

# EBBD NEWS

EBBD eV

2 December/2019

## Annual General Meeting of EBBD e.V. in March 2021 - Online

By now Covid-19 has more or less become part of our lives and it seems that we still have to bear with it for a while.

This has an impact on almost everything that we undertake: in this case also our annual conference and AGM, which was scheduled in Eger, Hungary in March 2021. After an elaborate discussion the board of EBBD has had to make the difficult decision to hold our next conference/AGM online.

At the moment there are hardly any positive developments regarding the reduction in the spreading of the virus. The whole of Europe is coloured orange or even red and it may still take months before vaccination can change this situation.

Of course, we discussed the possibility to postpone the meeting towards May or June 2021, but that causes serious problems and delays regarding the progress of the KA2-project about the development of the new curriculum. The project group needs mandates from the AGM and that simply cannot be postponed.

It is for that reason that the board of EBBD e.V. has decided that the next AGM will be held online, also in a reduced form, probably taking not much longer than a half-day session.

Hopefully things will change for the better in the course of next year.

Peter Ketelaars  
chairperson

## NEW EBBD COLLEGES ON THE WAY



These colleges were  
newly accredited

- ✚ VBS Hamerlingplatz,  
Vienna, Austria
- ✚ Skanderborg Odder  
Center for Uddannelse,  
SCU, Denmark
- ✚ ROC Midden-Nederland  
Utrecht , The Netherlands
- ✚ ROC Midden-Nederland  
Amersfoort , The  
Netherlands
- ✚ Albeda College (IBS)  
Rotterdam, The  
Netherlands

EBBD eV is looking  
forward to you joining  
the EBBD-family and  
sends a warm ...



**ACCREDITED  
EBBD COLLEGES  
THROUGHOUT  
EUROPE**



## Elections of the Board of EBBD e.V. at the online-AGM in March

During the annual general meeting of EBBD e.V. the following positions in the board have to be re-elected: Chairperson, First and Second Vice Chairperson, Treasurer

The candidates who have applied before the deadline of 4<sup>th</sup> December 2020 present themselves here:

### Chairperson



My name is **Cynthia Woolderink**. I am EBBD-coordinator, teacher International Business & Marketing and coordinator International Affairs at Rijn IJssel.

Rijn IJssel is a large regional education centre with over 10.000 students in the area of Arnhem, The Netherlands, offering a wide range of educational programmes

***I apply for a position in the Board of EBBD e.V., because I believe the EBBD- programme is a huge asset for VET-schools***

***throughout Europe and I am interested in actively contributing to the further development and promotion of EBBD. Participating in the board of EBBD e.V., would be an excellent opportunity for this.***

As both teacher and coordinator I have experienced and witnessed how the EBBD-programme enriches the educational programme we offer students in preparing them for the globalised society and international labour market. Students are challenged in achieving the **'Certificate of excellence in International Business'** and being prepared for mobility in Europe, based on the themes **Working, Studying and Living in Europe**. This offers schools a wide range of possibilities in offering interesting and relevant educational activities, such as the integration of **work based learning in an international context**

(including mobilities), **international entrepreneurial/business projects** and to support students into becoming better **informed European citizens**, for example supported by the EPAS-programme<sup>1</sup>. **New Erasmus+ KA2 project EBBDprime.**

I am an engaged and entrepreneurial professional with experience in the EBBD-programme with an interest in developing and promoting EBBD, on the European scale, further. I have experience in 'Management and Organisation' and hold a Post-Bachelor degree in this topic. My teaching subjects are International Business, Marketing and Economics and I hold an 'Educational Bachelor in Economics' and a Bachelor in 'Economics and Languages'. I have experience in research & development in education and in implementing an international curriculum. Recently I achieved my

---

<sup>1</sup> The European Parliament Ambassador School -programme of the EU is an interesting programme to

integrate in each curriculum, but even more so for EBBD-schools.

Master degree in Education: 'Learning & Innovating'. As coordinator international affairs I am experienced in cooperating, networking and organising relevant international activities for both VET-students and staff throughout Europe.

