

Zinev Art Technologies (BG)

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Type of organisation:			
SME	<input checked="" type="checkbox"/>	School	<input type="checkbox"/>
Training	<input checked="" type="checkbox"/>	No Profit	<input type="checkbox"/>
		University	<input type="checkbox"/>
		NGO	<input type="checkbox"/>
Public Authority			<input type="checkbox"/>
Other (Specify)			

Fields of action :

SMEs Youth Universities Public Authorities
Equal opportunities Schools Unemployed

Other (Specify)

Description of the organisation

Zinev Art Technologies Ltd. is a company developing, implementing and managing European projects and providing consultations in the spheres of culture, art, Internet-based activities and education, VET, e-learning and school education development, as well as regional development. ZAT team has a long-term experience in implementing successful EU projects under the LdV, eLearning and Lifelong Learning programmes. ZAT also provides school administrations, SMEs, NGOs and local authorities with EU project development/implementation and regional development services and trainings. ZAT is a part of a network of school and VET partners throughout the country, developed and maintained under the “eTalent” (2007 eLearning programme), “Michelangelo” (2008, LLP), “OnAir” (2009, LLP), “I am not scared” (2010, LLP), “Archilandia skills” (2013, OP Human resources development) and “Goerudio” (2014, LLP) projects.

ZAT is an experienced organization with a broad scope of collaborators and partners within the country and abroad, which will be made available for the benefit of the project.

ZAT has built, tested and is currently applying a successful approach in organizing the participation of particular active parties on behalf of the involved targeted organizations – trainers, trainees, interns, unemployed people, interested in getting a new type of qualification and hence employment opportunity; ZAT has already participated in projects using media and ICT resources for educational purpose (OnAir & REVIT);

ZAT has achieved great results from its participation in the Goerudio project in Bulgaria, which focused on applying innovative teaching tools like models in science teaching. Under this project we managed to build a community of science teachers and students, actively involved in ZAT's initiatives in this field and who even urged us to continue working in the field aiming at developing really innovative structured pedagogical approach for enhancing comprehension;

ZAT has a team of experts, who have been involved in activities directed at studying youth training needs and suggesting approaches and methods for development of successful training programs, but also paying special attention to matching the needs of the labor market with the services offered by the educational system at school level.

Experience of the organization in previous European projects

In November 2016 ZAT started implementing the “Excellence in VET” project – Change management forwarding to excellence in vocational educational institutions. The project is focused on both experience exchange among VET institutions and practical implementation of identified change management. It emphasizes continuous growth and improvements at organizational level in a long-term vision, identifying not only effective ways to be shared, but also weakest approaches to be changed and improved by learning from each other practices. Website: <http://evet.lv>

In January 2014 ZAT started implementing the Goerudio project – Promoting science education. The Goerudio project, funded by the European Commission in the framework of the Lifelong Learning Programme – KA4. The project’s contractor is Riga State Technical School (LV). The Goerudio project aims to promote scientific knowledge at all level of education by implementing innovative strategies.

Website: <http://goerudio.pixel-online.org/>

As of June 2013 ZAT started implementing the “ARCHILANDIA SKILLS – SUPPORTING THE FUTURE THROUGH RESTORATION OF THE PAST” project. Contract number BG051PO001-7.0.07-0013-C0001. The project is implemented with the financial support of the Human Resources Development Operational Programme 2007-2013, co-financed by the European Social Fund of the European

Union. <http://archilandia.wordpress.com>

As of September 2012 ZAT is implementing the „EcoTASK: Exchange of approaches and strategies for development of eco-awareness” project, supported under Grundtvig Learning partnerships subprogramme of the Lifelong Learning Programme of the EU. From this page you will be able to gain access to information in Bulgarian on the activities and results of the project.

During November 2010 started the “I am not scared” project supported within the framework of the Lifelong Learning Programme (KA1 Policy Cooperation and Innovation), contract number: 511645-2010-LLP-IT-KA1-KA1SCR. More information about the project can be found here as well as on the project portal: <http://projects.pixel-online.org/iamnotscared/info/index.php>.

During November 2008 started the “On Air: European media education” project, co-funded by the EC under the Lifelong learning programme, sub-programme Comenius, contract number: 142299-LLP-1-2008-1-IT-COMENIUS-CMP. Here as well as on the project portal www.onair.medmediaeducation.it you can find additional information on the project.

As of Jan 2009 ZAT started work as a partner under the “REVIT: Revitalizing Small Remote Schools for LifeLong Distance e-Learning” project, supported under the “Lifelong Learning Programme/ Transversal Programme / KA3: ICT”, Project No: 143664-LLP-1-2008-GR-KA3-KA3MP.

The project is lead and coordinated by Research Academic Computer Technology Institute /RA-CTI/, Greece.

Further information on the project is available on the project portal: <http://revit.cti.gr/index.php>

Project: “Michelangelo: Unlocking European Fine Art”

Financed by the European Commission under the Lifelong Learning programme – sub-programme Comenius. Contract number: 134318-LLP-1-20071-IT-Comenius

For more information visit the project web-site: <http://projects.pixel-online.org/michelangelo/info/index.php>

Project “ETALENT: Valorization of eLearning projects results focused on the effects of ICT application and innovation introduction on youth talent development”, co-financed by the eLearning program of the EU, contract number: 2006-4504/001-001 ELE ELEB14. Project coordinator is the Municipality of Novo selo. Partners: Zinev Art Technologies Ltd., Sofia, Bulgaria; ESOE Srl., Cagliari, Italy; Deutsche Angestellten-Akademie /DAA/ Braunschweig, Germany. The overall objective of the project is to valorize successful eLearning projects results through the prism of the effects, which ICT applications and innovation introductions in schools have on youth talent development. Project web-site: www.e-talent.eu.

