



MEASURES TO INCREASE QUALITY AND VISIBILITY

Within the framework of the Council Declaration on the European Alliance for Apprenticeship of 15 October 2013, Portugal will adopt the following measures to increase the quality and attractiveness of the apprenticeship courses:

1. Setting-up of the Network of Excellence Partners for Apprenticeship aimed at rewarding and disseminating examples of good practices amongst companies and other employers to who the excellence of training in a work environment is important, as well as the integration of young people into the labour market and who also make the commitment to collaborate with Apprenticeship in the provision of resources and attribution of benefits to trainees.
2. Development of new qualifications and updating of existing ones, taking into account the needs of the labour market and the principle of diversification of the training offer, in terms of professional careers and levels of qualification.
3. Training of trainers and tutors underlining that the quality of the trainers and tutors is a key element in the improvement of the quality of training provided, and allowing the tutors to develop their own abilities as a facilitator of the learning in work environment.
4. Differentiation of the pedagogical methods and techniques used, in order to offset dropout rates and increase the motivational levels of the trainees.
5. Creation of a basis for a post-training internships, reinforcing the link between the trainees and the company and a measure to reduce the dropout of training.
6. Reinforcement of links between the trainees and the company responsible for training in the workplace by promoting the benefits given by companies to trainees.
7. Analysis and revision of apprenticeship courses structure with an increase of the level of qualification, considering the growing recognition by the market of technological specialization and given the possibility of further studies.
8. Improve the attractiveness of learning courses, in particular by increasing their dissemination.
9. Strengthening the involvement of social partners in updating qualifications, in defining training provision and in promoting apprenticeship courses.
10. Reinforcement of counselling and career guidance to help young people to choose professional areas relevant to the labour market.
11. Promotion of transnational projects to highlight good apprenticeship practices abroad and promote mobility of trainees and trainers.



DEVELOPMENT OF THE MEASURES

Network of Excellence Partners for Apprenticeship

Recognition as an *Excellence Partner for Apprenticeship* involves awarding a certificate of recognition to organisations that offer practical training in high quality work environments in accordance with the structure of the apprenticeship programme. They must also provide excellent learning conditions which allow for the development and acquisition of the technical, interpersonal and organisational skills necessary for the professional world. The organisations must also contribute to the employability of young people by hiring trainees within their company after their training has finished.

Training of Tutors and Tutor Trainers

A national certification system for tutors is in place, dealing with the training and certification of these professionals.

Taking into account the particular conditions and characteristics of training in a work environment, the IEFP created the reference framework for tutors training. Its aim is to enabling those who assume the responsibility for ensuring a training process in a work context to be able to effectively acquire the knowledge and skills needed to support, develop and evaluate the training activity in this context, ensuring adequate follow-up of trainees and contributing to their integration and learning.

The role of Tutor Trainer is a strategic one, they must ensure that tutors are qualified to carry out the role's requirements in addition to carrying out their daily work. Their influence will have a significant impact on the trainee in the company, the vocational training centres and other training entities which will have an interlocutor familiar with the pedagogical language and who will have a broad vision for the education and training of young people.

At the same time, it is intended to develop a strategy that focuses on the pedagogical differentiation, as a resource for diversified pedagogical techniques that aim to tailor the learning process to each trainee, allowing each one to achieve the learning outcomes according to their own characteristics. Thus, it is necessary to adopt pedagogical methods different from those often used in the educational system, favouring the use of techniques with a greater practical dimension, namely work by project, integration of individual experiences in the training context or development of thematic workshops.

Diversification and consolidation of the training offer supply

The development of new qualifications and the updating of existing ones, taking into account the needs of the labour market and the principle of diversification of supply, is foreseen within the scope of the National Qualifications System through the Sectorial Councils for Qualification (CSQ).



The main objective of these technical and consultative working groups is the identification of trends and changes that have occurred within the different sectors of society, contributing to the updating of the qualifications and skills that are part of the National Qualifications Catalogue.

The 16 CSQs in place are intended to cover the education and training needs of most sectors of the national economic activity and are of an essentially strategic nature, functioning as the first line of a more operational work that is intended to be developed within a network and cooperation logic.

