



ASAP Project

Anticipatory Skills for Adapting the Publishing sector
Project n. 575884-EPP-1-2016-1-IT-EPPKA2-SSA
Lot 2: SSA for Design and Delivery of VET

Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.





ASAP Digital training for The publishing sector

Fabrizio Boldrini, Fondazione Villa Montesca

Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Reasons of the ASAP project

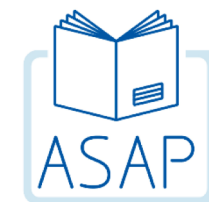
The Idea of the project comes from an evaluation of the impact that substantial changes in the competences and skills in the Publishing sector are occurring due to the digital revolution that interests the production of books

The project proposes an evolutionary map of the skill needs and designs and delivers flexible training programmes (one for each area of the publishing supply chain) that, according to EQF/ECVET standards, are providing employees, but also unemployed, self-employed, low skilled employees and young VET students the opportunity to update their professional skills and knowledge covering the gap related to the lack of specific skills determined by the technological transformations.

Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Reasons of the ASAP project

The Digital Agenda for Europe estimates that the publishing industries employ around 750,000 jobs in more than 64,000 companies in EU. Technology has had an unusual impact and a massive economic change on publishing: it's changing the traditional business model and it's giving a key role to new distribution channels such as aggregation platforms. The technological evolutions affect the consumption patterns of publishing products and production processes, impacting all the areas of the book publishing value chain (Production – Design – Editorial – Distribution and sales – Marketing and publicity).

Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Reasons of the ASAP project

As a consequence of this migration to digital technologies, the whole publishing industry -mainly SMEs- is confronted by major challenges; in particular, the workforce involved in this sectors needs to know what is very important and urgent to do in order to keep the competitiveness and the effectiveness of the skills involved in the sector. In the Digital European Agenda the EU Commission affirms that “long-established traditional professional models are in need to be revised and re-considered; especially taking into account the different impact the social technologies are having in the different sectors of the publishing industries”.

Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



General and specific Objects

The purpose of ASAP project is to respond to these strong needs a) identifying the current and future skill requirements in the participating countries (UK, Greece, Italy and Spain – but also in two other representative countries through the involvement of the European Federation of Publisher) and b) developing an innovative joint training programme which will provide the profiles of the supply chain (Production – Design – Distribution and sales – Editorial – Marketing and publicity) with the mix of skills needed, defining the training contents in relation to the requirements of the EQF and ECVET and also applying quality control by establishing the quality principles of the EQAVET framework.

Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Main OUTCOMES

- Analysis of the status quo and of the strategic perspectives with regard to the publishing sector
- Analysis about how digital books are changing the reading and writing behaviours and how these changes impact on the publishing sector
- Mapping of Competences – Skills Needs Assessment and analysis of the Competences Gaps
- Guide on the application of EQF/ECVET in the Publishing Sector

Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



THE MOOC

A massive open online course (MOOC) is an online course aimed at large-scale interactive participation and open access via the web. In addition to traditional course materials such as videos, readings, and problem sets, MOOCs provide interactive user forums that help build a community for the students, professors, and teaching assistants (TAs). In the ASAP project MOOC courses are provided in all the five Curricula with the option of free and open registration, with a publicly-shared curriculum, and open-ended outcomes.

The Courses are certified and require a personal commitment (the participants will be asked to sign declaration of honor and their participation will be registered).

ASAP-MOOCs integrate social networking, accessible online resources, and will be facilitated by leading practitioners in the field of Publishing. As in the most relevant MOOC platforms, ASAP requires the engagement of learners who self-organize their participation according to learning goals, prior knowledge and skills, and common interests. ASAP will provide interaction between students and teachers in every possible way (expert-participant and participants – experts).

<http://www.erasmus-asap.eu/mooc/>

Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



ASAP WEB TV

The ASAP WEB TV is conceived as video forum that intends to give the opportunity to have specific answers about the trend of the market given by experts, A list of hot topics are prepared by the partner and all the subscribers will be able to send short video-questions and messages.

Videos about the market of the publishing sectors are published

The WEB TV presents the following sections:

- Authors and Publishing Companies
- Education
- Academic
- Children

<http://www.erasmus-asap.eu/webtv/>

Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



The ASAP consortium

1 – FONDAZIONE HALLGARTEN-FRANCHETTI CENTRO STUDI VILLA MONTESCA

– Città di Castello (PG), ITALY

Fondazione Centro Studi Villa Montesca is an education vocational training centre.

3 – ASSOCIAZIONE ITALIANA EDITORI (AIE) – Milano, ITALY

4 – GIUNTI O.S. ORGANIZZAZIONI SPECIALI S.r.L. – Florence, ITALY

Founded in Florence in 1950, Giunti O.S. Organizzazioni Speciali is the Italian leading publisher

5 – CENTRO STUDI E INIZIATIVE EUROPEO (CESIE) – Palermo, ITALY

– is accredited by the Region of Sicily for Orientation of Vocational Education and Training

6 – THE PUBLISHERS ASSOCIATION – London, UK

7 – CAPACITY LONDON – London, UK Capacity London (CL) is a training provider

8 – POEV – Athens, GREECE

The Greek Federation of Publishers and Booksellers

**10 – EOPPEP NATIONAL ORGANISATION FOR
CERTIFICATION & VOCATIONAL GU – Nea Ionia
Attiki, GREECE**

**11 – CEPYME CONFEDERACIÓN ESPAÑOLA DE LA PEQUEÑA Y
MEDIANA EMPRESA– Madrid, SPAIN**

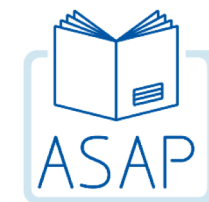
**12 – CONFEDERACION ESPANOLA DE CENTROS DE ENSEÑANZA
ASOCIACION C.E. – Madrid, SPAIN**

**13 – FEDERATION DES EDITEURS EUROPEENS FEE ASBL –
Bruxelles, BELGIUM**

Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



ASAP WEB site: <https://www.erasmus-asap.eu>

Thank you Very Much



Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

