



ASAP Project

Impact on learners, VET providers and employers

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UK publishing sector

Eliza Kavanagh, Communications Manager

- **Knowledge of skills needs:** the research resulted in an understanding of the skills gaps in publishing, useful for not only the project but also for employers to make strategic decisions in recruitment and progression.
- **Upskilling workforce:** Many employers face the challenge of upskilling their workforce. The free online resource of the MOOC is a way for employers to continually upskill their employees. This is particularly important for Small and Medium-sized Enterprises who do not have a budget for training staff.
- **Skills development for new talent:** Publishing in the UK is very middle class and it can be difficult to enter into a career if you don't have a degree, according to the Publishers Association's annual workforce diversity report. This ASAP Project MOOC is a way for people from low income backgrounds to enter into publishing.
- **Showcasing publishing careers:** Many people have never considered a career in publishing and may not know what it involves. The information provided in the course, would give those people an overview of the industry and routes into a career, further opening up pathways into the industry and attracting new talent.
- **Remote learning:** With the country in lockdown as a result of Covid-19, remote learning is more important than ever. The opportunity to upskill from the comfort of home is great for workers who no longer have access to their office, which is the case for people in the publishing industry.

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Italy publishing sector

Piero Attanasio, Associazione Italiana Editori

- **A shared view:** key points highlighted by the UK PA are applicable also for Italy
- **Feedback from publishers:** a resource for micro and small publishers as few persons play multiple roles in the company (without owning the same level of skills for all); young professionals benefit also while working in larger companies
- **Interesting finding:** professionals may use to acquire basic skills on the work of colleagues working close to them, thus facilitating relations within the teams
- **Impact on our training offer:** an important occasion for us to experiment; ASAP and our webinars are two parallel innovations in our offer; this allowed us to clarify how different ways of distance learning can be used.
- **What about the future?** Hard to say in the present difficult time, but lesson learned during the project allowed us to be flexible. A survey on training needs in time of Covid-19 got answers from 145 publishing houses resulting in two webinars to answer their needs.

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Greek publishing sector



Panagiotis Raptis, Hellenic Federation of Publishers and Booksellers

- **Knowledge of skills needs:** The objective of the research of WP2 conducted by Hellenic Federation of Publishers and Booksellers for ASAP program was to trace the needs in production, distribution, marketing and sales in the publishing sector.
- **Up skilling workforce:** The implementation of the proposed actions through ASAP project will give the opportunity to publishing houses in Greece to benefit from training and certification tools, which will help them in the current economic crisis.
- **Skills development for new talent:** Programs like ASAP with an online platform can help the publishing sector, both collectively as a business and individually as an employee, to upgrade their skills and contribute to an easier transition in the digital era.
- **Showcasing publishing careers:** Programs like ASAP can help a candidate respond to the needs of a publishing house in the digital era and secure a permanent position in many small and medium size enterprises.
- **Remote learning:** The absence of distant learning platforms in the Greek language can attract a number of employees from equally big and medium publishing houses, especially under the current circumstances.

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Spain publishing sector

Javier González López, Head of Projects

- **Strength of e-learning:** online learning is becoming day after day as a sound alternative to face-to-face training, especially because of relevant money and time savings. Also, it is proving really useful in crisis periods as we are all suffering due to coronavirus pandemic. In this regard, ASAP project is demonstrating that it is possible to provide training under any circumstance.
- **Weakness of e-learning:** although online training is becoming more and more popular, standardization of pedagogic criteria is far from being reached. Although ASAP has a very good materials and tries to follow a common pedagogical approach, sometimes the differences between modules are big, and this may affect the overall methodological and didactical approach.
- **Opportunity of e-learning:** no doubt that ASAP will contribute to digitalize the publishing sector, because it addresses cutting-edge technologies and topics. All sectors are to start up their digital transformation, so any contribution is really welcome, especially those related to the human capital.
- **Threat of e-learning:** online training is phagocytizing step by step a great part of traditional training, which in the majority of cases is not bad itself, while in others is not that convenient. Therefore, VET providers shouldn't lose sight that Work Based Learning is still very important to equip workers with the right skills. All in all, high level training should be a good combination of online and Work Based Learning. All in all, blended training!

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