

## • Netme-in Days

The NetMe-In Days are unique opportunities to gather all field actors and stakeholders to exchange experience, reflect upon the use of Professional Social Networks, the idea of Digital Professional Identity, how to go from "usual" use of Social networks towards a more professional use, how to develop Web 2.0 literacy for those who are less used to, how to build trust in the recruitment process when using Professional Social Networks, etc. They are the place to start collecting contents for the Knowledge Caps. They are organised by each partner several times during the project span.

## • Local and European Accompaniment Networks

Learning from each other, sharing innovative and successful practices, is first done at local level in the Local Accompaniment Networks (LANs). The LANs are federated into a European Accompaniment Network (EAN), for Europe is the "right" dimension to reflect and act.

This federation is built through two Learning Mobilities. Each one is the opportunity to share successful practices from local meetings and NetMe-In Days, to practice peer learning and collaboration, and to discover the actors of the Region visited. All participants will be strongly encouraged to update their profiles on the Professional Social Networks (or any other kind of portfolio or CV Pass, or else).

The EAN will rely on Web technologies to function on an ongoing basis.

## • Knowledge caps

The Knowledge Caps are small learning modules available on the Internet with concrete examples and situations; their goal is to foster and sustain less formal learning about the main issues tackled in NetMe-In.

The general process will be kept as agile as possible, meaning that Knowledge Caps will be released continuously, trialled and improved in a short looping process according to the remarks of users.

A KNOWLEDGE CAP is made of:

- A learning objective
- A set of expected learning outcomes
- A script or scenario
- A set of content items, including as many examples as possible of innovative practices
- A set of "microcaps" to illustrate the content (cartoons, videos, situations, etc.)
- A final questionnaire to be filled by the participants
- A number of "NetMe-In credits" attributed after reading the questionnaire
- The access to a collaborative web support

### Examples of KBCs content

- Professional Social Networks for recruiting
- Professional Social Networks as tools to build a successful professional career
- Professional Social Networks as learning Spaces
- How to create and manage one's Digital Professional Identity - point of view of Young People, actors of accompaniment and actors of the economic world - AEWs' side
- Accompanying the accompaniment process around use of Professional Social Networks and management of Digital Identity for young people in difficulty
- Accompanying the insertion structures on the "Journey to Work" supported by Professional Social Networks
- Accompanying the SMEs and VSMs in the use of Professional Social Networks for recruitment (and more)
- Social Media as facilitators for personal and professional development
- Valuing Professional Social Networks profiles including informal and less formal experience as a complement to CVs and portfolios of competence
- etc.

## • Final conference

The NetMe-In final conference will take place in July 2018 in Paris (France).

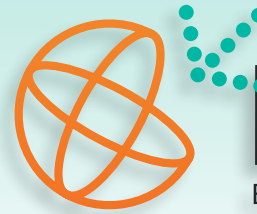
The objective is to de-multiply the dissemination of the project outcomes, and also and mostly to confront with other works and ideas. It takes place just before the end of the project, and is a unique opportunity :to

- Share the findings and outcomes capitalised from the works of the project partners and field actors
- open the access to a new audience coming from different horizons - researchers, professionals, decision makers, social partners, groups of Young People, who were maybe not directly implied in the project, other European Networks acting in related fields, etc.
- broaden the scope and meaning of our conclusions
- get more knowledge by including more experiences, practices, reflexions, etc.
- discover more opportunities for sustainability, by finding other audiences or territories that could appropriate our outcomes and implement them in their context
- develop new paths of cooperation and set the basis for new partnership and possible new projects.

We expect to be able to show that NetMe-in is a unique place to make a new step towards more opportunities for Young People, more satisfaction for Accompaniment Persons and Actors of the Economic World involved in the accompaniment processes, more successes for recruiting in more stable job places, more knowledge about an efficient use of Professional Social Networks.

All NetMe-In productions, based on Web 2.0 open sources techniques and tools are available freely. There are no issues regarding property rights.

All the documents produced will be available from the NetMe-In website, NetMe-In Facebook page, and NetMe-In Twitter thread.



