

 DIE REGIERUNGSPRÄSIDENTIN

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

EU-Geschäftsstellen in NRW

Administrative District Cologne

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

- Hartmut Müller, Head of Department
- Folene Nannen-Gethmann, executive manger
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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)



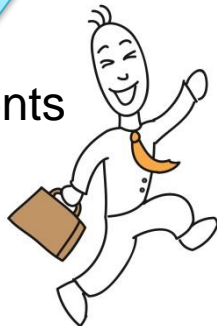
Individual:

- 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

Students



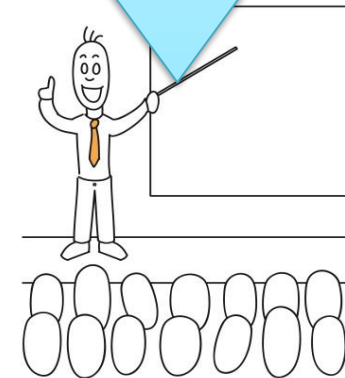
- Acquisition of qualified trainees
- Long time commitment towards the company
- Good company prestige
- Additional qualification of employees (new working methods, techniques, procedures, know-how)
- Fulfilling the need of skilled employees
- Contact, exchange of experience, networking with colleagues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

Companies



- 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

VET
Colleges,
Teachers





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%

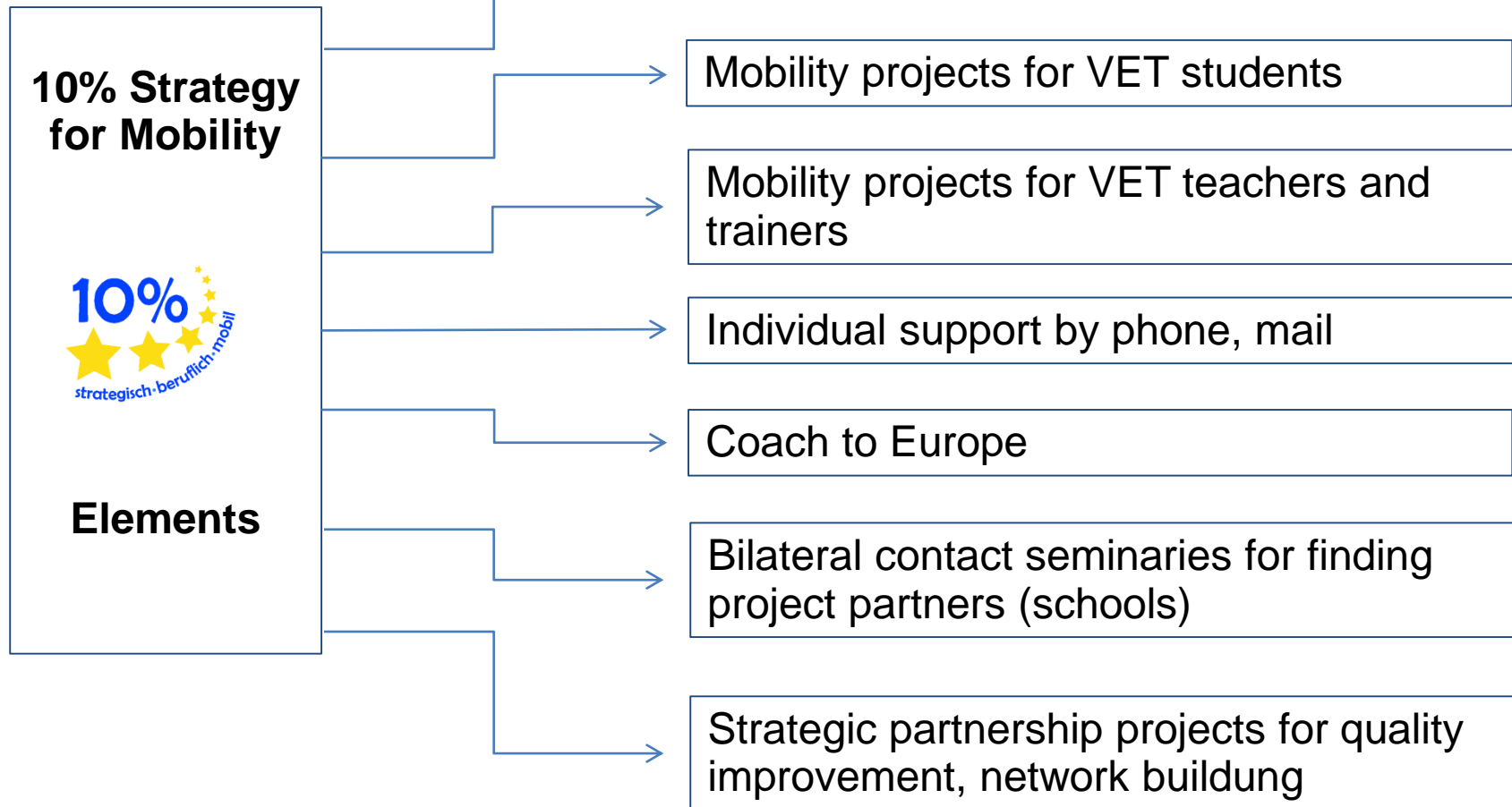
Workshops with headmasters on added value
of mobility

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





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