



## Leonardo project (ITP): EQF Code

Final project conference  
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### Project Overview and results achieved

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on behalf of md-pro GmbH, Karlsruhe



## Presentation overview

- Project background and objectives
- General information on the project
- Project partnership
- Project approach & methods
- Results achieved
- Impact & Outlook



## Project background

- Lack of transparency and comparability at European level of qualifications for Multimedia professions due to the great diversity of training structures and training systems
- Difficulty in judging competencies, skills and knowledge of professionals from other European countries

### Consequences:

- It is difficult for specialists to find work in other EU countries
- It is difficult for employers to hire specialists from abroad
- This hampers the professional mobility of qualified workforce throughout Europe!



## Objectives and vision

- Increase the transparency in vocational education and training in e-content development professions
- Improve the comparability of the qualifications at EU level
- Provide suggestions for learning units, advising VET institutions on the knowledge, skills and competences that should be trained for professions in this field
- Special focus of the project is on:
  - Content development
  - Implementing the EQF and e-Competence Framework
  - Applying ECVET credit points to training units



## Definition of “content development”

“e-content development is the process of researching, writing, gathering, organizing, structuring and editing information for e-publication. Such content may consist of prose, graphics, pictures, recordings, movies or other media assets that could be distributed through e-media.”



## General project information

- Official start: 29 September 2008
- Project duration: 18 months
- Official partners: 8 plus 1 "silent partner"
  - md-pro GmbH (DE)
  - EMF Ltd. (UK)
  - GAIA (ES)
  - Matisz (HU)
  - Milestone GmbH (AT)
  - MMJ (FR)
  - WIFI (AT)
  - Kibla (SI)
  - Swissmedia (CH)





## General project information

### ➤ Advisory Board consisting of 3 members:

- Dr. Peter Littig, Dekra Akademie, Stuttgart, Germany
  - Former coordinator of the project "Embedding standards"  
Expert for VET policies in ICT/ Multimedia and for the national qualification framework APO/ IT.
- Dr. Ildikó Balassa, Szamálk Technical College, Budapest, Hungary
  - Director of vocational training at Szamálk Technical College,  
main developer of Hungarian Qualification Register (OKJ) and  
the Hungarian Examination Requirements System for  
Multimedia Jobs.
- Mr. Stasko Vesligaj, City of Maribor, Slovenia
  - Consultant of the Mayor of the city of Maribor in the field of  
Digital society, telecommunications, e-government and VET.



## Steps to achieve project goals

- **Two supportive instruments have been developed by working groups of the European Commission:**
  - **European Qualification Framework (EQF)**
  - **European Credit System for Vocational Education and Training (ECVET)**
    - reference tools for the description, classification and comparison of the various European qualification levels
    - national qualifications and the respective learning outcomes have to be linked to the EQF and the ECVET



