



BLOOM or Bite-sized Learning Opportunities On Mobiles aims to deliver workplace training for the logistics and passenger transport sectors in contextualised basic skills using a variety of mobile phone technologies. It addresses the findings of recent studies that identified wide-scale basic skills shortages and the negative impact of this on the industries and the individual.

In a sector where employees work shift patterns and irregular, unsociable hours, and traditional programmes of learning are not suitable, BLOOM will demonstrate that workplace learning via mobile devices is a viable option. The project will explore the business case for providing a service that will meet the demand for more flexible and portable means of training in the workplace.

BLOOM will support lifelong learning, encouraging excluded groups to upskill and enhance their employment prospects through the use of mobile learning. It will:

- carry out a market needs analysis of the technical trends, infrastructure and market conditions
- provide customised learning content to meet the cultural and linguistic needs of the target users and test the likely uptake of the service
- develop a business plan
- disseminate the outcomes

The results of the market validation of the project will be to:

- Demonstrate an understanding of the market environment in mobile phones
- Collate feedback from users, training providers and decision makers
- Develop a Business plan evaluating the commercial viability of deploying the service
- Disseminate effectively to create interest and awareness of the service.

BLOOM will target 300 users across the partner countries to include:

- the full range of sector employees
- existing employees with basic skills or language needs
- employees who need to upskill
- jobseekers within the sectors

Initial deployment will focus on the rollout of BLOOM in English, German, Dutch, French and Spanish and the second phase will extend the service across the EU and other sectors. BLOOM will engage and involve a wide range of users, training providers, employers and decision makers as well as network phone providers in a commercial rollout of the service.

The BLOOM partnership is a mix of private and public sector bodies in the UK, Austria and Germany.

In the UK:

- **Tribal** is the lead partner in BLOOM and the leading private sector organisation in the UK that services public sector bodies
- **CWU** (Communication Workers Union) represents workers in the logistic sector including the postal and telecoms sector
- **Go Skills** is the Sector Skills Council for businesses working in the UK passenger transport sector.
- **Bango** is a private company whose business is based on the commercialisation of mobile phone technology providing content across mobile phone networks.

In Austria:

- **BEST** (Best Institut für berufsbezogene Weiterbildung und Personaltraining) is a training provider with direct access to unemployed adults seeking entry into employment.

In Germany:

- German partners **BSH** (Berufsbildungswerk der Spedition in Hessen e.V.) are an association of logistics training providers with access to the passenger transport sector through partnership working.

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