

# Good Practice examples

Midstod Simenntunar a Sudurnesjum



**ECHOO**  
**PLAY**

Project no. 2020-1-IS01-KA202-065802



With the support of the  
Erasmus+ Programme  
of the European Union

**ECHOO**  
**PLAY**

**Summary**

About the project ..... 2

Document background ..... 4

    GP 1 - Sales, Marketing and Business Operations ..... 5

    GP 2 - Coaching ..... 8

    GP 3 - Validation of informal learning..... 10

    GP 4 - Work across disciplines and institutes ..... 13

    GP 5 - Study and career counselling for adults ..... 16

Credits..... 19

*ECHOO PLAY is a project funded by the European Commission under the programme “Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training” - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## About the project

---

**ECHOO PLAY is a project funded with support from the European Commission under Erasmus+ Programme - Key action 2 – Strategic Partnerships for Vocational Education and Training.**

### CONTEXT

As declared by OECD, it is more and more important the learning systems could provide opportunities to acquire skills that are in demand in the labour market. But this is challenging in the context of constantly changing skill needs.

At European level, EC has detected that:

- many in Europe cannot find a job because they do not have the right skills or they are working in jobs that do not match their talents. Indeed, 30% of higher education graduates are working in jobs which do not need a university qualification.
- at the same time, 40% of employers cannot find people with the right skills to fill their vacancies, and too few people have the preparation, mindsets and competences to set up their own businesses or look for new opportunities.

### REASON FOR THE PROPOSAL

ECHOO PLAY project would like to develop, test, adapt and implement a brand-new methodology that could support educators to direct learners to careers and foster their guidance roles.

The proposal is based on the introduction of strong innovation, creative and disruptive approaches and methodologies in the Vocational Education system thanks to the intensive use of gamification elements via an educational play with LEGO® bricks and a board-game in order to create a cutting-edge novel system aimed at a more effective career identification and to empower the occupational orientation.

It is about the development of some innovative outputs ready to be used by teachers, trainers, VET providers, occupational staff, employment centres, educational system etc.

### OUTCOMES/OUTPUTS

The PROJECT PARTNERSHIP will:

- INTRODUCE and SPREAD THE KNOWLEDGE the concept of Gamification, Creativity and Educational Play
- Create an EVIDENCE-GATHERING GUIDE by exploring and detecting the needs for better employability to be used then in the building of tailored approaches of educational play and gamification
- Provide a TOOLKIT and METHODOLOGY GUIDE about LEGO® bricks for CAREER Identification as an effective approach to FACILITATE and UNLOCK the “open mind” trainers’ skills useful to identify and select a career pathway for each learner
- Design and deliver a brand-new BOARD GAME for OCCUPATIONAL ORIENTATION tailored on the learners’ adaptation in accordance with the market and employment real needs
- Validate the methodology thanks to a RESEARCH PAPER about the methodological and pedagogical approach used during the project implementation

*ECHOO PLAY is a project funded by the European Commission under the programme “Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training” - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

- Built-up a NETWORK OF EXPERTS and creating a brand-new PROFESSIONAL PROFILE for project partners' staff as "European Career and Orientation PLAY Facilitator and Trainer" recognised under the ECVET and EUROPASS systems
- Launch a WEBSITE integrated with Blog and Social Networks containing a DATABASE OF MATERIALS TRANSLATED in different languages to promote and encourage extensive exploitation and dissemination
- Arrange a series of MULTIPLIER EVENTS involving a large number of stakeholders to foster exploitation and dissemination of PROJECT Intellectual Outputs

### **IMPACT ENVISAGED**

The partnership will bring together partners coming from several countries and their stakeholders, both academic and private, with the synergic power to reach a very large and diverse audience.

The double-route to follow in the project is:

- Transfer innovative and disruptive methodologies/approaches ready to be implemented in VET classes and courses but also in other contexts (VET, University, adult learners, employment centres, students, Youth, teachers, enterprises, formal education system etc.)
- Recognise and validate the knowledge within partner staff thanks to the ECVET system and a Memorandum of Understanding to create a "European Career and Occupational Orientation PLAY Facilitator and Trainer" profile.

