



GOOD PRACTICES



GOOD PRACTICES REPORT NATIONAL EUROPASS CENTRES

**Publisher: NEC Portugal
OCTOBER 2012 - UPDATED JANUARY 2014**

The Introduction to the E-Book

This E-Book is the result of a twinning initiative.

4 NECs (Deutschland, Netherlands, Malta and Portugal) - two more and two less experienced with Europass - met and finally decided to create an e-book with good practice stories. They also had the idea that the e-book should be open to all NECs for consultation and for completion, i.e. NEC who have made good experiences with dissemination, a marketing strategy or any realization of Europass in general should go ahead and enter a short description of it into the e-book.

This way creating for all Europe a source and storage of WHAT worked well with Europass and WHERE. And if another NEC wants to do the same or something similar, they can contact the NEC in question for more and detailed information.

How to complete the e-book?

First of all you must decide under which heading you want your good practice story to be registered. This is important for the search function with which others can search for contents of their interest – see list of content.

Secondly it is very important to be short and precise. A good practice story should have only one page, exceptionally two pages maximum!!

Then the contact data should be there in order to give the other NECs the possibility to get in touch with the issuing NEC for more information.

For new entries please use the following structure for easy reading and understanding:

- Title
- Aim
- Implementation...
- Results
- Do not forget the contact data!

To comply with the search function, please state:

- To which target group you think this information is useful;
- Under which topic out of the list of content it should be placed;
- The title;
- The NEC entering it.
- And above all: keep to the format

To enter a new good practice story please contact NEC Portugal (coliveira@proalv.pt). They will enter it according to the layout of the e-book.

What could be a good practice story?

- Successful marketing strategies
- Dissemination approaches
- Proven tools for implementation of Europass documents
- Proven tools for realization of NECs work
- Etc. ...

Quality assurance

In order to know, if it is worth to go on working on the e-book, the twinning group asks you to answer the short questionnaire attached.

Thank you!

Twinning NEC

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NEC AUSTRIA

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GETTING READY TO APPLY FOR YOUR FIRST JOB OR TRAINING WITH EUROPASS AUSTRIA!

Introduction:

The Austrian NEC has been offering workshops on how to get ready to apply for your first job for 15 – 18 year olds at schools and youth centres for the last two years. The workshops consist of an introduction to the Europass documents followed by role plays simulating several different job interview situations

Method:

The Europass documents are introduced in a short overview. More time is given to the Europass CV and questions such as how to best document your skills and qualifications effectively and clearly. For pupils in vocational schools, the Certificate Supplement is also presented as a valuable tool to make sure that future employers are aware of the skills and competencies of the young school leavers.

This is followed by getting the young people actively involved in a role play simulating several different job interview situations. In some trainings, this part of the workshop is held in English featuring a native speaker of English – thus combining new information on what to be aware of in interview situations and language training at the same time.

Results:

The trainings have been such a big success with the pupils, teachers and counsellors involved that NEC Austria is planning to produce short video clips featuring the best parts of the training in 2014 and make them available to be used by teachers and trainers throughout the country.



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DATABASE FOR EUROPASS MOBILITY IN GERMANY

Aim:

The europass Council Decision of 15th December 2004 states that the europass Mobility documents are to be completed by the sending- and host organizations in electronic format. Consequently the German NEC started to develop a database which was operable in October 2005. From then on the DB was constantly improved to serve the different demands of different target groups.

Implementation:

The DB offers three procedures for different target groups:

- **Procedure type A**

For participants in funded projects like Leonardo da Vinci Mobility or defined national funded projects.

These projects have been controlled by a board of experts and are funded by the EU-Commission. This means that they are suitable for europass Mobility. The promoter can generate the number of europass Mobility documents he needs for his participants. For this he just enters his approved mobility-project number.

