

Web2jobs is moving further – second partnership meeting

The second meeting of the consortium of the Web2work project was held in Lodz, Poland on the 12th, 13th and 14th November 2014.

The main aim of the meeting was to review the activities carried out so far and to agree on the progress and results to be achieved until the end of the project.

During the meeting, each partner presented the key findings of the country specific Needs Analysis, both primary and desk research, that will serve as basis for the development of the training programme in the next stage of the project.

Afterwards, a discussion session took place on the collaborative and authoring platforms to be used in the project: the platform for publishing the content prepared for training the trainers and the Social Media platform (based on ELGG) aiming at providing a simulation environment for use by the Trainers.

Another important session was reserved for discussing and agreeing the Pedagogical Framework, as well as the purpose, aims and key learning outcomes of the Trainer Training programme for Vocational Education, Employability and Adult Education providers that will focus on the effective use of Web 2.0 and social networking media for improving the employability of mature adult job seekers.

The key modules to be developed by individual partners were established, some of which are: Why use WEB 2.0 technologies for job search; Introduction to WEB 2.0 Technologies to find the job opportunities; Facebook; LinkedIn; Twitter; Skype and Google Hangout, Google(+) tools; Combining on- and off-line.

The transnational meeting also covered other important subjects such as: dissemination strategy, evaluation and quality assurance, risk analysis, exploitation strategy, as well as the preparation of the progress report to be submitted to the European Commission in January 2015.

Project website: <http://web2jobs.eu/>

Second partners meeting in Lodz, Poland, 12-14 November 2014



Comparative Needs Analysis – first results

Up to November 2014, all partners have been conducting a needs analysis research at national level, by means of questionnaires, focus groups and interviews.

The national reports are being summarized in a comparative needs analysis report that will soon be available on the project website.

Some results from the national reports:

- 60% of all UK respondents either fully agreed or tended to agree that utilising internet resources improved their professional skills.
- In Italy, from the analyses it emerged that the dominant vision of social media is “a place where you need to be” to avoid to lose the possible job opportunities, at least with regard to workers at risk or the unemployed people.
- In Romania, all the target groups are aware of the importance of social media both in the private and professional life, as well as of the fact that they need more information and training.
- 73% of all French respondents either fully agreed or tended to agree (64% and 17%) that utilising social networks improved their professional skills.
- 80 % of the Turkish respondents indicated that they needed training and they would participate into training programmes to be organized.
- The use of social media in Spain is very high in terms of using these tools to find a job. In the case of job seekers, the use is less common among people over 50.
- In Netherlands, unemployed adults >50 who already have been trained to use social media, indicate they would opt for additional training even when they say to feel comfortable using social media.
- In Poland, for the target group the web2work project (employability trainers and providers) there is a need and demand for training. There is also an acceptance that new approaches to training and development are needed and that they will benefit learners.

