



Adapt Connect

ADAPT Connect Go II – The Berlin Meeting

25. – 26. Mai 2000, Representation of the European Commission in Germany, Berlin

DOKUMENTATION OF RESULTS



A workshop in the frame of the transnational partnership VITE, financed by the European Union and the federal state North-Rhine Westphalia as an ADAPT project in the European Social fund.



DOKUMENTATION OF RESULTS

ADAPT Connect Go II

The Berlin Meeting

Textile and Fashion in ADAPT – Facing the Challenges for SMEs
Exchange of Experiences, Dissemination and Mainstreaming

Berlin, 25. – 26. Mai 2000

Representation of the European Commission in Germany

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VITE.

Impressum

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TaT Transfer Centre for Appropriate Technologies GmbH
Hovesaatstrasse 6, D-48432 Rheine, Germany.

Phone: +49 5971 990 100

Fax: +49 5971 990 121

e-mail: info@tat-zentrum.de

Internet: www.tat-zentrum.de;

Responsible: Dr. Thomas Becker, Dr. Jürgen Reckfort

Rheine, June 2000

On the Conference

The first ADAPT Connect Go conference took place as a national workshop for a Finnish ADAPT project in Kokkola. At this occasion a transnational meeting of the VITE cooperation took place and the idea was born to bring together ADAPT projects which are working in the fields of textile and clothing to exchange experiences, working on dissemination and identifying best practise tools for mainstreaming. The TaT Transfer Centre for Appropriate Technologies in Rheine, Germany, overtake the task to prepare this meeting and ADAPT Connect Go II took place in May 2000.



Fashion show as a part of the first ADAPT Connect Go Conference in Kokkola, Finland, Dec 1999.

Throughout the European Union about 150 ADAPT projects had been working in the field of Textile and Clothing. Transnational ADAPT Cooperation VITE had invited these projects and other institutions of interest to come together in Berlin on 25th and 26th of May 2000. ADAPT CONNECT GO aimed to connect experiences and results of the projects and to create a structured and wider basis for the dissemination of project results. Secondly ADAPT CONNECT GO aimed to identify new approaches for European projects in the field of Textile & Clothing and to network potential partners for a continued work on an European level.

Several projects took the opportunity to present their projects and results, to discuss problems and success stories and of course to get in touch with potential new partners from all over Europe.

This documentation tries to point out the main results and conclusions of this two day conference and invite other project to join the discussion and take the ball for a better mainstreaming of project results.



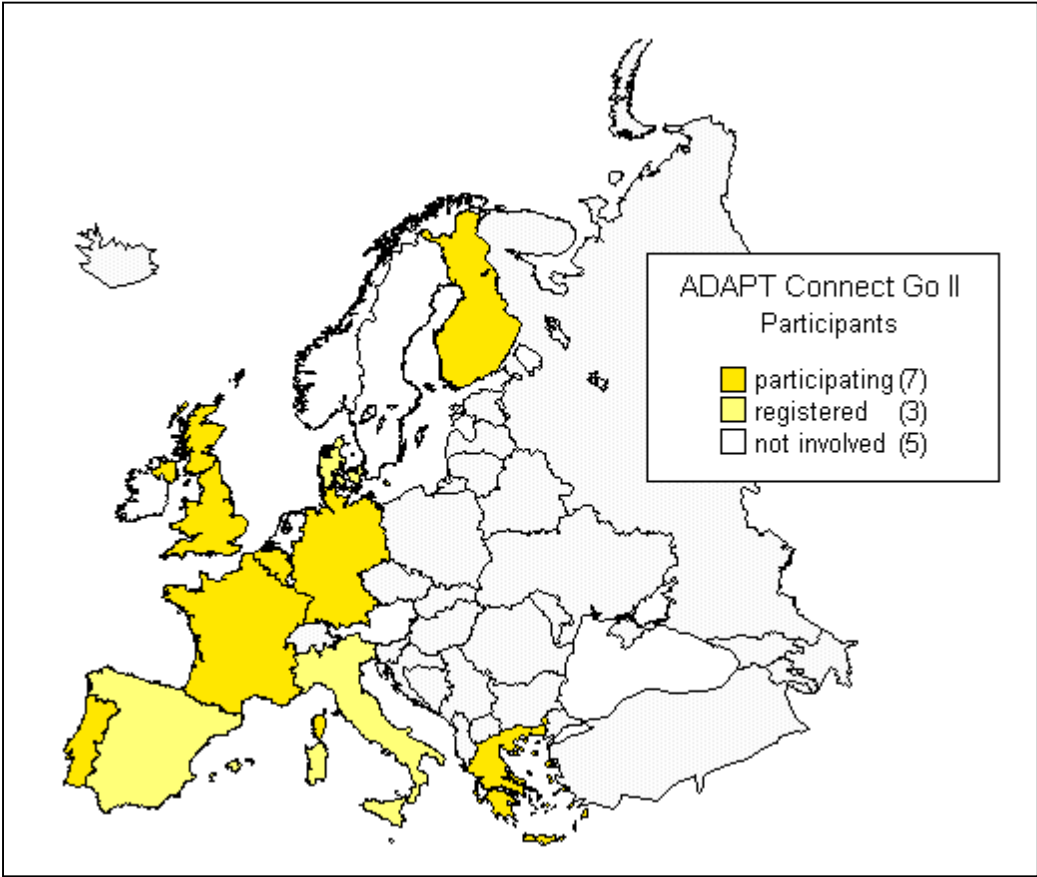
Location: The Representation of the European Commission in Germany, Berlin