- **Procedure type B**

For people who are going abroad to learn something without the support of any funded program. Here the sending organization has to describe the learning pathway abroad which was agreed upon with the host organization. This will be checked by one of the europass distributing organizations in Germany, who are trained to approve the applications for europass Mobility documents online.

- **Procedure type C**

For participants in Community- or national funded projects who do not have a sending organization who applies for a

europass Mobility document to fill it together with the host organization. Here the holder himself applies for his europass Mobility document and fills it according to the defined funded project. The host organization will sign and stamp the document, thus verifying its content. The space for the sending organization in the europass Mobility is automatically filled with name and address of the National Agency through which the project is funded.

Results:

Today in Germany there is a DB which fulfils the needs of different target groups. Over 100.000 documents have been applied for already. The DB is very user friendly and at the same time obeys the europass quality criteria formulated in the mentioned Council Decision.

Europass Mobility documents can be generated in five languages: EN, FR, ES, IT and DE. There is no big booklet necessary to explain the use of the DB or the filling in of a europass Mobility. There are only short aid texts on the screen which explain very briefly what should be written in which way and where.

We are now on the way to help sending – and host-organizations to improve the quality of the content of the europass Mobility document, for which we will develop guidelines.

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STUDIES ABOUT EUROPASS MOBILITY IN GERMANY

In April 2012 there have been over 105.000 europass Mobility (EM) documents issued in Germany.

Sending organizations apply for the EM templates in a - for practical use designed and constantly improved - database and fill the documents together with host organizations.

EM documents are then handed over to the mobile citizens after they have finished their learning step abroad. Despite the relatively high number of documents distributed we were uncertain about the significance of the EM for the holders: is the content satisfactory, i.e. how are they filled in by host- and sending organizations; does the EM have any added value for the holder when looking for a job at national or European level?

So we decided to investigate here and initiated two studies: one in 2008 and one in 2011.

1st Study (2008) – Evaluation Study of europass Mobility

Besides statistical data about the development of the number of promoters, of applications and single EM documents, we analysed mid 2008 an at random sample of 500 documents. The description of the learning step abroad and the qualifications and competences acquired in the foreign context were inspected. Additionally there was an analysis of how do promoters judge the handling of the template, of the database and the practical usefulness for their mobility projects. For this 250 institutions received a questionnaire.

Results:

The central fields as regards content – sections 4 and 5 of the EM template – were altogether consequently filled in. Nearly all documents (97%) showed in field 29a – activities/tasks

carried out – meaningful and transparent entries. This is the core field for the description of the learning outcomes acquired during the time abroad.

The following fields (30a – 35a) for descriptions of job related-, language-, computer-, organizational-, social- and other skills are less used. Analysing these fields in depth if they are filled, shows, that they very often more or less repeat what is already written in field 29. Obviously organizations feel obliged to just 'write here something' even if it was already stated before. Especially the differentiation between descriptions in field 29a and 30a – job related skills and competences acquired - seems to cause problems. But in spite of the missing sharpness of descriptions here, most organizations do not have problems to work out meaningful documents.

The technical handling of the database itself is of the utmost satisfaction to the users. Via the DB 47 % - nearly half of the sending organizations - fill the EM documents together with their partner-organizations abroad, who get a password for filling if desired by the sending organization. This is for 31% of the organizations already a standardized procedure.

The findings of this study resulted in the implementation of pull down menus in the DB, offering descriptions of possible content for different educational levels. Another consequence will be the development of a guideline to fill in correct, transparent and useful descriptions of learning outcomes in accordance with ECVET. This will improve the quality of the EM thus giving the holders a useful tool for the beginning of their vocational careers.

STUDIES ABOUT EUROPASS MOBILITY IN GERMANY (CONT.)



2nd Study (2011) – Sustainability Study of europass Mobility

With more than 105.000 EM documents distributed since 2005 there came up the question if the europass is able to help people on the European labor market.

Do they use the documents and did they get a job more easily? How do companies see the europass and the europass Mobility?