### **PARTNERS**

- MIDSTOD SIMENNTUNAR A SUDURNESJUM, Iceland
- EURO-NET, Italy
- UNIVERSITY OF TURKU, Finland
- KELJE PRODUCTION, France
- STUDIODOMINO SRL, Italy

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## Document background

---

The document contains the result of the Good practice (GP) research under the project lifetime.

The research about good practice examples is about successful cases of innovation in career guidance and effective occupational orientation in Europe.

It is composed by the Best example (selected by project partners) from each country with the following focus: innovative and alternative approaches for unemployed and students carried out by educators in order to increase their employability

**CRITERIA** used to select GPs:

- Transformative (i.e. in terms of change in career guidance and effective occupational orientation and therefore the creation of more chances for students and unemployed to be employed)
  - Transferability (i.e. being replicable)
  - Sustainability (i.e. capable of enduring)
- 

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

# GP 1 - Sales, Marketing and Business Operations

## How it works

The Sales, Marketing and Business Operations is a collection of courses, the national curriculum developed by the Icelandic Education and Training Service Centre (ETSC).

Midstod simenntunar a Sudurnesjum (MSS) translated the curriculum to English and offers it to both Icelandic and English speakers in Iceland. Unemployed participants have received an 80% scholarship from the Icelandic unemployment agency, employed participants receive scholarships from their work unions, and some companies pay the fees for their employees. The Icelandic government provides financial support to the program to keep the student fees at minimum.

Currently there are four offerings, two with classroom meetings (English and Icelandic), and two with online meetings in real-time (English and Icelandic). Additionally, the participants have online access to presentations, videos, reading material and exercises.

The program is framed as a practice for those who are interested in starting up their own companies. At the beginning a person of high status of success in the society presents the importance of setting good goals at the beginning of any journey. Then selected instructors, experts in their fields, lead them through entrepreneurship, marketing, sales, and business operations, culminating in a presentation and sales exhibition where people from outside the program are invited to get to know and buy the products and services the participants have developed during the program. The participants may also choose to sell part of their companies to interested investors.

The program consists of the following modules:

- Portfolio and goal setting
- Study techniques
- Speech and conduct
- Communication
- Information technology

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*



### Geographical Area:

Iceland

### Criteria:

Transferability,  
Transformative,  
Sustainability

### What:

Course program on  
business start-up, sales,  
marketing and operation.

### Implementation:

National

### Reasons for Success:

Leads participants from  
starting a business to  
successful practice.

### Links:

<http://www.mss.is/nam/namskeid-og-namsbrautir/23613>

- Entrepreneurship and business start-up
- General marketing
- Developing marketing material
- Marketing and the Internet
- Marketing and social media
- Market investigations
- Sales techniques and networking
- Negotiation techniques
- Business calculus
- Key numbers and cash
- Planning using spreadsheets
- Project management
- Developing a business plan

The course is 440 hours long, taught two afternoons each week, and additionally includes homework and lectures online. There is no final exam, instead, a great emphasis on assignments, hands-on exercises, teamwork, and discussions. The course is based on a certified curriculum from ETSC.

It is our goal that participants in this course become motivated and knowledgeable enough to start their own business and hire employees. This has been a success in the past. At the end of last year, a former student of the program was recognized as a model of success by the ETSC. After completing his studies in this program at MSS in 2013, he started his own truck company, and is currently employing a small fleet of trucks and drivers.

Source of the materials:

<http://www.mss.is/nam/namskeid-og-namsbrautir/23613>

<https://frae.is/frettir/ragnhildur-gisladottir-og-gudbergur-reynisson-hljota-vidurkenninguna-fyrirmyndir-i-nami-fullordinna/>

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## Photos, pictures, logos

---

Participants at Sales,  
Marketing and Business  
Operations



copy 22.01.2021 from <http://www.mss.is/nam/namskeid-og-namsbrautir/23613>

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## GP 2 - Coaching

### How it works

Coaching is for people who want to increase success and increase efficiency, it can be deployed for either individuals or groups. Coaching is a methodology designed to help individuals gain a clearer vision of the future and using their strengths in practice. Coaching is a dialogue process where the individual's increased awareness leads to new solutions and opportunities. Coaching has roots in various disciplines, e.g. leadership, psychology, sociology, neuroscience and pedagogy.

Coaching is like a jigsaw puzzle where the main purpose is to add a few pieces during each session until the whole picture is clear. This image is in most cases new, fresh, and powerful, where dreams and expectations have been transformed into clear goals with the associated formulation of practice.

