

# Good Practice examples

**Kelje Production**



**ECHOO**  
**PLAY**

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

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Credits..... 15

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## About the project

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**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

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- 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

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## Document background

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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)

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Le document contient le résultat de la recherche sur les bonnes pratiques (GP) pendant la durée de vie du projet.

La recherche d'exemples de bonnes pratiques porte sur des cas réussis d'innovation dans l'orientation de carrière et l'orientation professionnelle efficace en Europe.

Il est composé des meilleurs exemples (sélectionné par les partenaires du projet) de chaque pays avec le focus suivant: des approches innovantes et alternatives pour les chômeurs et les étudiants menées par des éducateurs afin d'augmenter leur employabilité

**CRITÈRES** utilisés pour sélectionner les généralistes:

- Transformatrice (c'est-à-dire en termes de changement d'orientation professionnelle et d'orientation professionnelle efficace et donc de création de plus de chances pour les étudiants et les chômeurs d'avoir un emploi)
- Transférabilité (c'est-à-dire être répliquable)
- Durabilité (c'est-à-dire capable de durer)

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# GP 1 – L’outil en main

## How it works

The concept of “l’outil en main” was born in Troyes in 1987 and is the creation of Marie-Pascale Ragueneau.

“L’outil en main” relies on trades people, craftsmen or skilled workers, retired volunteers to introduce young people (3200 every year), from the age of 9, to manual jobs using real tools in real workshops.

No less than 9 categories of trades are available from arts and craft to those related to the food industry, from beauty and health care to the metallurgical industry.

Through inter-generational learning workshops, children and young people are not only able to discover their own skills and preferences but also to identify vocations.

Young learners are given the opportunity to develop their manual dexterity and for those who failed at school, to regain self-confidence.

215 associations offering ‘l’outil en main’ are present in France and this programme also offers the opportunity for professional retired men and women to still feel valued and a part of “active life”.

Source of the materials:  
[www.loutilenmain.fr](http://www.loutilenmain.fr)



### Geographical Area:

**France**

### Criteria:

**Transferability,  
Transformative,  
Sustainability**

### What:

**Intergenerational jobs  
initiation workshops**

### Implementation:

**National**

### Reasons for Success:

**Investment of retired  
volunteers and  
manufactured object**

### Links:

**[www.loutilenmain.fr](http://www.loutilenmain.fr)**

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## Photos, pictures, logos

Communication campaign to reach the organisation



copy 19.02.2021 from  
[https://www.loutilenmain.fr/ged/actu/actu\\_3452.png](https://www.loutilenmain.fr/ged/actu/actu_3452.png)

airplane made in sheet metal and wood. The associated jobs for the person who made it are coppersmith, wood turner and painter.



copy 11.02.2021 from  
<http://loutilenmain.fr/ged/bibliobjets/2570.jpg>

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## GP 2 – Les centres EPIDE (organisation for employment integration)

### How it works

Created in 2005 under the supervision of the ministries of labour and territorial cohesion, the EPIDE (Etablissement Pour l'Insertion Dans l'Emploi) are recognized in the labour market integration of the 18 to 25 olds who left the school system without a diploma or professional qualifications.

Based on the principle of 'volunteering', the participants are hosted in a boarding school setting with a military-style approach based on strict discipline and internal regulations, self-respect and respect for the others, participation in collective projects as well as the wearing of uniforms aimed at eliminating all social discrimination

Participants build their own professional projects and gain both general and specialized training, taking part in real activities thus developing essential know-how and savoir-être for their integration project.

The groups are small (fifteen people on average), which gives the best chances of success to the educational project.

Citizenship education is a priority component of the EPIDE journey. The originality of the educational project is based on multidisciplinary teams: (education and citizenship advisers, monitors, general education, IT...)

The 20 EPIDE centres give young people the opportunity to gain or regain self-confidence and project themselves into the future with a result of 50% of the volunteers finding employment or undertaking a qualification or diploma courses.

Source of the materials:  
[www.epide.fr](http://www.epide.fr)

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### Geographical Area:

France

### Criteria:

Transferability,  
Transformative,  
Sustainability

### What:

Boarding school for  
employment integration

### Implementation:

National

### Reasons for Success:

complete immersion in a  
place dedicated to  
employability

### Links:

[www.epide.fr](http://www.epide.fr)

## Photos, logos

Logo of the EPIDE



copy 15.02.2021 from  
<https://www.epide.fr/>

## pictures,

In Combrée, the volunteers of the EPIDE combine renovation of the local heritage, pride in the work accomplished and reflections on their professional project.



