

Newsletter

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EDITORIAL

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VITA— a transfer of innovation project

In the fall 2007, a group of professionals from Education and Training were joint for a Contact Seminar promote by the Romanian National Agency for Lifelong Learning Programme. There was born the idea of the project which became later a proposal launch in March 2008. The idea was to transfer known good experiences, about Second Life educational uses, by the participants to field of practice that required improvements, towards the objectives of Lisbon 2010: successful SMEs for the dynamic growth of economy.

After this, the team contacted other or-

ganisations whose know-how would be relevant to carry out the action, and the idea got developed into the project VITA—*Virtual Learning for the management of successful SMEs in Europe.*

The European Commission has approved the project in October 2008 and the launch was settled to the beginning of 2009. Here we present the first Newsletter of 6 editions which will follow the project activities during 2 years.

Along with a brief presentation of the project aims, we already present the results of the partnership meeting and the next steps of the team.

1st Meeting in Beja

The promoters of VITA (Beja's Polytechnic Institute) have hosted partners from 5 European countries in Beja (Alentejo -Portugal), 13th and 14th February. The full working agenda included the presentation of past projects and experiences from the partners, useful for this Project, the detailed plan for the first activities and the presentation of the dissemination materials and strategies, such the website. In the second day, Leonel Morgado promoted a workshop inside *Second Life*, where participants could experiment some of the possibility of creation and communicate in the platform with their *avatars*.



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IBM joins VITA

After constacts with IBM representation in Portugal, the promoters got in touch with the Kevin Aires (Previously IBM's Virtual Universe Community Guildmaster) and Craig Becker (Global Architect, 3D Internet & Virtual Business / IBM Master Inventor) from the Labs that created the Second Life. These experts will be consultants for VITA and will be a greatfull support in the inclusion of latestest tecnology into the project.

Main facts of VITA

- LLP Leonardo da Vinci Transfer of Innovation
- 2009-2010
- Partners in Portugal, Austria, Finland, Greece, Italy, Romania

Project' summary

VITA – *Virtual Learning for the management of successful SMEs* - presents an innovative approach to learn and practice entrepreneurship and business management competence, based on the results of different projects, concerning web 2.0 based and virtualization strategies.

VITA will be developed during 24 months and aims to increase the capability of SMEs to adapt to European contexts, resorting to a specific training, and increase adults employability, mobility and multicultural awareness, by:

- Defining the European entrepreneur profile in terms SME's management competences on the basis of needs analyses in collaboration with employees;
- Defining courses, pedagogical approaches and evaluation tools addressing identified needs, upon the results of different projects, adapted to the characteristics of a virtual learning campus;

➤ Conceiving a 3D virtual learning environment where learners will participate in collaborative learning experience, located in *Second Life* platform and will have the opportunity to test their competences in safe context of application by generating and managing a virtual SME.

➤ Certify eLearners in the basis of EQF and ECVT systems and other national qualification systems.

VITA will target directly adults qualified with secondary school level and employers in the scope of SMEs' sector, and have an indirect impact in Education and Training professionals, all the users of *Second Life*, SMEs owners, SMEs employees and managers. As main results, VITA will produce: an excellence training model and curricula for SME's management; a virtual campus; e-learner and e-tutor handbooks and guides; a guide of good practices; and certified cases.

Partnership

PROMOTER

- Beja's Politechnic Institute/ Higher School of Education (IPB/ESEB)

www.ipbeja.pt

www.eseb.ipbeja.pt



SCIENTIFIC COORDINATION

- University of Trás-os-Montes e Alto Douro (UTAD)

www.utad.pt



- IDEC S.A.

www.idec.gr



- Bucharest Chamber of Commerce (CCIB)

www.cibb.ro



- Bit media e-Learning solution GmbH & Co KG

www.bitmedia.cc



- Didanetwork Srl

www.didagroup.it



- Hyvinkää-Riihimäki Vocational Adult Education Centre (HRAKK)

www.hrakk.fi



SLACTIONS 2009

Research conference in the Second Life® world



Next events

➤ Next Meeting in Finland

Partners will meet for the 2nd VITA Meeting in Hyvinkää (Finland), on the 18th and 19th May 2009, **hosted the adults' education institution HRAKK**. By then, partners shall have presented national reports about the profile required for SMEs' managers.

➤ .Slactions 2009

SLACTIONS 09 is the first international conference held simultaneously in several countries from 24th to 26 September. The conference will cover from educational research to content production, from gender studies to media distribution.... In the Programme Committee is **Leonel Morgado** who is also VITA's Scientific Coordinator. Find more at www.slactions.org or contact info@slactions.org.

➤ 1st European SME Week

The first European SME Week, taking place from 6th to 14th May 2009, is a campaign to promote entrepreneurship across Europe and to inform entrepreneurs about support available for them at European, national and local level. It allows SMEs to discover an array of information, advice, support and ideas to help them develop their activities. Find more at <http://ec.europa.eu/enterprise/policies/entrepreneurship/sme-week/>.

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