Communication and dissemination strategies of EU networks in Italy

Peer Learning Activities, Euroguidance Network Meeting, Dublin 2013

www.isfol.it/euroguidance
The National Centre Euroguidance Italy (1)

About us:

- **Euroguidance Italy** operates at Isfol, in Rome. The National Centre is promoted by the **European Commission** - DG Education and Culture - and by the **Ministry of Labour and Social Policies** - DG for Active and Passive Policies.

- The purpose of Euroguidance Italy is to enable EU nationals to take up **educational and training opportunities** in other EU countries and to foster the promotion of Italian learning opportunities all over Europe.
The National Centre Euroguidance Italy (2)

Euroguidance Italy carries out its mission through three main activities:

1) Production of information materials dealing with education, training and career opportunities at national and international level;
2) Dissemination of information on education, training and guidance systems in Europe;
3) Organization and participation to public events dealing with guidance and mobility.
The Italian context on guidance development

In Italy, at this time,

the investment in guidance covers a role of maximum importance within the development process of the Country and represents a tool to support the renewal of the Education and Training system at national and local.
Social and economic crisis and the role of guidance

*Guidance* becomes more and more strategic in a situation, of serious employment crisis where people need to be supported in the process of choice, mobility, training and work transitions "imposed" by the crisis.
# National bodies and structures providing Guidance services in Italy (2011)

<table>
<thead>
<tr>
<th>Systems</th>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies (big and medium: more than 1000 employees)</td>
<td>388</td>
<td>2.1</td>
</tr>
<tr>
<td>Vocational training centres</td>
<td>3.861</td>
<td>21</td>
</tr>
<tr>
<td>Centres for guidance and employment services</td>
<td>2.898</td>
<td>15.8</td>
</tr>
<tr>
<td>Education</td>
<td>11.000</td>
<td>60.0</td>
</tr>
<tr>
<td>University and higher Education</td>
<td>238</td>
<td>1.1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>18.385</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Isfol, Rapporto orientamento, 2011.
The EU Representation in Italy in collaboration with all the Italian EU Networks decided to adopt a twofold strategy of communication in order to reach a wide audience:

1) **Website**: a portal where all the information related to the EU Networks for international mobility and guidance is available with the contact details of all the local points/centers in Italy;

2) **App**: an application for mobile phones where in real-time all EU citizens can find the nearest info point or helpline, centre or desk of all the EU Networks in Italy.
A twofold communication strategy

Dublin, 26th of February 2013 by Concetta Fonzo and Ismene Tramontano
The aims of the website

• The idea was to give to all EU citizens the opportunity to collect information about European Programmes, mobility opportunities, guidance and support through a common trans network website.

• In this website everyone can be informed on the nearest contact point of each EU Network involved and get in touch with advisers/guidance workers in order to receive support for mobility in Europe and feedback on enquires related to difficulties and problems in a European dimension.
The tools of the Italian EU Representation

App
europaintornoame
Sito web
www.europaintornoame.it
Dublin, 26th of February 2013 by Concetta Fonzo and Ismene Tramontano
The points show the search criteria of section “what”.

If none search criteria has been selected, all the nearest points will be shown.

‘On default’ the map will go to the current position of the user.
With a click on the Local Point of interest, you will be able to receive basic information about the centre/desk/point. And, you can directly call the information and assistance centre through the app or you can obtain indications about how to reach by person the Local Point.
With a click on the icon on the bottom right side of the map, you can zoom and the map of Italy becomes smaller and smaller. So, you will be able to have an overview of all the Local Points of the Information and Assistance Networks of Europe in Italy.
Inserisci i tuoi dati per fare il check in

NOME

COGNOME

E-MAIL

CHECK IN
Thank you for your attention!

www.isfol.it/euroguidance