



## News on the En Vogue Handbook and Toolbox

The *En Vogue* partnership has been working together for almost a year elaborating various education materials teachers, trainers and guidance counsellors can use when working with low educated and low motivated young women to improve their young learners' ICT and entrepreneurial aptitude.

What makes the project's two main products – the *En Vogue Handbook* and the *En Vogue Toolbox* – unique is the underlying theoretical approach of combining interest with business as well as its focus on young women between the ages 16 and 25 who've had a negative experience of the education system. *En Vogue* aims to impart essential ICT and entrepreneurial skills to the target group by taking their interest in fashion as a starting point for every activity.

The *En Vogue Handbook* addresses teachers, trainers and careers advisors, giving detailed information about different learning styles, including the best ways to deal with the target group and strategies to stimulate the learners' entrepreneurial spirit.

The *En Vogue Toolbox* serves as a source of inspiration for classroom activities for both



A tailor-made educational programme to provide an attractive stage for young female learners



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teachers and learners. It contains fashion related exercises and activities divided into two main sections: ICT aptitude and entrepreneurial aptitude. Every tool is structured around key competences that would be relevant in a work place. Step-by-step instructions and a rating system (from easy to difficult) that the selection of activities can be differentiated for different levels of ability. The ICT exercises include the production of electronic fashion flyers, taking and editing digital photos and writing newsletter articles on fashion celebrities e.g. The entrepreneurial exercises involve organising activities such as: fashion shows, 'swap parties' and charity events and discussions about the labour market, career perspectives etc.

## Positive responses during piloting

Trainers at BEST in Austria who have used activities from the **En Vogue Toolbox** during their classes reported that there is a great range of tools to choose from and emphasised that the activities are easy to incorporate into established courses.

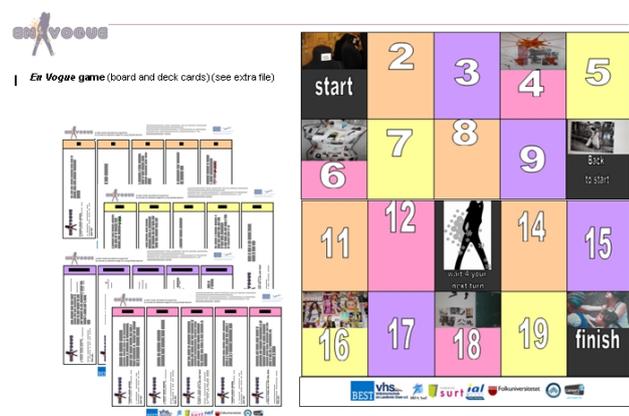


*'The feedback from some of our experts at BEST has already shown that the En Vogue material can be of good use in many kinds of training. We seem to have tackled what has been missing: contents and materials that interest young women.'*, says the project coordinator, Helmut Kronika (BEST, AT).

At VHS in Germany, piloting has begun. Trainers have chosen the tools that are relevant to their own learning group. Below you can see the trainers at VHS getting to grips with the **Handbook** and **Toolbox**.



In addition, there is a lot of supporting material to accompany the **Toolbox** (currently being revised and organised to better suit the needs of teachers, trainers and counsellors).



Example: En Vogue board game and card set

IRFASUD in France have some exciting news about a new course that the training centre has designed based on the **En Vogue** activities in the **Toolbox** and at IAL in Italy, the piloting is taking place with particularly disadvantaged female learners who are currently training to be shop assistants. The idea is that by carrying out a learning activity that involves creating something – something that they can take away with them – they will be more motivated to learn and start working in the fashion industry.

In Sweden, testing is being carried out with disabled female learners. So far, there has been a very positive response from the trainers using the **En Vogue** materials. There is a great interest in these new methods and tools as they feel there is such a need for motivating activities that will increase self-esteem and encourage learning.

In Spain, SURT has had a positive reaction back from their trainers and experts. The target group that SURT has been testing the materials with is young migrant women. You can see the trainers and experts listening to a presentation on the **Handbook** and **Toolbox** below.



In the UK and in Turkey, Careers Europe and Cankiri University have been meeting with experts – ranging from educational psychologists, teacher trainers and career professionals to women working in business and ICT. The response has been positive: the general view seems to be that anything new and innovative to motivate young women in this area is very welcome!

Both the **Handbook** and the **Toolbox** will be available to download from the project's website ([www.envogue-project.eu](http://www.envogue-project.eu)) by summer 2011 in the following languages: German, English, French, Spanish, Italian, Swedish and Turkish.

## En Vogue in third countries

Within several promotion activities, the **En Vogue** partnership has presented the project and current results to education provider and stakeholder in various European countries.



*'In our every day work with young disadvantaged female learners we face particular challenges in motivating them to study IT and business. En Vogue pilot tests will be crucial in terms of finding out to what extent these approaches are practicable and how they can help our students to proceed on successful learning paths', says an education expert from the Netherlands.*

## Predicted: more women to choose careers in technology

A recent [report by the European Commission](#)<sup>1</sup> highlighted the young age that people are first accessing the internet. It found that teenagers aged 15 and 16 years first used the internet aged 11, while those aged nine and ten were seven years old when they first went online.

According to Maggie Berry, managing director of [womenintechology.co.uk](http://womenintechology.co.uk)<sup>2</sup> this growth in the use of mobile technologies and social media has created more opportunities for women to use technology,

"What we've found is that a lot of women are adopting mobile technology...they're on their mobile much more than the guys are and they use those channels of communication much more widely."

This research highlights what the **En Vogue** partnership has discovered following their own research: What we need to do is show these young women that they already have the skills and interest in technology.

# EN VOGUE

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## Women need entrepreneur role models

Women are five times more likely to become entrepreneurs if they know other women entrepreneurs, according to new research from the Global Entrepreneurship Monitor<sup>3</sup>.

This is why through profiling case studies of women's success stories in Europe (available on the project website [www.envogue-project.eu](http://www.envogue-project.eu) soon), the *En Vogue* project even hopes to encourage more women to dare to seek out their own business ventures and opportunities although this is not its primary aim.

The main objective of this project is to motivate and educate young deprived female learners in ICT and entrepreneurial spirit as in most jobs employers nowadays ask for motivated staff who can contribute actively to the benevolence of their company.

## What's next?

In the next steps, the *En Vogue* partnership will elaborate support to implement the *En Vogue* materials and provide all language versions. Furthermore, national events in the partner countries will be organized to inform education providers and staff about project results.

The next newsletter will be available in June 2011.

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<sup>1</sup> Digital Agenda: survey of children's Internet use; competition for high quality online content', Brussels, 22 October 2010  
<sup>2</sup> womenitechnology has a dedicated careers advice service for women, graduates and experienced professionals looking for technology and IT jobs.  
<sup>3</sup> Global Entrepreneurship Monitor, 2009 Global Report



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