E-book of success stories

DIGIGO - Apprenticeship in the digital era,
Promoting the digitalisation of VET apprenticeships!

Introduction

The DIGIGO project aims to support the acquisition of digital skills of VET students; during apprenticeships in order to decrease the skills mismatch of VET students.

The specific objectives of the project are:

- To enhance the digital competences of company trainers and mentors

- To support VET teachers and trainers and company trainers and mentors to develop apprenticeship programmes (traditional and virtual) for enhancing digital competences to students

- To train company trainers and mentors on how to enhance digital competencies of apprentices in the workplace and through smart working

- To raise awareness of VET teachers and trainers, on the possibility to use apprenticeships, for the development of digital skills of VT students

- To engage more companies in providing quality apprenticeships that enhance digital skills of students. The target group of the project are company trainers/mentors, VET teachers and trainers, and VET students – apprentices.

DIGIGO is a transnational project supported by the Erasmus+ programme. The DIGIGO consortium is led by Petra Patrimonia (France) with partners from Portugal (CECOA), N. Macedonia (SABA), The Netherlands (Friesland Incubator), Greece (IDEC and IEK DELTA) and Malta (Eurodimensions). DIGIGO project started in June 2021, and will end in May 2023.

The E-book of success stories is one of the intellectual outputs of the Project DigiGo "Apprenticeships in the digital era". It represents the successful stories of a series of pilot apprenticeships focused on the development of the digital competences of the students. Each partner has set up training programs and digital activities for 2 to 3 months for 2 apprentices or more in order to test the implementation of the methodology for the development of digital learning established by the DIGIGO project. The main purpose of the DIGIGO methodology is to oversee the implementation of training pathway to strengthen digital skills in the context of apprenticeship, relying on both training centers and companies.

FRANCE
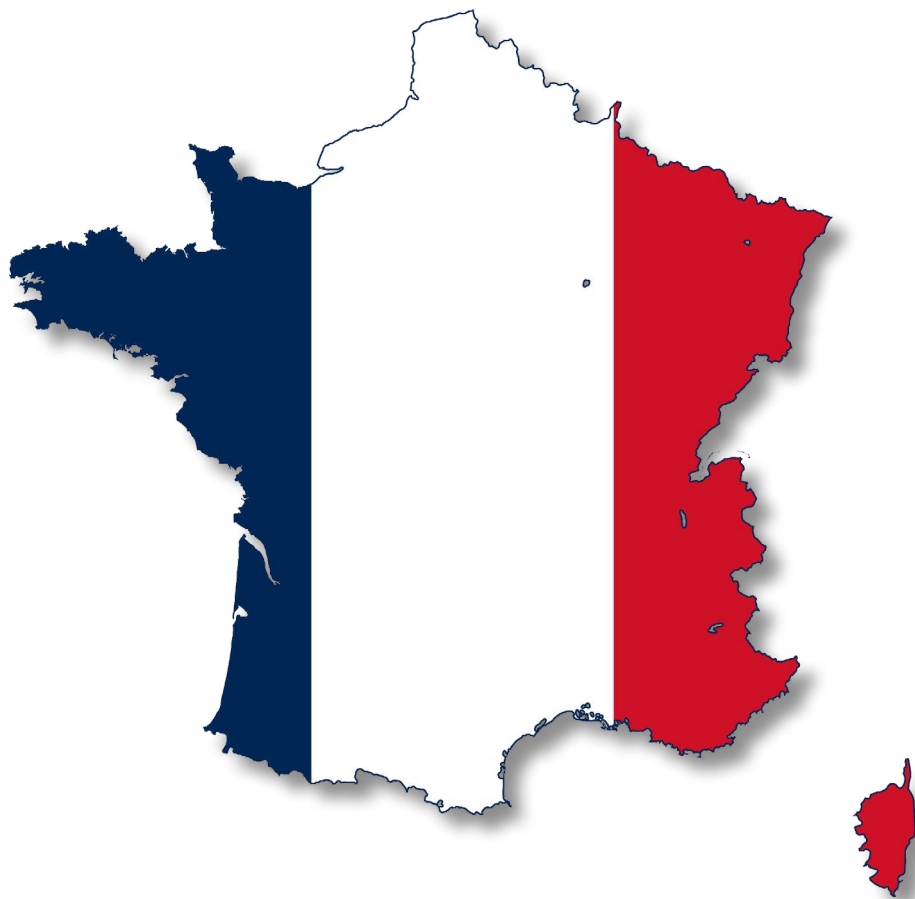
- **Name:** Coraline

- **Surname:** Milin

- **School:** Université de Cergy-Pontoise

- **Apprentice:** CDE Petra Patrimonia

- **Start date:** 14.11.2022

- **End date:** 14.11.2024

Work activities during the work, tools, and software I used

- Loom: I learned how to use this software to produce tutorials as an e-learning content. I could record me explaining a notion while sharing my screen. Later I also edited what I had recorded to produce the tutorial, selecting the most relevant and clear parts of my recordings.

