



WP 2 – identification, analysis and justification of key learning situations

Key Learning Situations – Short Report

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This report briefly describes the process in which the project partners developed and chose the key learning situations (KLS) that served as the basis for the development of the 8 storyboards for the online course in June 2014. The course aims at increasing households' awareness on their business potential and to valorise their entrepreneurial (soft) skills.

The steps taken were: defining 11 potential KLS, conducting stakeholder interviews and selection of the 8 most relevant KLS.

1. Potential KLS

After conduction of a stakeholder analysis and a pre-test, the consortium of the M-HOUSE project had chosen 11 potential key learning situations (KLS) containing typical everyday situations faced by a household that highlight the possession of key entrepreneurial (soft) skills. These were the basis for the interviews with stakeholders.

Titles of the 11 potential KLS:

- KLS 1: Guest visit
- KLS 2: Pursuing one's dream
- KLS 3: Organisation of an event
- KLS 4: Effective purchase
- KLS 5: Starting/founding a household
- KLS 6: Lack of funds
- KLS 7: Using ICT in a household
- KLS 8: Keeping and improving standards in daily life
- KLS 9: Environmental friendly interior decor – make a difference
- KLS 10: Everyday life – solve conflicts
- KLS 11: Future plan/business idea

2. Stakeholder interviews

2.1. Aim

The aim of the interviews was to get a feedback on the relevance of the 11 potential KLS and their contents as well as to get additional information from key stakeholders. The information gathered in the interviews served to justify and choose the KLS that are the basis for the 8 modules of the on-line course.



2.2. Methods

The different types of stakeholders that were interviewed by the project partners were private households, entrepreneurs/ entrepreneurial associations, public authorities/ governmental institutions, job centres, learning institutions (VET, LLL, trainers, universities, higher education), household associations, quality board members of the project and others.

Due to the different conditions and requirements in partner's countries, interviewees were contacted either personally, by telephone or by email using a form or open-ended questions. Usually, a part of the form was a rating on the relevance of the KLS (as a whole) and the relevance of key entrepreneurial (soft) skills. Open-ended questions mainly referred to

- the relevance of the potential KLS (as a whole),
- the relevance of key entrepreneurial (soft) skills and
- the relevance, usability and meaningfulness of contents of the KLS.

Furthermore, additional information on e.g. types of used devices, introduction in the use of the devices, special conditions and needs in the different countries, useful materials, own experiences and wishes as well as issues to keep in mind etc. were provided.

2.3. Results

Overview of stakeholder interviews

The project partners conducted 104 interviews with different types of stakeholders in different countries. The number of interviews sorted by types of stakeholders and partners are displayed in Table 1.

Table 1: Number of stakeholder interviews submitted by partners, sorted by type of stakeholder (n = 104)

Stakeholder	AEPMR	AF	CISMe	CCBI	HFD	IFHE	IR	KU	Sum
Private households	20	-	-	4	5	-	-	10	39
Entrepreneurs/ associations	7	-	1	5	-	1	1	3	18
Public authorities/ governmental institutions	2	-	-	3	2	-	-	-	7
Job centres	-	-	1	-	2	-	-	-	3
Learning institutions (VET, LLL, trainers, universities, higher education)	15	-	-	4	3	3	-	2	27
Household associations	-	-	-	-	3	-	-	-	3
Quality board	-	5	-	-	-	-	-	-	5
Others	-	-	-	-	1	-	-	1	2

Contents of stakeholders' interviews

Ratings on the relevance of the potential KLS (as a whole)

In summary, the following trends regarding the relevance of the potential KLS could be observed:

- Rating of KLS 2, 3, 5, 6, 10, and 11: most frequently as relevant
- Rating of KLS 8 and 9: most frequently as less relevant/irrelevant
- Rating of KLS 1, 4, 7: contradictory

Ratings on the relevance of key entrepreneurial (soft) skills

In summary, the following entrepreneurial (soft) skills were rated most relevant most frequently:

- Communication (customer-oriented)
- Decision making
- Leadership
- Time management
- Organization and planning
- Problem-solving
- Team communication
- Financial management/planning

Relevance, usability and meaningfulness of contents of the KLS

Comments from the interviews on contents of KLS were sorted by relevance and implemented if reasonable.

3. Selection of final KLS

Voting of the consortium on cancellation of KLS

On the basis of the results of the stakeholder interviews and especially the rating on the relevance of the potential KLS (as a whole) it was decided to cancel KLS 8 and 9. In order to choose the third KLS to be cancelled, a doodle poll was conducted in which members from all 8 project partners decided unanimously to cancel KLS 7.

KLS used for on-line modules

The KLS and scenarios that are the basis for the 8 on-line modules are:

- **KLS 1: Guest visit**
Scenario: Friends decide quite spontaneously to visit you for more days at the weekend. In order to help them having a good time, you have to think about a rough plan and manage several details about their stay in your home (arrival, departure, meals, activities, special needs/wishes) according to their interests. You need to be able to change the plan, talk to them to find a suitable solution and deal with possible problems or dissatisfactions.
- **KLS 2: Pursuing one's dream**
Scenario: You are thinking about your dream holiday, e.g. one month on a train exploring the whole Europe, 3 weeks relaxing and doing sports in the Greece or other Mediterranean country or 2 months across Africa doing volunteering work. It is now time to make it reality. You think about the money and time needed, list all preparatory activities to be done, talk about it with friends and family to find the right company, adapt the ideal trail as you find out more information about your destination, ...



- **KLS 3: Organisation of an event**
Scenario: You need to organise a birthday party or a party for another occasion. Friends and relatives are coming to the party. As you cannot do all by yourself, you need to involve others in the planning and delegate tasks reasonably.
- **KLS 4: Effective purchase**
Scenario: You are planning to buy a washing machine with the features according to your resources and needs for capacity (kg), price, energy class, max. spin speed or other special functions. You need to get information on finance management aspects and choose the most suitable product and type of payment.
- **KLS 5: Starting/founding a household**
Scenario: You want to start an own household (alone or with partner, mate) in another flat. In order to properly run the household you need to sign utility contracts (telephone, internet, energy, water) for your household. In addition, you need to do other paper work and legal procedures such as renewing insurance, registration at a public authority etc. Furthermore it requires you to seize opportunities for “good deals” and take risks responsibly.
- **KLS 6: Lack of funds**
Scenario: You are facing a situation in your household in which you are short of money by reason of e.g. reduced salary in your work or a suddenly broken car and you only have little savings. You need to check your assets and reorganise your current budget. You need to think about ways how you can reduce costs to save money and how to achieve extra money from other sources while considering the risks that are linked to it.
- **KLS 10: Everyday life – solve conflicts**
Scenario: Everybody is involved in social groups like families, flat-sharing communities, associations or working groups. While interacting with other people in a community conflicts are not avoidable. Decisions in families and partnerships do have a high conflict potential as well as living in a community or working in a team. An example for conflict situations is noise exposure.
- **KLS 11: Future plan/business idea**
Scenario: You have a special skill out of your household or a hobby that you could use as a basis for entrepreneurial ideas and activities.