
Partner presentation
IAL MARCHE SRL – IMPRESA SOCIALE



Kick-off meeting
FOCSANI (RO)
13-14 December 2017

WHO WE ARE

- A social enterprise providing education and vocational training services for individuals and companies since 1955
- IAL - Its acronym stand for the Italian words Innovazione (Innovation), Apprendimento (Learning), Lavoro (Labour) indicating the importance of the linkage among this field in providing a suitable offer of vocational courses.
- Is the CISL Marche's organization supporting the socio-economic development of the Marche region through the development of human capital and the growth of business competitiveness

OUR VALUES



WHO WE ARE

- **Our mission**

Accompanying socio-economic changes in the labor market, promoting innovation and investing in the evolution of our consulting services ensuring continuous improvement.

MAIN TARGET GROUPS



OUR ACTIVITIES



Our Training Centers in the Region Marche



Our TEAM



- Long-term experience
- Young and skilled Team with strong female component
- Goal-oriented
- Important Networking at national and local level
- Ability to work in multicultural, multidisciplinary environment and different economic sectors
- Present with our agencies in the whole Marche Region territory
- UNI EN ISO 9001 Certified

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- reduced specialization in specific sectors
- Job services to improve due short experience, specially matching (job vacancies with job applications)
- Old building to be restructured or makeover
- Lack of good marketing and communication of our activities to the public
- Low capitalising and interconnection assets
- Lack of an efficient assessment system for the staff performances

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- too bureaucratic public system that hampers development

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- > What you can do well?
- > How you stand apart from your competitors?
- > Do you possess strong research and development capabilities?
- > What internal resources do you have?
- > What kind of tangible assets (capital, credit, distribution channels or technology) you own?

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STRENGTHS

- > Which areas need improvement to compete with your strongest competitor?
- > What does your business lack?
- > Are there any limited resources?
- > Is your business in a poor location?

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WEAKNESSES

- > What opportunities exist in your market?
- > How can these benefit?
- > Is the perception of your business positive?
- > Had there been any changes the market recently?

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OPPORTUNITIES

- > Who are your potential competitors?
- > Which factors you need to control to prevent the risks \ to your business?
- > Is there anything, deteriorating your revenues or profits?
- > What threatens your marketing efforts?

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THREATS



WBL IS A PRIORITY FOR IAL MARCHE

IAL MARCHE wants to promote any activity to enhance the WBL because

- Work-based learning (WBL) as a powerful vehicle for developing workplace skills and promoting productivity of the labour force.
- Prevent early leave school
- Prevent unemployed young people and new NEETs
- Boost enterprise competitiveness

Our experience in WBL - NATIONAL LEVEL

IN THE PASS

- IAL Marche Srl has worked in the field of VET for youngsters drop-out from the sixties to 2007 with a strong WBL approach .
- After the introduction of leFP paths in the Region Marche (2012):
 - nr. 2 Health and Wellbeing Operator: Address Hairstyle
 - nr. 1 Health and Wellness Operator: Aesthetic Address
 - nr. 1 Sales Service Operator

CURRENTLY

IAL MARCHE is running one of two experimental path for the implementation of the Dual system in the Region Marche !

TRIENNIAL PATH FOR MECHANICAL OPERATOR * 2017/2020

- The DUALE SYSTEM represents a model of vocational training between school and work that sees training institutions and employers alongside the training process.
- IAL Marche Srl has contributed to the experimentation of the DUALE SYSTEM in the belief that such intervention can foster a model of training closely linked to enterprises needs.



Our experience in WBL - EUROPEAN LEVEL



- **VU-BI-ELLE: European Work Based Learning approaches and methodologies to design flexible Personal Learners Plans and prevent Early School Leaving**

Erasmus+ Mobility project for 120 teacher to learn new methodologies for their learners in the WBL paths and for 10 networking operators to facilitate the WBL experiences



- **WELLNESS#KEPASS: VET Learners in Europe to gain professional skills in the wellness and beauty care sector**

Erasmus+ Mobility project for 150 learners in the wellness sector – Internships of 4 or 13 weeks in enterprises of 5 EU countries



THANK YOU FOR YOUR ATTENTION

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