



EUROPEAN INTERNATIONALISATION STRATEGY

Institutional strategy

APRO Formazione operates in the fields of vocational training, employment services and european programmes. The reference market is mainly fed by public funding sources and conditioned by political, institutional and legislative factors.

In this context APRO boasts several **strengths**, such as: a fair diversification of financing sources and services offered, a consolidated territorial rootedness (among its members there are many local authorities, companies of different size and sector, trade associations, banks), quality human and instrumental resources. At the same time there are some **problems** related to the presence of high fixed costs, the difficulty in defining suitable management control strategies and building a different market positioning and new service lines.

APRO intends to face internal critical issues and take up the challenges of the context through the following **strategic lines of development**:

- promoting process innovation through the digitization of the document system and the updating of the technological infrastructure of information systems (development of the intranet and the company website, implementation of an e-commerce module, development of distance learning platforms, virtual classroom and document sharing)
- to promote international mobility for learning in formal, non-formal and informal contexts in order to develop an international training offer;
- to promote greater diversification of funding sources
- promote innovation in service lines through appropriate marketing actions
- to promote the innovation of services through didactic updating (technological and methodological), with reference to the main novelties and context scenarios (digital communication, digital craftsmanship/CAD and 3D printing, industrial automation, robotics, foreign languages, network orientation, Unesco recognition of the Langhe-Roero-Monferrato landscapes, inverted didactics and use of web 2.0 in didactics)
- support innovation processes through the development of internal communication actions (coaching, iconography, etc.) that redefine and strengthen the 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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International strategy

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

APRO believes that the training and qualification of young people has a fundamental role for their employability and social integration as well as for the development of territories and companies. Work is in fact a privileged means for social inclusion. Vocational training allows the growth of people's employability and the development of the productive system, improving the economy and society as a whole. APRO, aware of the key role of professional training for the development of human capital and companies, invests daily energy and resources at the service of the territory. The community dimension - in its forms of mobility, cooperation and partnership - represents in this sense an important added value within an increasingly global economic and social context.

APRO Formazione intends to develop its vision in respect of the company mission and the values that distinguish it on the regional/national/European territory through the achievement of the following **medium-long term objectives** (2014-2020):

1. improve training and international mobility opportunities for students, young people, teachers and operators;
2. improve the employability of young people and promote employment opportunities in foreign companies;
3. develop and transfer process, product and service innovations in Europe;
4. improve its network of international European collaboration with schools, training agencies, institutions, trade associations and companies in different countries.

The objectives of the internationalization strategy are developed by **two-year action plans** that include mobility activities (both incoming and outgoing), transnational training courses and international degrees, cross-border cooperation projects, projects for the exchange of practices and the development of educational innovations, membership of local, regional, national and international networks, language training courses for students, teachers and staff of the institution, and any other activity functional to the internationalization of the services provided by the training institution. APRO intends to develop its international collaboration network in the countries of the following geographical areas: **Scandinavia, Baltic, Danube, Balkans**.

APRO adopts a system of monitoring and evaluation of the international strategy on two levels: the first one related to the collection of the evaluations of the single projects that make up the plan in order to evaluate the level of achievement of the expected results and objectives; the second one related to a qualitative evaluation of the internationalization plan in order to verify its impact and future adaptations/improvements. At the end of the evaluation process APRO considers the need for an updating/improvement of the processes, methods and tools used for the development of the activities and proceeds to the work of reviewing, updating and developing the european internationalization plan.



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