# netme-in®

Building digital identity for a rewarding journey to work



## Building digital identity for a rewarding journey to work

Ce projet a été financé avec le soutien de la Commission européenne. Cette publication (communication) n'engage que son auteur et la Commission n'est pas responsable de l'usage qui pourrait être fait des informations qui y sont contenues.

Erasmus+

## Consortium



netmein.eu



## • Innovative Goals and Rationale

The situation of employment of Young People in Europe is very poor, especially for those who are “nowhere” (NEETs). On the other hand, actions, initiatives, innovative practices arise on the field that are motivating and putting people on the move. It is important to foster such actions, propagate them towards different actors and territories, and built upon them, for another step forward.

The “core motto” of NetMe-In are:



Professional Social Networks and Digital Professional Identity Management are key to access job market successfully

Building knowledge informally and less formally enables to improve actors' Web 2.0 professional literacy and sets the

grounds for self-esteem, confidence, trust, and commitment

**Building Accompaniment Networks in Territories and Europe with all field actors is compelling to better accompany Young People in their “Journey to Work”**

- In NetMe-In, this will be achieved through three main threads of actions
- Support the building of Accompaniment Networks, at Regional and European levels;
- Support the broadcasting of Knowledge Caps to gain abilities in: creating and managing one's Digital Professional Identity; valuing the outcomes or non-formal or less formal learning through experiences; accompanying people along complex pathways;
- Help Young People far from employment finding their place by including them through specific actions such as the NetMe-In Days, the building of Knowledge Caps, and Pilot Actions.

## • Target Audiences & Stakeholders



**TARGET AUDIENCES and their specifically addressed needs comprise three main groups**

- **Young People at risk, NEETs, former NEETs, etc:**

Specific needs: rebuild self-esteem and trust; value experiences (precarious jobs, interim, summer jobs, family business, sports, etc.); value Web 2.0 literacy; apply these competences to manage a “professional” DPI and get access to Job market

- **Actors of Accompaniment:**

Teachers, trainers, professionals in guidance, inclusion, insertion, access to employment, etc. Specific needs: improve literacy in use of PSNs and DPI; encouraging working in networks with other structures of a different nature (e.g. public-private, local-international, etc.)

- **Actors of the Economic World:**

recruiters, counsellors, Interim Agencies, people involved in developing entrepreneurship, social economy, etc.

Specific needs: get more confident in PSNs based recruitment; become more involved in the pre-recruitment accompaniment processes with other structures; consider NEETs with a more benevolent stance in regards for their positive experiences

**The stakeholders include:**

- The Territorial Institutions that “take care of” the structures and relationship listed above: Regional bodies for Education, Employment, Youth care; the Regional economic developers; the members of the economic eco-systems who act to foster and sustain a better situation regarding the access to Job Market for the Young People; the decision and policy makers who act at local, regional, national and European levels to enable the relevant policies and systems and sustain their improvement.

## • Value creation and sustainability

NetMe-In main value creation process lies into

- Implying all our target audiences, stakeholders, partner territories
- Developing and appropriating innovative practices in accompanying young people in difficulties and NEETs into a better “Journey to Work”
  - Encouraging mobilities of young people far from employment
- Fostering, supporting and sustaining actors to share these new creative approaches across Europe

**The first impact, or value created, is in the participation of all target audiences in the field actions and events**

The Young People are implied in field actions, not only as “targets”, but as full participants, authors of Knowledge Caps content through testimonies and examples, innovation propagators and value creators

The Accompaniment persons are active vectors of actions and dissemination; they are the key actors of the sustainability of outcomes after the end of the project;

The actors of the economic world are representing the company's side; our objective is to attract them in the different field actions, in order to have them play their role in the accompaniment process before recruitment, and on an on-going basis with others accompaniment actors.

**One key issue is the territory;**

We think that, by acting first “local”, we may have more leverage and more impact; then, by networking between territories up to a European span, we keep acting at a manageable level, and produce valuable recommendations for the territories, for the Institutions and Organisms, and for European Policy makers.