Program

Thursday, 25 May 2000	
09.00	Registration
10.00	Welcome Renate Fries , Consultant European Commission, DG Employment & Social Affairs
10.30	<i>Plenary session</i> Introductory Round
11.30	Coffee Break
11.45	<i>Plenary session</i> Presentations of Selected Projects Erik Cooman & Tony Elen: Experiences and Results of the CLOTHILD Project www.clothild.net Brigitte Geldermann: Experiences and Results of the NETTEX Project www.nettex.de
13.00	Lunch Break
14.30	<i>Plenary session</i> Identification and Structuring of Main Working Fields
15.15	Coffee Break
15.30	<i>Workshops</i> Exchange of Experiences and Outcomes
17.00	<i>Plenary session</i> Creating a wider basis for the dissemination of project results Video presentation "Business Networking for the transfer of Best Practices in New Work Organization and Utilization of New Technologies (A Greek Case Study)" <i>presented by Sofia Mylothridou</i>
18.00	End of the first day
21.30	Joint Dinner

Friday, 26 May 2000	
10.00	Review of the 1st day Thomas Becker, Juergen Reckfort
10.15	Beyond ADAPT: The EQUAL Programme Eva-Maria Wimmer, German National Support Structure ADAPT
11.00	Coffee Break
11.15	<i>Plenary Session</i> The Companies' View Benefits of ADAPT projects for Companies Kick-off statement by Tarja Slotte Presentation...
12.00	<i>Workshops</i> Improving the Added Value for SMEs
12.45	<i>Plenary Session</i> Presentation of Workshop Results
13.00	Lunch Break
14.30	<i>Workshops</i> Approaches Session Identification of new approaches for European Projects
15.30	<i>Plenary Session</i> Presentation of Workshop Results
15.45	<i>Plenary Session</i> Final Review of the Meeting and Further Operating Procedure
16.00	End of the meeting

Participants by EU Member States



From ADAPT to EUQUAL



This presentation was held by Eva Wimmer, National Support Structure Germany (NU ADAPT, Bonn). The main interest for the participants was to identify the possibilities to take part in the new European Initiative EQUAL. It seemed to be quite important that potential transnational partners look for the main topics of their national action plan, cause partners will have to work in the same action fields. (See details on the right).

Eva Wimmer pointed out in her presentation the main items of ADAPT, as showed in table 1. Most of the items are also representing working fields of the participating projects, first of all ICT as a tool and objective.

EQUAL – ACTION FIELDS

EMPOYABILITY

- Combat Exclusion
- Anti racism

ENTREPRENEURSHIP

- support of business starts
- social economy

ADAPTABILITY

- Life long learning
- SMEs and employees

EQUAL OPPORTUNITIES

- family and professional life
- combat inequality between m and f
- refugees

Table 1: From ADAPT to EQUAL

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<p>From <i>ADAPT</i> to EQUAL</p> <ul style="list-style-type: none"> • Single Projekts • Preventive Approach • Directed at Employees and SMEs • Development Partnerships • Regional Vision of Development • Directed at all Actors on the Labour Market and outside of it 	<p>Main items of <i>ADAPT</i></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Co-operation:</td> <td>Access to new Markets</td> </tr> <tr> <td>Business Creation:</td> <td>Self-Employment Leads to new Jobs</td> </tr> <tr> <td>Flexibility of Working Time:</td> <td>Valuable for Employer and Employee</td> </tr> </table>	Co-operation:	Access to new Markets	Business Creation:	Self-Employment Leads to new Jobs	Flexibility of Working Time:	Valuable for Employer and Employee
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Table 1: From ADAPT to EQUAL

Main items of <i>ADAPT</i>		Main items of <i>ADAPT</i>	
New Learning Culture:	Learning at the Workplace	Modernisation of SMEs:	<u>With the Employees</u>
Special Services for SMEs:	Tailor-made training + new work org.	Job Transfer:	Seamless Transition into new Jobs
ICT as a Tool:	Tele-Learning	Lifelong Learning:	Anticipation +Needs
ICT as an Objective:	Tele-Co-operation	Jobrotation:	Vocational Training For SMEs + Re-Integration
		Regional Approaches	Learning Region, PPPs

WORKSHOP I: How to persuade companies about the benefits to invest in training and development?