Considering the fundamental role of companies in the identification of the qualification needs and in the indication of the priority areas and professional careers for the training offer, it is intended to speed up the updating of qualifications and the consolidation of the offer. This process involves the companies of the Network of Partners of Excellence for Apprenticeship.

In defining the training offer and its adequacy to the needs of the labour market, the System of Anticipation of Qualification Needs (SANQ), created with the objective of supporting the planning of networks of offers and providing Information to support other planning processes and management of skills development strategies. This system takes into account the period of the Common Strategic Framework (CSF), from 2014 to 2020, and is in line with the Europe 2020 strategy.

Professional Guidance

Providing quality vocational counselling and guidance can make career paths more attractive to young people and at the same time demystify negative images and ideas that may exist.

The aim is to strengthen the technical-pedagogical preparation of vocational guidance professionals by equipping them with the tools to identify new labour market requirements and to better adapt to the characteristics of young people today in order to support the latter in the most suitable and consistent professional areas.

Valuing apprenticeship

With the aim of promoting and disseminating the apprenticeship courses and also enhancing this particular mode of training, seminars were organised with the aim of launching a debate around the valorisation of Apprenticeship as a distinctive system with a significant impact on society and the labour market. Moreover, a communication campaign on Apprenticeship courses is planned in order to create value and promote this type of training.

Young people will be the main target of this multimedia communication campaign together with the families, considering the fundamental role that parents play in choosing the pathways of education and training of their children.



ADDED VALUE OF FORESEEN MEASURES

The *Network of Excellence for Apprenticeship Partners* will promote:

- a) The visibility and public recognition of companies and employers that invest in promoting the qualifications of young people and their employability;
- b) The good practices of the entities that support dual training, recognizing them as dynamic and integrated spaces of training and qualification;
- c) The brand image that certifies the quality of the work done by the entities that support dual training, and raise awareness in companies and other employers to the need for investing in training.

The existence of certified tutors in the companies is a guarantee of a better monitoring of the trainees in the company environment, their role is to facilitate integration of the graduates and they contribute in a significant way to the increase in the quality of the training provided.

Companies become active and strategic partners in stimulating training responses and help adjust training to the needs of the labour market and thus facilitate the professional integration of qualified young people.

The participation of different organizations in the vocational training contributes to the development of the human resources, raises awareness of the importance of lifelong learning for the workers and encourages the transfer of new practices and know-how between work and training contexts.

The Sectorial Councils for Qualification, constituted by experts from public bodies, social partners and employers, contribute to the updating and development of new qualifications in line with the real needs of the labour market

The identification of skills needs and the definition of priority areas and professional careers for the education and training network, through SANQ, allows for clear guidelines for the definition of the network of training offers as well as for the updating of the National Qualifications Catalogue.

Efforts to strengthen trainee support, in particular by securing some benefits in place in the company responsible for training in the work context, as well as supporting a final paid internship, increase the employer's commitment and encourage the young person to successfully complete the training.

The promotion of apprenticeship, through its wider dissemination, is aimed at attracting young people who wish to obtain high-quality technical training, resulting in highly qualified professionals, whose integration into the labour market means, in the medium term, better human capital in companies and an increase in their competitiveness.

The reinforcement of the pedagogical quality, both in terms of training and certification of tutors and in terms of the differentiation of pedagogical methods and techniques used, is a very important vector in increasing the quality of training making it more prominent and in demand by young people and employers.



Partners

All activities of the action program will be developed in close cooperation with employers and trade unions organizations, the Ministries of Education and Labour, Solidarity and Social Security and the training entities involved in the implementation of the measures.

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Elisabete Comparada

De: Conselho Diretivo
Enviado: quinta-feira, 6 de abril de 2017 18:39
Para: Patrícia Margarida Almeida; Elisabete Comparada
Assunto: Fw: Ofício nº 531
Anexos: OF. 531.pdf

dar entrada

De: Gab. Sec. Est. do Emprego <gabinete.seemp@mtsss.gov.pt>
Enviado: 6 de abril de 2017 17:33:16
Para: Conselho Diretivo
Assunto: Ofício nº 531

Boa tarde,

Junto se envia, para os devidos efeitos, o nosso ofício nº 531.

Com os melhores cumprimentos,



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