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INTERNATIONALIZATION STRATEGY 2021-2027

INSTITUTIONAL STRATEGY

APRO Formazione scarl is a consortium founded in 1958 with the aim of fostering the social inclusion and job placement of young people through the provision of vocational training courses and to meet the skills needs of local businesses. The consortium includes in its membership the main local authorities in the area, companies of different sizes and sectors, trade associations and other stakeholders in the vocational training sector.

APRO Formazione acts within the framework of Active Labour Policies, providing vocational training, guidance and employment services. Apro has 3,743 people enrolled in initial and continuous vocational training courses, 2,220 people (students) who have benefited from the agency's guidance services, 380 unemployed people who have benefited from employment services, 1,479 companies involved in the services provided, of which 776 have collaborated in the management of internships/ apprenticeships and 703 have been involved in company training and apprenticeship courses.

APRO Formazione operates mainly within the Piedmont Region's POR ESF programme and the Erasmus+ and Interreg ALCOTRA programmes. The reference market is therefore mainly fed by public funding sources and conditioned by political, institutional and legislative factors.

APRO Formazione intends to **develop** the following **strategic lines of development**:

- Strengthening the system of relations with its stakeholders and networking at all levels (members, social, institutional and economic territorial actors, project partners) in order to intercept emerging needs, build increasingly effective responses in terms of acquiring funding and constructing suitable action strategies in its areas of intervention;
- Promoting greater diversification of service lines and funding sources;
- Promoting the innovation of services through the didactic update of staff in a work-based-learning perspective and the upgrade of technological systems in a digital transformation perspective (laboratories, e-learning platform, information systems), with reference to the main trends and context scenarios (Digital Education, Industry 4.0, Dual System, Social Innovation, Green Economy);
- Promoting process innovation through the digitisation of management systems in the areas of quality, administrative and commercial processes, in order to make strategic use of company data and more effective marketing actions (process management software, management control and customer relationship management; development of digital marketing tools: website and social channels, e-commerce);
- Promoting mobility, education and international cooperation;
- Supporting innovation processes through the development of organisational development and internal communication actions with a view to change management and knowledge management models (coaching, teamwork, iconography, etc.) that make it possible to redefine and strengthen corporate identity, the sense of belonging, and promote staff motivation and participation in change.



Ragione sociale: **APRO Formazione S.C. a R.L.**

Codice Fiscale Partita IVA/n° R.I. 02605270046 - N° R.E.A. 223065 Capitale Sociale: € 417.420,42 int. vers.

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Sedi di Alba e Canelli	n°0024/F2

INTERNATIONALIZATION STRATEGY

In line with its business development strategy, APRO Formazione intends to develop the following internationalisation strategy in the 2021-2027 programming period.

APRO Formazione has as its strategic vision the **internationalisation of its training offer** at all levels and sectors in order to develop the skills of young people and to facilitate their integration into the increasingly dynamic and global labour market. APRO Formazione intends to contribute to the construction of the **European VET system**, in line with the EU programming priorities, which will be able to envisage common training programmes and courses (transnational specialisations/diplomas/qualifications), integrated mobility in the initial vocational training pathways at a systematic level for all students with training periods (up to one semester or one training year) and curricular training stages (up to the 200/320/400 hours of internships envisaged by the current training pathways) abroad.

APRO Formazione's **international network** of collaborations counts more than **90 partners** in **24 countries** with active collaborations in mobility and partnership projects, development and transfer of educational innovations, capacity building. The countries with which APRO Formazione collaborates most actively are Spain, Portugal, Greece, France, Germany, The Netherlands, Belgium and Finland.

APRO Formazione has among its **institutional values** the development of young people's professionalism and their preparation for the labour market, which is increasingly oriented towards internationalisation. In this context, young people's **European citizenship** education and **mobility** are important tools to foster their personal, social and professional growth.

APRO Formazione has **structured itself** over the years in order to internationalise its training offer and thus contribute to the construction of tomorrow's Europe through the establishment of the Apro International office which is responsible for defining, developing and monitoring the organisation's internationalisation strategy. Apro International consists of a team of 7 people, an international projects responsible, an executive projects coordinator, four project managers and an administrative support worker for project accounting and reporting.

GENERAL OBJECTIVES

APRO Formazione, aware of the key role of vocational training in the development of human capital and companies, invests energy and resources in the service of the territory on a daily basis. In this sense, the European community dimension - in its forms of mobility, cooperation and partnership - represents an important added value within an increasingly global economic and social context.

APRO Formazione intends to work towards the following **general objectives** of the organisation:

- Increasing the attractiveness of vocational training;
- Reducing early school leaving;
- Improving student and employee learning;
- Improving the quality of training activities;
- Improving the social inclusion of young people and unemployed adults.

PURPOSE

APRO Formazione believes that the training and qualification of young people plays a fundamental role in their employability and social integration as well as in the development of territories and companies. Indeed, work is a privileged means for social inclusion. Vocational training enables the growth of people's employability and the development of the production system, improving the economy and society as a whole.

The **aim of** the internationalisation strategy is to increase the employment of young people and unemployed adults.



Ragione sociale: APR0 Formazione S.C. a R.L.

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RESULTS

APRO Formazione intends to achieve the aim of the internationalisation strategy in compliance with the company mission and the values that distinguish it in the regional/national/European/international territory through the achievement of the following **medium-long term objectives** (2021-2027)

1. Improving the language, key, transversal and vocational skills of students and unemployed young people (I-VET) and adults (C-VET);
2. Improving workers' skills: VET teachers and staff and company workers;
3. Increased use and transfer of pedagogical, technical/technological and organisational innovations;
4. Improving collaboration networks at local, regional, national, EU and non-EU levels.

MAIN STRATEGIES OF DEVELOPMENT AND ACTIVITIES:

APRO Formazione intends to achieve the results of the internationalisation strategy through the development of the following strategies and activities:

- Increasing the number of **mobilities** in terms of duration and participants, widening the territorial scope of the calls on a provincial/regional scale and adapting the mobilities to the regulatory updates on dual system;
- Increase the number of **long-term mobilities** available for young people graduating from vocational education and training in order to improve their job placement opportunities;
- Improving '**internationalisation at home**' activities through meetings, exchanges and discussions between Italian and foreign students and teachers;
- Building modules and training paths on European identity and citizenship in the **Jean Monnet** programme;
- Develop **transnational training pathways** in cooperation with foreign partners for each training sector (hotel, industry, digital, personal services) through collaborative projects, partnerships, sectoral alliances, vocational training centres of excellence;
- Development of **e-learning** activities (blended, virtual, augmented reality, simulators, distance learning platforms, webinars, streaming lectures, instructional videos and digital training resources);
- Increase the international **professional development** offer of VET teachers and staff at pedagogical, technical/technological, linguistic and vocational levels;
- Develop the **hosting of** teachers, workers and leFP staff for professional visits, training courses and/or transnational meetings;
- Transfer our training, technical, technological, organisational and project design know-how to other schools and institutions active in VET at all levels, from local to international, through **capacity building**, coaching and mentoring activities and projects;
- Develop an **international training academy** in tourism and tech sectors to share methods, approaches, tools and digital materials in order to build common transnational pathways and activities between different countries;
- Develop the provision of training courses with internationally recognised **certifications** in all sectors;
- Expand collaboration **networks** with regional/national/international schools, universities, companies and research centres in projects and activities related to student and worker mobility, the development and transfer of pedagogical innovations;
- Developing the **European network** with partners from the Scandinavian, Baltic and Balkan countries and the eastern Danube countries;
- Developing **international networks** in non-EU countries in order to expand its internationalisation strategy globally.



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