



QUALITAS

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

In this issue

- **The QUALITAS Training the Teachers in Naples**
- **The findings of the consultation of national VET experts**
- **The QUALITAS e-course for VET teachers**
- **The QUALITAS learning modules for VET students**

Partners

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

ISSUE 2, 03/2025

The QUALITAS Training the Teachers in Naples

EVENT “Value creation in vocational education and training” – analysis, methods and discussion

In the period 25th-28th February 2025, in Naples (Italy) 25 participants from the project partners attended the staff Learning, Training, and Teaching Activity organized by the partner University of Naples Federico II – Department of Political Science.



Co-funded by
the European Union

2024-1-EE01_KA220-VET-000251439



**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

www.qualitycreation.eu/en/the-qualitas-training-the-teachers-in-naples/

Programme of the event

Tuesday 25th February 2025

Welcome and participants' registration

Participants' introductions

Introduction to the program and objectives of the event

Lunch break

Analysis and discussion of the QUALITAS questionnaires for VET experts collected by the partners in each project country

Coffee break

"Quality in the world of work comes through passion, competence and tenacity" by Stefano Piccirillo, radio Speaker Radio Kiss Kiss

Questions & Answers

Wednesday 26th February 2025

Introduction about Moodle course

Presentation of Module 1: "Creativity for Value"

Coffee break

Debate of Module 1

Lunch break

Presentation of Module 2 "Value Creation in VET"

Coffee break

Debate of Module 2

Thursday 27th February 2025

Presentation and debate of Module 3: "Methods and Tools"

Coffee break

"Digital tools and AI, new challenges for online and offline learning", by Dario Russo, Ph.D. University of Málaga, Marketing & Web Communication Consultant

Questions & Answers

Lunch break

"Value Creation: Best Practices in the National Civil Service in Campania region", by Domenico Nocerino, Editor Opinio Juris – Journal of Geopolitics and Civil Service Trainer

Questions & Answers

"Training the young generations: best practices and critical issues in the civil service" by Valentina Chabert, Ph.D. La Sapienza University of Rome

Questions & Answers

Friday 28th February, 2025

Analysis and debate of Module 4: "Value Creation in Practice"

Coffee break

Evaluation and discussion of the event

Recap and conclusions



Co-funded by
the European Union

2024-1-EE01-KA220-VET-000251439

www.qualitycreation.eu

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

The findings of the consultation of national VET experts

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/en/the-findings-of-the-consultation-of-national-vet-experts/

The QUALITAS e-course for VET teachers

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/en/the-qualitas-e-course-for-vet-teachers/



The QUALITAS learning modules for VET students

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/

In the next issue

- The QUALITAS Framework
- How to use the QUALITAS training for VET teachers
- Evaluation of participants to the QUALITAS training for teachers
- Main findings from the evaluations of VET teachers
- How to use the QUALITAS learning modules for VET students

More information:

www.qualitycreation.eu
info@qualitycreation.eu



2024-1-EE01-KA220-VET-000251439

www.qualitycreation.eu

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.