- YouTube editor: I was able to upload and edit the tutorials I produced, add subtitles to it and participate in the management of the YouTube channel.

- Excel and Word package: To proceed with the data collected and produce the content and documents shared with the partners.

- Canva: Thanks to this software, I was able to create attractive visuals easily shared on social networks or serving communication purposes in general.

Photos from the workplace
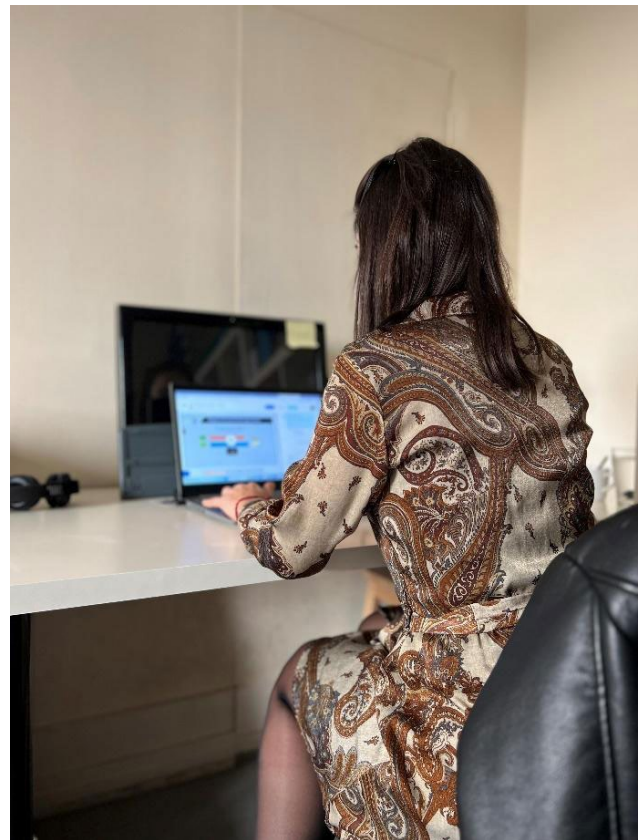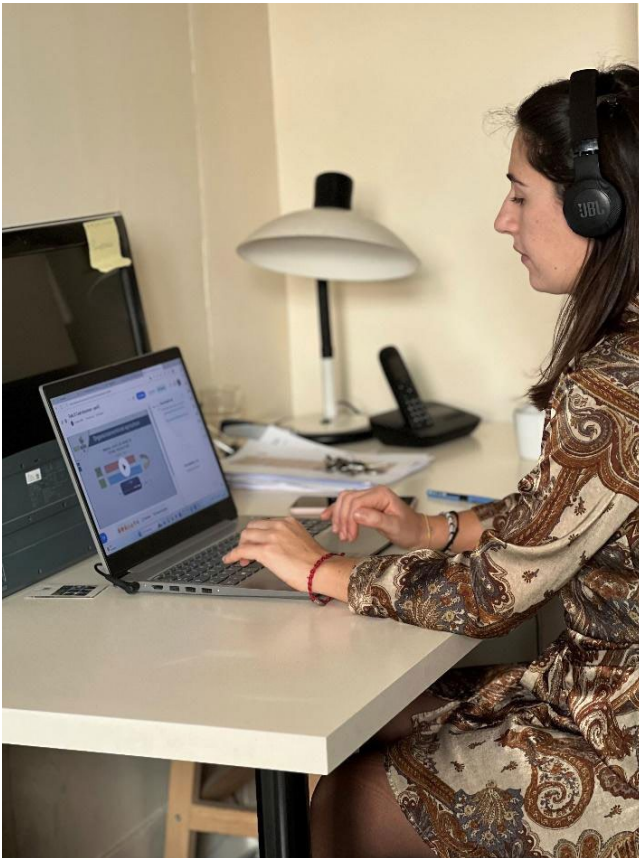
- **Name:** Magali
- **Surname:** Le Peculier
- **School:** CFA Neos
- **Apprentice**: Cooperative d'Initiatives Jeunes
- **Start date:** 01.06.2022
- **End date:** 31.05.2023

