



Welcome to our fourth and final *En Vogue* newsletter!

The *En Vogue* project is coming to an end! But not to worry, we've put together a round up the news and highlights from our latest project activities and future events here.

For more details about the project please visit www.envogue-project.eu

En Vogue Conference in Rome

The *En Vogue* final conference was held in Rome on 29th September. Delegates from Italy and across Europe heard about the rationale and ethos of the *En Vogue* project and the resources.

In particular, the partners talked about the target group of young deprived female learners and the use of the subject of fashion in educational materials for these young women. In the afternoon, delegates were able to experience the activities from the *En Vogue* toolbox first hand in three 'implementation' workshops.



Delegates had a lot of fun trialling the tools and gave very positive feedback and promised to 'multiply' the *En Vogue* resources to their own institutions and networks in their own countries.

Read what some of the conference participants said here:

"What I enjoyed most have been the presented products of the project, the conference atmosphere and attitude towards the issue of all conference participants. It is a huge amount of materials and products and things are really very useful, inspiring and creative."

Vintra Puke from Liepaja University, Latvia

"I liked all the activities we did in the seminar. In the training centre of our community, we will well be able to use the En Vogue products for our teacher training."

And Wenche Sunde from Stavanger Kommune, Norway

The *En Vogue* film, which can also be found at the project website (www.envogue-project.eu), was presented at this occasion. It was very appreciated by the audience as an attractive and concise source of information on the project.

Other *En Vogue* Events

At various *En Vogue* demonstration events carried out in all partner countries, the number of attendees ranged from 7 to 1500. Read here a short summary of what has been organised by project partners in various countries all over Europe:

In **Austria**, *En Vogue* materials have been presented in various demonstration events to public funding organisations, training organisations, teachers, trainers, counsellors and other stakeholders. One of these took place in the framework of a public European seminar in May 2011, in Vienna at the location of one of BEST's training centres. Outside Austria, BEST

presented *En Vogue* concepts and materials at numerous project events all over Europe. By this, many organisations in countries not directly involved in the operative *En Vogue* partnership have been reached and informed.

In mid July, the *En Vogue* project approach and products were presented in workshop sessions with one of the main Icelandic vocational training funds in **Reykjavik**. Moreover, training

providers this showed interest in of our results by these to local,



cultural needs and implementing our concepts and materials in regular, as well as newly designed teaching and training programmes directed towards young, mainly female learners. In the framework of the demonstration sessions conducted, young females organised for a demo event aiming at raising awareness of negative aspects of the fashion industry, aspects the *En Vogue* project also covers in their teaching materials.

In **France**, the *En Vogue* project and resources were presented at a European seminar organised by the "Local Mission for People" –

in The event attended managers centres agencies feedback very



French partner, IRFA SUD, has also been busy holding meetings to discuss the strategy for getting the *En Vogue* tools used in youth and training centres across the region.

In **Germany**, informal public facing events were held throughout May in Berlin and Cham. At these events visitors were invited to pick up

leaflets and information about the *En Vogue* project and ask questions about the tools.



In **Italy**, workshops and demonstration events were held presenting the *En Vogue* project and resources. The events were well attended by teaching coordinators and trainers. Attendees were given an overview of the project products and the chance to simulate some exercises from the *En Vogue* *Toolbox*.



An open day was organised, where parents and young people were shown the different *En Vogue* approaches to teaching and learning. The *En Vogue Handbook* and *Toolbox* were demonstrated at open days. Both, young people and parents, were enthusiastic about the *En Vogue* approach and the tools.

In **Spain**, SURT has carried out 2 interesting events showcasing the *En Vogue* tools. The first took place in May and gave participants from non profit organisations all over Spain looking at women's issues the chance to look at the *Handbook* and *Toolbox* activities. Some participants wanted to look further into the materials to see if they could be used and disseminated in their own regions. The second event, in June, was an open day in which guests were given



information about the *En Vogue* project, and invited to participate in an afternoon workshop to test the tools.

In **Sweden**, 2 meetings were held in March in Helsinki and Helsingborg for a total of 7 educators and project managers to provide project information for *En Vogue*. A seminar was also held in Hässleholm in September for 25 VET providers. The seminar provided information about the *En Vogue* project and the resources. Invited guests were enthusiastic about the resources and interested in using them in their education establishments.



In **Turkey**, several events were held including an International Symposium and an Exhibition & Fair. The international symposium was attended by European stakeholders and Turkish participants, who were shown a short presentation and leaflet about the *En Vogue* project. Çankiri Karatekin University Technical and Business College participated in a Vocational and Technical College Exhibition and Fair in Cankiri. Approximately 2500 students and teachers visited the exhibition fair. On 15th September the Cankiri Karatekin University met with academic staff from Kastamonu University and Sinop University and discussed the *En Vogue* resources to much interest.



In the **UK**, Careers Europe attended an ISCO "inspiring futures event" on 18th May 2011. The event was targeted at teachers, college representatives, heads and student and Careers Europe used the opportunity to demonstrate the *En Vogue* project and resources. Careers Europe also demonstrated the *En Vogue* tools at the 'Positive Bradford' event in Bradford on 28th September which was all about showcasing positive projects to the Bradford community. Careers Europe staff showed the *En Vogue* resources to parents, young people and various

professionals who greeted them with enthusiasm. There was a very positive buzz around the event and the resources that were showcased. Further to this, the *En Vogue* tools will be demonstrated to educational and careers guidance professionals at the Careers Europe annual conference on 10th October.



What is planned for the future?

Even beyond the project lifetime, partners have planned national events in the partner countries to inform education providers and staff about our project results. Thanks to the good personal feedback collated by trial participants, stakeholders, teachers and trainers from different organisations and countries, the partnership has agreed to mainstream and multiply the *En Vogue* project in their own organisation and network. This will be organised based on the EC idea on mainstreaming and multiplication:

“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.”¹

„Multiplication is the planned process of convincing individual end users to adopt and/or apply the results of programmes and initiatives”²

In Austria, similar to project partners’ intentions in Germany, Spain and Sweden, BEST wants to

implement the *En Vogue* Handbook into several existing programmes involving some of their approximately 300 teachers and guidance counsellors.

In France, a coaching module ‘How to communicate through your image’, based on the *En Vogue* Toolbox, will be implemented for young people under 26 on local level.

Finally, in most partner countries, several training and service centers working with young deprived women have shown interest in including the *En Vogue* materials into their services.

The project materials are available for free download on the project website: www.envoque-project.eu.

For teachers and trainers of particular interest might be the following two of them:

The *En Vogue Toolbox* offers practical guidelines and templates in form of 90 tools for the use in a broad variety of class settings.

The *En Vogue Handbook* is our second didactic product offering pedagogical information to teachers, trainers, guidance counsellors working with young female learners who either dropped out of school not having had a chance to receive a job qualification necessary for long-term employability, or young women at risk of social exclusion.



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¹ Source: http://ec.europa.eu/education/lip/doc/call11/part1_en.pdf

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