So in 2011 an empirical investigation took place. Via an online questionnaire 26.244 holders of an EM document - who received it between 2006 and 2009 - were contacted. They were participants of the PLL, LDV Mobility action: people in initial vocational training (IVT) and people on the labor market (PLM).

The questionnaire had 48 questions/question-complexes, which due to ramifications did not have to be answered completely by everybody. After 4 weeks there were 1.858 useful answers: 7,3 % from IVT (= 1.315 answers); 11,3 % from PLM (= 543 answers).

Results:

Holders see the EM as a useful part of their stay abroad. 90 % state that it is an individual recognition of their qualifications gained abroad and judge it as 'important' for their future vocational development. 15 % of the IVT group and even 42 % of the PLM group state that after their mobility experience they applied for a job abroad – mostly with EM.

When applying for a job primarily young people (as expected) who do not have a long school- or vocational vita, attach the EM. They are at the beginning of their work history and the EM offers a useful supplement that lifts them out of the mass of applicants. But they only attach it to their applications if the content is relevant and meaningful. The special quality of the EM is seen in the fact that it mirrors not only strictly professional competences but also 'Soft Skills' which otherwise nowhere are described.

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ONLINE QUESTIONNAIRE FOR ALL EUROPE

The German NEC developed and offers an online questionnaire with a neutral European address:
www.europass-info.eu.

This tool is accessible for all citizens and can be promoted by all NECs. If NECs wish, it is possible to individualize the tool for each country. The costs of this have to be borne by interested NECs.

At present the tool has been adapted by Austria, Hungary, Luxembourg, and French speaking Belgium that means it is online in German, Hungarian, and French, and for general understanding also in English.

The tool can be promoted to all target groups; however a special focus is set on companies, i.e. personnel managers in companies.

The range of questions is very simple, as this shall give a first view of knowledge in a country: do people know europass at all; and if yes: from where; do they accept it; which document the most; is access easy and comfortable; and what is their status and field of work? In the case of personnel managers questions relate to their special task: did they get applications with any of the europass documents, which ones, how do they rate the documents do they provide transparency and make it more easy to scan hundreds of job applications, and is it easy to fill in a europass mobility?

If people who do not know the europass so far want more information they can ask for it and receive an e-mail with an overview of the framework. In this case they have to add at least their e-mail address. For data protection and individual

decision it is not compulsory to add name and address or e-mail in order to be able to answer the questions.

The results can be analysed per country.

NECs interested in adapting it to their national needs are invited to contact the German NEC: europass@bibb.de

Here a screenshot of the first page, i.e. the introduction of the survey:



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NEW FORMAT: PASSGESCHICHTEN

In the beginning of 2012 the German NEC started an initiative called: "PASSgeschichten – leben und arbeiten mit dem EUROPASS", translated this would be: "PASSstories – live and work with EUROPASS". This is a series of best practice stories out of the world of EUROPASS and Mobility. The first story was published online on 1st of February 2012.

Aim:

The idea behind this is to present stories that could happen to everybody. This way stimulate young or even older people to be mobile, go abroad for a learning step and get the EUROPASS Mobility as attestation. PASSgeschichten show all the benefits that 'being mobile' and EUROPASS Mobility have for the future working life of mobile people.

Implementation:

In future this kind of reports will be published regularly on the website of the German NEC: www.europass-info.de describing how companies, schools, vocational colleges and other organizations work with EUROPASS. This format highlights the chances and possibilities young people and adults have with EUROPASS, in the first place with EUROPASS Mobility but also with the other EUROPASS documents. It also provides exciting reports about experience within numerous fields and areas of mobility in Europe.

Until June 2012 there are already four PASSgeschichten online:

21.06.2012

- Das Erlebnis im Herzen, den Pass in der Hand
Junge Gastronomiefachkräfte lernen in Frankreich - Schülerin erhält den 100.000sten EUROPASS.

- Experience in heart, Pass in hand
Young gastronomy experts are learning in France – student gets the 100.000st Europass Mobility.