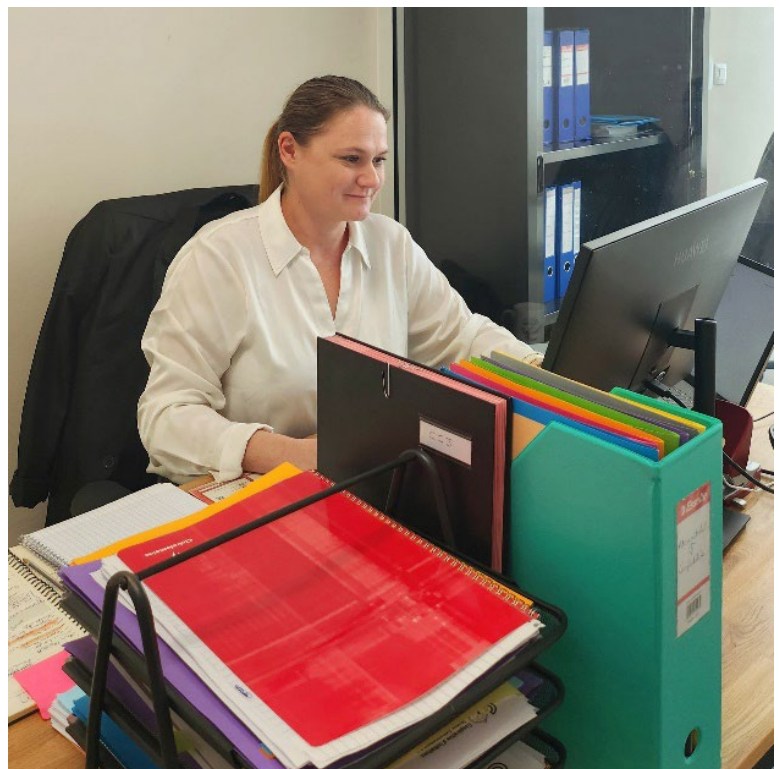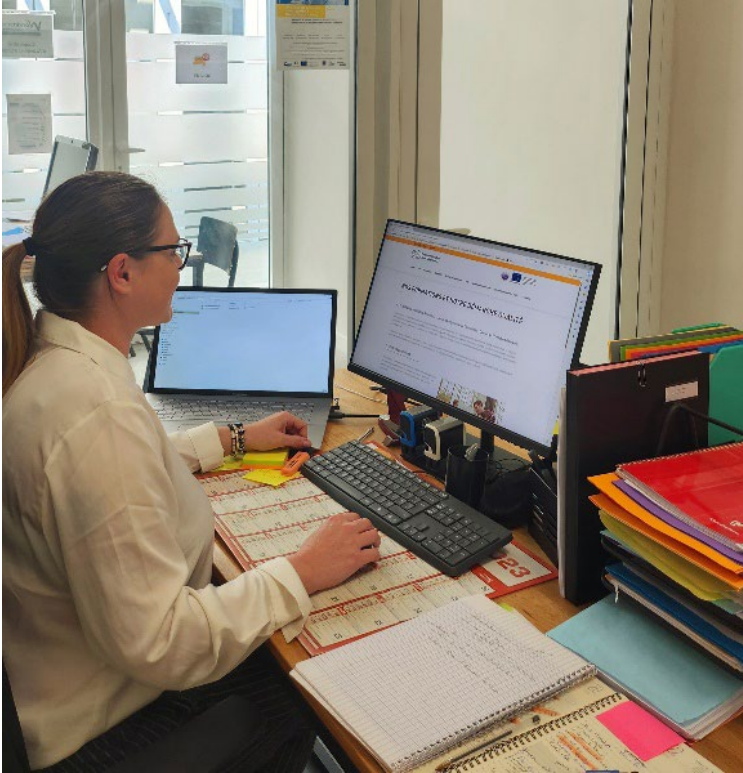## *Work activities during the work, tools, and software I used:*

During my apprenticeship, I mainly worked digitally on the creation of contents for the communication. I also had to intervene in the research and classification of digital information. The digital activities I develop are based on the following activities and software:

- CANVA software with which I make flyers and visuals for social networks

- CAP CUT to edit videos, for example it was very useful to edit the videos of the CIJ entrepreneurs

- I discovered Meta Business Suite, which allows me to publish posts simultaneously on several social networks and several accounts

I was also involved in the follow-up of the entrepreneurs, and the management of the accounting and administrative data of their activities:

- software of the funding partners in order to make the balance sheets of entrepreneurs