Participants

Paul Fenoulhet (GB), Linda Stevenson (GB), Mauri Koivunen (FIN), Eva Wimmer (D), Erik Cooman (B), Tarja Slotte (FIN), Gudrun Schmalhofer (D), Jürgen Reckfort (D)

Topics:

- Different levels of crisis and risk affects level of response:
- Open mindedness may depend on the situation;
- Even where closure takes place it is possible to save the knowledge – e.g. New Business Start Ups.
- How to approach companies:
 - Sectoral approach – common understanding, expertise, credibility, trends
 - Offer technical support
 - Training needs are links to consultancy
 - Provision
 - Integrated service packages
- How do we persuade them that they are sick when they are sick?
- Involvement of management is crucial risk of working at levels which do not effect change.
- Important to document your startup point in companies.
- Quality due effects of your input (numbers in evaluation)
- Both weak and strong factors.

Workshop II: Web based training



Participants

Armando Mota (PT), Christian Liebich (D), Brit Uschner (D), Tony Ellen (B)

Topics: In this workshop the participants exchange experiences with web based trainings, especially the WBT “Cornelia”, developed by BFZ (D) in the ADAPT-project NETTEX [www.nettex.de] .

- costs of development for web based trainings and the online courses: there are very high costs for the development of the WBT, especially in the first time to build up the communication platform; a database has to be programmed to make it possible to perform scripts during the online courses;
- a distance teacher must be available all the time, this is one possibility for a direct contact between teacher and student;
- need of preparing and follow-up the online trainings with classroom elements; students have the possibility to meet the trainers face to face and can easily discuss problems during the online course; in fact it is easier then to communicate virtual in the online course afterwards;
- need of time to prepare the communication platform;
- web based trainings must have time frames: experience is from one up to three months;
- short modules are better then large courses of 60 hours;
- offering different levels is a good



opportunity to integrate many different skilled participants;

- best solution seems to be a combination of web based training, computer based training and classroom training
- sometimes there is a need to train the authors, which are writing the content for the web based trainings, because to write for online courses is very different from writing for static content, i.e. books; for web based trainings there is a need of a very shorted writing.

Workshop III: Adaptability of SMEs for Quick Response and Delocalisation



Participants

Eva Wimmer (D), Stamathis Kouroudis (GR), Armande Lorentz (F), Erik Coomann (B), Asta Aikkila-Vatanen (FIN), Liisa Niemi (FIN), Sophia Mylothridou (GR)

Quick response and delocalisation are two challenges for SMEs. Many ADAPT projects deal with this problems, also the Clothild project [www.clothild.net]. It's a matter of management and motivation if SMEs want to face these problems. There is a need to manage complex networks within a rapid changing environment, for this kind of management ADAPT can offer specific training courses, also to help SMEs to become familiar with the new market (i.e. the ADAPT-project of Novalys, Paris, where SMEs are able to send a representative to the new market and this person will be assist by a member of Novalys. [www.novalys.com])

WORKSHOP: Improving the Added Value for SMEs



Participants

Armando & Virginia Mota (PT), Mauri Koivunen (FIN), Damiano Stathakis (GR), Stamathis Koroudis (GR), Sophia Mylothridou (GR), Gudrun Schmalhofer (D), Brit Uschner (D), Hubert Storkebaum (D), Erik Cooman (B), Vesa Sivonen (FIN)

At the beginning of the workshop the participants ask some basically questions:

- How can the development of/in companies be directed?
- What definite benefits firms can gain from these projects?

Difficulties of the project labour are mainly based in the result-orientated mentality of companies. The willingness and the business margin to invest time and money into project labour is very low especially for SMEs. Therefore the direct incorporation of firms during the developing stage of ADAPT-projects turns out to be problematic. More definite and practical results are required. A successful co-operation is particularly depending on how far the management level can be convinced of the project idea and the (not immediately comprehensible) advantage for the own company.

The Greek project *Business Networking for Transfer of Best Practices to Work Organisations and Integration of New Technologies* [www.fanco.gr] is being mentioned as an example for an ADAPT-project with practical benefits in which scope a successful exchange-program for workers of the firm FANCO S.A. has been carried out. It is expected that the publication of the results can be used as an instrument for companies and will expand the radius of the project-labour. Mr. Kouroudis emphasises that the management training standards are very low in

Greece. According to that it is more than ever important and valuable to take action for management training in Greece.