Coaching with the aim of finding and enhancing one's work or learning career is a powerful way to change or reach one's goals. Various methods are used in coaching to make it easier for people. There are conversations, drawings, cards with goals and values, asking demanding questions, and more. In the end, it is always the individual who finds the way.

MSS's customers are from various nationalities. The conversations take place in Icelandic, Polish or English. Labour unions and the Directorate of Labour have provided financial support where individuals can proceed to a specific number of interviews.

Experience shows that many people find it easier to find their way and career after taking the conversation in an organized manner and work with their plans and desires in life and work. It is gratifying to see how successful this methodology is.

MSS and Rata cooperate in providing coaching to individuals.

Source of the materials:

<http://www.mss.is/en/educational-and-career-counseling>



### Geographical Area:

**Iceland**

### Criteria:

**Transferability,  
Transformative,  
Sustainability**

### What:

**Coaching for clear vision of the future, setting good goals, and implementing them.**

### Implementation:

**National**

### Reasons for Success:

**People succeed at setting career, study and life goals.**

### Links:

<http://www.mss.is/en/educational-and-career-counseling>

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

<https://www.rata.is/umrata>

## Photos, pictures, logos

---

Group coaching sessions



Pictures from the MSS archive.

*ECHOO PLAY is a project funded by the European Commission under the programme “Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training” - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## GP 3 - Validation of informal learning

### How it works

Validation of non-formal and informal learning is based on the idea that learning does not only take place inside the formal school system but in all kinds of situations and in all kinds of contexts. All learning is seen as valuable and should therefore be documented, irrespective of where it was acquired. In the last few years, the concept of validation of real skills and competence has attracted increasing attention in Europe. The reasons are among others social, for example the importance of human resources in society, the possibility of increasing economic growth through raising the level of education, the increase in equal opportunities and of parity of opportunity to participate in the knowledge community.

With validation of non-formal and informal learning, opportunities for adults on the labour market to achieve education and training to further increase their competences are enhanced. The biggest gain for the individual is to get new possibilities to strengthen his/her education and work status. By receiving recognition for competence, the individual can continue his/her education based on his/her competence level at any given moment and does not have to start from where his/her formal education ended.

Validation of real skills can motivate adults on the labour market to complete a formal education, throughout the whole spectrum of occupations. It enhances the status of the individual, of his/her occupation, of companies and of the country in terms of knowledge and development.

### A story from a participant in Validation of learning at MSS:

*"I had an accident at sea which made me incapacitated and wanted to use my time well while recovering. I went first to the course "A stronger employee" and after that the discussion arose as to whether it would be good to send me to a real skills assessment. I went to a real skills assessment and then*

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*



### Geographical Area:

Iceland

### Criteria:

Transferability,  
Transformative,  
Sustainability

### What:

**Learning takes place in all kinds of contexts and is validated by the government.**

### Implementation:

National

### Reasons for Success:

**Participants receive validation of their competency.**

### Links:

<http://www.mss.is/en/educational-and-career-counseling/real-skills-assessment>

*finished studies in “Fishing techniques”. Then I took additional training in Quality Management. I strongly encourage everyone to take a real skills assessment while it is offered. This gives an advantage in studies. Going back to school at my age works like a vitamin injection into my existence.” - Robert Henry Vogt, Quality Manager, Participant in Real Skills Assessment in fish technology at MSS*

Source of the materials:

