

“DigiWork - digital skills for adult learners” - Progetto n.
2022-2-IT02-KA210-ADU-000094581

Recruitment and selection of participants

DigiWork
digital skills for adult learners

PROCEDURE



EPALE

PIattaforma elettronica
per l'apprendimento degli adulti
in Europa

PUNTO
EUROPA
INNOVATIVE PROJECTS

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PROCEDURE FOR THE IDENTIFICATION AND INVOLVEMENT OF THE PROJECT TARGET

Introduction

This procedure guarantees a systematic and inclusive approach for identifying and involving the project target. Through the implementation of coordinated strategies between partners, the participation of adults and companies in training activities will be facilitated and supported, maximizing the impact of the DigiWork project .

Phase 1: Target Identification

1.1 Analysis of the local context

- Each partner will undertake an analysis of the local context to identify the groups of adults who could benefit most from the training activities. This includes adults over 45, unemployed or looking for new job opportunities, and people with low digital skills.
- Local businesses, particularly SMEs and third sector organisations, will be mapped to assess their need to improve staff digital skills.

1.2 Collaboration with local authorities and communities

- Collaborate with local authorities, such as employment agencies, trade associations, trade unions, and training centres, to identify adults who may be interested in project activities.
- Involve local communities and interest groups, such as neighborhood associations or seniors' clubs, who can help spread information about the opportunities offered by the project.

1.3 Use of pre-existing data

- Analyze existing demographic and statistical data (e.g. ISTAT data in Italy, NSI data in Bulgaria, and INE in Spain) to identify the areas with the largest number of adults who fall within the project's target.
- Use market research and company reports to identify local companies that could benefit from training and are open to collaboration.

Phase 2: Engagement and Communication

2.1 Creation of information material

- Develop information and promotional material, such as brochures, posters, and email communications , specifically tailored to the target audience of adults and companies.
- Translate and adapt communication materials to local needs, ensuring that the language used is inclusive and accessible to all.

2.2 Awareness campaign

- Launch an awareness campaign through local media (radio, newspapers, TV) and digital platforms (social media, partner websites), to inform the public about the training opportunities offered by the project.
- Organize public presentation events and webinars to explain the project, involving potential participants and answering their questions.

2.3 Partnership with companies

- Establish partnerships with local companies through direct meetings and professional networks, such as chambers of commerce and entrepreneurs' associations.
- Offer companies a personalized plan that shows the benefits of participating in the project, such as the possibility of improving staff skills and increasing competitiveness in the market.

2.4 Direct recruitment

- Activate a network of local facilitators (e.g. educators, employment consultants) for the direct recruitment of adult participants, with visits to community centers, markets, and public places.
- Organize information sessions at company headquarters to present the benefits of the project and encourage staff participation.

Phase 3: Support for Participation

3.1 Logistics support

- Provide logistical support to participants, such as covering transport costs, providing digital devices (tablets, laptops) for those who do not have them, and organizing courses at flexible times that adapt to work and family needs.
- Create a technical assistance service to support participants when accessing online training materials.

3.2 Incentives for participation

- Offer incentives for participation, such as recognized certifications, recognition of acquired skills, and networking opportunities with local companies for job opportunities.
- For companies, offer concrete advantages such as free staff training, the improvement of corporate digital skills, and the possibility of collaborating on future projects.

3.3 Monitoring and feedback

- Implement a continuous monitoring system to evaluate participation and the impact of activities, with periodic questionnaires and interviews to collect feedback from participants.
- Use the data collected to adapt project activities, ensuring they respond to the emerging needs of participants.

3.4 Creation of a Community of Practice

- Promote the creation of an online community of practice, where adult participants and companies can share experiences, exchange information and collaborate on common projects.
- Organize periodic meetings (online and in person) to encourage networking and the sharing of good practices among participants.