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Promotion and communication guidelines

SUMMARY

The 'Promotion and communication guidelines' describe the activities to be carried out in order to engage the fish farming industry with regard to 'Recognition of Prior Learning' (RPL) in FEAP members' countries.

The guidelines will also describe how to promote OPTIMAL and to communicate the project's objectives, activities, results and outcomes to the targeted end-users

The guidelines will additionally list the stakeholders to be communicated with, the means and frequency of communication and the responsibilities of full and associated partners.

About Optimal

'Optimal' is a Strategic Partnership for Vocational Schools. The partnership is made up of 2 Vocational Education and Training (VET) schools, 2 SMEs with industry experience from the blue farming and production sector, one teachers association and one European industry member association under the leadership of the Blue Competence Centre of Norway. 'Optimal' stands for *'Optimized Training, Innovative Methods and tools for Acceptance of prior Learning in qualifications and workplace training'.*

The consortium brings together professionals from vocational education and training, industry experience through companies representing the blue production sector, social partners represented by one teacher union organization and the Federation of European Aquaculture Producers (FEAP) representing the industry at the European level.

The partnership is going to investigate how delivery of VET to work based learners through the application of Recognition of Prior Learning (RPL) methodologies and tools and will support teachers and instructors to optimize their training towards the most challenging topics and concepts with individuals or groups of learners.

INTRODUCTION

The aquaculture industry in Europe employs approximately 85,000 persons and a further 120,000 work in the support services. The EU seafood market sources 10% of its fish consumption from EU fish farming, 25% from fisheries and 65% from imports (SEC 2011, p 883). Norway, the largest European producer, provides 40 million salmon meals daily.

Fish represent 50% of all consumed protein and levels are anticipated to rise to 65% by 2030, reflecting a growth rate globally of 6.6% per annum. Conversely, despite ambitious national growth targets the European fish farming industry is essentially stagnant, with production failing to grow significantly over the past decade. The lack of personnel with the correct skills and qualifications is becoming, mainly in Norway, widely recognized as one of the main constraints to sustainable growth in production. The industry is becoming increasingly technically sophisticated, leading to specialization within the workforce. However, the lack of accessible specialist training in operating the more advanced equipment and technologies has led to inefficiency and, in extreme circumstances, fish losses.

At the farm level, throughout Europe, workforce development challenges are exacerbated by the remote rural location of many facilities which has led to a growing reliance on local recruits, many of whom have knowledge and skills gaps and remain unqualified following an initial period of

employment and basic training. This is typified by Norway, where only 50% of their salmon husbandry staff has completed any relevant education leading to qualifications.

Furthermore, in some countries, such as Scotland and Norway, where migrant labor is prevalent, the language and cultural barriers to learning are intensifying, necessitating a more individualized approach to learning.

Through its engagement, piloting and evaluation activities, Optimal aims to catalyze a concerted effort, involving both industry and VET providers to equip the workforce with the knowledge and skills required to 'do their job' competently. This will be evidenced by the achievement of relevant and trusted qualifications built on the acceptance of prior learning and the recognition and documentation of skills developed informally. Consequently, the fish farming industry will be further professionalized, raising its profile within the 'blue economy', in response to Blue Growth (European Union, 2012).

TARGET GROUPS

Across the European aquaculture industry there is a general lack of flexible and accessible work-based nationally recognized VET and to date the industry has been catering for their workforce development needs on an informal and relatively uncoordinated fashion. Company based training schemes, which are not quality assured or certificated and generally do not recognize prior learning, have proliferated. This is both ineffective and inefficient, while limiting the movement of staff between companies.

Therefore, Optimal proposes to test the application of ICT driven systems and other tools to the recognition of prior learning (RPL) and work-based training delivery system, to determine and demonstrate the benefits of this approach. It is envisaged that this will lead to wider adoption of the technology and RPL approaches by both the fish farming industry and VET sector.

Optimal will mobilize partners from industry and the education sectors in northern European countries with significant marine cage fish farming sectors. Both the industry and education sectors will have an important role to play in promoting sustainable activities. Full and associated partners will have a sufficient vested interest to commit resources in support of the continuation of project forums and communication networks, proven to be effective and consistent with the achievement of their own organization's mission and objectives.