<http://www.mss.is/en/educational-and-career-counseling/real-skills-assessment>

<https://frae.is/raunfaernimat/>

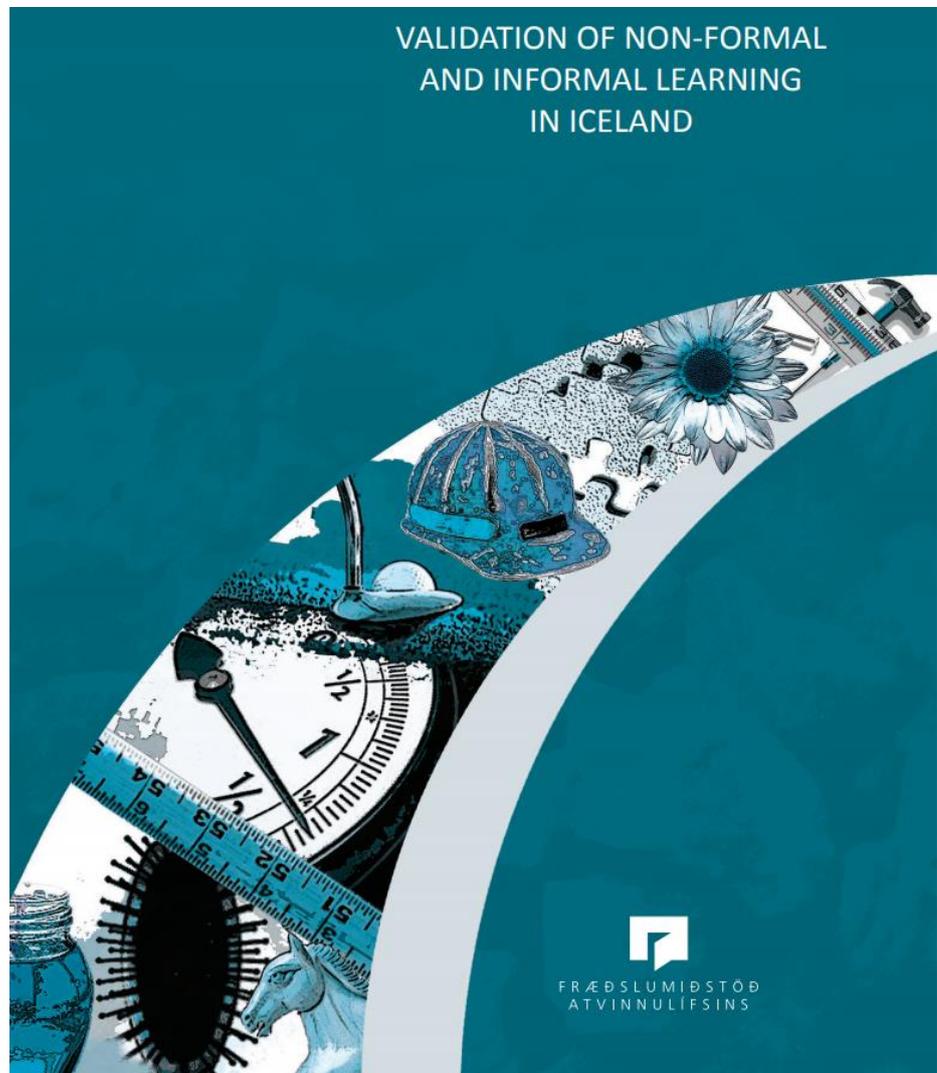
<https://naestaskref.is/raunfaernimat/>

*ECHOO PLAY is a project funded by the European Commission under the programme “Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training” - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## Photos, pictures, logos

Cover of the pamphlet from ETSC



copy 22.02.21 from [https://frae.is/wp-content/uploads/2017/11/B%C3%A6klingur-enska\\_1342453022.pdf](https://frae.is/wp-content/uploads/2017/11/B%C3%A6klingur-enska_1342453022.pdf)

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## GP 4 - Work across disciplines and institutes

### How it works

MSS was established 1997. There was a significant increase in educational options in Sudurnes when the agency was founded. As a result, the public's access to courses became more and more when room for further education was created. In the years that MSS has been operating, its activities have been tailored to the needs of customers at any given time.

The role of MSS is to promote the continuing and re-education of the Sudurnes people, to enhance the education and quality of life of the inhabitants of the area, thus promoting individuals and the business community.

MSS strives to provide counselling and personalized services as well as an environment for learning where individuals feel comfortable.

MSS offers everything from short courses to longer courses that cover several semesters. Occupational studies to strengthen the position in the labor market, literary studies in preparation for further study and various shorter courses and lectures, Powerful Icelandic teaching takes place for those who have Icelandic as a second language.

MSS works with a focus on people aged 18 and older with little formal education. MSS also works to rehabilitate those who have dropped out of the labour market due to illness. In addition, many MSS customers are seeking employment.

Currently, due to COVID-19, unemployment rate in the Sudurnes region is around 26%. The area is very vulnerable commercially due to fluctuations in tourism and impacted worse than any other region in the country. The Directorate of Labour, Active (vocational rehabilitation) unions and MSS work closely together with the aim of serving the individual across disciplines.