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[https://www.epide.fr/fileadmin/\\_processed\\_/0/e/c/sm\\_Epide\\_Combree\\_-\\_Pouance\\_2\\_98e013f903.jpg](https://www.epide.fr/fileadmin/_processed_/0/e/c/sm_Epide_Combree_-_Pouance_2_98e013f903.jpg)

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## GP3 – Speed Comport'in

### How it works

A local partner who worked on supporting young people seeking employment wished to do something to improve their success rate when they find a job. To address this, a boardgame has been created to give jobseekers the opportunity to test their knowledge and their personal skills relating to the world of work in a group environment.

Each game's participant is put in the position of a potential job interview candidate and every action during the game will change his or her level of employability with the recruiter.

This game gives to each player (from 6 to 12 players) the opportunity to use their abilities in different types of tests: knowledge quiz, logic exercise, reflection...

What happens in the game reflects the participants attitude and behaviour in real life.

The game can be used in the workplace, on returning to employment, on its own or integrated into a larger path to employment action.

Used since 2008 in more than 300 organisations, the game was updated in 2019 due to changes in the work code but also to modernize some of the tests and update the game itself.

According to participants' feedback, it offered the opportunity to create real discussions and to exchange experiences or received ideas about the world of work.

Learning with having fun, here is the concept of Speed Comport'in.

Source of the materials:

<https://www.kelje.com/portfolio-item/speed-comportin/>



### Geographical Area:

France

### Criteria:

Transferability,  
Transformative,  
Sustainability

### What:

Knowledges and  
personal qualities as a  
job candidate

### Implementation:

National

### Reasons for Success:

experience sharing and  
speed learning

### Links:

[www.kelje.com](http://www.kelje.com)

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## Photos, pictures, logos

Speed Comport'in  
game board



16-02-2021  
Credit photo: Kelje Production

One of the tests  
that puts the  
participant in  
action.



16-02-2021  
Credit photo: Kelje Production

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## GP 4 – Hello Charly

### How it works

Hello Charly is a coaching app created in 2016 designed to help young people in their career choices and designed to fight against dropping out of school. The application, which is based on a chatbot, surfs social networks and uses gameplay to rouse the interest of young people and inspire them to make their choices for the future.

A first phase of exchange by Chatbot with “Hello Charly” allows the user to get to know himself better and reveal one or more vocations that he really wants. This stage then allows him to better define his project: he has access to a personalized dashboard which guides his reflection step by step and gathers all the information useful for his orientation (job descriptions, a guide to finding an internship, information on Parcoursup, – the French system that allocates students to higher education options).

More than 110,000 training courses are available on the application, and more than 850 trades are referenced. Available directly on the government's pre-registration platform for higher education, the service is also accessible in one click 24/7 from all types of platform (Instagram, Snapchat, TikTok, Discord).

Since its creation in 2016, Hello Charly has helped 220,000 people including 180,000 young people between 14 and 24 years old. Since 25 January, the Chatbot has automatically become accessible to nearly 900,000 students. The startup targets high schools, schools, academies, local authorities, and support structures with a license price of €1500 per year.

Source of the materials:  
hello-charly.com  
<https://www.fredzone.org/ia-parcoursup-938>

