



Improving the tourism for all market by VET

<http://abilityadvisor.eu/>

---

## Newsletter No. 3

June 2019

TAD is a European project funded by the Erasmus plus programme, strategic partnerships for Vocational and Educational Training (VET)

### 3RD TRANSNATIONAL PROJECT MEETING

**Date:** 27-28 March, 2019

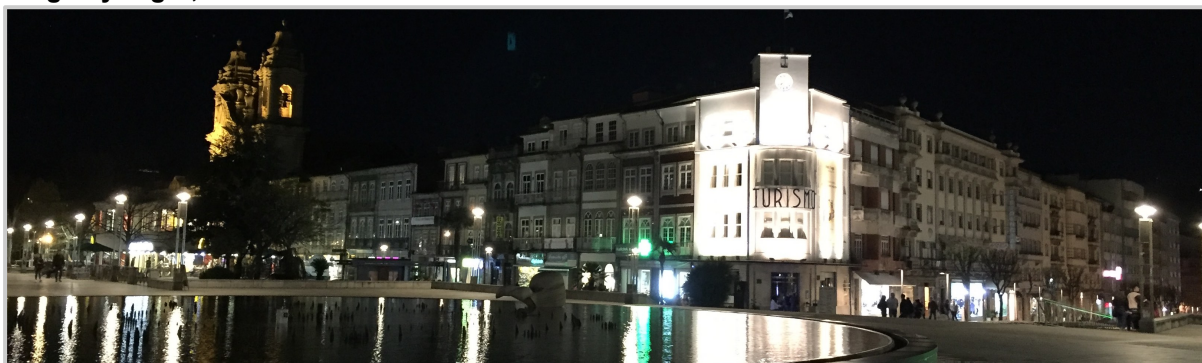
**Venue:** Edifício dos Congregados da Universidade do Minho, Braga, Portugal

**Host institution:** TecMinho

At the 3<sup>rd</sup> transnational project meeting the partners worked on the following subjects:

- Development and the progress of the project regarding the content of the training modules, the procedures for internal revision and evaluation, the translation and the final delivery
- Procedures regarding Internal Communication, Contingency, Dissemination, Activity Plans and pilot implementation
- Management and internal reporting issues.

**Braga by Night, Avenida Central**





**Photo: Some of the TAD Project Team Members outside the TecMinho building after the Project Meeting in Braga-Portugal.**

The first project deliverable – the IO1 Report – was presented, in the final stages of completion. Following a discussion of the key issues and target audiences, ENAT as the dissemination lead partner, will guide partners on how to present and disseminate the IO1 report.

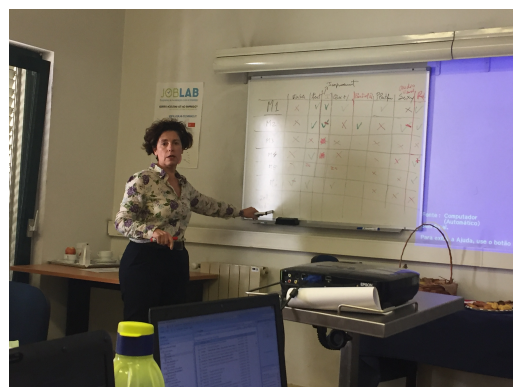
The project partners prepared a work plan and agreed on the tasks and deadlines of IO2, which addresses the structure and content for The Ability Advisor (TAD) training. Partners have allocated the planned modules between them and discussed their contents.

There are 6 Ability Advisor (TAD) training modules, focused on the following areas:

1. Introduction to Accessible Tourism
2. Access requirements (needs) of tourists
3. Customer care
4. How to measure accessibility of tourist environments and services
5. How to communicate accessibility
6. The Ability Advisor role: entrepreneurial skills - How can the TAD advisor act?



Regarding the dissemination activities it was agreed that dissemination events will be organised in all the participant's countries, taking place in November 2019.

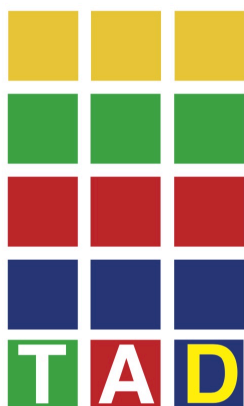


**Photos from the Project meeting in Braga**

It was decided that the last and closing project meeting will take place on the 11<sup>th</sup> and 12<sup>th</sup> December 2019. Host partner: Panevėžys Labour Market Training Center, Lithuania.

---

## Publicly Available Report: A Tour Around



A tour around

In the 2<sup>nd</sup> Newsletter we announced that the first TAD Report, “**A Tour Around**” is available for downloading from the TAD Website. This TAD report aims to contribute to a common open framework to support stakeholders - principally public or private sector businesses in tourism sector - in their efforts to improve accessibility and customer service for people with specific access requirements.

Vocational Educational Training (VET) providers, Small and Medium sized Enterprises (SMEs) and decision makers will be able to use this report to select and pick up the information they consider useful to them, in relation to their role.

The research conducted for “A Tour Around”, provides a description of current VET training offers together with a range of good practices.

**Download the Report, “A Tour Around”** free of charge from the Ability Advisor website:  
<http://abilityadvisor.eu/wp-content/uploads/2018/08/TAD-research.pdf>



**Like TAD on Facebook and follow the project's progress:**

<https://www.facebook.com/TAD-The-Ability-Advisor-535745953439730>



## TAD Partner Profiles

In this Newsletter we profile the two Italian partners, providing an insight into their activities and the Vocational Education and Training (VET) and Accessible Tourism fields.