Experience and Expertise of the organization in the project's subject area

The projects and initiatives, in which ZAT took part and are most relevant to the current project are:

- "ReVit" project /sub-programme KA3 – ICT of the Lifelong learning programme of the EC/ - <http://revit.cti.gr/index.php> (online and blended vocational training and qualification for people in disadvantaged, isolated, island and peripheral areas of the EU).
- The „OnAir" project / sub-programme Comenius, Life-long learning programme of the EC / - <http://www.onair.medmediaeducation.it/> - under this project we focused on media education and the use of the digital technologies in the education process.
- The "ARCHILANDIA SKILLS – SUPPORTING THE FUTURE THROUGH RESTORATION OF THE PAST" project. The project was implemented with the financial support of the Human Resources Development Operational Programme 2007-2013, co-financed by the European Social Fund of the European Union. The project aimed at application of innovative approaches for identification and responding to the needs for vocational training of unemployed people, representatives of minorities and youths at risk, in the sphere of preservation and renovation of architectural heritage, as well as provision of services, using new technologies for organizing these services, experimenting with a general methodology for development and management of the territory, connected with realization of the inherent economic and culture resource and the value of identity, which is necessary as a model for development, which should be applied as a new stage in the overall territorial planning process.
- Project „EU-EQT ADVANCE – Re – focused European supplementary qualification in tourism management" submitted under "transfer of innovation" strand of sub-programme Leonardo da Vinci – Lifelong Learning Programme of the EC. The decision to develop and apply with a transfer of innovation project connected with the results of EU-EQT has been reached on the basis of: the very high evaluation and "best-practice" award given by the German N.A. to the LdV pilot project EU-EQT, in connection with which had been developed a professional qualification compliant with the requirements of the European tourism sector – www.eu-eqt.de

Contributions that can be provided to the project

ZAT has the necessary capacities and experiences in relation to the objectives of the project, namely:

- having experts, involved in activities directed at studying training needs and suggesting innovative approaches and pedagogical methods for development of successful training programs, including also such based on ICT approaches;
- experiences under various projects in the inclusion of different kinds of media and technologies in the educational process and for educational purposes;
- initiatives involving VET institutions and trainers/educators, which focus on methods, which aim to: strengthen students self-expression, self-esteem and mastery as well as stimulate their will to interact and participate, which, again, falls within the objectives of the present proposal; develop a deeper awareness of teachers and educators (in terms of teaching style and flexibility) as well as of students (in terms of comprehension and assessment of their own skills and potential) with regard to personal attitudes and interests, including future choices;
- as far as the tourism topic is concerned, within the "ReVit" project, our organization was responsible for developing and delivered distance training course on "Agro-tourism". Going back in time, within the "Networking tourism and training centres in Novo Selo and Giurgita" (BG-RO - 2004/016-783.01.03.06), which we developed for local networking Bulgarian and Romanian authorities under the PHARE programme of the EU, we were again responsible for developing and delivering training modules on the topics "Agro-tourism", "Eco-tourism", "Cultural tourism" and "Project development and implementation". ZAT experts also developed joint eco, agro and cultural tourism products for the municipalities Novo selo, Bulgaria and Giurgita, Romania.

Reasons of involvement in the project

Validation of previous learning remains an issue, even if it is exceptionally important in the sphere of tourism. Often educational plans in VET and in higher university education include the same competences and the skills and competences already obtained from previous training is not taken into consideration. During the last couple of decades many citizens have participated in the tourism sector without having gone through VET. Those people could be included in further training in order to respond to the sophisticated requirements of clients and employers. It is necessary in Bulgaria that the description of the “results from education” – knowledge and skills in all professions and specializations to be described.

The employers state that there is a lack of “soft skills” – team work skills, communicative skills, readiness to obtain further qualification, entrepreneurship, leadership skills. They also have requirements concerning the formation of personal qualities – loyalty, responsibility and precision and punctuality.

Computer skills are exceptionally highly evaluated and needed, as are language skills – speaking one and more than one foreign language.

There is a need for new professions, such as destinations management. The sector asks for more adequate training using the methods of “provocation”, “stepping into the clients’ shoes” and others of the kind, which are particularly effective when teaching in professions where there is direct work with clients – applicable for most tourism related professions.

Among the other requirements of the local tourism sector, which training could provide for, are good language skills, charismatic and talkative museum workers and tourist guides, better promotion of archaeological sites and community demonstrating hospitality.

Platforms providing information on internship possibilities usually do not connect supply and demand and serve the economic purpose of intermediaries. In this domain the project will provide something quite new for Bulgaria.

Contact Person’s Experience and Expertise

Miglena has studied carefully and implemented successfully the entire scope of project life, including project development, implementation, reporting and organizing everybody’s work as a target oriented team. Her educational background and experience as university professor and pedagogical materials developer will be very valuable under the current project. To be involved in scientific (research / development) activities with focus on training programs and methodologies.