11.05.2012

- Eine Brücke in den Arbeitsmarkt Mit dem Projekt JobGate geht die Bundesagentur für Arbeit neue Wege in Sachen Mobilität - bescheinigt wird das im Ausland Gelernte mit dem EUROPASS.

- A bridge into labour market

With the project JobGate the BA (Ministry of Labour) follows new tracks in the field of Mobility – certification of the learning outcomes abroad is via EUROPASS.

09.02.2012

- Mobilität hat eine Formel - Am Berufskolleg Hilden im Kreis Mettmann können biologisch-technische Assistenten von morgen Auslandserfahrung sammeln und mit dem EUROPASS dokumentieren.

- Mobility has a formula – at Berufskolleg Hilden biology-technical assistants of tomorrow can gather experience abroad and have it documented with EUROPASS

01.02.2012

- Mit dem EUROPASS den eigenen Horizont erweitern - Wenn Mobilität als Teil der Ausbildung verstanden wird

- Broaden one's own horizon with EUROPASS – if Mobility is understood as part of first vocational training

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HRM EXPO <> FAIR FOR PERSONNEL MANAGERS: ZUKUNFT PERSONAL

Since 2008 every year in September the German NEC is represented at the above mentioned fair which is specialized for HR managers.

In the first year we organized our participation together with BIBB. Here we noticed that it is worth to have an own booth to make it more clear what europass is standing for.

Since 2009 every year we organize our own booth.

We experienced a growing interest and above all growing awareness of europass from year to year. More and more HR managers told us about their experience with europass CV or europass Mobility, that they have seen applications for jobs in their company with different europass documents, even from other countries.

To get even more attention, in 2011 we hired a comedian: Robert Griess, to attract people to have a look, stay and listen what europass is all about. Europass was then discussed in a moderated discussion on a podium with two representatives from companies and a NEC representative.

The tenor was: does europass help personnel managers to select the right person for the job in question, and if yes: how? What possibilities does it have and is standardization good or bad?

After a lively discussion with the audience we invited all to visit our booth for more and personal information – which was widely accepted.



FROM LEFT TO RIGHT: ANDREA MATOK, SPARDA-BANK OSTBAYERN EG; LAURA GÜNTHER, ELEKTROHAUS GÜNTHER; UTA-M. BEHNISCH, NEC GERMANY; ILONA BERNHART, BERNHART KOMMUNIKATIONSBERATUNG; ROBERT GRIESS, COMEDIAN.

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“CODE: EUROPASS” – AN INTERACTIVE ONLINE GAME

Aim:

To promote Europass among young people by using IT and social media.

Implementation:

We started the game with the motto “Europass invites to a journey around Europe!”. Our purpose was to produce this game as an unusual, original and funny tool which represents Europass. The game is useful not only to learn more about Europass but also to get more information about different European countries.

• How to play

The game is based on a classical table quiz game: a player takes the original VW “Hippie Bus”, throws dices and moves the bus forward to the next stop. The road goes through different European countries and famous places. During each turn the player is asked to answer various questions on European geography, education systems, studies, working conditions and, most importantly, Europass documents. The winner of the game is the one who collects the most points.

Our target group was young people, therefore we decided to use Facebook social network. The game can also be accessed on the following website - www.kodaseuropass.lt.

The first stage of the game was very successful with the participation of more than 16 000 people from all the country. Lithuanian NEC has launched several rounds of the game for certain time periods (usually ~3 months). The best players have been awarded with special prizes (travel vouchers, bags, etc.).

Results:

During the whole run of the game it has managed to attract ~100 000 visitors, who had been informed about all Europass documents and their advantages. At the same time this game served as a way to promote mobility and multicultural aspect of Europe.



