



## EDU-VET

# IO5: Criteria for the Online Observatory

*May 2020, UPB and CIFP*

<b>Project Title:</b>	E-Learning, Digitisation and Units for Learning at VET schools – Creating online Learning Environments in Technical Education for European metal industry
<b>Acronym:</b>	EDU-VET
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## 1 About the tool / criteria for the online observatory

The purpose of this document is to provide the EDU-VET project partners with an overview of the online observatory to be used by each partner when profiling 5 enterprises which work within the metal industry as part of the EDU-VET project. The aim of this online observatory is to:

The objectives of this on-line showroom are:

- (1) to present role models for metal enterprises and enterprise owners to inspire learning and teaching processes and to provide realistic information for teaching processes;
- (2) to provide instant access to a library of information resources identified by partners during the research process that might be useful to teachers;
- (3) to provide a range of online environments and forums where teachers and VET professionals can exchange ideas and practices with their peers in partner countries, and collaborate.

The on-line showroom will be an on-line hosted environment running on a web server tailored for the purpose. It will be built on a Content Management System, based on the framework of IKs technical experts. This framework is a scalable, includes features such as language versioning, object relations and ownership models, all with a flexible connection interface. The core technologies behind the framework are Open-Source and include PHP, MySQL Database, Apache Web service and an adequate server. The object-based and modular nature of the framework and the services built on it allow for flexible combining of the available modules as well as cost-efficient creation of new ones should the need for special purpose-built extensions arise.

The on-line showroom will be Web 2.0 enabled and cater for all mainstream social networking activities and will be developed in all partner languages. The portal will be optimized for mobile access and will function equally well on laptop, tablet or smartphone. The proposed technology infrastructure will be developed to accessibility compliance standards. The on-line showroom will also include features like rss feeds from appropriate organisations to ensure that the information available through the portal is always up to date. It will be fully web 2.0 compliant and will include all the standard and expected social media features that are now an essential part of on-line learning.

The partners will collect the showcases and all information and put them together according to a description guideline. This guideline is based on criteria which will be used in the showroom presentation of the information, too. The partners collect graphics, videos, text descriptions on the enterprises, their processes, aims and target groups as well as on contact data, perspectives and pedagogical hints for schools.

## 2 Guidelines for running Interviews

To support partners in organising and facilitating these interviews, UPB and CIFP, as the leader of this task, have put together this short guide for running interviews.

### Organising Interviews

#### *Identifying your enterprises*

The first step in organising an interview is to decide who you would like to invite. To do this, it is important that you consider your current contacts or networks which you have access to through your professional contacts. Make a 'wish list' of participants, and invite the individuals who you think will contribute most and will yield quality research findings.

#### *Inviting your participants*

To invite entrepreneurs and business owners to the interview, an email invitation can be sent; however it may be advisable to follow-up an email invitation with a phone call; this is due to the fact the interviews will be one-to-one so it is good practice to confirm details by telephone.

#### *Setting a time*

If necessary, a Doodle Poll could be used to schedule the Interview, however because you will be meeting the stakeholder one-to-one for the interview, it may be easier to arrange the interview over the phone where you can both review your availability and confirm a date instantly.

#### *Finding a venue*

When you are conducting an interview, it is advisable to travel to the entrepreneur or business owners' place of work to conduct the interviews. This is particularly advisable with an SME, as representatives, entrepreneurs and business owners often suffer from 'time poverty' so they will appreciate you taking the least amount of time from their working day as possible to conduct these interviews. For this reason, it is also necessary to make yourself available through Skype and telephone interviews if they do not have the time to meet with you face-to-face.

### Research Questions for Interviews

When organising and hosting interviews across an international consortium, it is important that there is coherence and consistency in the questions asked, so that the profiles gathered are comparable across all partner countries. As such, when conducting your face-to-face, Skype or telephone interviews for profiling enterprises in the metal sector, please adhere to the questions listed in "Profiling Tool" below.

### Closing the Interviews

When ending these short interviews, partners should inform entrepreneurs and business owners of when their profile will be published on the EDU-VET Online Observatory. We need a written email of the enterprise in which the enterprise allows us to publish the enterprise data within the EDU-VET

Online Observatory. Please, be so kind and ask for such an email to ou and to [jana.stelzer@uni-paderborn.de](mailto:jana.stelzer@uni-paderborn.de). Partners should then thank the entrepreneur/business owner for their time and their active participation in the interview. They should then take the names, email addresses and contact numbers of those metal enterprises who would be interested in participating in the filming of a short video or which would like to provide an existing own video which will be showcased through the EDU-VET Online Observatory. These details should then be passed to UPB and CIFP.

### Enterprise Profiling Tool

Partners are asked to complete the following profiling tool with 5 metal entrepreneurs/enterprises. The profiles should be completed individually (i.e. one profile for each business). The profile should be no more than 2 pages per business with approximately 250 words per page. In addition to the written text each profile should be accompanied by 2 colour photos related to the business activity or product and if possible a film with insights into the enterprise. First profiles should be sent to UPB and CIFP for testing until end of August 2020.

## Business Profile

1. Name of the business

2. Years in business

*How many years has your business been in operation/ operating?*

3. Category of business

*How would you categorise your business within a sector? For example, review this list and choose the one most pertinent to your business (some businesses might actually belong to more than 1 category):*

*Industry, Services, IT, Clean Technologies, Renewable Energy, Eco-Construction, Waste Management, Tourism, Habitat Conservation, Food Production, etc.*

4. Description of business and digitisation

*Provide a brief overview/ description of your business – the area you operate in, your processes and products, etc. as well as the current status of digital learning and teaching processes.*

5. Size of your business

*Provide a brief overview of the scope of your business/ number of employees/ approximate number of clients/ annual turnover, etc.*

6. Supports to set up your business and digitization

*Please provide an overview of the supports you accessed when setting up your business and digital learning and teaching processes in your enterprise, i.e. financial, mentoring, technical aspects, organizational aspects, professional services, marketing, etc.*

7. Pitfalls and challenges

*This observatory is aimed at teachers and learners. If you were to look at digital learning and teaching processes and your business again, could you mention something you would do differently this time? Are there any pitfalls to setting up digital learning and teaching processes which new businesses should be aware of? What are the main challenges you faced in this sector?*

8. Opportunities and plans for the future

*What do you see as the main opportunities in setting up digital learning and teaching processes? Do you think there is scope to grow your business with digital learning and teaching processes in the future? Have you got plans to grow and expand digital aspects? Where do you see your business and digitisation in 10 years?*

Logo of business  
Maybe: enterprise film

*So as to include an image or a film of your enterprise and products / processes on the online observatory, please include the company logo or an appropriate image from their corporate website.*