



En Vogue`s Successful Mainstreaming

Final Conference

Rome, 29.09.2011

❖ What is meant by “Mainstreaming”?

“Mainstreaming’ is the planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems.”

(Source: http://ec.europa.eu/education/llp/doc/call11/part1_en.pdf)



❖ What is the difference to “Multiplication”?

„*Multiplication is the planned process of convincing individual end users to adopt and/or apply the results of programmes and initiatives*“

(Source: http://ec.europa.eu/education/llp/doc/call11/part1_en.pdf)



- ❖ What are general possibilities on the way to implement successful results in the En Vogue partner countries?
- Creating and marketing own programmes
- Meeting training needs of clients (public administration, local authorities, training providers, business industry)
- Answering tenders of authorities



❖ What is to be considered for a planned process of transferring results?

- **Who** are decision-makers?
- **Where** can they be reached?
- **How** can they be reached?
- **What** to show them and how to convince them?
- **Why** should they be interested in this particular programme?



❖ Who are the decision-makers for training concepts in our partner countries (Austria, France, Germany, Italy, Sweden, Spain, Turkey, United Kingdom)?

- Administration, authorities
- Policy Makers for general curriculum
- Training providers, schools
- Associations (of training providers, etc.)
- Private companies
- Course writers

YES

NO



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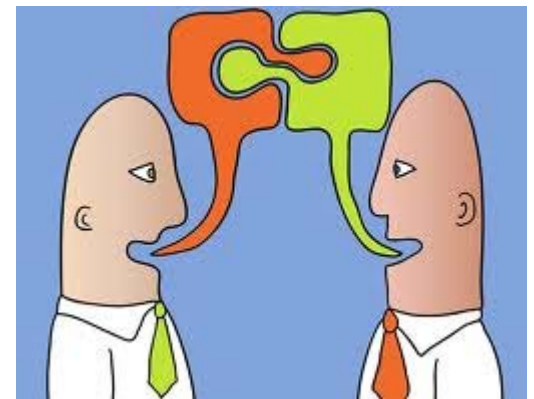
❖ Where can they be reached?

- European level
- National level
- Regional level
- Local Level



❖ How can they be reached?

- by personal contacts (conferences, advisory boards, etc.)
- by networking with others („word-of-mouth recommendation“)
- by demonstration activities (demonstration events, pilots)
- by dissemination activities



❖ What to show and how to convince them?

- Personal contacts (conferences, advisory boards, etc.)
- Networking with others („word-of-mouth recommendation“)
 - Presentation
 - „Elevator pitch“ – short interesting oral version
- Demonstration activities (demonstration events, pilots)
 - main products (Handbook, Toolbox)
- Dissemination activities
 - website, newsletters, brochures, flyers



- ❖ **Why should they be interested in this particular programme or in other terms:
what are the unique selling points of En Vogue?**

The En Vogue programme:

- addresses to vulnerable groups of final beneficiaries (young low-educated female learners)
- involves an innovative interest-based learning approach
- offers flexible implementation (single tools, modular course, combination with other course programmes)



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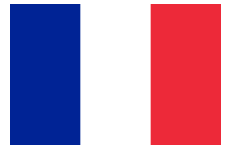
En Vogue`s Successful Mainstreaming

Based on these main questions the En Vogue partners have already worked on the mainstreaming process –

however, the following examples are only excerpts of the national efforts in order to visualize the variety of different possibilities in the field of mainstreaming!

- ❖ We'll implement the EnVogue handbook into several existing programmes in our own organisation (about 300 teachers and 12000 learners per year to benefit from) – young female learners without traditional school graduation and teachers/trainers/ guidance counsellors are main groups we work with
- ❖ In Vienna and Lower Austria, several training and centers working with the target group (young deprived women) have shown interest in including the EnVogue materials into their services
- ❖ We'll use some of the activities (in Toolbox) with other target groups based on recommendations of our strategic partners
- ❖ Furthermore, we have been in contact with training organisations, stakeholders and youth centers in other countries to promote the En Vogue products for the implementatin there

❖ En Vogue Programme in France?



- ❖ Coaching module „How to communicate through your image“ from En Vogue Toolbox implemented for young people under 26 on local level
- ❖ Marketing of 2-days-training sessions to training organisations, youth organisations
- ❖ Successful promotion of the project to a fashion company as a tool for their own trainees
- ❖ Placement of the programme in an international seminary for stakeholders

- ❖ **En Vogue Programme in Germany?**
- ❖ Promotion of the En Vogue approach to Associations for Adult Education on national level
- ❖ Marketing of the programme and its modular concept to a wide network of policy makers, regional authorities and schools
- ❖ Planning of implementation of tools into own training courses which range from ICT courses and basic knowledge programmes to application training



❖ En Vogue Programme in Italy?



- ❖ Networking with vocational agency managers, course coordinators, course designers
- ❖ Constant involvement during the project phase of stakeholders such as trade unions, public administration, university researchers and entrepreneurs

❖ En Vogue Programme in Spain?



- ❖ Possibility of implementation in own programmes and training courses
- ❖ Networking during the project phase with professionals in the area of training and labour insertion

❖ En Vogue Programme in Sweden?



- ❖ Promotion of the programme within in own organisation covering other regions (40 national offices)
- ❖ Involvement of international schools on European level
- ❖ The positive pilot testing results for the group of „young women with a handicap“ were discussed with relevant stakeholders and the National Strategic Advisory Group

❖ En Vogue Programme in Turkey?



- ❖ Involvement of the National Ministry of Education and the General Directory of Girls` Technical Education
- ❖ Networking with Labour Office, Educational Specialists and Course writers

❖ En Vogue Programme in the United Kingdom?



- ❖ Forging good relationships with the National Strategic Advisory Group as a key in mainstreaming
- ❖ Involvement of the NSAG in the quality feedback during the piloting stage has been a key to ensure a quality product but also to further improve relationships with the NSAG group
- ❖ Identification of target groups for Mainstreaming:
Training organisations and schools with interest in alternative curriculum, IT networking groups for women

- ❖ **What is planned for the future?**
- ❖ Within the coming weeks an elaborated **En Vogue Mainstreaming and Multiplication Plan** will be published in order to enable and to encourage persons or institutions from outside the partnership in proceeding the successful path of exploitation for the En Vogue Project and make it sustainable!

Content:

- Theoretical Background,
- Collection of Partner`s profiles and practical efforts in the field of Mainstreaming and Multiplication





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En Vogue`s Successful Mainstreaming

There are different ways „how to make sustainable Mainstreaming and Multiplication efforts for the En Vogue project“:

„All Roads lead to Rome!“
(Proverb)

Let`s start!





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Thank you very much!



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www.envogue-project.eu

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