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TRAINING SESSIONS FOR GUIDANCE COUNSELLORS ON CAREER MANAGEMENT AND PROMOTION OF A NEW EUROPASS CV

Aims:

- To promote new Europass CV form
- To refresh the knowledge of career counsellors on career management and preparing for a job interview and a CV

Implementation:

From April to June 2013 Lithuanian NEC invited career counsellors of labour exchanges, Europe Direct information relays, community libraries and other Europass stakeholders to training sessions on career management. Three sessions were organised in three different cities of Lithuania. The idea of the training sessions was to promote the new CV and ESP and to refresh the skills of counsellors on career management issues. During the sessions career counsellors were trained on how to assess the individual's skills, how to reflect them in a CV, how to get the most of the functionalities of the new CV filling system, how to prepare for a job interview, how to write a motivation letter, etc.

The training sessions were prepared together with the Association of HR Professionals. Representatives of employers are usually hardly achievable and are rather reluctant to share their "secrets" about how to get hired and what are the main mistakes of job seekers made in a job interview. But Lithuanian NEC managed to find human resources professionals who conducted the training and shared their best experience in hiring people. The NEC considers the cooperation with the Association of HR Professionals a very positive example of successful promotion of Europass CV among human resources professionals as it is a direct contact with the employers.

Results:

More than 120 career counsellors were introduced with the new Europass CV and the system how to fill it. Moreover, they were trained on how to assess an individual's skills and how to translate them into CV. They also got advice on how to manage their personal career and what is important when consulting their clients about effective career management. This activity also served as a medium to reach the target group of Europass end-users and to increase the usage of the CV. The main achievement of this training is that Lithuanian NEC was successful in creation a place for discussion and information sharing for both representatives of employers and guidance counsellors who are helping people with their career management.



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SURVEY QUESTIONNAIRES

Goal of implementation:

The MT NEC is currently undertaking a research to study whether the Europass CV positively contributes to support the employment of young people.

Therefore, the study examines the use of the Europass Curriculum Vitae from the perspective of employers as well as that of young people.

Method:

The research is being carried out via two separate questionnaires which compliment each other. The questionnaires (one specifically for employers and one for young people) were developed following a consultation process with a number of stakeholders.

The questionnaires were uploaded on the national website: www.europassmalta.org.mt and data was collected online and also through hard copies distributed amongst stakeholders & institutions (via pencil & paper approach).

These include educational institutions both academic & VET, the national job centre, employers associations, chamber of commerce, career guidance association, national youth agency & youth centres, sports organisations, EU funding agency, student organisations and the Ministry of Education & Employment.

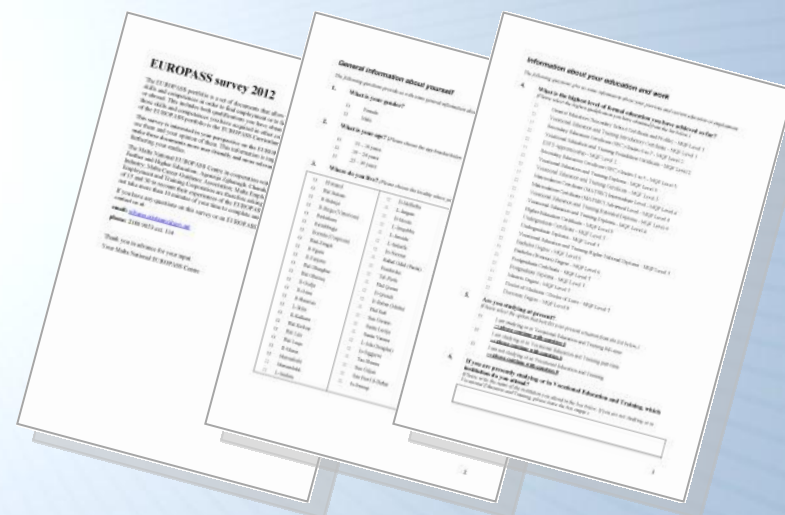
Results:

The outcomes of the survey shall be published at the end of 2012 and the results shall be presented in a national conference where all the stake holders will be invited to participate.

