

IO1.3 Best practice in Spain

Type of practice	Project on digital mentoring for employment
Best practice title	“Social Digital Mentors”
Period of implementation	2015 - 2017
Location	European
Geographical coverage	Local/ National/ International
Contact	Contact form available at: http://www.social-digital-mentors.eu/index.php/contact
Link	http://www.social-digital-mentors.eu
Contact person	ESMOVIA Sistema practices esmovia@esmovia.es
Target audience	Adult unemployed, people at risk of social exclusion, migrants. Even though the project is addressed to adults, its scope, objective and main aspects fit perfectly with youth as a target group, since young people are the main Internet and Social Network users.
Objectives	<p>The aim of the project is to promote employment for long-term unemployed people, through an effective use of social media, ICT and through the training of 10 students in each participant country that are called “international digital mentors”</p> <p>The general aim of the project is being achieved through the following specific objectives:</p> <ul style="list-style-type: none"> • To show and make confident learners and teachers on how to use social media and ICT, concerning the effective use of them for accessing the labour market. • To create an effective Learning Community to facilitate collaboration among adult training institutions, policy makers and enterprises to facilitate the matching between labour offer and labour demand through the use of social media and ICT. • To use “Mentoring” like a peer-to-peer methodology of shared learning where mentors offer support, advice, orientation an information concerning social media and ICT for promoting employment and self-employment. • To integrate formal, non-formal and informal education, working as social mentors, the adult students learn in a non-formal way and mentor other adult learners, experimenting informal digital approach.
Short description	<p>Social Digital Mentors is a KA2 Strategic Partnership project, co-funded by the European Union under the Erasmus + Program. The project has been developed and carried out by a transnational consortium, composed of public organization, companies, Training and ICT centres from Spain, Italy, Greece, Portugal and United Kingdom.</p> <p>The project is based on the Peer-to-peer Mentoring strategy, conceived as a methodology of shared learning and growth that promotes mutual benefit, interaction and support for both sides, in terms of easy access to the labour market and future career success.</p> <p>The mentoring relationship is a two-way process which potentially benefits both mentee and mentor as they learn from each other.</p>

	<p>The project allows participants to move on the European labor market and to establish relations with the companies during the BarCamps, with policy makers, associations, adult training institutions of other European countries and to consolidate the effectiveness of the Learning Community involving adult teachers, their adult learners and companies in the testing of the "social mentors training package" and in a shared analysis of the effective use of Social Media for matching job demand and unemployed learners profiles. In the Learning Community participates at least 10 adult teachers, 10 learners and 5 enterprises per each partner country.</p>
Activities/Action plan	<p>The project has been developed in the following steps:</p> <ul style="list-style-type: none"> • Creation of a Guide for Social Digital Mentors • Creation of a transnational Learning Community (at least 10 adult teachers, 10 learners and 5 enterprises per each partner country) • Training Course for Digital Mentors (70 participants) • Mentors Office on the project website, through which mentors can provide orientation and guidance to job seekers online
Resources/Products	<ul style="list-style-type: none"> • Social Digital Mentors Guide: The Guide is available on the project website, at: http://www.social-digitalmentors.eu/images/Downloads/SOCIAL_DIGITAL_MENTORS_GUIDE.pdf and can be downloaded in PDF for free by any Internet user. The Guide provides information about key issues related to employability, job searching and self-employment, like: Mentoring, Creation of Europass CV, Digital Identity, how to create and maintain a Good Digital Reputation, How to use social media and ICT for employment and self-employment (ego-surfing, tools for controlling digital reputation, etc.). • Social Mentors Office with a mailbox: Allow any Internet user to get in contact with the project digital mentors by e-mail in order to sort out doubts about the use of social networks and ICTs for employment, on how to properly write a CV Europass, on how to use job web portals etc. or to get an online appointment with the mentor.
Impact	<p>In the framework of the project, 70 adult learners have been trained on ICT and social media for employment and digital identity. They are currently members of the Mentors Office, providing orientation to any possible user.</p> <p>The project may increase its impact, being implemented on VET centres and schools by tutors and trainers. Both Guide and methodology are available and well explained on the web so that the project can be easily replicate by other actor working working for youth employment. Besides that, Mentor's Office provide a good advisory source.</p>
Key words	<p>Social digital mentoring, Peer-to-peer learning, Non formal and informal education, ICT and social media for employment, Employment, Self-employment, Learning Community</p>