Looking forward to the annual meeting and hoping it can take place in Hungary, so we can meet face to face.

*Cynthia Woolderink*

### **First Vice-Chairperson**



My name is **Nereba Peña**.

and I am the International Projects Coordinator and Vice-Principal for Nazaret.

Nazaret has had internationalisation employment and innovation at the core of its strategy since 2013 and as a result I have been responsible for developing trilingual business programmes and European projects.

Along with my colleague Oihana Hernandez since

2016, I have implemented the EBBD program in our institution and have supervised all the actions and activities carried out such as mobilities, adaptation of the curriculum, projects and accreditation of new schools. In 2018 my team and I organised the 2018 AGM in San Sebastian.

I am responsible for all staff and student mobilities and international and transborder projects of NAZARET and actively participate in the Internationalisation Teams in HETEL (association of 26 VET schools in the Basque Country) and other forums promoting internationalisation in VET.

I apply for the position of 1st vice-Chairperson as I have been part of EBBD since 2016, have had experience in organising an AGM and would like to contribute to the EBBD project in the future as I see it as an exceptional way forward for high quality true internationalisation of our colleges.

*Nereba Peña*

### **Second Vice-Chairperson**



My name is **Kaisu Luukka**. I am lecturer of Financial Administration and Entrepreneurship in Helsinki Business College, Finland. In year 2002 I started a qualification program in English which is the core program for EBBD studies in our college. My responsibility has been the implementation and development of this program. I have been an active member in the international projects and operations of our college. I have worked in New York and I have international experience in banking, project financing and trade.

I have been the 2nd vice-chairperson of the EBBD e.V. board since spring 2018 and I reapply for the same position. As the project manager of Erasmus+ project EBBD For All (2014-2017) I took part in re-designing of the EBBD website. I understand the logic of the website and know how to maintain and update it. Because the

website is the main marketing media for EBBD I am eager to further develop it.

I hope to be elected because I have been part of the EBBD community from the very beginning. I was the Finnish specialist in the first EU-project which developed the original EBBD curriculum and I was the project manager in the second EU-project which amended the original curriculum, developed the accreditation tool and started the training material bank for EBBD. I have been responsible for the implementation of EBBD in our college from the beginning. I have actively marketed EBBD and I have the responsibility to accredit new EBBD schools in Finland. Being a board member of EBBD e.V. I could act in the team which ensures the sustainability and success of EBBD.

*Kaisu Luukka*

## Treasurer



My name is **Holger R ath**.

I hereby apply for the position of the treasurer of EBBD e.V., because I would love to support the further existence as well as the continuous development of EBBD.

I am the class teacher of our EBBD-class in the 11th grade of Gustav-Stresemann-Wirtschaftsschule, BBS 4 in Mainz, which was accredited for EBBD in February 2017. In summer 2017, we successfully started our first EBBD-class. From the very beginning I joined and supported our school's EBBD-team and I am convinced that this is the way to move on in future. I accompanied the process of the accreditation for EBBD closely and I appreciate the opportunity for dedicated students to be granted a certificate of excellence very much. Currently, our school takes part in the "EBBD Prime"

project to further develop the EBBD.

As to my professional background, after my highschool graduation, I successfully completed my apprenticeship as a banker. I then used to work in a credit union for several years while studying at university. In 2012, I reached my diploma as a teacher of business studies and decided to become a teacher with the subjects economics, mathematics and business administration.

Moreover, I gained experience as a member of the board of my local football club as well as in the board of our school's support association. As the Erasmus+-coordinator of our school, I am also responsible for the accreditation and organization of all the Erasmus-mobilities.

Consequently, I feel qualified to become treasurer of EBBD e.V., whose tasks would be keeping the EBBD e.V. account, keeping the association funds, administering income and expenditures and handling monetary transactions. From my previous work mentioned above, I will be

well-prepared to compile the financial report and to report about the association's financial and capital position, as well as to draw up the tax declaration and to be responsible for adequate and orderly accounting. Therefore, I would like to join the board of EBBD e.V. and to support the dissemination of EBBD in Europe for the next two years.