### Geographical Area:

France

### Criteria:

Transferability,  
Transformative

### What:

Coaching application

Application of guidance  
coaching

### Implementation:

National

### Reasons for Success:

Use of smartphone  
technology and current  
exchange codes

### Links:

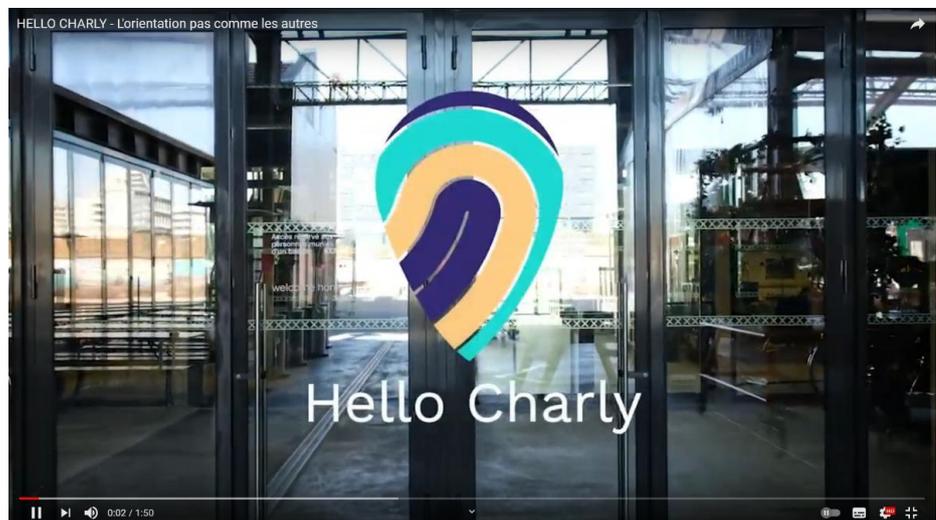
[hello-charly.com](https://hello-charly.com)

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## Photos, pictures, logos

Logo of Hello Charly with presentation link



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<https://youtu.be/hrUVzZM3tUU>

Video presentation for the “Hello Charly application with the slogan “your orientation by sms”



copy 16.02.2021 from  
<https://youtu.be/-003NJarh4s>

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## GP 5 – The Skills Toolkit

### How it works

The British Government's Department for Education has launched 'An Hour to Skill', a new campaign supported by leading businesses and educational institutions, to encourage the nation to set aside just one hour a week for online learning, by taking a free course from The Skills Toolkit.

The Skills Toolkit offers high-quality, online courses giving people easy access to skills that could unlock job opportunities in a competitive market or help them get ahead in their current role – from communicating effectively at work or building a professional online presence, to practical maths and boosting digital skills. With a range of course available, there is something suited to everyone.

At the time of writing The Skills Toolkit features nearly 90 courses designed by organisations including Amazon Web Services, Cisco, FutureLearn, Lloyds Bank, LinkedIn Learning and Microsoft, The Open University and many more.

Courses available are help with looking for work, including CVs and searching online, computer essentials, professional skills, business and finance, etc... and personal development too, including dealing with stress and managing your wellbeing. These high-quality, online courses aim to enhance individuals' job prospects, giving them easy access to skills that could unlock job opportunities in a competitive market, or help them get ahead in their current role.

The campaign also aims to help boost the UK economy as it recovers from the impact of COVID-19 as part of the Government's Plan for Jobs.

Although this is primarily focused on encouraging people to develop for their next step in career progression, employers may wish to take advantage by using these free courses to train existing employees. Statistics show 94% of employees stay at a company longer if there is investment in their individual career development.

Since launching in April 2020, there have already been more than 130,000 registrations for courses via the online platform featuring.

Source of the materials:

<https://www.futurelearn.com/courses/collections/the-skills-toolkit>

[https://www.facebook.com/permalink.php?id=160818187432383&story\\_fbid=1706171086230411](https://www.facebook.com/permalink.php?id=160818187432383&story_fbid=1706171086230411)

[https://learningnews.com/news/virtual-college/2021/virtual-college-joins-government-campaign-urging-nation-to-boost-job-prospects-\(1\)](https://learningnews.com/news/virtual-college/2021/virtual-college-joins-government-campaign-urging-nation-to-boost-job-prospects-(1))

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### Geographical Area:

England

### Criteria:

Transferability,  
Transformative

### What:

Free access to skills  
learning to unlock access  
to employability

### Implementation:

National

### Reasons for Success:

Free, easily accessible,  
relevant

### Links:

<https://theskillstoolkit.campaign.gov.uk/>

## Photos, pictures, logos

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Logo of An hour to skill



copy 18.02.2021 from  
<https://theskillstoolkit.campaign.gov.uk/wp-content/uploads/sites/99/2021/01/An-Hour-to-Skill-logo.png>

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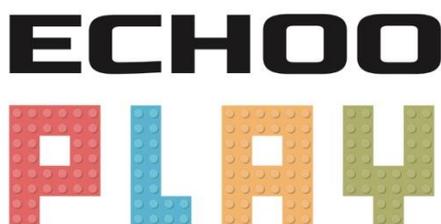
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