Data on the use of the Europass CV is already available and the figures for Malta are very encouraging. Nevertheless, data on the opinion of Maltese citizens is not yet available.

Therefore the outcomes of this survey will be presented to the European Commission /EACEA with the aim to contribute to any possible improvements that may be considered for the Europass in general and Europass CV in particular.

Snapshot of the Survey Questionnaires:



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MORE THAN 700 STANDARDIZED CERTIFICATE SUPPLEMENTS AVAILABLE

In the Netherlands, over 700 standardized certificate supplements are available in both Dutch and English. The corresponding senior secondary VET-qualifications cover a range from 1997 until now.

Within Europass NL, SBB is responsible for issuing, publishing and promoting the CS. The document is issued on demand for diploma holders, schools and other interested parties.

In recent years, Dutch senior secondary VET-qualifications have been renewed every year. Out of own initiative, SBB developed and published 125 resp. 462 CS for qualifications at VET-level 3 and 4 (the two highest VET-levels) of the years 2008-2009 and 2009-2010.

The Certificate Supplements are available at www.nlnrp.nl, the website of the Dutch National Reference Point. The National Reference Point is hosted at SBB, which is member of the Dutch Europass-consortium.

Goal of implementation:

Providing transparency of senior secondary VET-qualifications for students, diploma holders, schools and employers. Especially for qualifications in sectors with an international orientation (tourism, hospitality, health care, welfare, technical sector).

Method:

Considerable parts of the CS are based on Dutch VET qualification files. About 325 CS have been compiled manually by copying information from the qualification files. Over 400 CS (year 2009-2010) have been generated automatically, which enabled issuing a large amount of CS.

Results:

More than 700 standardized certificate supplements are available in Dutch and English at www.nlnrp.nl, for older and new qualifications.

The CS of the year 2009-2010 are accessible via an online database. CS for other qualifications are sorted alphabetically. In the coming period, all CS will be uploaded into the online database.

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QUESTIONNAIRE ABOUT THE AWARENESS AND USE OF EUROPASS IN THE NETHERLANDS

Introduction:

The NEC NL concluded in 2010 that Europass was insufficiently known among the targets groups.

We decided to hire a research firm (ECORYS) to do a proper survey and to give us practical and concrete recommendations to increase the use of the Europass documents. For this project we got an additional budget from the Dutch Ministry of Education.

Method:

In order to answer the research question, staff and students of various institutes in the education sector were asked (by a digital questionnaire) about their familiarity with and the use of Europass. Also several interviews were held with labour market institutions.

Results:

As a result we got the confirmation that Europass is not well known in the Netherlands. But we also got a lot of concrete suggestions to improve the awareness and the use of the Europass documents.

For all documents we now know the added value, which is very important when you are promoting the documents to the different target groups.

The most important message was to promote the Europass documents on their own for special target groups.

To realise all measures to improve the use Europass we decided to start up a workinggroup promotion to set up:

- A new promotion strategy;
- A new website;
- Facebook;
- LinkedIn;
- Twitter.

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EUROPASS KIT

Considering the increasing mobility of Portuguese citizens to other countries in Europe and their necessity to obtain instruments of transparency, the Portuguese National Europass Centre (NEC) settled a strategy to promote the five Europass documents through the involvement of key stakeholders acting as multipliers.

Thus in 2011 the Portuguese NEC has developed a tool to support all citizens in order to assist in the construction or improvement of the Europass documents, particularly the Europass CV and the Europass Language Passport. This tool will be officially presented in 2012 to the European Commission.

Aims:

- To provide a useful tool in situations of self-training and training in the classroom;
- To help citizens to communicate their qualifications and skills effectively;
- To support people with different backgrounds and experiences in seeking opportunities for learning and employment throughout Europe;
- To develop employability skills and strategies to promote the approach to the labor market.