Experience shows that this collaboration is very important to keep the activity of individuals as high as possible in order to increase the chances of the person achieving health and/ or returning to the labour market or seeking education. This

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*



### Geographical Area:

Iceland

### Criteria:

Transferability,  
Transformative,  
Sustainability

### What:

Active cooperation across disciplines and institutions provides greater opportunities for individuals to find their path.

### Implementation:

#### Regional

A strong support and collaboration to individuals from various sources is a recipe for success.

#### Pilot experiment

### Links:

<http://www.mss.is/>

teamwork provides a good practice to promote both people with little formal education and immigrants who want to find their direction in Iceland.

Experience stories from students show that this interdisciplinary collaboration is likely to be successful.

Source of the materials:

<http://www.mss.is/>

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## Photos, pictures, logos

A day at MSS



copy 23.02.21 from <http://www.mss.is/nam>

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

# GP 5 - Study and career counselling for adults

## How it works

Study and career counselling is one of the main pillars of work MSS does for their customers, supporting them in finding their path, for work or studies. This service is free of charge.

The main goal of study and career counselling is to strengthen individual's awareness about their talents, attitudes, and interests, for them to be able to enjoy a successful career or study.

Study and career counsellors offer advise on work habits, selecting career and study paths.

Services offered:

- **Interest surveys.**

Examines which workplace is suitable based on interest and skills. The person either receives a confirmation of what he/ she suspected or gets an idea for a new career path. Interest surveys revolve around the work environment, how the environment suits the person in question. Then jobs are examined based on that.

- **Information about studies and jobs**

Information on how to evaluate studies. Both domestic and foreign.

- **Curriculum vitae and cover letter**

Individuals advised on how to proceed before applying for a job.

- **Validation of informal learning**

Individuals get their competency from previous work, hobbies, and family situation assessed and credited by the government.

- **Learning techniques and learning habits**



### Geographical Area:

*Iceland*

### Criteria:

**Transferability,  
Transformative,  
Sustainability**

### What:

**Study and career  
counselling for adults**

### Implementation:

**National**

### Reasons for Success:

**Most individuals find  
career and study path  
after counselling.**

### Links:

<http://www.mss.is/nams-og-starfsradgjof>

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

Individuals taught how to maintain a study portfolio and improve their learning habits.

- **Goal setting**

Individuals supported in setting realistic and timely goals that will help them move forward towards a destiny of their own making.

Individuals receive support from study and career counsellors at any time during their studies at MSS. They will receive support while reassessing their opportunities for career and study paths.

Source of the materials:

<http://www.mss.is/nams-og-starfsradgjof>

<https://frae.is/radgjof/>

<https://namogstorf.is/>

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## Photos, pictures, logos

Study and work



copy 23.02.21 from <http://www.mss.is/nams-og-starfsradgjof/gagnlegar-vefsidur>

Next step



copy 23.02.21 from <https://naestaskref.is/>

*ECHOO PLAY is a project funded by the European Commission under the programme "Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training" - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## Credits



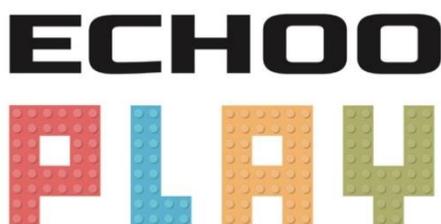
Co-funded by the  
Erasmus+ Programme  
of the European Union

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein



“Good Practice examples ECHOO PLAY from Midstod simenntunar a Sudurnesjum - Iceland” developed under Erasmus+ project ECHOO PLAY licensed under a [Creative Commons Attribution-ShareAlike 4.0 International \(CC BY-SA 4.0\)](https://creativecommons.org/licenses/by-sa/4.0/)

Erasmus+ project 2020-1-IS01-KA202-065802



contact

[www.echooplay.eu](http://www.echooplay.eu)

**Authors:** Midstod simenntunar a Sudurnesjum - Iceland

**Content setting:** Euro-net

**Layout design by:** Euro-Net

**Publisher:** ECHOO PLAY consortium

Free publication, **February 2021**

*ECHOO PLAY is a project funded by the European Commission under the programme “Erasmus+ – KA2 – Strategic Partnerships for Vocational Education and Training” - Project no. 2020-1-IS01-KA202-065802*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*