- I used the Drop Box for templates and shared documents

- I also did a lot of research on a number of websites to seek information for the benefit of the entrepreneurs supported by the cooperative.
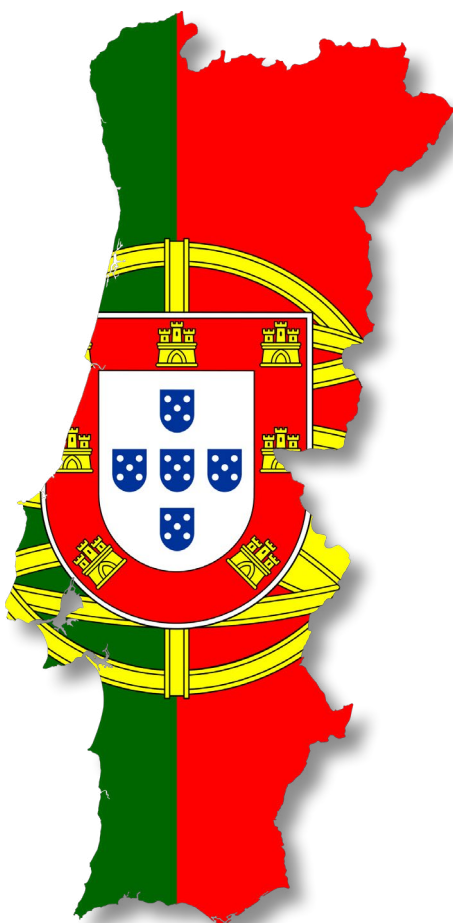
Photos from the workplace
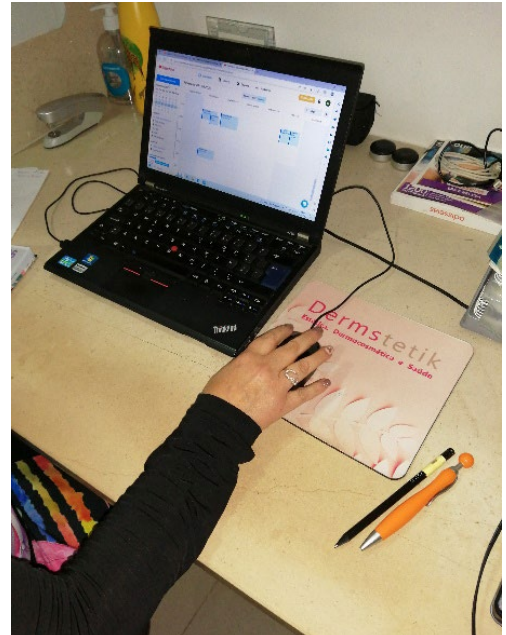
DIGIGO

DIGITALISING APPRENTICESHIPS

P O R T U G A L

- **Name:** Luisa Salgueiro
- **Surname**: Soares
- **School:** Beauty, Massage and Well-Being Technician at CECOA-Coimbra
- **Apprentice:** Dermstetik
- **Start date**: 01.10.2021
- **End date:** 16.02.2023

Work activities during the work, tools and software I used:

- The DIGIGO project offers advanced training on the use of IT resources in the workplace and their impact on a company's day-to-day operations.

- The project is well designed for distance learning, in an e-learning regime, this programme is an added value as it gives the trainee the possibility to develop their skills in the digital field.

- Within this project, I received an innovative and excellent training through the contents and methodologies offered. The classes via zoom through the computer were very practical since they taught me how to solve pertinent digital issues in which I had difficulty, it allowed me to have access to digital tools that I didn't know. It allowed me in a professional context to analyse competitors' content, to make innovative publications, taking into account what the target audience is most looking for, in the way they are looking for it, on the social networks.

- On an operative level with the technical devices to be used in therapies, it gave me skills and a greater computer and digital perception when performing professional activities with them.

- Helped me to enhance the dissemination of services and products in the context of professional internship. Ensuring I had a good reading and management of the same contents.

Photos from the workplace

- **Name:** María Elena
- **Surname:** Soares De Nobrega
- **School:** Beauty, Massage and Well-Being Technician at CECOA - Coimbra
- **Apprentice:** BodyConcept
- **Start date:** 03.01.2023
- **End date:** 13.02.2023

Work activities during the work, tools and software I used:

- Searching for and using secure passwords;
- Knowing how to search secure web pages;
- Using copyright free images and searching image banks;
- Checking Copyright on Videos;
- Putting video and pictures into PowerPoint presentations and trying out themes from PowerPoint presentations;
- Search for appointment software;
- Outlook calendar automation;
- Try sound recording software;
- Try Spotify to download relaxation music;
- More secure ways to pay online;

Photos from the workplace

N. MACEDONIA

- **Name:** Laura
- **Surname:** Stefanova
- **School:** Private high school SABA
- **Apprentice:** Touristic agency Kamelija
- **Start date:** 01.02.2023
- **End date:** 31.05.2023

Work activities during the work, tools and software I used:

- During my apprenticeship I was searching for hotels for the upcoming summer season in Turkey and Greece;

- I was making a list of top destinations in some cities and uploading them as blogs on the website;

- My mentor taught me how to search hotels and upload blogs, admin panel and upgrade the web pages;

- I was making tables with information about hotels which I found on the official sites of the hotels;

- My mentor showed me how to approach a certain web site and then I did my task;

- I didn't face any negative things during my apprenticeship;

- I am satisfied with my apprenticeship, since I gained much knowledge about the digitalized tourism working.