Holger R ath

## EBBDprime – 3<sup>rd</sup> Transnational Partner Meeting (online)



Originally it was planned to have the partner meeting in Eindhoven in autumn 2020 regarding the connection of Summa College Eindhoven with Brainport, of which we expected valuable input for creating recommendations how local and regional networks of stakeholders can be created to enhance the

best practice examples of cooperation and networking by the Dutch examples. Like in so many cases this year we could not travel to Eindhoven due to the pandemic. Therefore, we have had the meeting online. However, Summa College provided a contribution to the guidelines explaining their cooperation with Brainport.

The main purpose of this meeting was to finalize a draft of the new design of EBBD. This was achieved. A draft of the new portfolio was finished during the meeting. Also, a draft of the guidelines for EBBD colleges how to cooperate with stakeholders and guide students (and where necessary – parents).



<b>Table of Content</b>	
1 Introduction	2
2 Learning Units	3
2.1 General Aspects	3
2.2 Transversal Skills based on European Frameworks	4
2.3 Learning Unit: European Citizenship	6
2.4 Learning Unit: Cultural Awareness and Intercultural Communication	7
2.5 Learning Unit: European Economy	8
2.6 Learning Unit: Marketing	9
2.7 Learning Unit: Goods/Services	10
2.8 Learning Unit: Procurement	11
2.9 Learning Unit: Finance & Controlling	12
2.10 Learning Unit: Human Resources	13
3 Technical Requirements	14
3.1 Foreign Languages	14
3.2 CLIL – Content and Language integrated Learning	14
3.3 Work Placements Abroad	14
3.4 Work-based Learning	15
3.5 General University Entrance Qualification	19
4 Annex	20
4.1 Glossary	20
4.2 Summary of Transversal Skills based on European Frameworks (attachment to Learning Units)	23
4.2.1 Key Competences for Lifelong Learning (LLL)	24
4.2.2 The Digital Competence Framework for Citizens (Dig Comp 2.1)	27
4.2.3 The Digital Competence Framework for Consumers	29
4.2.4 EntreComp	31
4.2.5 Reference Framework of Competences for Democratic Culture	34

EBBD colleges on our cooperation platform Basecamp. The coordinators of the accredited EBBD colleges have received invitations via email. Until the 8th of February 2021 they do have time to give feedback regarding feasibility of the implementation at their college. The final decision about the new EBBD portfolio will be taken during the AGM in March.



### 2 How to create beneficial relationships with stakeholders

#### 2.1 Companies

Although EBBD is a European qualification with an international focus, it is also a high priority to qualify the students for the national labour market. Hence, a close cooperation with companies on a national and regional level is very important for each EBBD college to stay up to date regarding the required competences and to open up work-based learning opportunities and real working experiences.

##### Best practice example

Cooperation with the global market leader **WINDKLIMAT**  
Summa College looks for cooperation agreements with companies within the Erasmus+ area. The aim of Summa International Business is to provide students with useful, real-life situations in which they can demonstrate and improve their skills and knowledge. In order to achieve that Summa College looks for cooperation agreements with companies within the Erasmus+ area. One of these companies is WINDKLIMAT, the global market leader for value-added logistic process automation at airports. Summa Engineering students have developed a customized concept for the original Automated-Guided Vehicle (AGV) that transports the luggage from the conveyor belt to the passengers at airports. They procure all the technical information our students need to make a sales pitch for potential customers of WINDKLIMAT. Students of Summa International Business are expected to make a person brand via LinkedIn, and to deliver a sales pitch together with a quality promo. In the end they have to do a presentation for WINDKLIMAT, who will then assess their work and if necessary a real presentation from a professional organization. The aim is to provide students with valuable work-based learning experiences and support soft skills development. Students also do similar projects for other companies in the Erasmus+ area. Delft and Hara are examples of this. The Erasmus+ area offers a wide range of businesses where students can acquire the skills and competences that are required in today's business life and for Summa College, they are essential for the creation of a work-based learning environment. Source: based on information provided by Summa College, Eindhoven.

