



# QUALITAS

Value creation to foster resilience, sustainability and empowerment of European VET system

## *In dieser Ausgabe:*

- **Das Qualitas Training für Lehrer in Neapel**
- **Die Ergebnisse der Beratungen von nationalen VET Experten**
- **Der Qualitas e-Kurs für VET Lehrer**
- **Qualitas Lernmodule für VET Studenten**

## *Partner*

Kuressaare Ametikool, Estonia

Junior Achievementi Eesti, Estonia

Epralima, Portugal

Brainplus, Austria

The Official Chamber of Commerce, Industry, Services and Shipping of Seville, Spain

University of Naples Federico II, Italy

Janus Ltd, Italy

## NEWSLETTER

AUSGABE 2, 03/2025

### Das Qualitas Training für Lehrer in Neapel

**Verantaltung „Value Creation in der Berufsausbildung und Weiterbildung „- Analysen, Methoden und Diskussionen**

In der Zeit vom 25. bis 28. Februar 2025 nahmen 25 Teilnehmende der Projektpartner in Neapel (Italien) an der von der Universität Neapel Federico II – Institut für Politikwissenschaft organisierten Lern-, Schulungs- und Lehraktivität für Mitarbeiter teil.



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**Value creation  
in vocational education  
and training**  
analysis, methods and discussion

*Learning, Training, and Teaching Activity  
of the staff from the project partners*



**25th - 28th February 2025**  
Department of political science  
University of Naples Federico II

# Programm der Veranstaltung

## **Dienstag, 25. Februar 2025**

Begrüßung und Anmeldung  
der Teilnehmer Vorstellung  
der Teilnehmer Einführung in das Programm und  
die Ziele der Veranstaltung

### *Mittagspause*

Analyse und Diskussion der QUALITAS-Fragebögen  
für Berufsbildungsexperten, die von den Partnern  
in den einzelnen Projektländern  
gesammelt wurden *Kaffeepause*

„Qualität in der Arbeitswelt entsteht durch  
Leidenschaft, Kompetenz und Hartnäckigkeit“ von  
Stefano Piccirillo, Radio Sprecher Radio Kiss Kiss  
Fragen & Antworten

## **Mittwoch, 26. Februar 2025**

Einführung in den Moodle-Kurs  
Vorstellung von Modul 1: „Kreativität für Werte“

### *Kaffeepause*

Diskussion von Modul 1

### *Mittagspause*

Vorstellung von Modul 2 „Wertschöpfung in der  
beruflichen Bildung“

### *Kaffeepause*

Diskussion von Modul 2

## **Donnerstag, 27. Februar 2025**

Präsentation und Diskussion von Modul 3:  
„Methoden und Werkzeuge“

### *Kaffeepause*

„Digitale Werkzeuge und KI, neue  
Herausforderungen für das Online- und Offline-  
Lernen“, von Dario Russo, Ph.D. Universität Málaga,  
Berater für Marketing und Webkommunikation  
Fragen und Antworten

### *Mittagspause*

„Wertschöpfung: Best Practices im nationalen  
öffentlichen Dienst in der Region Kampanien“,  
von Domenico Nocerino, Herausgeber *Opinio  
Juris – Journal of Geopolitics and Civil* Fragen und  
Antworten zum Service-Trainer

„Ausbildung der jungen Generationen:  
Best Practices und kritische Themen im öffentlichen  
Dienst“ von Valentina Chabert, Ph.D. Universität La  
Sapienza in Rom

Fragen und Antworten

## **Freitag, der 28. Februar 2025**

Analyse und Diskussion von Modul 4:

„Wertschöpfung in der Praxis“

### *Kaffeepause*

Auswertung und Diskussion der Veranstaltung  
Zusammenfassung und Schlussfolgerungen



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# Die Ergebnisse der Beratungen von nationalen VET Experten

The 157 VET experts consulted in the project countries provided relevant inputs to the QUALITAS team. Some of their answers are:

## **Please rate your level of competence in teaching value creation**

**4,6** (Up to 7 balls)

## **How important do you consider value creation teaching and learning to be in VET schools?**

**6,2** (Up to 7 balls)

## **Please provide a definition of value creation in your own words**

*"Value is a positive result that we strive to achieve in order to offer better opportunities to do something necessary for ourselves, others, society, the environment, and the world. We are happy and satisfied about that."*

*"Value creation is a process, where by influence of society, economy, politics etc. individuals or groups do or make something that would be wanted by community (local or wider)."*

*"Value creation for me is taking your learned values and basic values and reflecting them into your life and work. Values should mainly focus on personal growth, contributing to society and education."*

*"It is something where all my actions are based on."*

*"It is something where you create something that benefits not only yourself but also others, impacting people beyond just yourself. Additionally, it involves generating new ideas and experiences that enhance the well-being of others or add value to products or services."*

## **How do you see value creation as relevant to Vocational Education and Training (VET)?**

*"Very important, because through value creation, students can be guided to see society's problems, bottlenecks, and solutions can be found by discussing them together."*

