

Draft

Qualification needs of trainers¹

The goal of the Train the Trainer seminar is to provide further training to lecturers, trainers and consultants from universities, high schools, chambers of industry, commerce and crafts, unions, further education providers and other relevant promotion institution so that they are able to hold trainings for SMEs to the specific topic Cradle to Cradle (C2C) design concept and have profound pedagogical knowledge.

- **General need for further qualifications of trainers in the field of energy efficiency, resource-saving energy, environmental technics**
Given the current efforts to environmental protection, deliberate energy use and production and searching for alternative energy sources, EU Energy 2020 aims, there is a great demand for qualifications that contain innovative techniques and approaches to equip SMEs with necessary skills in these fields, since they are the main actors to face these challenges. Well qualified trainers are the key for a sustainable and long term implementation of measures.
- **Raising the awareness of C2C design concept**
The awareness of the C2C design concept is badly lacking. In order to improve the consumer quality, to ensure the economic and ecological benefit and to close the gap of knowledge, the participants are going to be trained in the awareness of this innovative approach.
- **Imparting knowledge on C2C**
The C2C approach doesn't know the term "waste" what constitutes one of the basic principles of C2C. Since the knowledge of eco-efficiency and eco-efficacy is quite poor in the most of the BSR countries, the participants, here trainers need to be qualified to these topics during the training.
- **Adaption of the C2C approach in SMEs**
So far, the C2C design concept is known in the most of the cases in great enterprises. The curriculum that will be prepared for SME trainings during the project is tailored for SMEs. However, it is up to the trainer, HOW he/she adapts the contents of the curriculum according to the participating SMEs. For this, the previously developed prototypes of SMEs provide an initial identification and C2C adaption possibilities in SMEs from different branches. Having this knowledge is necessary to teach, consult and coach enterprises according to their possibilities.
- **Meeting special requirements of SMEs and orientation on their real needs**
It is urgently important that trainers / consultants know the SMEs' needs resp. have certain background information, for example:
 - the possibilities of implementing and realizing the C2C approach in terms of financial capacity, trained employees, sales market, etc. Thus, personal

¹ The needs analyses bases on experiences of project partners and analyses of different reliable sources.



Hanse-Parlament

„C2C for SMEs“



contact and individual communication takes place as well as consulting support.

- since SMEs respond extremely sensitive to bureaucracy, they need service from a single source.
- etc.

➤ **Optimizing pedagogical skills**

In order to impart the content related knowledge successfully, the participants have to meet their lack of pedagogical skills. The need for pedagogical units in a further training is different in various countries. In particular, a great need exists in the countries like Poland and Hungary.

The content of this part of the lecture has to include principles of:

- organizing training courses,
- target group analysis,
- pedagogical methods and technical strategies,
- attitude, awareness and motivation,
- involvement of participants in classroom lessons,
- the art of holding traditional lectures,
- ways of making lectures more interesting (i.e. visual elements, illustrations, videos, ...),
- case methods,
- learning from best practices and worst cases,
- professional visits,
- feed-back and evaluation,
- further development.

➤ **Flexibility of coaching**

This part has to be especially considered in the further education training for SMEs, since the training should contain a self-study part in the enterprises - the main part of the training. The previous experiences make clear that accompanying coaching is essential to adapt the theoretical knowledge in practice successfully; a great need for effective coaching methods has been previously recognized that are to be included in the training program to support SMEs applying the C2C approach in their own enterprise in the long run.