Photos from the workplace

- **Name:** Sofija
- **Surname:** Pavlova
- **School:** Private high school SABA
- **Apprentice:** Touristic agency Kamelija
- **Start date:** 01.02.2023
- **End date:** 31.05.2023

Work activities during the work, tools and software I used:

- I was searching for hotels and uploading blogs on Camellia's site;
- During this apprenticeship I learned how to work on new programs, sites and search for new sites;
- I learned new things in the field of tourism and improved my digital skills while working on the tourism blogs, sites and programs;
- The mentor helped me and guided me in mastering the digital programs.
- I didn't face any big problems and I got help from the mentor for all the difficulties.
- I gained new experiences and new knowledge for further experiences.

Photos from the workplace

Erasmus+

DIGIGO
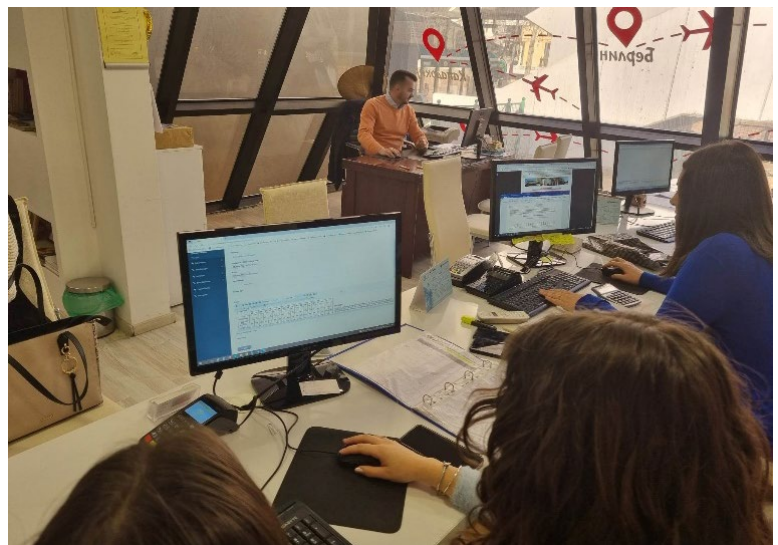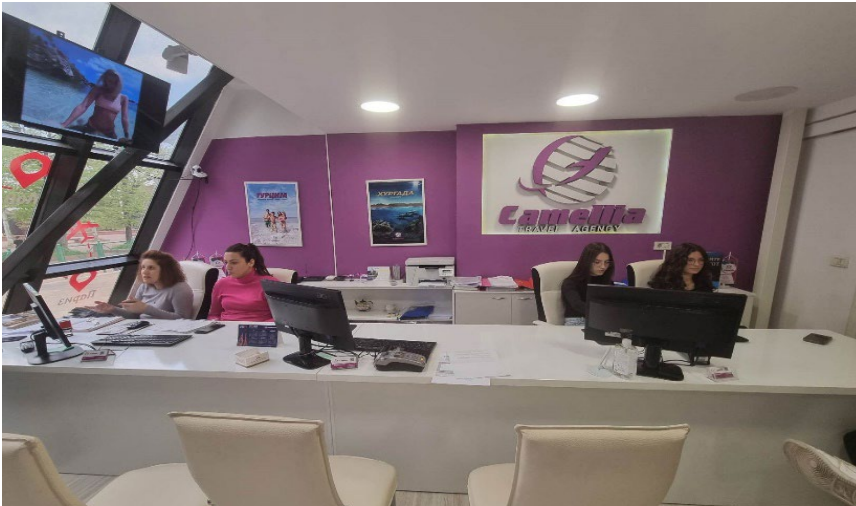
DIGITALISING APPRENTICESHIPS

GREECE

- **Name:** Andreas
- **Surname:** Asimakos
- **School:** IEK DELTA
- **Apprentice:** IEK DELTA (Marketing Department)
- **Start date:** 15/9/2022
- **End date:** 31/3/2023

Work activities during the work, tools, and software I used

- I've made posts on social media for the company's purposes.

- I became familiar with the writing and the technical part of blog posts.

- I was taught how to use WordPress in order to create websites.