Development:

The kit is divided into two major modules: the first describes the Europass as a whole and the advantages of the use of its documents in Europe; the second defines the various competencies, namely social and organizational levels.

Results:

- To learn how to complete the Europass CV and Europass Language Passport;
- To develop employability skills such as communication and teamwork, negotiation and decision making, stress management, among others;
- To learn how to figure a professional path, and tackle one's own inadequacies by the method of SWOT analysis.

The Europass Kit is available since February 2012 in the webpage of the National Europass Centre in www.europass.proalv.pt.

All citizens can use this tool for free.

All the NECs may use the Europass Kit, as long as they translate it to their mother tongue.

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October 2012





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EUROPASS QUESTIONNAIRE

Considering that since 2008 Portugal is the first in the European ranking on the use of the Europass Curriculum Vitae document, the Portuguese National Europass Centre wished to know the reason(s) that brought about the use of this instrument of transparency by the Portuguese.

So, in 2011, the NEC has developed a questionnaire about the importance of the Europass Curriculum Vitae and Europass Language Passport, aimed to the general public. This tool is available in the webpage of the National Europass Centre in www.europass.proalv.pt

Aim:

To collect information on users of the Europass Curriculum Vitae and Europass Passport of Languages.

Development:

In order to the Portuguese NEC define the profile of the Europass Curriculum Vitae and Europass Language Passport document users, this survey addresses the following issues:

- Education level;
- Situation and labour status;
- Current occupation;
- Reason(s) for accessing the national Europass webpage;
- How they became aware of the Europass Curriculum Vitae and Europass Language Passport tools;
- If they are users of these documents and why;
- Opinion about these documents.

Results:

To understand the reason(s) of the high use of Europass Curriculum Vitae and Europass Language Passport documents in Portugal.

Screenshot of the Questionnaire:

The screenshot shows a web browser window displaying the Europass questionnaire. The title is "QUESTIONÁRIO AOS UTILIZADORES EUROPASS". The questions are as follows:

1. Sexo:
☐ Masculino
☐ Feminino
2. Idade:
3. Local de residência: Indique o concelho onde reside
Abrantes
4. Qual o nível de ensino mais elevado que completou?
Nenhum
5. Qual a sua situação e condição perante o trabalho?
☐ Trabalhador / Exerce uma profissão
☐ Estudante
☐ Estudante-trabalhador
☐ Desempregado à procura do 1º emprego
☐ Desempregado à procura de novo emprego
☐ Outra situação (ex: A cumprir o serviço militar obrigatório, Doméstico/a, Reformado/a, Aposentado ou na reserva, Incapacitado para o trabalho)

At the bottom of the form, there are two buttons: "Anterior" and "Seguinte".

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TRAINING SESSION: "HOW TO FILL IN THE ECV/ELP"

In order to promote the use of Europass CV (ECV) and Europass Language Passport (ELP) documents, the Portuguese National Europass Centre bets in organizing training sessions to support the "filling in of the ECV and ELP online." Another NEC major goal is to demonstrate that the Europass documents can be an instrument for facilitating the entry into the labor market.

The action is aimed at all school staff, from students, to teachers and staff of the institution wishing to have their ECV or even just to update it. This training session is realized primarily at the request of educational institutions however the institutions can also be selected by the Portuguese NEC. The NEC has been organizing this event since 2010, counting with the participation of approximately 1,000 students of primary and secondary schools.

Aims:

- To promote / help to fill in the ECV online;
- To promote / help to fill in the ELP online;
- To clarify issues / concerns related documents;
- To provide added value to the users of these documents;
- To promote the Europass initiative.

Development:

The training session is structured in 2 parts: the first presents the Europass initiative and the advantages of using the Europass documents in Europe and the second helps to fill in ECV and ELP documents online, step-by-step.

Results:

- To increase the number of users of these documents;
- To allow the user to perform a self-assessment of their skills (organizational, linguistic, etc.);
- To increase the visibility of Europass among the younger audience.



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