##### Best practice example

Cooperation with the global player **SAP SE**  
Many years ago, our college established a cooperation with the global player SAP SE, which is located in our region. First, the cooperation was mainly focused on all-day workshops provided by SAP for students in 1<sup>st</sup> grade of our college, who study information processing on an advanced level. IT-teachers from our college can choose the topic of the workshop from an extensive catalogue provided by SAP, such as JavaScript, ABAP and project management for instance.

<sup>1</sup> Advanced Business Application Programming, originally Allgemeiner Berichts-Aufbereitungs-Prozessor, German for general report creation processor\*) is a high-level programming language created by the German software company SAP SE. It is currently positioned alongside Java, as the language for programming the SAP NetWeaver Application Server, which is part of the SAP NetWeaver platform for building business applications.

This draft version of the new EBBD portfolio is also the basis for defining necessary adjustments to the EBBD website and the accreditation process. In different work groups necessary adjustments of the website and a design for the accreditation tool were discussed. Concrete specifications will be

Both documents are available for accredited

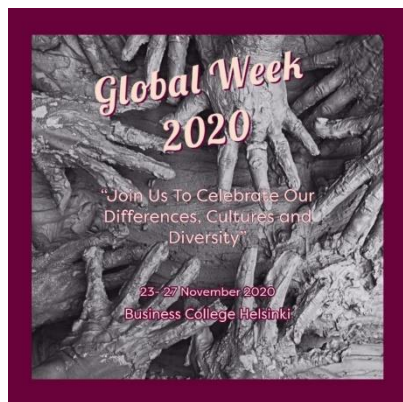
decided after the new EBBD portfolio is approved.

Taking feasibility and effectiveness into account the EBBD alumni network shall now be designed as a LinkedIn Group administered by the EBBD e.V. board to ensure liveliness of discussions and actuality of impulses. Further information regarding the alumni network will be sent soon.

Although we had to face aggravated conditions working together during the pandemic, we managed to achieve what we promised in the application, thus improving EBBD and adjusting it to future challenges.

*Ute Pentke (coordinator),  
BBS Wirtschaft 1 Ludwigshafen (D)*

## Helsinki Business College virtual international week



International EBBD students of Business College Helsinki

worked since August to plan Global Week to take place in November. The week was a great success with cultural events, company presentations, art workshops and student fairs. Covid-19 brought an extra challenge to arrangements and participant numbers were restricted. Therefore most of the program was streamed for online participation. Students got a real life experience of event management and the college will have Global Weeks in the future years to come!

## EBBD Buddy project

### **A cooperation in offering students the possibility to learn about Working and Living in Europe**

In response of the alternatives described in the mail of EBBD e.V. Board: 'DEALING WITH INTERNSHIPS ABROAD IN TIMES OF CORONA – CHALLENGES AND POSSIBILITIES' of 15 September last, teachers from different EBBD-schools reached out to each other in finding ways to cooperate in this.

For Berufsbildende Schule Wirtschaft Ludwigshafen (Germany), Skive College (Denmark), Andrászi György Katolikus

Közgazdasági Középiskola (Hungary), Handelsakademie Tulln (Austria), Business College Helsinki (Finland), Nazaret Fundazio (Spain) and Rijn IJssel (The Netherlands) this resulted in the **EBBD-Buddy project**.

In the EBBD-Buddy project students cooperate with peers in learning about Working and Living conditions of different countries in Europe. Each buddy is matched with two other students. Together they set up meetings and share experiences, knowledge and data about living and working conditions in their country. Based on the gathered information students draw conclusions on main similarities and differences of the three countries in question and reflect on risks and potentials for his/her professional development, when working and living in each of these countries.

We are looking forward to seeing and reading students' work and curious to learn whether this project changes students' attitude towards Working & Living in another country.

*Claudia Friese,  
Pia Hinnerup,  
Birgitte Madsen,  
Kaisu Luuka, Éva Kálmán,  
Oihana Hernandez,  
Nereba Peña,  
Edeltraud Paflik,*

