



- Title:** F.A.I.R. – Fostering Apprenticeship sharing Ideas and Resources
- Call:** ERASMUS + K3 Policy reform
KA3 – Support for Policy Reform – Support for small and medium sized enterprises engaging in apprenticeships
- Grant UE:** 509.667 € (Overall Budget 637.084 €; Co-financing:127.416 €)
- Partner:** ECOLE - Enti Confindustriali Lombardi per l'Education (Italy)
FORMAPER (Italy)
Città Metropolitana Milano (Italy)
Camera de Comert Industrie si Agricultura Giurgiu CCIA (Romania)
Agentia Judeteana Pentru Ocuparea Fortei de Munca Giurgiu AJOFM (Romania)
Asociacion European Academy EA (Romania)
Uniunea Generala a Industriasilor dir Romania Asociatiei UGIR (Romania)
Camara Oficial de Comercio Industra, Servicios y Navegacion de Valencia (Spain)
Ayuntamiento de Alzira (Spain)
Asociacion Empresarial Alzira (Spain)
- Duration:** 2 years from the 1st of October 2016

A short summary:

FAIR means Fostering Apprenticeships sharing Ideas and Resources both at transnational level, allowing the cooperation and the exchange of practices/models/results among partners, and at local level, through the creation of territorial synergies with the active involvement of key actors; joining their efforts and starting to talk to each others, they can design and undertake successful strategies and actions.

FAIR means also "fair", in the sense that apprenticeship is a tool that, beyond allowing the transition from school to work - specially for NEETs - and representing an unexplored potential for enterprises, is something "good", with a power in stimulating companies towards a social responsibility.

The project arises from these two strictly interrelated perspectives. Their synergy could represent a way to face a common problem of the three involved countries: the resistance of SMEs in using apprenticeships.

FAIR comes from the dual awareness that an effective strategy has to come bottom-up from the territory and that companies are today more aware of the importance of the ethical issues and their potential as marketing strategy.

FAIR aims at empowering capacities and potentialities of the involved Chambers of Commerce that will become collectors of ideas and resources and it will be territorial landmarks for stakeholders and enterprises that will receive direct support services and indirect benefits.

The FAIR project objective is to promote the apprenticeship instrument among the SMEs which in general do not know it, and especially not use it.

Through the activation of a network of stakeholders bringing together companies, employment centers, training institutions, social partners, business organizations, public authorities, the project aims to increase the number of SMEs that they may accept young people in apprenticeships.



Activities

FAIR project is structured in 7 Work Packages (WP) spread on 3 components:

- Development
 - WP1 Research (The consortium will research and gather materials to address SMEs towards apprenticeships and it will select a few pilot areas to make a mapping skills most needed by SMEs)
 - WP2 FAIR Structures design & testing (It consists in designing services for the promotion of apprenticeships at the Chambers of Commerce that will become points of reference in the area for apprenticeship interested SMEs)
 - WP3 Campaigns & branding (The promotion is realized via an awareness campaign aimed at SMEs on the image and the value of apprenticeship and launches the brand FAIR which will have an ethical value of company social responsibility)
- Dissemination & Exploitation
 - WP4 Fair Sharing Exploitation (It maximizes the results of the project, network associate partners, stakeholders and target groups, young included)
 - WP5 Dissemination & Sustainability (It aims to organize and carry out all activities to publicize the project and then to sustain the results after the end of the project. It crosses all the stage of the project.
- Management & Quality Assurance
 - WP6 Fair Quality Assurance (The package includes activities designed to ensure that the project will meet the standards of quality external and internal)
 - WP7 Project Management (The workpackage includes all the activities to ensure the efficient implementation of the project both from technical and administrative point of view).

Expected outcomes

FAIR outcomes will be the result of a transnational cooperation aimed at undertaking a common reasoning that then is integrated and adapted to local specificities, in exchange for improvement:

- Creation of permanent territorial Think Tanks to address policies & strategies;
- Collection/enhancement of territorial and national resources such as informative and guidance supports, databases and tools, programmes for in-company trainers, etc
- Creation of a permanent link between education and employment organizations, aimed at matching skills needs and training programmes;
- Building smart and user-friendly support services dedicated to enterprises: information and practical guidance support, individual coaching, linkage with training organizations, availability of training programmes for in-company tutors;
- Organization of national awareness campaign focused on the spreading of a "new image" of apprenticeships, inspired by the history and oriented to the present/future;
- Creation of a "FAIR Brand" that evokes ethical meanings and that will be linked to the social responsibility policies.

By means of these actions, addressed to the target group of SMEs and micro-companies - that represent the very driver of the economy in the three areas considered – FAIR will reinforce the quality of apprenticeships and make it attractive for companies. For this reason, the awareness campaign is necessary to reinforce the support actions.