indigit

IN_DIGIT2EU - Digital based tools aiming at the development of skills for internationalisation

Agreement Number: 2018-1-RO01-KA204-049514

O3

Methodology, Requirements and Specifics

-Toolkit preparation-

Prepared by GrantXpert Consulting

Document Title	**Methodology, Requirements and Specifics of the Toolkit**	
Date of Issue		
Author(s)	Christina Achilleos	
Contributors		
Contact name	Christina Achilleos	
E-mail address	c.achilleos@grantxpert.eu	
Organisation	GrantXpert Consulting	
Approval Status	Draft ☒	Final ☐
Number of Pages		
Keyword list	Toolkit, methods, tools, learning, online,	
Recipients	Only Partners ☒	Public ☐
Method of Distribution	Email ☒	Internet ☐
Confidentiality Status	Confidential ☒	Public ☐

History		
Version No		**Revised by**
1		
2		
3		
4		

Table of Contents

Introduction

The IN_DIGIT2EU project aims to provide a modern and practical programme in the area of internationalisation of SMEs for low skilled adults. The project corresponds to the EU defined need for a skills-development programme since 48% of SMEs interviewed, reported that they are not able to handle the challenges of internationalisation due to the lack of the qualified staff to deal with the export, 46% does not know the rules and 41% does not know where to find required information (Internationalisation of SMEs, EU 2015). On the one hand, SMEs do not possess internal competences to face the challenges of internationalisation and on the other hand, there are serious barriers to attract external skilled HR resources who commonly prefer employment in bigger enterprises (Internationalisation of SMEs, EU 2015; Internationalisation of European SMEs, EU 2010).

By providing solutions for the development of skills in the area of internationalisation the project aims to increase the SMEs access to the skills pool, externally and internally. Thus, the project is contributing for the development and implementation of new strategies that actively contribute to the growth, sustainability and competitiveness of companies, resulting in opportunities for increased revenues and generation of new jobs. Also, through addressing the development of skills for internationalisation and improving the general access to upskilling pathways in the area, the project is contributing to generation of more prepared and skilled work force, able to pursue new opportunities for SME growth, with impact at the regional, national and European level.

The delivery of the project outputs through open and digital platforms will contribute to an easy on-demand access and use of the target group and general population to the solutions. The broad open access to the resources and tools together with the strong dissemination focus will allow broad impact of provided solutions and relevant development of high-quality skills in the area of internationalisation.

Therefore, the consortium will create a package of complementary solutions and develop a methodological approach for the delivery of comprehensive interactive internationalisation training, which will be delivered exclusively online. The program's online nature will allow the partnership to address the needs of the target group and access to training contents anytime and anywhere bypassing geographical and time related barriers; handing them the opportunity to implement work-based learning solutions and ensure high relevance of the adults' education tools by strongly market needs targeted practical approach. Through the online platform, the

participants of the project and adults across EU will be able to learn and develop new practically oriented skills related with important areas of the internationalisation process in an interactive environment and consult their issues with specialists and other entrepreneurs with the objective to apply gathered knowledge to the company context.

Purpose of IO3 – A modern and comprehensive toolkit

Once the Self-Assessment tool (audit) and training guide, along with contents, are developed (under IO2), GrantXpert will be responsible to coordinate amongst the partners the development of the supporting materials in the form of a training toolkit. This supporting material will enrich the curriculum developed, providing interactivity to the contents, making it more current, practical and hands-on. Thus, it will add high value to user experience and it will be another of the innovative elements in IN_DIGIT2EU project, increasing effectiveness and attractiveness of the course. The new tools will make the training more interactive in order to confirm that the learning outcomes are obtained by the participants in a user friendly, effective and more intuitive way. The materials will aim at providing easy to understand straightforward training that in effective way will allow users to develop internationalisation skills.

They are not though aiming purely at the increased attractiveness and engagement of the participants. The proposed toolkit will be practice-based and learner-centred involving case studies from different EU countries, videos, other multimedia, audio, worksheets, success stories from other SME managers/employees, photos and iconographics, maps, schemes, etc. depending on requirements of supported training contents. **Each learning unit will have its own training toolkit developed according to the module methodology section below (IO3).** All partners will be involved in development of these materials, while GrantXpert will be coordinating the work among the team members involved.

The under-development toolkit, will include content presentations in a flipbook form, webinars, case studies, videos and audios, rich images, podcasts, interactive exercises and quizzes, corresponding to the learning contents (IO2) supporting the learning process and creating more user-friendly training experience. The outcome will be crucial to ensure effective engagement of participants into the learning process and time effective learning experience.

<u>Each module and subsequent learning units will have its own training toolkit developed according to the training toolkit methodology.</u>

Existing online learning platforms and what can we learn from it

The effect that technology had to date relevant to online learning has been tremendous. People learn on the go, and prefer to be educated at their own pace, at their own time, anytime, from any location. Thus, it was only natural that online learning would become so popular amongst avid learners and users, from around the world. Below we are presenting the 3 top online learning platforms exemplifying the current interactive tools used. The aim of reference to existing online learning platforms is to explore their current tools, and see how we can learn from it.