- I created a Gmail account in order to keep an active email history and to use Google Forms and Google Calendar.

- I learned how to use Asana in which I've managed complex workloads in an easy way and I've learned how to connect other tools, such as Google Calendar, in order to coordinate the work with my colleagues in one place.

- I created an account in Routee in which I divided the customers according to their interests and characteristics and I enhanced the company's marketing campaigns.

- I got familiar with Nimbata in which I've learned how to create more attractive marketing campaigns by using specific channels and keywords.

- I created an account in Moosend in order to get familiar with the concept of email marketing.

Photos from the workplace

- **Name:** Nikos
- **Surname:** Themelakis
- **School:** IEK ALFA
- **Apprentice:** IDEC S. A.
- **Start date:** 01.03.2023
- **End date:** 31.08.2023

Work activities during the work, tools, and software I used

- The first tool that I learned was WordPress for web design, content creation, and website management. I customized themes and templates and I learned how to write and publish blog posts, create pages, and add multimedia elements. I also used WPML as a plugin.

- The second tool I used was Moodle. I became fluent in e-learning design and management.

- Another tool I learned was Vimeo. In particular, I edited and shared videos and I optimized them for different platforms.

- Last but not least, I used some smaller but also useful tools while I was doing my apprenticeship, such as Paint 3d, PowerPoint, Word, Excel and Light shot.

- This apprenticeship provided me with a solid foundation for a successful career in the digital industry and I'm feeling grateful for the experience and the knowledge I gained.

# Photos from the workplace
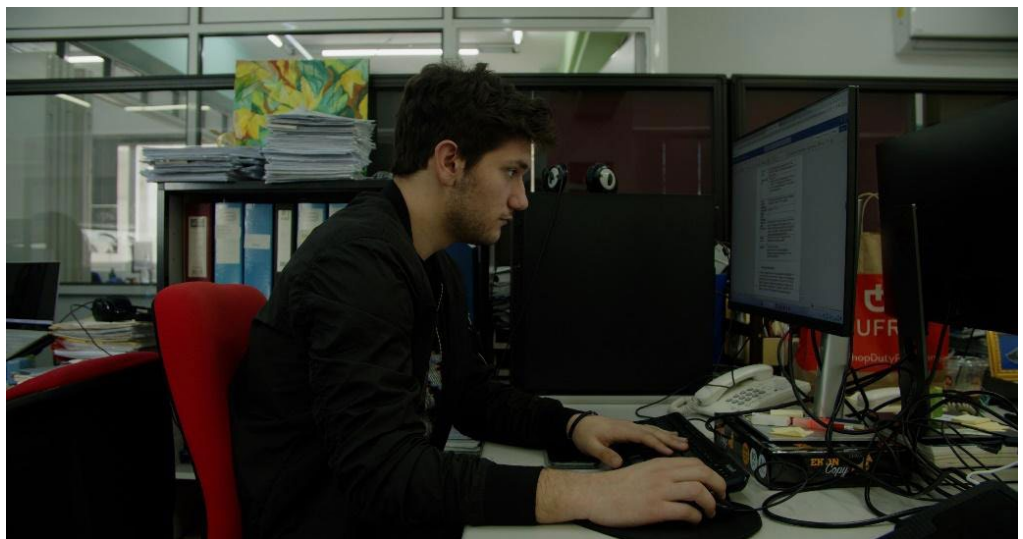
THE NETHERLANDS

- **Name:** Roan
- **Surname:** Schoop
- **School:** NHL Stenden University
- **Apprentice:** Inqubator Leeuwarden
- **Start date:** 01.02.2023
- **End date:** 28.02.2023

Work activities during the work, tools, and software I used

- Canva: By becoming more familiar with Canva I was able to create more appealing visual content. Learning to use this software is useful as a student as well as a future employee.

- Excel and Word: During the apprenticeship I was able to gain a deeper understanding of certain tools in Microsoft Word and especially in using Microsoft Excel more efficiently.

- Digital Copyright and Licensing: With my focus on digital content creation, I realized that my knowledge of digital copyright and licensing was very limited. I used to the time given during the apprenticeship to gain a basic understanding by using available free online course material.

- Davinci Resolve 18: I used this software to learn editing and cutting videos as well as adding subtitles and mastering recorded samples and sound effects.