### Presentation of Bluebook

Bluebook LTD is a SME communication agency, with a special expertise in social communication and training research. At the core of our culture are the values of quality, integrity, respect, entrepreneurial spirit, mutual benefits and citizenship. Imaging a world in which work and knowledge are an opportunity for personal growth and economic development, we have been working for about eighteen years to realise this idea, through projects and initiatives that help organisations and people to empower themselves, to improve their abilities and skills, to relate to each other, to solve their problems and to communicate in an effective and respectful way.

To enrich and integrate our core activities we plan and carry out training activities, seminars, projects and publications for individuals, private companies and public bodies, focused primarily on the concept of equal opportunities for all and on the role that education - formal, non-formal and informal - plays in Europe today.

In the non-formal educational field we promote innovative and equitable approaches by introducing flexible learning pathways and focusing on developing essential skills, intellectual skills and job-specific skills.



Photos of training events led by Bluebook

In these contexts our target groups are transversal and usually include young people, women, people living in disadvantaged areas and people of different ethnic and cultural backgrounds.

Our activities within the framework of social communication are focused, mainly, on the following issues:

- long life learning and transversal skill (mainly entrepreneurship and sense of initiative, learn to learn, cultural awareness)
- risks and opportunities of the digital media
- healthy lifestyle
- use of Open Educational Resources as a learning tool
- CSR (Corporate Social Responsibility) policies and strategies

- social agriculture
- work-life balance

At the same time, to enrich and valorize our core business, we are currently exploiting the results of three strategic partnership projects in the Vocational and Educational Training field - the first one focused on CSR, the second one on transversal skills, the third on e-commerce, and the results of two strategic partnership projects in YOUTH field: one focused on european awareness, and the second one on integration issue. In addition, we are working also on two VET projects - one valorizing the integrated methodology and one strengthening the connection between vocational education and training and labour market- and on a YOUTH project on new methodologies to arouse in young people the desire for knowledge of the many different cultures that represent Europe today.



### **Presentation of ENGIM Piemonte**

ENGIM Piemonte is a VET organisation located in Turin, in the north-west of Italy. Its main activities have always been devoted to young people and their initial vocational training since the late 19<sup>th</sup> Century, to provide them with competencies to prepare them for entry into the labour market.

ENGIM is one of the main training organisations for initial vocational training in Piemonte region. For young people only, it has 20 training courses for a total of around 400 people.



**ENGIM Training Centre**

A lot of our activities are related to job insertion: the recently introduced dual system, apprenticeship, work-placements both in Italy and abroad and participation in local projects aimed at work insertion. Many actions have also been developed in the field of adult education and for several targets: migrants, unemployed people, companies and local authorities. The main fields of training are: restaurant and catering, environment, ICT and communication, management and social care.

In order to raise funds for its activities ENGIM participates every year in the calls for proposals of the local authorities (Province and Region).

The organisation is a member of several networks in the field of young people's education, adult education, ICT, Energy and environment and sustainable mobility, where ENGIM is in charge of post-diploma and post-graduate courses. The networks involve other educational organisations, companies, universities, research centres and local authorities.

During the past years ENGIM has also developed know-how in e-learning and content management systems, developing on-line courses and providing tools for distance learning using web 2.0 tools and devices. Starting in 2010 ENGIM has been in charge of the training for employees affected by the economic crises: about 400 people coming from 100 companies have been trained while on unemployed benefit and for some of them back-to-work schemes have been set up.



#### **Some of ENGIM's trainees**

Since 2012 ENGIM has been collaborating with its partner "SocialFare®" to foster social innovation for growth and jobs.

There are 5 ENGIM branches in Piemonte with a total of around 200 employees and more than 2000 learners.



## TAD Coordinator



PANEVĖŽIO DARBO RINKOS  
MOKYMO CENTRAS

Panevėžys Labour Market Training Centre,  
Lithuania

**Vaida Sinkevičienė**

**Email:** [projektai@paneveziodrmc.lt](mailto:projektai@paneveziodrmc.lt)

**Post:** J. Basanaviciaus g. 23A  
Panevėžys, LT-36205 Lithuania

[www.paneveziodrmc.lt](http://www.paneveziodrmc.lt)

## TAD Partners



European Network for Accessible Tourism, Belgium

[www.accessibletourism.org](http://www.accessibletourism.org)



Bluebook S.r.l. (Italy)

[www.bluebook.it](http://www.bluebook.it)



ENGIM Piemonte (Italy)

<http://www.engimtorino.net/en/>



TecMinho – Associação Universidade-Empresa  
para o Desenvolvimento (Portugal)

[www.tecminho.uminho.pt](http://www.tecminho.uminho.pt)



Funded by the  
Erasmus+ Programme  
of the European Union

Funded by Erasmus plus programme. KA2.  
Cooperation for Innovation and the Exchange  
of Good Practices. Strategic Partnerships for  
vocational education and training. Project nr.  
2017-1-LT01-KA202-035218.

This publication reflects the views only of the authors, and the Education, Audio-visual and Culture Executive Agency and the European Commission cannot be held responsible for any use which may be made of the information contained herein.

---

<http://abilityadvisor.eu/>