



*DigI-VET*  
*Fostering Digitization and Industry 4.0 in vocational education*  
*2018-1-DE02-KA202-005145*

## **Criteria for the Online Observatory of DigI-VET**

*April 2019*  
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*Project Title* *DigI-VET*  
*Reference Number* *2018-1-DE02-KA202-005145*





## **About the tool / criteria for the online observatory**

The purpose of this document is to provide project partners with an overview of the profiling tool to be used by each partner when profiling 5 enterprises who work with industry 4.0 and digitization as part of the GET-UP project. The aim of this observatory is to:

- (1) Present role models for teachers and learners inspire them to work with real information on enterprises who are working in the field of digitization and Industry 4.0;
- (2) Provide instant access to a library of information resources identified by partners during the research process that might be useful to the teachers and learners;

To populate this observatory with information, resources and guidance which is of benefit to teacher / Trainers and learners seeking to 'digital', all partners agreed at application stage to engage with a minimum of 5 enterprises in their region/country through face-to-face, Skype or telephone interviews so as to complete a short profile on their business. The aim of these profiles is to provide teacher and learners with advice and guidance and a clear pathway to reflect on enterprise situations, changes in the field of digitization and industry 4.0 and to enhance own experiences on the basis of best practice examples for businesses.

Partners are encouraged to complete these profiles by engaging the enterprise representatives and owners through face-to-face, Skype or telephone interviews, so as to ensure accurate and qualitative information is captured and included in the profiles. Partners are asked to follow the questions in the profiling tool when completing these interviews, so as to ensure comparative information is collected and collated from each partner country.



## Guidelines for

## running Interviews

To support partners in organising and facilitating these interviews, UPB, as the leader of this task, have put together this short guide for running interviews.

### Organising Interviews

#### *Identifying your enterprises*

The first step in organising an interview is to decide who you would like to invite. To do this, it is important that you consider your current contacts or networks which you have access to through your professional contacts. Make a 'wish list' of participants, and invite the individuals who you think will contribute most and will yield quality research findings.

#### *Inviting your participants*

To invite entrepreneurs and business owners to the interview, an email invitation can be sent; however it may be advisable to follow-up an email invitation with a phone call; this is due to the fact the interviews will be one-to-one so it is good practice to confirm details by telephone.

#### *Setting a time*

If necessary, a Doodle Poll could be used to schedule the Interview, however because you will be meeting the stakeholder one-to-one for the interview, it may be easier to arrange the interview over the phone where you can both review your availability and confirm a date instantly.

#### *Finding a venue*

When you are conducting an interview, it is advisable to travel to the entrepreneur or business owners' place of work to conduct the interviews. This is particularly advisable with an SME, as representatives, entrepreneurs and business owners often suffer from 'time poverty' so they will appreciate you taking the least amount of time from their working day as possible to conduct these interviews. For this reason, it is also necessary to make yourself available through Skype and telephone interviews if they do not have the time to meet with you face-to-face.





## Research Questions

## for Interviews

When organising and hosting interviews across an international consortium, it is important that there is coherence and consistency in the questions asked, so that the profiles gathered are comparable across all partner countries. As such, when conducting your face-to-face, Skype or telephone interviews for profiling green enterprises, please adhere to the questions listed in “Profiling Tool” below.

## Closing the Interviews

When ending these short interviews, partners should inform entrepreneurs and business owners of when their profile will be published on the DiGI-VET Online Observatory. Partners should then thank the entrepreneur/business owner for their time and their active participation in the interview. They should then take the names, email addresses and contact numbers of those green enterprises who would be interested in participating in the filming of a video short which will be showcased through the DiGI-VET Online Observatory. These details should then be passed to UPB as leaders of this activity.

## Enterprise Profiling Tool

Partners are asked to complete the following profiling tool with 6 green entrepreneurs/enterprises in their region. The profiles should be completed individually (i.e. one profile for each business). The profile should be no more than 2 pages per business with approximately 250 words per page. In addition to the written text each profile should be accompanied by 2 colour photos related to the green business activity or product. These profiles should be sent to UPB for review until the end of July 2019.



Business Profile	
1. Name of the business	
2. Years in business	<i>How many years has your business been in operation/ operating?</i>
3. Category of business	<p><i>How would you categorise your business within a sector? For example, review this list and choose the one most pertinent to your business (some businesses might actually belong to more than 1 category):</i></p> <p><i>Industry, Services, IT, Clean Technologies; Renewable Energy; Eco-Construction; Waste Management; Tourism; Habitat Conservation, Food Production, etc.</i></p>
4. Description of business and digitisation	<p><i>Provide a brief overview/description of your business – the area you operate in, the services/products you provide, etc. as well as the current status of digitization.</i></p> <p><i>Do you see yourself as an industry 4.0 enterprise?</i></p>
5. Size of your business	<i>Provide a brief overview of the scope of your business/ number of employees/ approximate number of clients/ annual turnover, etc.</i>
6. Supports to set up your business and digitisation	<i>Please provide an overview of the supports you accessed when setting up your business and digitization in your enterprise, i.e. financial, mentoring, technical aspects, organizational aspects, professional services, marketing, etc.</i>
7. Pitfalls and challenges	<i>This observatory is aimed at teacher and learners. If you were to look at digitization and your business again, could you mention something you would do differently this time? Are there any pitfalls to setting up a industry 4.0 and digitization which new businesses should be aware of? What are the main challenges you faced in this sector?</i>
8. Opportunities and plans for the future	<i>What do you see as the main opportunities in setting up industry 4.0 and digitisation? Do you think there is scope to grow your business with digitization in the future? Have you got plans to grow and expand digital aspects? Where do you see your business and digitisation in 10 years?</i>
Logo of business Maybe: enterprise film	<i>So as to include an image or a film of your enterprise and products / services on the online observatory, please include the company logo or an appropriate image from their corporate website.</i>



Annex 1:  
Attendance List for Face-to-face Interview



*Reference Number* *DiGI-VET*  
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Date: \_\_\_\_\_

Location: \_\_\_\_\_

Interviewer Name: \_\_\_\_\_

Name	Company Name	Email Address/Contact Number

*Add rows as necessary.*