*"Teachers have a role of creating values through*



*educating students to be responsible and active members of society; teachers also take part in different events which aim to promote acceptance of multiculturalism and diversity, while preserving one's identity and cultural heritage."*

## **How would you define value creation in the context of VET training?**

*"A process of educating students with necessary knowledge to contribute to their communities, country and wider society in terms of economy, politics and culture."*

*"Value creation involves designing education and training programs that not only meet current market needs but also equip learners with the skills to thrive in an ever-evolving economy, while fostering social and economic development."*

## **What challenges do you anticipate facing when teaching or implementing value creation in your VET courses?**

*"Teaching or implementing value creation in vocational education and training (VET) courses can be highly rewarding, but it also comes with challenges. Anticipating these challenges and planning solutions can help educators effectively incorporate these concepts."*

*"To understand it myself."*

**[www.qualitycreation.eu/de/the-findings-of-the-consultation-of-national-vet-experts/](http://www.qualitycreation.eu/de/the-findings-of-the-consultation-of-national-vet-experts/)**



# Der Qualitas e-Kurs für VET Lehrer

## How to use the course

The QUALITAS e-course for VET teachers is freely accessible online by any mobile, tablet, laptop, or personal computer in English, Estonian, Portuguese, German, Spanish and Italian. The only requirement is the user's registration and free enrollment to the selected language version of the e-course.

The e-course can be used in self-learning methodology, with no time restriction. Teachers are recommended to go through all the proposed materials and exercises.

There is a test at the end of each Module, with no limits of attempts. The completion of the e-course will be achieved once all tests will be successfully passed. Once completed the e-course, the teachers will receive the QUALITAS Course Completion Certificate.

The QUALITAS e-course for VET teachers includes the four following modules.

### Module 1: Creativity for value

Objective: to understand the concept of value creation and its implementation

After studying this module, the teacher:

- understands the essence and importance of creativity and value in various fields;
- distinguishes between creativity and innovation;
- associates creativity and innovation with the creation of value in different meanings;
- associates the principles of design thinking with value creation.

### Module 2: Value creation in the VET system

Objective: to relate the concept of value creation to the main areas of VET system

After studying this module, the teacher:

- understands the main fields/areas of VET system and how they are related;
- identifies the VET stakeholders and the mutual influence;
- associates the key elements of value creation: customer needs, innovation and problem solving with VET system;
- applies the principles of value proposition in



VET activities and services

- implements design thinking methodology to develop innovation in VET.

### Module 3: Methods and tools

Objective: to provide methods and tools for teaching and learning value creation

After studying this module, the teacher:

- applies learner-centered approaches to design educational innovation;
- uses design thinking approaches in problem-solving and value creation;
- applies collaboration tools in value creation;
- chooses the suitable method and tool depending on the objective and expected results of studies.

### Module 4: Value creation in practise

Objective: to provide guidelines and templates for teaching value creation

After studying this module, the teacher:

- prepares learning module and lessons in value creation and innovation for students;
- sharing teaching practices in value creation;
- designs innovative solutions to complex problems with focus on value to stakeholders;
- reflecting value creation for stakeholders in practical examples-

[www.qualitycreation.eu/de/the-qualitas-e-course-for-vet-teachers/](http://www.qualitycreation.eu/de/the-qualitas-e-course-for-vet-teachers/)



## Qualitas Lernmodule für VET Studenten

The QUALITAS team has designed the learning modules for VET students, which will deal with value creation for learners.

The modules for students will be developed by the project partners as follows:

- **Understanding value creation** (by Official Chamber of Commerce, Industry, Services and Shipping of Seville)
- **Creativity and innovation** (by Brainplus)
- **Sustainability and digitalization** (by EPRALIMA)
- **Personal and professional value creation** (by University of Naples Federico II and

JANUS)

- **Entrepreneurship and business creation** (by Kuressaare Ametikool and Junior Achievementi Eesti)

The modules will be made available online and open access in the project languages English, Estonian, Portuguese, German, Spanish and Italian.

By the end of 2025, the QUALITAS learning will be delivered to the VET students in all project countries and their evaluation analyzed by the project team.

[www.qualitycreation.eu/en/the-qualitas-learning-modules-for-vet-students/](http://www.qualitycreation.eu/en/the-qualitas-learning-modules-for-vet-students/)

### In der nächsten Ausgabe:

- Der QUALITAS-Rahmen
- Wie die QUALITAS-Schulung für Lehrkräfte der beruflichen Bildung genutzt werden kann?
- Bewertung der Teilnehmer an der QUALITAS-Schulung für Lehrkräfte
- Hauptergebnisse der Bewertungen von Lehrkräften der beruflichen Bildung
- Wie die QUALITAS-Lernmodule für Studierende der beruflichen Bildung genutzt werden können?

### Weitere Informationen:

[www.qualitycreation.eu](http://www.qualitycreation.eu)  
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