Udemy: online learning platform. It is aimed at professional adults. Unlike academic massive open online course (MOOC) programs which are driven by traditional collegiate coursework, Udemy uses content from online content creators. Udemy serves as a platform that allows instructors to build online courses on topics of their choosing. Using Udemy's course development tools they can upload video, PowerPoint presentations, PDFs, audio, zip files and live classes to create courses. Instructors can also engage and interact with users via online discussion boards.[1]

Coursera: Coursera is an online learning platform. Each course featured on this platform, includes an interactive textbook, featuring pre-recorded videos, quizzes and projects.[2]

Teachable: Online training platform where learners can learn through a virtual classroom experience, featuring an intuitive user interface and tools like PDF's, audio, presentations etc.[3]

Experience of the team members with online training tools

Partners were supplied with a questionnaire prepared by GrantXpert, where we recorded their responses regarding their existing experience with various interactive tools. Below presenting briefly the responses from each partner. During the 2nd Transnational Project Meeting, the consortium had the opportunity to discuss their experience with online training tools and have defined the first version of the training toolkit methodology, which will be presented in the section below.

---

[1] https://www.udemy.com/

[2] https://www.coursera.org/

[3] https://teachable.com/

CDA

Projects

-Entrinno project addressed to schools and universities – interactive game that tests entrepreneurial skills

-i-pool project addressed to adults – includes a pool of interactive tools for enhancing basic skills of adults

-**Badge project**

-**Play.Gamify** project addressed to teachers that wish to gamify their teaching methods

Platforms

-**JohnMaxwellgroup** – online learning platform for personal development

E&D Knowledge

The partners have made use of the following tools to date, without mentioning specific projects:

-PPT

-self-assessment tests

-case studies

-interactive exercises

-decision maps

-tips sections

Danmar

Projects

-**Generativity project:** strengthen the social and educational communities

-**Brainmax project:** improve functioning of the brain

-**yep-project**: enhance entrepreneurial skills and motivation to young engineers

-**mobile cwep:** ICT support to SME companies

GrantXpert

Projects

-**Enginite project:** soft-skills development to graduate young engineers (adults learning) through an interactive training platform

Tools

-Moodle

-Blackboard

TIHC

Projects

-**Icaro project:** innovative curriculum for adult learners on soft-skills (building individual learning pathways). Moodle based.

KTU

Projects

-**Business Makeover:** self-evaluation of business models' innovations at SME level and learning

Tools

-Coursera

Requirements & Specifics

Partners' responses were recorded live at the 2nd Transnational Project meeting held at Danmar Computers in Rzeszow Poland, (4th & 5th April 2019) and the following final structure of the toolkit occurred after a joined discussion and final approval of this structure by all partners.

The partners spent time to discuss the suitability and cost considerations of the following tools:

-PDF presentations

-Webinars

-Podcasts

-Videos (animation videos, explainer videos, case study/experts' videos)

-Self-assessment tests

-Case studies with element of interactivity

-Interactive exercises

-Interactive Tips sections

-Decision maps

Below we present first the structure of the platform, so we can introduce the methodology thereafter:

The structure of the platform from the user's point of view:

1. Registration (along with GDPR)

2. IN_DIGIT2EU Training programme animation video (GrantXpert needs to confirm the ability to deliver this demo video)

3. Brief description of each module

4. Self-assessment test

5. Proposed individual training path (dedicated content only) **or** access to all the content (based upon the user's choice).

6. Knowledge test

7. Certification

Methodology

The below methodology occurred after a 2-hour live discussion with all the partners, exploring the most suitable online tools and their cost effectiveness, taking into consideration the project budget allocations. The partners' main conclusions focused on using tools that can be easily executed by any member of the consortium without deep technical knowledge required. Also, the partners highlighted the difficulty that some tools could bring to the consortium.

Specifically, a lot of time was consumed in order to define the usage of webinars, tech facilitation of webinars and cost considerations of this method. Partners have agreed to use webinars in their broader concept while our partners Danmar & E&D Consulting will confirm at a later stage the optimal technical facilitation of this tool.

More tools were also discussed, like PDF content presentation, and the partners agreed to follow the method of flipbooks for this purpose. All partners also agreed, that there has to be mandatory use of interactive exercises, which will help the users browse easily through content exercises, and keep their interest high. Danmar as the tech expert partner in our consortium has suggested the use of H5P interactive tools creation, and all the partners have confirmed this. To support this interactive nature of the programme, each module leaders/participants will of course use images, and links to external resources (in the form of hyperlinks) in order to enrich each module further.

Lastly, the partners have agreed on the optional use of podcasts and expert video. Their use will depend majorly on the content to be presented in each module, meaning that if the content relates and justifies the use of these tools, then the module leaders will make the relevant decision at the module preparation phase.

Therefore, each module will contain the following elements (**M**andatory and **O**ptional)

- 1 to 3 submodules, depending on the need and objectives of the module – **M**
- Each submodule will include 10 -15 pages of content in a flipbook form – **M**
- Webinar – **M** (Danmar together with E&D will check the optimal technical solutions)

- Podcasts – **O**
- Images **- M**
- Interactive exercises – **M** (min. 15 exercises per module but at the same time min. 5 per sub module, max 3 sub modules per module)[4]
- Case study/ local case (min. one negative and one positive for each module) – **M**
- Experts videos (1 min.) /audios/interviews – focused on practical recommendations/ tips - **O**
- External resources *hyperlinks in text – **M**

Training Toolkit timeframe

The work on the setting up and facilitation of the above tools that together form the IN_DIGIT2EU Training toolkit is expected to start on 01/10/2019 and it is expected to be completed on 30/03/2020.

---

[4] https://h5p.org/content-types-and-applications