Photos from the workplace
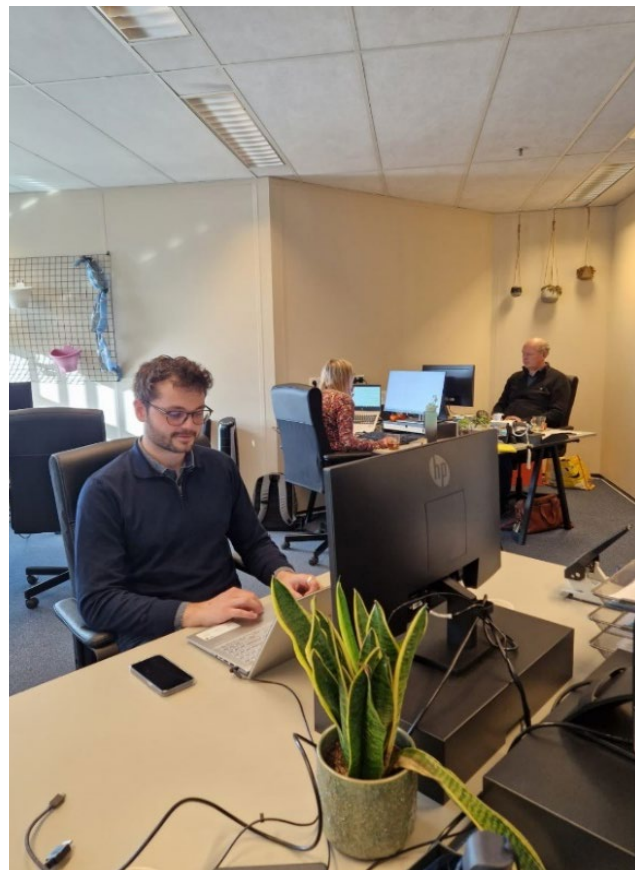
- **Name:** Esmee
- **Surname:** -
- **School:** -
- **Apprentice:** Inqubator Leeuwarden
- **Start date:** 13.02.2023
- **End date:** 13.03.2023

The other Intern at INQ, was Esmee. Due to privacy concerns Esmee does not want to be included in the movie nor pictures. Esmee did her internship at INQ from the 13th of February until the 13th of March. During this period Esmee did a research internship. This is commonly done in the Netherlands, at the end of one's study.

Work activities during the work, tools, and software I used

- Familiarized with online office environment: During the internship, I learned to navigate the online office environment and helped to organize this environment. I also learned how to use the in-office digital hardware.

- Accessing necessary online information: During the internship I used to efficiently access the required data and learned to express my needs from this data.

- Created awareness on online privacy and safety: Through my more advanced knowledge of online/digital privacy and safety I was able to help Inqubator Leeuwarden take steps to enhance online security and data safety.

DIGIGO

DIGITALISING APPRENTICESHIPS

MALTA

- **Name:** Martina
- **Surname:** Spiteri
- **School:** University of Malta
- **Apprentice:** Malta Business Bureau
- **Start date:** February 2021
- **End date:** Ongoing employment as full time

Work activities during the work, tools, and software I used:
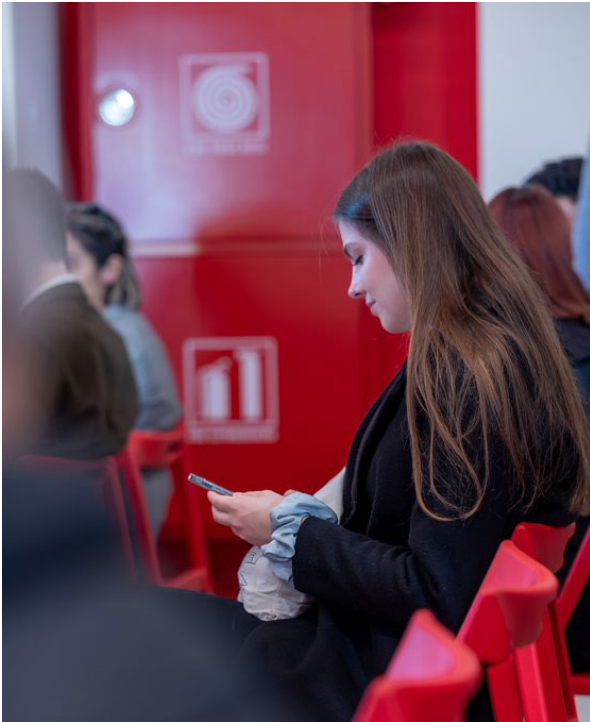
Enhancing my digital skills offers me an additional advantage in coordinating work, marketing and promoting, designing and developing, and comprehending research tools.

Overall, the digital skills that I have attained have been critical to my job:

- Social media: managing MBB social media platforms (Facebook, Instagram, LinkedIn) allowed me to understand how to use social media effectively and understanding the dynamic relationship between our brand and our target audience.

- Microsoft Excel: using excel software for the financial management of projects and for projects budgets updating.

