

WBL-PRO Professional Peer Network: The team talks with the professionals – Paolo Montemurro, Italy

We are happy to get you acquainted with **Paolo Montemurro** - Director of Materahub, project manager of EU funded projects, working since 2010 on capacity building actions for the Creative and Cultural sector and support to young entrepreneurs and start-up in the cultural and social sector.



Since 2014, Paolo has worked on cross-fertilization between arts and other sector of economy, society and culture. The main project tackling this topic has been Break In The Desk, a cooperation among 10 European organizations to develop a methodology to foster innovation in companies and public organizations through the disruptive power of arts and creativity.

Actively involved in the process of candidature and then management of Matera 2019 European Capital of Culture particularly on the capacity building process for cultural organizations that will develop the artistic and cultural program, he has been working on the topic of internationalization and networking at EU level for the Creative and Cultural sector. In this framework he is working in the project ICCI and, as technical expert, in the project CHIMERA Interreg MED where he is supporting Basilicata Region and Puglia Creative Cluster.

Since 2016, he is the person in charge of bringing Materahub in European networks among which the European Creative Business Network, Creative Business Cup Network, European Creative Hubs Network. In this network, he has worked with EC Science HUB JRC on a pilot project to discover how creative hubs can become places to co-design policies to support youth employment through the Creative and Cultural sector.

In 2018, he has started a new project focused on supporting faculties of arts & humanities on developing new spaces for innovation, entrepreneurship education for students and academic staff, cross -fertilization with companies.

Please find below what he has shared with the WBL-PRO team:

1. Please share with us what the main advantages with respect to work-based learning are:

1/ Experience advantage is related to being able to base learning on doing things rather than listening to how they are done. Direct contact with daily work and teachers who work in the field. It is not just a matter of learning linked to a job, but in the business context it is also learned how the company works: different areas, different tasks, relationships (interaction). 360 ° learning on the company and business reality.

2/ Ability to make (if company available) more calibrated learning on the characteristics of those directly involved in the classroom training (standard).

System supports the training side to understand what the real training needs are (skills).

2. Please share with us what the main challenges with respect to work-based learning are:

COMPANY: being able to make companies understand the value of this type of learning. Opportunity to shape the workforce according to its specific needs. Companies lack the time to do this kind of experience.

SYSTEM: The system that applies must be based not only on tax relief. Establish rules that allow operation.

SCHOOL: Basic preparation for those who participate in this form of learning, young people must be prepared for the business context.

In the ideal world, those who participate should be able to remain within the company: an opportunity for training and employment.

3. Please describe any solutions with respect to challenges and/or weaknesses related to work-based learning:

More information for all the actors involved compared to the model within more classic models. At the same time a series of incentives should be studied to make the insertion of resources more favourable, trying not to damage the existing workforce (calibrated incentives).

Training institutions or schools must have a pre-training activity in which the participants are notified of what is going to happen, demonstrating the benefits.

Taking for example countries where WBL is consolidated it would be necessary to involve companies from the first steps of the path, it makes no sense to ask only the workplace but to involve the companies in the drafting of the project (establish the areas of intervention and final competences).

4. Please share what the most important knowledge, skills and competences for the work-based learning professional are according to you. What kind of trainings are necessary to acquire them?

Preferably they should be figures already within the world of education capable of establishing training plans (planning). Train them with respect to the ability to interact with the business world and encourage them to participate by understanding the advantages of these programs and at the same time also the ability to read the potential of people to be included in the WBL system (mentor). Figure that makes experienced mediation from both ways that knows how to speak to the parties and facilitates the knowledge and access to these learning formulas.

HOW: even online training can serve but also traditional training in schools for those in schools.

5. Please share information about work-based learning projects you are involved in - the name, the funding program, the main aims, the target groups, the intellectual outputs, link to website, facebook group, etc.

PROMOTE WBL IN VET: www.promotewbl.eu

Promote WBL will not only identify and share methods which help make work-based learning more effective, but it will also provide VET professionals with the knowledge and tools to make it happen through a dedicated online course. Our partnership aims to demonstrate that work-based learning in VET can be a win-win situation for both learners and the host employer.

The project will develop an E-learning platform calibrated on 3 elements:

1. training facilitators
2. learning for young people
3. entrepreneurship focus

Please feel most welcome to like our facebook page and join the linkedin group to get acquainted with many best practices and other useful materials, tools and resources supporting the high quality performance of work-based professionals around Europe and beyond its borders!

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