



1. Mobilising experience

- What we know:
Uptake of finalised products is very limited
- Reasons might include:
 1. Only “black cars” – little or no investment in:
 - demand articulation
 - Interactivity
 - mass customisation
 2. Contextual factor: low level of *knowledge productivity* in education

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“Knowing”

	Methodical	- Intuitive
cortex	A Logical Analytical Facts Quantitative	D Holistic Intuitive Integrative Innovative
limbic	B Organised Sequential Planned Detailed	C Emotive Social Flexible Emotional

A. Research

D. Networking

B. Knowledge management

C. Development

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Knowledge productivity in education

- Compared with: industry, business services, and not for profit services:
- High in B: (administer and lead) – but low commitment of leaders
- Good in D (activate in concrete situation and create) - but lower than other non-profit organisations
 - High in B AND D means: *tension!*
- Lowest in A (explicit use of sources and investigate) and C (equip staff and share)

A Logical Analytical Facts Quantitative	D Holistic Intuitive Integrative Innovative
B Organised Sequential Planned Detailed	C Emotive Social Flexible Emotional

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Knowledge productivity in education – advice:

- Keep D (activate and create) high
- Less administration but better leadership
- Invest in A (explicit use of sources and investigate) and C (equip teachers and share)

A Logical Analytical Facts Quantitative	D Holistic Intuitive Integrative Innovative
B Organised Sequential Planned Detailed	C Emotive Social Flexible Emotional

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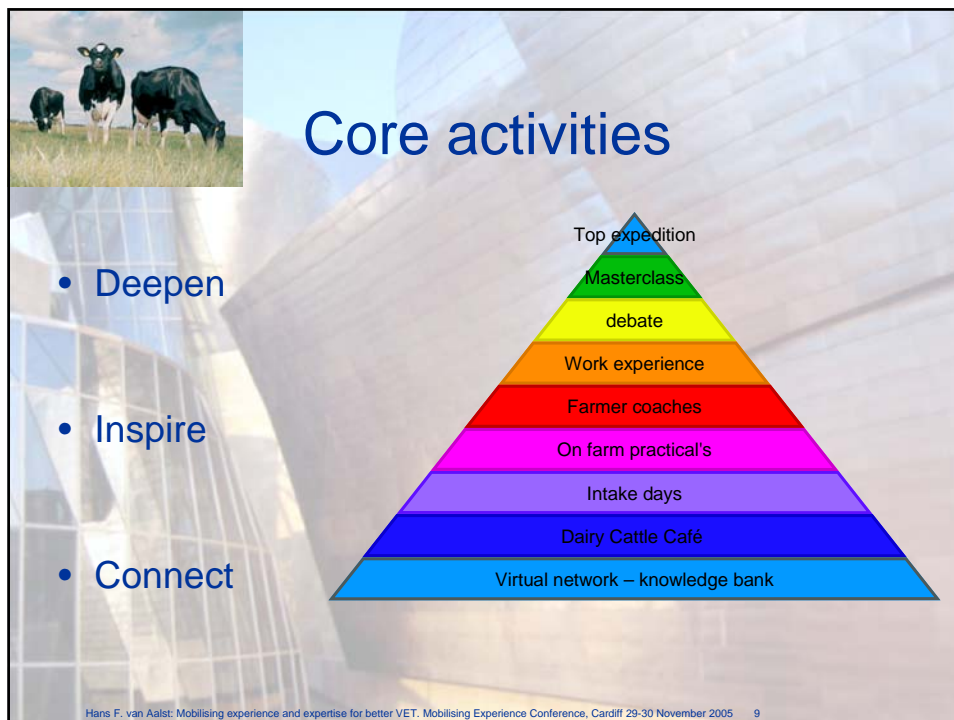
Levels and phases ?

1. Local knowledge management:
 - Recognition of importance of innovation and possibilities for innovation
 - The teacher
 - Learning and knowledge productivity
 - Leadership
 - Feedback from results
 - Student feedback
2. Sharing knowledge between schools (regional and European)
3. Cooperation between research and practitioners (local, regional and European)

'The European Vocational Learning Space'

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Core activities

- Deepen
- Inspire
- Connect

Top expedition
 Masterclass
 debate
 Work experience
 Farmer coaches
 On farm practical's
 Intake days
 Dairy Cattle Café
 Virtual network – knowledge bank

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`The European Vocational Learning Space` Conclusions

- Improve *knowledge productivity* on three levels: the school, the region and Europe
- Invest in a variety of knowledge strategies
- Interactivity, demand-articulation and mass customisation are crucial, apart from data-banks and marketing
- Less administration but better leadership
- Invest in explicit use of sources and active investigation through equipping teachers and networking of teachers (connect, inspire and deepen through meeting places, workshops, coaching, practical learning places, master classes etc)

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3. The role of EfVET

- **Website** www.efvet.org – project facilities:
 - Dedicated **project area** with upload facilities
 - Search engines targeted
- **Flyers** and brochures in conference bags (150-300 delegates)
- **Newsletter** (4500 decision makers and practitioners)
- Dissemination meetings and roundtables during **EfVET conferences**
- **Lobbyism** – raising awareness – providing information

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Thank you!
I wish you a fruitful conference

European Forum of Technical and Vocational Education and Training

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