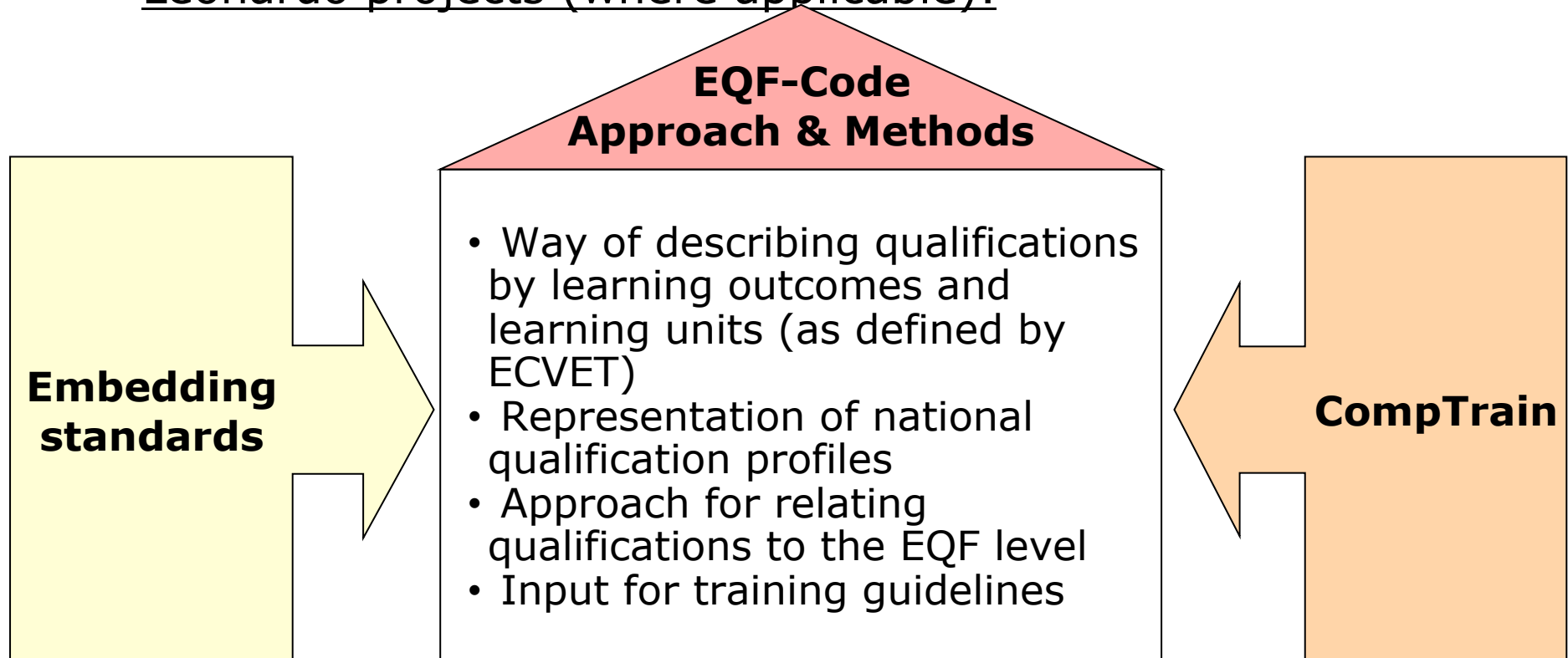
## Steps to achieve project goals

<b>About the EQF</b>	<b>About ECVET</b>
<ul style="list-style-type: none"><li>➤ translation device and neutral reference point for comparing qualifications across different education and training systems</li></ul>	<ul style="list-style-type: none"><li>➤ Validation and recognition of learning outcomes acquired by vocational training in other European member states (similar to ECTS)</li></ul>
<ul style="list-style-type: none"><li>➤ set of European reference levels described by different types of learning outcomes and indicators</li></ul>	<ul style="list-style-type: none"><li>➤ Gives suggestions how credit points could be attributed to certain qualification levels and learning outcomes</li></ul>
<ul style="list-style-type: none"><li>➤ National qualification systems have to be linked to the corresponding EQF-levels</li></ul>	<ul style="list-style-type: none"><li>➤ Recommends validation and recognition procedures</li></ul>

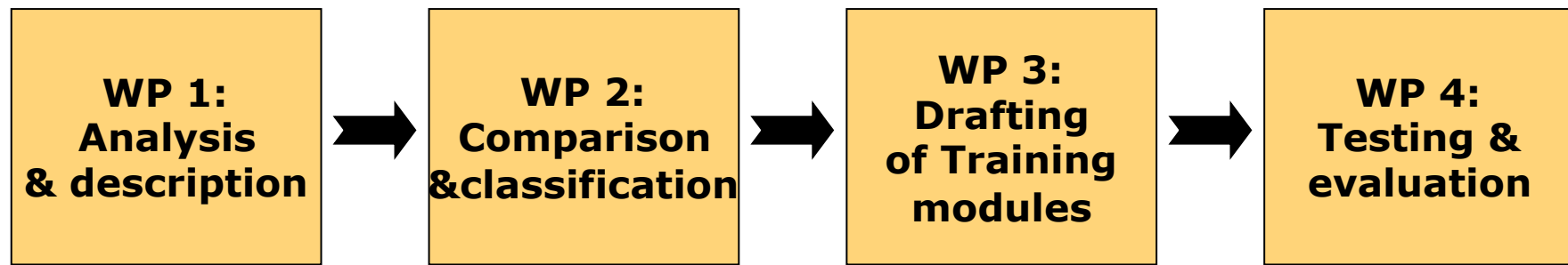


## Steps to achieve project goals

- Build upon approach and methods of two previous Leonardo projects (where applicable):



## Approach & methods/ Work process



- WP 1: Analysis of current national qualifications/ VET trainings in the field of content development
- WP 2: Referring national qualifications to the EQF and development of European specialist profile
- WP 3: Draft recommendations for training modules
- WP 4: Evaluation of the methodology and training guidelines by employers and employees



## Results achieved

1. Approach for describing qualifications in the field of content development by learning outcomes and linking them to the eCF/ EQF
  - *Results to be presented by Ferenc Hargitai, Matisz*
2. Harmonised European specialist profiles for 5 professions in the field of Content Development
  - *Results to be presented by Philippe Wacker, EMF*
3. Outcome-oriented training recommendations for the 5 professions which will improve quality of VET in this field
  - *Results to be presented by Barbara Fuchsberger, WIFI*
4. Suggestions for future attribution of ECVET points to the identified learning units



## Impact & Outlook

- Better transparency and comparability of qualifications for employees and employers
- Improvement of employability of content development specialists across Europe
- Better regulation of the European job market
- Improvement of VET quality
- Harmonisation processes concerning the European VET-systems will be supported



**Thank you for your attention**

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