

EBBD NEWS

EBBD eV

December/2023

EBBD in the “2023 Vocational Education and Training Summit: Advancing towards the unimaginable” in the Basque Country

Cynthia Woolderink and Nereba Peña, President and First Vice President of EBBD took part in the conference held in San Sebastian the 22-23 of November. This highly inspiring Summit highlighted the need for a human social centric approach in education and Vocational Training to face up to the challenges of the exponential growth of technological changes.

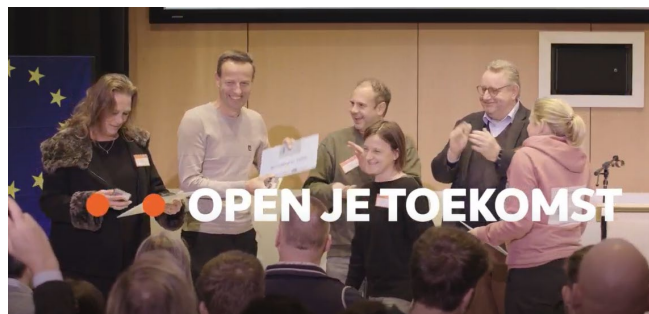
Nereba Peña, participated as panelist in the session “VET facing the challenge of smart Technologies” led by Joao Santos, Expert in Education and Training, along with representatives of EfVET, INNOTECS, UNESCO-UNEVOC, EARLALL INNOVET, EVBB, CoVEs CoP, EVTA and ETF. In this panel unimaginable scenarios in VET were presented and discussed, that at first hand seemed to go beyond the wildest dreams, yet when looking closer they often seemed scarily realistic. One of the conclusions drawn in this panel was that preparing learners to be able to reflect on the ethical parts is essential.

Lifelong learning and equipping learners with the right transversal skills such as, critical and independent thinking, curiosity, flexibility, resilience, entrepreneurial skills, and this in close collaboration with others, learning and working together, networking, teamworking seem more essential than ever.

Much food for thought! Very grateful to the organization that EBBD was invited to participate in this Summit.



EBBD Dutch colleges receiving their re-accreditation signs in person in Arnhem



Representators of Summa College, Albeda, ROC Midden Nederland and Noorderpoort joined the dissemination event in Arnhem on 9 November and received the official re-accreditation sign.

EBBD presented at EfVET conference, Rhodes, Greece

Nereba Pena, Cynthia Woolderink and Kaisu Luukka had many interested colleges at their EBBD roundtable in Rhodes last October. Next year we expect to get new members to our network.



EBBD Instagram account

EBBD has joined Instagram and invites everyone to follow the account [@ebbd_eu](https://www.instagram.com/ebbd_eu). You can send photos, videos and texts to be published in the account to hilla.helasaari@bc.fi. On this account we can see and hear from each other more than just twice a year in this newsletter.

Get ready for Helsinki in April!

The yearly EBBD family get-together will be in Helsinki on 18-20 April 2024. The registration for the Annual General Meeting and Training event will be sent to you in January as well as the preliminary program. This year there is no participant limitation per college so you can already book your flights. If you need any further assistance at this stage, please contact kaisu.luukka@bc.fi



Option for next AGM location

Interested in hosting the EBBD AGM and Training event 2025?

Please contact one of the board members for more information before 15 February 2024.

European Digital Playground Erasmus+ KA2 project

Learning, Teaching and Training Activity (LTTA), Nazaret, San Sebastian 1.-7. October 2023

Students worked in international teams, ran a digital business and competed with others. In this rich context, students were facilitated in developing international and business competence coached by engaged and competent teachers.

The project team enjoyed witnessing students' development during the week in soft skills as teambuilding, communication, adaptability and resilience. The input of this LTTA was used to further improve and enrich the framework which is a tool pack for education institutions to implement digital business game into their study programs.



Dissemination event, Rijn IJssel, Arnhem, 9 November 2023

The finale of the project was held in Arnhem. The product of the project is a tool pack for schools to enable offering students a rich international, digital business environment. With this objective EBBD colleges Helsinki Business College Oy, Lycée Charles Péguy, Skive College, Nazaret, Summa International Business, and Rijn IJssel started

the work in January 2022. Now almost two years later, the project team shared the process and the results and let participants experience the effects of this project on students in Arnhem at Rijn IJssel. During this event participants witnessed students playing in the digital playground, learned how to set up an international playground themselves and had the opportunity to learn more about EBBD.



When interested in this project please send a personal message to one of the project team members:

Kaisu Luukka, Teijo Tikkanen, Orsolya Simon, Fabiola Martin, Jan-Willem Hamelink, Jeroen Buelens, Paul Wastney, Peter Ketelaars, Luis Urteaga, Nereba Peña, Soledad Rodríguez, Bent Plougstrup, Pia Hinnerup and Cynthia Woolderink
Final results will be published on the website: www.ebbd.eu

EBBD colleges cooperation: Finland and Poland

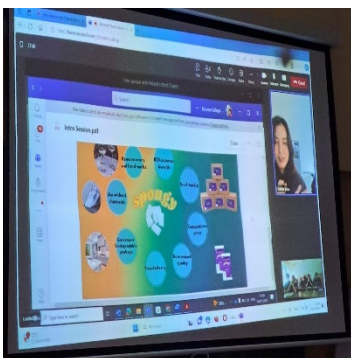
B2B TRANSACTION

How can you make learning business more interesting and appealing to a student? How can you practise B2B transactions at school? Role-playing and internet communicators come with help.

