



**EU.EM.NET: European systematic approach for employers' engagement to
anticipate skills requirements**

and support quality assurance (QA) in VET

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EU.EM.NET Core Methodology Testing Report

WP4

Country: Turkey

Partner: EZPEC, YESIDEF

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Section 1: Organisation

1.1 Selection of the invited

All the invited were experienced businessmen from Food and Catering Companies. They were chosen due to their manager roles and active participation in the sector.

1.2 Preparation

The employers were informed before the workshop and an outline of the project was given to them. However there was not any preliminary questionnaire given to the businessmen in order to motivate them to make a better brainstorming together with their colleagues when they saw the questions for the first time.

1.3 Venue, logistics, duration

Venue: Meeting Room of Istanbul Chamber of Industrialists

Type of the workshop (2-day, 1-day, 3-hours):

Start (time and date): 15:00 - 13.05.2015

Finish (time and date):18:00 - 13.05.2015

Comments:

The venue was selected in order to be able to gather the businessmen at one point easily. Since the office of Istanbul Chamber of Industry was a common meeting point for the businessmen it was an advantage for the workshop. Some cookies and soft drinks were offered during the workshop. The duration of 3 hours was quite enough. Even though invited had more to say they had difficulties to gather their ideas on the topics at the end of the workshop.

1.3 Attendance statistics

	employers/employers representatives	VET providers/schools	policy makers	total
invited	10			10
responded	6			6
attended	4			4

Section 2: Content

2.1. Key question(s)

What are the main problems that you face which stop you from participation?

What could be the approach to engage you to participate into anticipation of future skill demands?

What were the approaches that you have followed to anticipate future skills for your business?

How can existing practices and processes on a system level can be improved in order to anticipate future skill demand?

2.2 Critique phase

Harsh Competition

Lack of Win-Win Approach Between Companies

Unequal Approach of Public Towards Businesses

Different Expectations of Different Stakeholders

Economical Sustainability

Market Changes

Dependency of markets

Lack of government's focus on other services then hotels in T&H sector such as cafes, bars, pubs, transportation, food preparation

No feedback culture either from private market to schools or schools to government

2.3 Phantasy phase

Businesses and NGOs cooperation

Government Support for Business Education Models

Best Practices Sharing Among Businesses

Creation of customised and personalised services (operator chefs "automation serving chefs", Multi talent managers, Operational productivity planning teams, Mass production optimisation)

2.4 Realisation phase

Solving the Main Problems of the Sector

Survival of the Businesses in order to Anticipate

Formulation of the Market Pushes for the Skills Development

Market Leaders and Actors Meetings to Determine Needs

Dissemination Activities

In-house Corporate Trainings 4

Section 3: Feedback

3.1 Feedback report/analysis

In general all the participants liked the organisation and the methodology. They were happy to be asked about their opinion and they have shared this with us. They have also appreciated the efforts of the project partners. A motivating comment they have shared with us was that they have got to know much more than before about each other's efforts on in-house trainings during the workshop despite their individual relations.

3.2 Partner's (organiser's) experience

As the host we have realized that before working with businessmen you should be prepared well for the time management issues. As businessmen lack time in general you should arrange the logistics carefully. In our experience the venue was prepared in advanced and all the participants reached the venue on time however the welcoming part of the meeting took longer than we expected because of the individual relations of the participants.

On the other hand in our opinion the individual relations of the participants were empowering for the workshop till a certain level. All the participants were deepening the conversation by asking each other reminder questions due to their pre-knowledge about each other's businesses and activities.

3.3 Any other information

We can add that the fantasy phase of the workshop was very much inspiring also for the facilitators. Talking to the people from the sector with a great experience also enriches the content of the workshop. Additional to this it is a core issue to pay attention to the flow of the conversation from the very beginning till the very end. Since businessmen also have so many different issues about their businesses you should be careful to bring them to the topic each time they start to talk about some other issues of the sector. 5

Section 4: Recommendations

4.1 Recommendations towards the Core Methodology/ Future Skills Workshop

In our workshop the critique phase was prolonged with the discussions and bad experiences of the participants from the sector. In the fantasy phase all the participants came with ideas and they were motivated to share more. In the realisation phase the participants were unmotivated again and recalled their bad experiences often.

For the workshop with the businessmen from the sector we have noticed that only 3 hours long methodology would work. Also the moderation of the workshop is quite important for the fruitful outputs and time management. As we experienced using the methodology with the people maybe who have never experienced the non-formal techniques could be difficult for the participants to follow the structure of the workshop.

4.2 Recommendations for action in the field of future skills needs

The moderation of the workshops could be done by professional facilitators or the facilitators could be chosen among people with experience on non-formal methods. The workshops could be realised just to raise the awareness of the stakeholders as well. The more workshops the better understanding of cooperation is nothing difficult.

Section 5: Summary

Testing the EU.EM.NET Future Skills Workshop in Turkey

EU.EM.NET Core Methodology Testing Turkey Workshop was held on 13 May 2015. The office of Istanbul Chamber of Industry was chosen as the venue due to its official meeting of gathering businessmen. The businessmen from the sector of Tourism&Hospitality especially from the sector of Food&Catering were invited for the workshop with an invitation through the contacts of YESİDEF. The profiles of the participants of the workshop were decided due to their managerial positions and experiences in the field. The facilitation of the workshop was carried by the representative of YESİDEF Harun Omay and the representative of EZPEC Deha Enis Vardaryıldızı supported the facilitator.

The businessmen were given a brief explanation about the project before they have attended the workshop. A positive thing about the group of businessmen was their motivating and curating relations between each other's. However the personal relations between the businessmen were also distracting from time to time for the structure and flow of the workshop. The core methodology which was chosen for this meeting was the 3 hours long workshop. During the workshop so many problems that businessmen face were covered.

From phase to phase the motivation of the businessmen was changing. At the critique phase participants listed so many bad experiences and problems they have faced. At the fantasy phase they were giving examples from different sectors and countries about the best practices. However at the realisation phase the motivation of the participants was not sufficient again related to the lack of cooperation and trust towards especially public bodies and other stakeholders.

As the preventions for the participation process were: harsh competition, lack of win-win approach between companies, unequal approach of public towards businesses, different expectations of different stakeholders etc. About the phantasy phase participants have given the examples of businesses and NGOs cooperate, government supports businesses in order to courage institutional different educational models, businesses share their best practices with the sector members etc. In the realisation phase participants hardly suggested first to solve the main problems of the sector such as economically unsustainable competitions with the international partners in order to be able to think about the skill anticipation more.

The feedbacks of the participants were quite motivating and useful. The participants shared that even in their daily routine they cannot focus on cooperation's or formal approaches that much while trying to solve some problems during the workshop they have got the idea of following each other's best practices and good examples more.

Section 6: Annexes