- Website back-end: knowing how to navigate the back end of a website, with guidance and supervision from website developers.

- Canva: referring to Canva as an online design tool to create social media posts, posters, presentations, and other templates needed for marketing and communication purposes.

- Web-Conferencing Tools: learning how to set up online meetings via Microsoft Teams and Zoom and utilised these tools for webinars, focus groups, etc.

Photos from the workplace

- **Name:** Kata
- **Surname:** Toth
- **School:** University of Malta
- **Apprentice:** Malta Business Bureau
- **Start date:** February 2023
- **End date:** May 2023

Work activities during the work, tools, and software I used:

Enhancing my digital skills offers me an additional advantage in coordinating work, marketing and promoting, designing and developing, and comprehending research tools.

Overall, the digital skills that I have attained have been critical to my job:

- Database software: using Mailchimp software and Microsoft Excel to update, validate, and categorize the organization's internal database and mailing list.

- Google Drive: utilizing Google's online drives to store and organize documents and to collaborate with team members regardless of geographic location.

- Online etiquette: acknowledging that online communication is different than in a face-to-face setting and mastering online communication when in meetings so that the message conveyed is received correctly.

- Microsoft PowerPoint: using this software to create presentations for events, meetings, etc and to design aesthetics.

- Social media marketing: uploading social media posts and visual content to promote events.

- Email marketing: using Mailchimp software for email marketing to promote events such as webinars, workshops, etc. and to gather survey data from our mailing list for research purposes.

Photos from the workplace
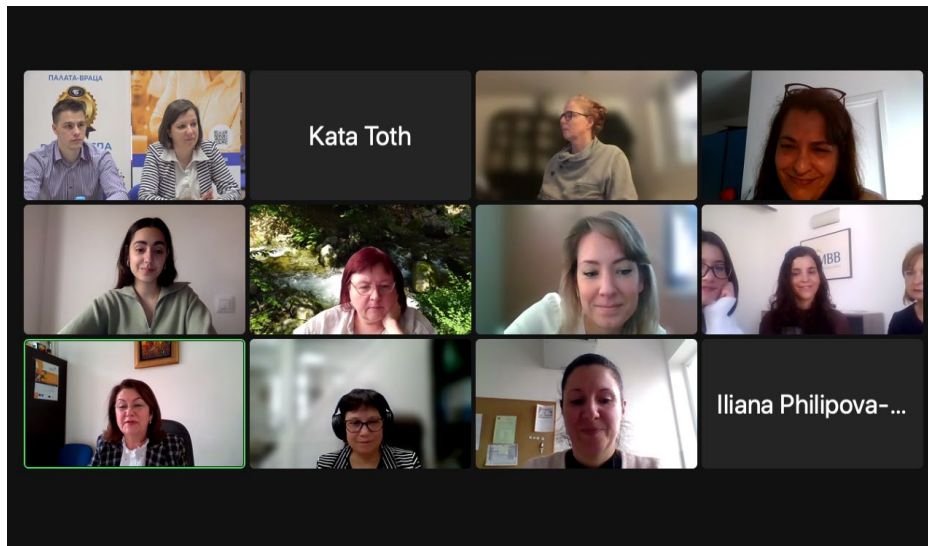
DigiGo - Recommendations for elevating digital apprenticeship programs

The piloting of the apprenticeships have led to a further recommendations for improvement of the digital apprenticeships. The DigiGo team has agreed on the following recommendations for elevation the digitalization of the apprenticeships and foster a culture of continuous learning:

1. Set specific digital learning objectives for the digital apprenticeships. Concrete skills, knowledge, and experience that the apprentices will acquire from the experience will ensure a focused and purposeful learning journey;

2. Encourage challenging projects and tasks that will stretch their capabilities and require them to learn new skills. Engaging in hands-on experiences and tackling real-world problems that will foster their growth, resilience, and critical thinking abilities;

3. Do not dissociate "digital" activities from the general activities of the host company.

4. It is important to create an environment that encourages supervisors, mentors, and colleagues to provide feedback on their performance;

5. Connect the apprentices with experienced professionals through meetings, events, or mentorship programs. This will provide valuable insights, expand their professional network, and unlock potential future growth;

6. Dedicate more time for digital apprenticeships. Two months may be a short period of time to become digitally fluent and learn many digital tools that are needed on the workplace;

7. Foster a sense of autonomy so that the apprentices can actively contribute and grow throughout their apprenticeship. Allow the apprentice to promote his/her work with the teams, or even to contribute in turn to strengthening the team's digital skills;

8. Try to link the learning objectives with the DigComp 2.2 reference system by explaining it to the apprentices.

Web page: www.digi-go.eu