

die Berater® Priority Area for Erasmus+: Opening up opportunities for young people

The key to our future is the younger generation. The better young people are educated, trained and prepared for the labour market and active participation in society, the better they will be capable of finding creative solutions to the challenges ahead. This preparation for the future does not only take place in schools, colleges and universities. Learning also takes place at work, in youth centres, sports clubs or in volunteering activities. And learning, especially with young people, should contain elements of fun, making use of innovative open and digital learning formats. *die Berater®* offers young people a wide range of different learning opportunities.

These activities contribute to the following Sustainability Development Goals (SDGs):



Some examples you can find on our German-speaking website <https://jugendbildungszentrum.at/> or here:

Digital competence

As a provider of labour market training and integration courses we work a lot with people with disadvantaged backgrounds and low level of education. But not only these groups are in danger of being left behind in the digitalisation process. Older people require different approaches at digital tool, as well as women and men. Young people need to acquire media literacy and critical thinking skills to act safely in the internet. In many of our EU-funded projects we develop (ped) tailor made educational strategies:

NoAF and MEGA increase young people's competence to **detect fake news**. The recently started projects EU4Health and EU4You enhance **online marketing skills** of young unemployed persons and **digital competence for political participation**.



NEETS, Second Chance and labour market integration

16 % of the 20-34 year-olds in the EU in 2019 were neither in employment nor in education and training (**NEETs**). For more than 20 years, *die Berater®* has implemented many programmes for the Austrian Employment Service (AMS) targeting young people who failed to finish education or vocational training. These programmes contain **activation, schooling, retraining** elements, as well as **insertion into the labour market** and **support in the entry phase**. Recently, we carried out projects in which early school leavers got an opportunity to complete their **school degrees**.

Also at European level we have had several innovative NEETs projects: Tell Your Story and My StoryMap used **digital storytelling and mapping** to prevent early school-leaving. PPC analysed national initiatives offering NEETs **support in entering the labour market**. ROBIN developed **pedagogical strategies and methods** for educators to ensure that children will not drop out early. ENTRE-YOU developed an **entrepreneurship programme** for young unemployed people leading to the internationally recognized **EBC*L** certificate (European Business Competence Licence). The ESF project "Get Ready 2 Work" facilitated **transfer of labour market know-how** about NEETs to Bulgaria.



Vulnerable young people

There are currently 17,000 children in Austria who cannot attend school regularly. The reasons are cancer, autoimmune diseases, chronic diseases and disabilities. The consequences of isolation are emotional stress, loss of self-esteem, psychological secondary diseases and loss of school skills. In cooperation with NGOs, foundations, special school services and medical universities we provide **ECDL training** and **career counselling** to these young people and equip them with easy-to-handle **avatars** which enable them to interact with their school-mates and teachers in class.

In the project Create your Future we successfully **transferred experiences** in this field to EU partner countries. STOP! Uses gamification as a method for a very serious topic: how to stop sexual violence against children.



Gender and career

In innovative national and EU projects we developed **gamified learning offers to encourage girls to enter careers as ICT professionals and ICT entrepreneurs** (ICT-Go-Girls, MIT-MUT). On the other hand, we co-organize the annual nation-wide campaign to **attract boys to careers in social care and pre-and primary school teaching professions** (Boys' Day). GenDiv promoted **gender diversity in decision making positions**, while the ongoing national research project GIG investigates to what extent **gamification** can be a suitable approach for young migrants to learn about **gender values**.



Gamification

Several of the afore-mentioned projects use gamification as an approach that has proved to be particularly motivating and effective with young people, making use of their preference of digital technologies. We gathered wide experience in developing and testing gamification approaches for entrepreneurship (MIT-MUT, GADE), detection of fake news (No Alternative Facts) and discarding of anti-EU myths (MEGA), or prevention of child abuse (STOP!).

Our Media Competence department is always interested in applying their expertise in further gamification projects for young people.



School and teacher training

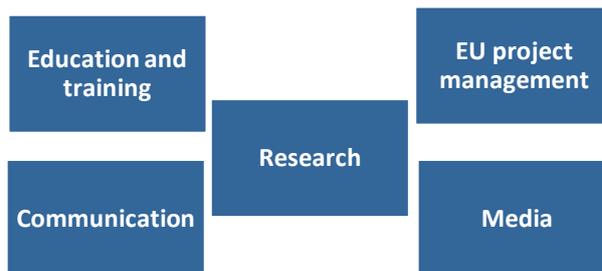
Although *die Berater®* is in the first place an adult and vocational training provider, we are also active in the school education. We have a large network of schools we regularly cooperate with, in co-organizing the above-mentioned Austrian Boys' Day, or in providing avatars for pupils suffering from severe diseases, as well as in our many European school and teacher training projects.

The latter include: ICTeacher, a project which introduced teacher to use ICT in the classroom, and produced a handbook that was distribute to all Austrian schools at request of the Ministry for Education. ICT-Go-Girls and MIT-MUT developed materials and games to attract girls to MINT careers. EKT is currently developing an e-learning cloud solution for the practical phase of initial teacher training. My Story Map organized school workshops to prevent drop-out.



In addition to this specific expertise you can count in your project on our **know-how** in:

- Programme planning
- Learning materials
- Implementation
- Competence assessment



- Project development
- Proposal writing
- Quality & evaluation
- Sustainability planning

- Dissemination
- Message formulation
- Campaigning
- Event organisation

- E-learning solutions
- E-content production
- Website design
- Online events