

BLENDED LEARNING BEST PRACTICES

Strategies to enter the world of work	
October 2020	IFOA
Element	Guiding questions
Type of document	Information sheet
Publisher	IFOA (Training agency)
Target audience	Unemployed people who meet one or more of the following requirements: <ul style="list-style-type: none"> - Being over 50 years old - Not having any qualification recognised in Italy - Not having a qualification higher than middle school diploma
Field	Unemployment (outside Labour market)
Objective	Promoting the labour market integration in the Emilia-Romagna region.
Location /geographical coverage	City: Bologna Region: Emilia-Romagna Country: Italy
Introduction	This blended course was designed to give to unemployers the appropriate tools to schedule a path and consolidate their own competences. Timeframe: October 2020
Stakeholders and Partners	Beneficiaries: unemployed over-50 years old Stakeholders and partners involved in the practice: training agencies operating in the Emilia-Romagna region. Partner organisations: <ul style="list-style-type: none"> • FAV Imprese • FORMART • FUTURA • IAL • IFOA • OFICINA
Financing Body	Operation Reference: P.A. 2019-13404/RER "Percorsi di Formazione Permanente in Area Bolognese per l'Occupabilità e l'Inclusione nel Mercato del Lavoro" (Lifelong Learning Pathways within Bologna Area to promote

	Employability and Inclusion in the Labour Market) approved by Emilia-Romagna Region (DGR n. 189/2020, dated 16/03/2020) co-financed by the European Social Fund PO 2014-2020 Emilia-Romagna Region.
Context	<p>"Strategies to enter the world of work" was designed to give to unemployers the appropriate tools to schedule a path and consolidate their own competences.</p> <p>Given the high unemployment rate among over-50 people, the course was aimed at training that population group, not having a qualification higher than middle school diploma.</p>
The main objectives	<ul style="list-style-type: none"> - Help unemployers to measure their preparation in relation to what is required by the labour market - Give to unemployers the appropriate tools to schedule a path and consolidate their own competences - Give support to unemployers to consciously tackle their professional integration or reintegration.
The description of the practice	<p>Total duration of the course: 12 hours Lessons in the classroom + webinars</p> <p>Contents:</p> <ul style="list-style-type: none"> - Self-esteem and self-confidence - How to define the professional environment in a realistic way and which are the most required competences in the labour market - Defining objectives, expected outcomes, possible areas of action, prefiguring several different solutions - Defining an action strategy and making a plan step by step - Self-marketing and self-image - Interpersonal communication strategies
Outcomes of the practice	<p>At the end of the practice, participants were able to:</p> <ul style="list-style-type: none"> - evaluate their motivation - analyze their vocational, professional and personal experiences - acquire personal evaluation criteria on their actions and performances - analyze their action pathways - interpret their originality - try to understand advantages and disadvantages of each option - reconsider the validity of their own choices - compare different experiences to understand the evolutive trend - introduce themselves - define objective, expected outcomes, possible areas of action and prefigure diversified solutions - define an action strategy, taking into account elements related to objectives to be achieved - plan their approach to the world of work
Success Factors	Motivation, involvement, proactivity
Constraints	Probably a fairly common obstacle when working with the target group of unemployed adults is to develop and maintain a high level of motivation in learners.

Lessons learned	It is important to invest in the formation and accompaniment of the most socially vulnerable groups.
Sustainability	The course is provided free of charge (covered by public funds) precisely to involve a target of people in difficulty, promoting their entry into the labor market and establishing a virtuous circle with positive socio-economic consequences.
Development of the practice	IFOA has activated "advise desks" for job placement, with the aim of supporting people seeking employment in all practical phases of the research. The various services accompany the person on an articulated path that allows them to identify their own professional project and carry out the most appropriate actions to pursue it, also favoring the meeting between job supply and demand.
Conclusion	the course is included in a range of training offers for unemployed people, all completely free for the final user. These permanent training courses for employability and inclusion in the labor market are made up of various interventions on the topics: IT, foreign languages, key skills.
Related resources that have been developed	Online Webinars
Language(s)	Italian
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