

Project Introduction

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“Reach the hard-to-reach”: how to engage young groups of learners and bridge the digital divide via Mobile Assisted Learning in Basic Skills workplace training & Customer Care for different work sectors in Europe.
Project number: 2011-1-NO1-LEO05-03245

**REACH the hard to reach - Final conference,
Florence (IT), Sept 13th, 2013**

BEST



How to engage young learners in workplace training via mobile assisted learning



Nowadays...

..many young people are left alone standing in the rain...

...for example, in Spain, almost 50% of under 25 year olds are out of work...



**THIS IS AN
IMPORTANT
CHALLENGE**



...is a transfer of innovation project



Original products transferred from:
Austria and the UK

to
Italy
Norway
Spain
Turkey



Creating mobile learning units ("smartphone apps") to promote education

different from conventional teaching methods:

these *modern* tools are usually more

- **motivating**
- **joyful**
- **efficient**
- **flexible**

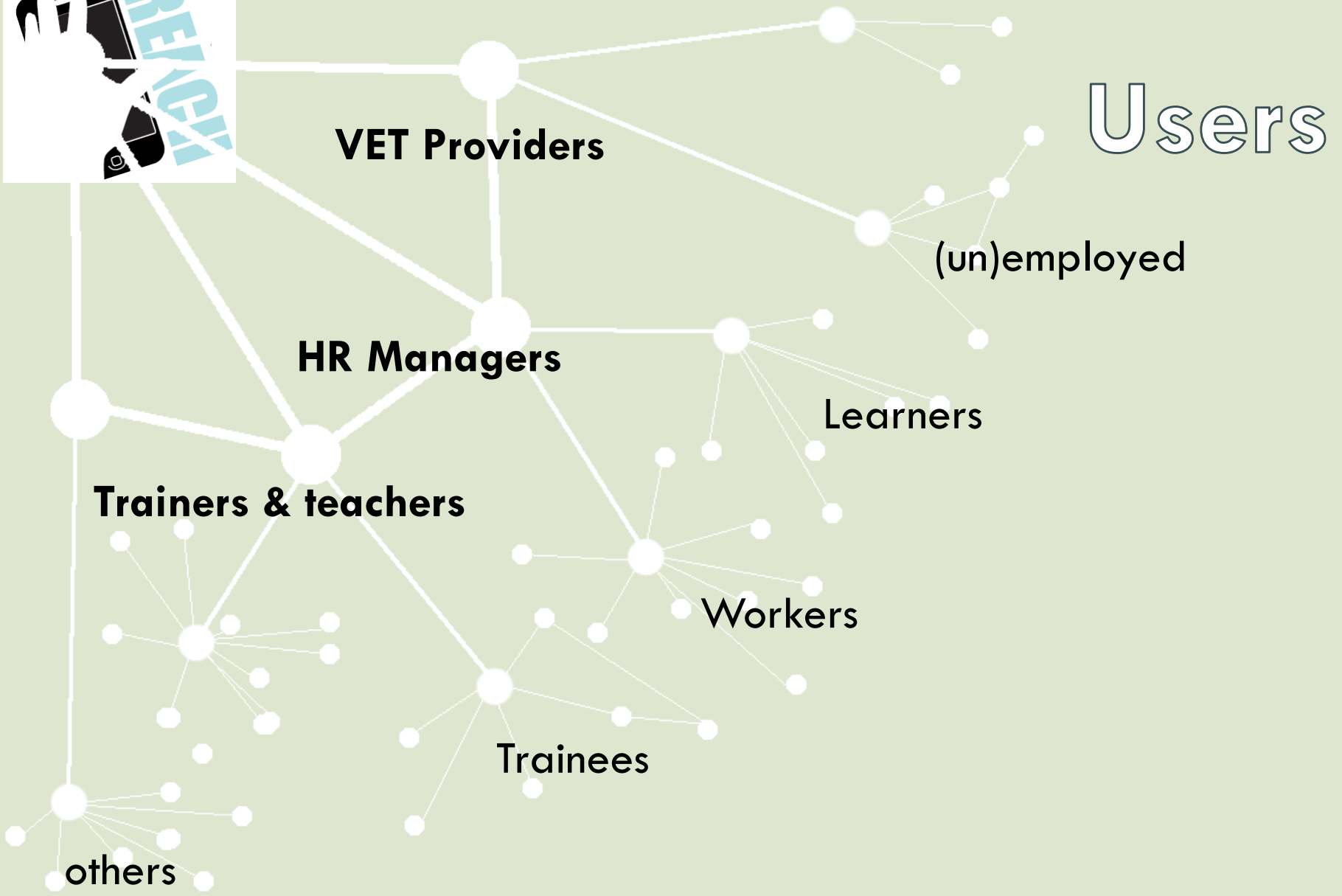
...in the preparation for people's labour market (re-)entry...



Accessing education anywhere and you like



Find out more details later...





In addition to...




...the mobile assisted learning apps...



...our other REACH products are:

©2012
"REACH the hard-to-reach":
how to engage young learners
in workplace training via
mobile assisted learning

Project number: 2011-1-NO1-
LEO05-03245
www.reach-project.eu



DIDACTIC GUIDELINES
For VET providers and their staff, as well as HR managers responsible for internal VET training to show how to incorporate the REACH mobile learning materials and contents in their vocational training activities with young deprived adults.

WELCOME NEWS PRODUCTS PARTNERS LINKS



THE HARD TO REACH

How to engage young learners in
workplace training via
mobile assisted learning



Username

Password

Login

Change Language



LifeLong Learning Programme 

The project "REACH the hard-to-reach: how to engage young learners in workplace training via mobile assisted learning" is a transfer of the successful eTEN project "BLOOM-bite sized learning opportunities on mobile devices" (2008-2009), and shall adapt between September 2011 and 2013 innovative and concrete measures for VET, demonstrating VET teachers, trainers and counsellors how to attract motivation and increase participation among young learners.

More concretely, this shall be achieved by attractive multimedia learning units on basic skills and customer care which are offered via mobile devices to prepare for selected work sectors: tourism, health&care, construction and food production in Norway, Italy, Spain, Turkey.



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- **Didactic Guidelines for teachers, trainers, HR managers**
- **Website and links**



Thank you!

For further information, please visit:

www.reach-project.eu

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