address: Ivan Pavlov 8, Bld 3

Project partners:



www.editc.eu
info@editc.com



formacion@escuelaeconomieconomiasocial.es

www.escueladeeconomiasocial.es



valerie.moreau@laval-technopoe.fr

www.laval-technopole.fr



ebalazovicova@rrasenec-pezinok.sk

www.rrasenec-pezinok.sk



paolomontemurro@materahub.com

www.materahub.com



a.francis@rinova.co.uk

www.rinova.co.uk

Inside

[What is Apps4VET about?](#) ... Page 2

[Apps4VET main outcomes](#) ... Page 3

[Impact of the Project](#) ... Page 4

[Partners](#) ... Page 4

Development of mobile business applications' competences for VET business mentors

If you are a business mentor/advisor and/or VET teacher working with VET students, young entrepreneurs, SMEs and self-employed

then APPS4VET is for you!



Rationale & objectives of the project

What is MobileApps For VET about?

The use of Smartphone applications has grown exponentially for the last 5 years. A study by Thomas Husson to Forbes, shows that “there are more than 1 million apps available, more than 100 million tablets and more than 1 billion smartphones in consumers’ pockets”.

The ability to deliver contextually relevant experiences is one of mobile’s big promises for marketers. While many experiences have not lived up to these promises, there are signs that 2014 could see a significant jump forward. “MOBILE APPS FOR VET” project addresses ICT skills needs (digital skills), in particular, the ‘Mobile Apps’ skills. *The project will operate in this context by offering a specialist and comprehensive training programme of mobile business applications targeted to business advisers/trainers, business support workers and business mentors/coaches.*

The project addresses the “Digital Agenda for Europe” (DAE) initiative belonging to the Europe 2020 Strategy that aims to reboot Europe’s economy and help European citizens and businesses to get the most out of digital technologies.

Thus, the project specific objectives are:

1. To develop a toolkit to be piloted in the partner countries through a process of innovation review, comparative analysis and testing.
2. To produce new guidance and training materials for the VET related professionals and target groups (business advisers, business mentors, business coaches) supporting small businesses and self-employed people/solo traders.
3. To pilot test the curricula and training materials with a group of 15 people and adjust the curricula based on the feedback provided by the participants.
4. To enable business advisers/mentors/coaches to encourage SMEs to use the ‘open source’ apps by adding new features to the applications.



As many small businesses now know, to stay competitive these days, they need to be mobile. But being mobile is not just about having a mobile-friendly website. It means connecting with on-the-go customers and employees – and helping mobile customers and employees to connect with you (and each other).

Benefits of Apps 4 VET, both for Business owners and Business Mentors (BMs):

- ✓ Business advisors/mentors will gain knowledge on how Mobile Technologies can improve the competitiveness and the potential of their clients’ companies
- ✓ Small and micro businesses who have limited knowledge of mobile apps/technologies will benefit from the use of mobile technologies that BMs will introduce

Apps4VET main outcomes

The project aims to deliver 2 main outputs:

1. Curriculum development of a training programme for VET ICT trainers

This output meets the need of Business Mentors to develop, implement and translate the applicability, utility and benefits of mobile business applications. It includes the curriculum and learning materials for Business Mentors and different training modules enabling them to provide better services to their business clients. In fact, the use of mobile app technologies will enable them to harvest the opportunities and benefits that they offer. The training modules will be available online to share the training activities with our targeted audience.

The curricula material will not be too technical and will allow Business Mentors to access mobile applications projects, advantages and added value at a minimum cost.

The materials will be available in English, French, Spanish, Italian, Greek and Slovak.

2. Delivery (Pilot/Testing) of Training the Trainers Programme

This output involves the pilot testing of the training course developed in the previous output. The Business Mentors recruited by all the partner countries with the required abilities, skills and training techniques will participate in a 5 day blended learning experience. These Business Mentors will be the multipliers of the curriculum developed in their countries.

For more information on Apps 4 VET visit

www.apps4vet.eu