Framework for the Successful Implementation of Internationalisation Strategies – Example of Support by a Regional Public Authority
Structure of the „EU-Geschäftsstellen“ in the Federal State North Rhine-Westphalia (NRW)

Five Administrative Districts in NRW, each of them has an EU-Geschäftsstelle, since 2000

Task: Support European Orientation in VET

Administrative District Cologne

Department 45: School Supervisory Division for VET Colleges, EU-Geschäftsstelle (Department for EU-Projects)

- Hartmut Müller, Head of Department
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EU-Geschäftsstellen in NRW

Ministry of Education NRW
Support for Dissemination and Implementation of Project Results

BIBB, ZAV, Federal Ministries, Chambers, Associations

International Project Partners
European Institutions for Vocational Education and Training, Chambers, NGOs, School Authorities

Vocational Colleges
(headmasters, coordinators, students)
Internationalisation Strategy - Needs

Individual:
- Foreign language skills
- International Orientation
- Awareness of European citizenship
- Intercultural competences
- International networks

Professional:
- Foreign job experience
- Additional qualifications
- Proof of mobility
- Interesting application profile
- Chances for employment

- Acquisition of qualified trainees
- Long time commitment towards the company
- Good company prestige
- Additional qualification of employees (new working methods, techniques, procedures, know-how)
- Fulfilling the need of skilled employees
- Contact, exchange of experience, networking with colleagues from abroad

- Improve attractiveness of VET
- School reputation
- Human resources development
- Improved pedagogical motivation
- New views and ideas
- Individual engagement due to successes
- Cooperation in (trainer)teacher tandems
- Regional and trans-European networking

Students  
Companies  
VET Colleges, Teachers

Fotos: bschpic / pixelio.de
10% Strategy for Mobility

Development

- Mandate to support Europeanization in VET, foundation of EU-Geschäftsstellen in 2000
- Support of VET colleges, e.g. intercultural trainings, mobility projects
- Involvement of VET colleges in European project work
- EU: 6% mobility until 2020, Germany: 10%
- Workshops with headmasters on added value of mobility
- Development of the „10% Strategy“ award
- Implementation of the 10% Strategy in whole NRW:
  - certificate „Internationale berufliche Mobilität“ for students
  - award for VET colleges with a curriculum for this additional qualification and in which 10% of their students received this certificate
10%-Strategie der Bezirksregierung Köln, EU-Geschäftsstelle
10% Strategy for Mobility

10% Strategy for Mobility

Network of contact persons in all 58 VET colleges in the region, annual meetings

Mobility projects for VET students

Mobility projects for VET teachers and trainers

Individual support by phone, mail

Coach to Europe

Bilateral contact seminars for finding project partners (schools)

Strategic partnership projects for quality improvement, network building
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