Partners:

It is important for the success of the project that all members are updated and well informed at all times. They need o have access to the documentation of all Intellectual Output and be informed of progress and results

Associated partners:

FEAP – The Federation of European Aquaculture Producers will use the results to engage their member associations raising fish in marine cold water (in the Faroe Islands, Iceland, Norway, Scotland).
TUI - The Teachers' Union of Ireland will use its network with the world wide Trade Union organization of education workers to reach the VET community and VET schools.
BKS and Trondelag fylkeskommune will be in touch with the Norwegian VET schools.

External Stakeholders:

VET/TVET networks likely to benefit from the project:

a) at EU level

- Cedefop
- Netinvet
- EfVET
- VETNET
- European Trainers Network
- European Alliance for Apprenticeships
- EPALE – Electronic platform for adult learning in Europe
- EATiP – European Aquaculture Technology and Innovation Platform
- ETUCE - European Trade Union Committee for Education
- EAS – European Aquaculture Society

b) at National level

- SQA – Scottish Qualification Authority
- LANTRA
- ETBI – Education and Training Boards Ireland
- GRETB Training Centre Galway
- BIM Bord Iascaigh Mhara
- QQI - Quality and Qualifications Ireland

c) Policy makers:

- National Authorities linked to VET;
- EC DG EMPLOYMENT,
- EC DG MARE,
- ERASMUS+ platform.

d) General Public: Students and teachers of related topics.

COMMUNICATION ACTIVITIES

Internal communication: The Stimuli website will be used for documents and general information management in the project. Documents in preparation, deliverables, leaflets (to be downloaded), meeting's dates will be available at Stimuli.

Logo: Identity is important to disseminate projects' result. The chosen logo will be added on the documents related to the project. (Logo to be available in HD)

External communication: Visibility is always good. In the case of OPTIMAL, no standalone website will be created but Blatt kompetansesenter (BKS), the project coordinator, will maintain a dedicated webpage for the project at http://www.bksnorge.no/new-page-2.

OPTIMAL will also be closely link to the BlueEDU website, another ERASMUS+ project, where a significant amount of information about VET in aquaculture is already available.

A dedicated banner will be included in the BlueEDU section 'benefits for the Vocational education and training providers' and 'benefits for the Aquaculture learners' with the Optimal logo and a paragraph of the aim of the project linking to the Optimal webpage.

All partners of the project will have a link on their own website to the Optimal webpage and the BlueEDU banner dedicated to Optimal.

NTNU will produce brochures and potentially short videos to promote innovation in VET.

Social media: An Optimal Twitter account will be created to promote and make Optimal results known in the social media and post relevant pictures and conferences' dates,

The partners will follow the Optimal twitter account to link information.

The Optimal twitter account will follow the BlueEDU one.

Conferences:

Presentation and/or update on the project and/or promote innovative VET to industry and other stakeholders during identified events:

- FEAP Annual General Meeting in Paris, France (25-26 May 2018)
- EATiP Annual General Meeting in Brussels, Belgium (11-12 June 2018)
- EAS conference 'Aqua2018' in Montpellier, France (25-29 August 2018)
- SeaTechWeek Brest, France (8-12 Oct.2018)
- FEAP PM Brussels, Belgium (28-30 Nov.2018)
- Aquafarm Pordenone, Italy (Feb. 2019)
- FEAP AGM Cyprus (May 2019)
- EATiP AGM Brussels (June 2019)
- EAS 2019 conference Berlin (Oct.2019).
- ETBI conferences
- TUI conferences
- ETUCE conferences
- UK Aquaculture
- ICETI – International Conference on Education and Teaching Innovation

Publications:

Relevant articles describing the project results will be provided to a number of specialised publications:

- Eurofish Magazine
- Cedefop News
- EQF-LLL Experiences
- DIT (Dublin Institue of Technology) Level 3
- TUI News
- Fish Farmer (UK)

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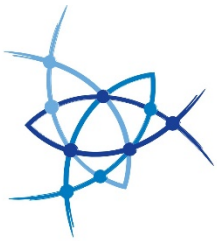

OPTIMAL

The logo is available in .ai, .eps, .pdf – full or cropped.