Business-to-Business (B2B) is a form of a transaction between businesses, such as one involving a manufacturer and a wholesaler, or a wholesaler and a retailer. B2B refers to business that is conducted between companies, rather than a company and individual consumer.

Business College from Helsinki, Finland invited Zespół Szkół Ekonomicznych from Częstochowa, Poland to take part in the Sales Fair. For the Finnish students that was the final part of the wider task. They had started developing products in late spring 2023 in their virtual companies. They developed a business idea, wrote a business plan, created their own sales and marketing materials as well as financial documentation. During the Sales Fair the Finnish students acted as wholesalers and the Polish students played the role of their business customers. Two online meetings were held in November 2023. The first one introduced the concept of B2B transaction and the rules of the task. The second meeting was the Sales Fair itself. Five virtual companies presented their offers to the Polish business customers who appeared to be really tough in negotiating. The customers asked many questions which were effectively answered by the Finnish entrepreneurs. Finally, there was time to place the orders and for the teachers to assess and give feedback to their students.

The task was a valuable experience in Economics and a great lesson of English. This unusual way of conducting classes is interesting for students and they are eager to participate in such projects.



*Text by: Sylwia Kalota & Aleksandra Żyła,
Zespół Szkół Ekonomicznych*

Business College event STARTTI

EBBD students in Business College Helsinki planned STARTTI event during this fall semester. On December 12th companies and students changed their ideas on how to match the skills and competences of future employees with the companies' needs. The focus was especially on how the international students can be beneficial to local companies in Finland. All participants were happy for the chance to build new networks and possibilities for cooperation.



Re-Elections 2024

In March 2021, Cynthia Woolderink (chairperson), Nereba Peña (first vice chairperson), Kaisu Luukka (second vice chairperson) and Holger R ath (treasurer) were elected as board members of EBBD e.V.. In April 2024, these positions are open for (re-)election.

All four board members have decided to run for another term in the board, they are *committed to take the next steps, set out, in further strengthening EBBD.*

Board member introductions

Cynthia Woolderink. At Rijn IJssel, I am EBBD-coordinator, coordinator international affairs and I am involved in the development of bilingual courses in the field of International Business and Sustainability at both EQF level 4 and 5. I have a master's degree in education and hold (post) bachelor's in economics, Education and Management and Organisation. I am an engaged and entrepreneurial professional and very much enjoy working in a context with potential such as EBBD e.V.

I was happy to be elected in March 2021 and to be given the opportunity to contribute to the development of EBBD. It has been an interesting and inspiring journey with challenges and opportunities of which I have learned a lot, both professionally as personally.

As both teacher and coordinator I had already experienced and witnessed how the EBBD-programme enriches the educational programme for learners and colleges. As board member I have now been privileged to talk to various stakeholders about EBBD and

am now even more aware of the value and the potential of the qualification.

I would love to get the chance to continue the work and the path set out, in strengthening EBBD together with my dear team of board members.

Looking forward to the EBBD Conference and Training in Helsinki and meeting you all there.

Kind regards,
Cynthia Woolderink



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. 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 EBBD For All (2014-2017) 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.



In Helsinki, Finland
December 19th, 2023

Kaisu Luukka

Holger R  th. I have been the treasurer of EBBD e.V. since March 2021.

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. I appreciate the opportunity for dedicated students to be granted a certificate of excellence very much.

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.

As the Erasmus+-coordinator of our school, I am also responsible for the accreditation and organization of all the Erasmus-mobilities.

Consequently, I would love to get the chance to continue my work in the board of EBBD e.V. and to further support the existence and further dissemination of EBBD in Europe for the next three years.

Yours faithfully,
Holger R  th



Nereba Pe  a. I am the International Projects Coordinator at NAZARET FUNDAZIOA and have been responsible for developing international programs and projects in my institution for the last 10 years.

I am responsible for all staff and student International Mobilities as well as ERASMUS and transborder projects (INTERREG and Euroregion) of NAZARET and actively participate in Internationalisation Teams in several organizations.

Since 2016, and along with my colleagues of the International Team in Nazaret, I am in charge of implementing and developing the EBBD program in our institution and supervising all the actions and activities carried out such as mobilities, adaptation of the curriculum, projects and accreditation. EBBD has brought a new international dimension to our college and I am committed to fully supporting it.

I was elected First-Vice President of EBBD in March 2021 and I would like to apply for the same position again in the coming AGM in 2024. It has been an honor for me to represent EBBD and would like to continue working in the coming years in the further development of the program. During my time in the Board I have become even more aware of the full potential of this Network and would like to have the opportunity to further contribute to it supporting new projects and initiatives.

All the best,

Nereba Pe  a



New certificates to students

The country representatives will send to member colleges new templates for student certificates. One is for the students who are graduating according to the old portfolio and the other one is for students graduating according to the new portfolio.

Dear partners and members of our association, we wish you all wonderful, bright and relaxing Christmas holidays!



Disclaimer

EBBD eV maintains its newsletters to enhance public access to information about its action, initiatives and messages in general. Our goal is to keep this information timely and accurate. If errors are brought to our attention, we will try to correct them. However EBBD eV accepts no responsibility or liability whatsoever with regard to the information in its newsletters.

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Do you want to contribute?

You are a (newly) accredited EBBD college and you wish to

- present your EBBD activities
- share good practice
- discuss ideas for further development of EBBD

Send us your article for the next issue of this newsletter latest by **April 30, 2024.**

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Posts for IG or newsletter to **hilla.helasaari@bc.fi**