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5th Newsletter



Project Title: VET2Business

Project Nr: 585211-EPP-1-2017-1-EL-EPPKA3-VET-APPREN

The project established a strong cross-regional partnership in Greece and Germany aiming to tackle the students' identified skills gaps in the Tourism Sector by creating two innovative VET curricula in Hospitality & Catering and by building a strong network with SMEs, while responding to their demands through the implementation of work based learning (WBL).

Lead partner



Partnership



Activities

MUNICIPALITY OF THESSALONIKI COORDINATED THE 5TH PROJECT MEETING IN THESSALONIKI



The municipality of Thessaloniki coordinated the 5th and Final **VET2Business Project Meeting** that was held on 15th-16th October 2019 in Thessaloniki, Greece after two years of project implementation.

Project team members from the Municipality of Thessaloniki, IHK Projektgesellschaft Frankfurt/Oder, the Greek-German Chamber of Industry and Commerce in Athens and AKMI S.A. - the largest private VET institution in Greece which has been coordinating the project, met together and shared their experiences and lessons learnt from the project.

The meeting was attended also by the President and Managing Director of DEHOGA e. V. Brandenburg, Mr. Olaf Schöpe and Mr. Olaf Lücke respectively, associated partners in the project.

The Partners had the chance to discuss about their achievements, which led to the development of two up-to date, innovative and market-driven training curricula in 3 languages (German, Greek and English), with the purpose to address the needs in Digital and Intercultural competences in the Tourism Sector. After having identified the mismatches in such skills during a survey that took place in both countries at the beginning of the project, the partnership designed the training materials which cover the following sections:

Digital skills:

- * Digital marketing
- * Cyber security

Intercultural competences:

- * Cultural differences in communication
- * Effective communication models
- * Professional services to International Tourists



The courses are offered via an open "e-portfolio platform", which requires easy user registration at <https://moodle.ihk-projekt.de/>

In parallel, an online "apprenticeship and monitoring tool" which intends to facilitate the learning process and bridge young learners/newcomers with the tourism businesses, with the active support of mentors/teachers, has been established and piloted during a WBL scheme.

Activities

VET2Business Final Conference in Thessaloniki

VET2Business Final Conference was held in Thessaloniki, Greece on 17th October 2019, hosted by the Municipality, in the Conference Venue of the City Hall. It was a great success as more than 200 participants from different sectors attended it, including students, professionals, public authorities and business owners.

There, we had the opportunity to present the VET2Business training and WBL as a complete process, emphasizing the benefits for both the learners and the companies. We presented the developed Curricula for Digital and Intercultural Skills as well as the VET2Business online “e-portfolio” platform and the online apprenticeship monitoring tool, designed to facilitate the learning process and support an effective WBL scheme. With the assistance of our personnel, participants were able to register themselves right away and get immediate access to the materials.

This was followed by a Round Table discussion on “Tackling Skills Mismatches in the Tourism Sector and Future Trends”, where a panel of experts shared their experience with the audience and responded to their questions in what should be expected in the near future and how the continuous technological progress and international mobility will determine the tourism trends. Snapshots of the Conference were broadcast on the municipal television of Thessaloniki, TV100. You may watch it on the link <https://youtu.be/dL0qIUvJnIE>.



DEHOGA organized a branch breakfast



On 21 October 2019, DEHOGA Brandenburg e.V. hosted the second industry breakfast in Cottbus at the premises of Rohde Großküchentechnik (Canteen kitchen technology) GmbH. Around 20 entrepreneurs from the tourism sector accepted this invitation to exchange views on the current challenges and trends in the sector. Among the topics discussed, was the securing of skilled workers and further training of the personnel. As a long-time business partner and associated partner in the project "VET2Business", DEHOGA e.V. invited CIT GmbH to talk about the topic as guest speaker. In this context, the "VET2Business" project and its main results were presented. The project's scope and the delivery of a piloting session where the developed materials were tested for their relevance with the actual market needs, were accepted very positively by the local actors of the tourism sector.

VE2BUSINESS PROJECT ON RADIO !!!!

Good news for radio fans! Our VET2Business Project was hosted on the 6th of December 2019 on the local radio “94.5 Radio Cottbus”, intending to reach young learners, local businessmen and other parties being engaged with or planning to work in the Hospitality and Catering Sector!

VET2Business Project, which has been running for 2 years, is going to be completed soon and Mrs Doreen Gröger from CIT GmbH (<https://www.cit-wfg.de/>), one of the project's partners, was invited to spread the word about the project, its objectives and results. Doreen had the opportunity to inform her audience about the online training materials and the “e-portfolio” learning platform which were designed and established to support learners' advancement on Digital and Intercultural Skills in the Tourism Sector, complemented by a piloting implementation under an innovative and market-driven WBL scheme.

Radio Cottbus is an online radio station (<https://www.radio-cottbus.de/>), which is very popular beyond the city's border. It reaches almost 128.000 individual listeners and its program includes news, informative broadcasts, sports news as well as a “public space” for local initiatives, associations and organizations to promote their activities. Within this context VET2Business, an Erasmus+ project aspiring to address local needs, was presented on air.

VET2Business has been implemented in Germany and Greece, aiming to demonstrate a strong, regional partnership between the two countries, with a focus on the needs of Small and Medium Enterprises of the Tourism Sector.

You may listen more about our VET2Business project and its achievements on the following link: vet2business.eu.

VET2Business on openPR

A special tribute on VET2Business project was included on the on-line PR-Plattform – one of the most well-known e-magazine in the German-speaking countries which gives floor to experts, businesses, associations and organizations to publish their innovative activities in state-of-the-art technologies and scientific fields.

IHK, one of the partners of VET2Business project (<https://www.ihk-projekt.de/>), initiated the press release, which describes briefly the content and the main objectives of the project, the progress that has been made and the main outputs that were designed during the last two years, with the intention to respond to the skills mismatches in Digital and Intercultural Competences in the Hospitality and Catering Sector. You can find the press release on the link:

<https://www.openpr.de/news/1070536/Beschaefigte-im-Tourismus-bauen-ihre-digitalen-und-interkulturellen-Kompetenzen-aus.html>

AND FINALLY

We would like to thank the European Commission, which made it possible to carry out this great project.

We would like to thank all partners and all actors who have contributed to the delivery and successful completion of VET2Business.



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"Please read more and get the latest updates about our Project in:"

www.vet2business.eu