The teamwork with companies within the most ADAPT-projects usually takes place on a local and regional level. The next step to improve the efficacy of such projects in the textile and clothing industries has to be the intensification of the transnational co-operation of enterprises. There is a demand for action in the organisation and co-ordination of company networks to enable an international (experience-) exchange and supply data, which will support SMEs in the search for European business partners.

SMEs need assistance for getting into and opening the European market. It is important to present different solutions on the question how the required outsourcing arrangements can be organised within Europe. With better co-operation between European textile and clothing companies the pressure for a decentralised production can be discovered and used as an advantage for SMEs. Therefore this will no longer endanger the job situation in the textile and clothing industries.

Impressions



Participants

Asta Aikkila-Vatanen

AVA-Team Oy
Box 248, FIN-67 100 Kokkola, Finland
avateam.aikkila@kolumbus.fi

Dr. Thomas Becker

TaT Transferzentrum für angepasste Technologien GmbH,
Hovesaatstraße 6, D-48432 Rheine, Germany
thomas.becker@tat-zentrum.de

Erik Cooman

VDAB
Keizerslaan 11, B-1000 Brussel, Belgium
ecooman2@vdab.be

Tony Elen

VDAB
Keizerslaan 11, B-1000 Brussel, Belgium
telen@vdab.be

Paul Fenoulhet

GuideLine Career Services
Nottingham Careers Centre,
24-32 Carlton Street, Hockley, Nottingham NG1 INN, U.K.

Renate Fries

European Commission, DG Enterprise & Social Affairs

Fustathios Fustathiadis

Prefectural Local Government of Rodopi-Evros,
AP Souzou 14, Greece

Brigitte Geldermann

bfz e.V. Bildungsforschung
Obere Turmstraße 8, D-90429 Nürnberg, Germany
geldermann.brigitte@bfz.de

Mauri Koivunen

Municipal Federation of Education in Central Ostrobothnia
Närvilinkatu 8, FIN-67100 Kokkola, Finland
mauri.koivunen@cop.fi

Stamathis Kouroudis

Thrakika Ekkokistiria S.A.
4th Komotini-Xanthi, GR-69100 Komotini, Greece
thrakika@otenet.gr

Christian Liebich

Bundesministerium für Wirtschaft und Technologie (BMWI)
Scharnhorststrasse 34-37, D-10115 Berlin/Germany
liebich@bmwi.bund.de

Armande Lorentz

CRCI Centre - Proffil
6 rue Pierre et Marie Curie - BP 109, F-45142 Saint-Jean-De-La-Ruelle
Cedex, France
proffil@centre.cci.fr

Armando & Virgínia Mota

CITEVE-Centro Tecnológico das Ind. Têxtil e do Vestuário de Portugal
R. Fernando Mesquita, 2785 P-4760 Vila Nova de Famalicao, Portugal
citeve@mail.telepac.pt

Sofia Mylothridou

FANCO S.A.
Zissimopoulou & Pentelis 34, GR-17564 Athens, Greece

Liisa Niemi

Central Ostrobothnia Polytechnic, Vocational Institute
Närvilänkatu 8, FIN-67100 Kokkola, Finland
liisa.niemi@cop.fi

Dr. Jürgen Reckfort

TaT Transferzentrum für angepasste Technologien GmbH,
Hovesaatstraße 6, D-48432 Rheine, Germany
juergen.reckfort@tat-zentrum.de

Heidrun Reynolds

TaT Transferzentrum für angepasste Technologien GmbH,
Hovesaatstraße 6, D-48432 Rheine, Germany

Gudrun Schmalhofer

bfz e.V. Bildungsforschung
Obere Turmstraße 8, D-90429 Nürnberg, Germany

Vesa Sivonen

Sivas Oy
PL 99, FIN-67101 Kokkola, Finland
vesa.sivonen@sivas.kpnet.com

Tarja Slotte

Central Ostrobothnia Polytechnic, Vocational Institute
Närvilänkatu 8, FIN-67100 Kokkola, Finland
tarja.slotte@cop.fi

Damianos Stathakis

Prefectural Local Government of Rodopi-Evros
AP Souzou 14, Greece
narodevr@otenet.gr

Linda Stevenson

GuideLine Career Services
Nottingham Careers Centre, 24-32 Carlton Street, Hockley, Nottingham NG1 INN, U.K.
linda.stevenson@guideline-careers.co.uk

Hubert Storkebaum

TaT Transferzentrum für angepasste Technologien GmbH
Hovesaatstraße 6, D-48432 Rheine, Germany

Brit Uschner

bfz e.V. Bildungsforschung
Obere Turmstraße 8, D-90429 Nürnberg, Germany
uschner.brit@bfz.de

Eva-Maria Wimmer

Nationale Unterstützungsstelle ADAPT der Bundesanstalt für Arbeit
Oxfordstrasse 12-16, D-53111 Bonn, Germany
wimmer@ADAPT.bn.shuttle.de