




Una manera de hacer Europa



BUENAS PRÁCTICAS

Operaciones Cofinanciadas

**FORM@CARM PLATFORM AND
COURSES**

Integra Foundation

Programa Operativo de la Región de Murcia

Fondo Europeo de Desarrollo Regional

Año 2017

I) DESCRIPTION

Form@carm (www.formacarm.es) is an open-access self-guided training platform free to all citizens in the Murcia Region.

This initiative, co-financed with EU funding, is promoted and run by the **Integra Foundation**, an entity pertaining to the regional public sector and backed and funded by the **General Directorate of Computing, Heritage and Telecommunications**, Treasury and Public Administrations Ministry, Murcia Region Autonomous Community. It has also collaborated since the start of the project with the **Regional Employment and Training Service (SEF)**.

Form@carm, which was founded in 2011, gives access to a wide range of training courses (currently comprising 125 courses, the majority tutored online) in various subject areas (information technology and the internet, design and programming, languages, skills, digital business and so on), placing the focus on complementing the learning and digital training of both entrepreneurs and businesspeople as well as active and unemployed workers, fostering their retraining and insertion into the world of work.

Currently, as part of the Murcia Region's ERDF Operating Programme 2014-2020, a project entitled *Online training* is under way, aimed at generating new online courses, particularly in the IT field, and supplying the regional Form@carm platform with the hardware and software required to meet the extraordinary demand the initiative sets out to meet.

The eligible cost of this project in 2015-2016 totals €98,371.98, with funding from the ERDF totalling €78,697.58.

The average annual matriculations (63,000) as well as the certificates of achievement issued (26,000) demonstrate the important impact the project is having in terms of enhancing the skills – above all digital and entrepreneurial skills – of the unemployed, public sector employees and other members of the public in the Murcia Region.

II) FULFILMENT OF THE GOOD PRACTICE CRITERIA

1. **Widespread dissemination among the beneficiaries and general public**

–It appears in the EU Funding section of the INTEGRA Foundation

http://www.f-integra.org/servlet/s.SI?METHOD=FRM_ACCIONES2C&sit=c,877,m,3896



–The Form@carm access page includes the EU logo:



–Advertisements are run in the regional media (paper versions and digital banners). At least one campaign per annum.

–Production of posters and particularly leaflets to be handed out in various ways:

- In free-access study rooms and IT centres
- By the Murcia Region’s Network of Employment Counsellors, managed by the SEF, whose main users are the unemployed.
- By the Network of Employment Promoters, also run by the SEF, responsible for visiting and advising the Region’s businesses.



<p>¡Disfruta de una actividad de vértigo! Via ferrata con reportaje fotográfico y vídeo HD personalizado por 30.95€</p> <p>55€ ANTES 28% AHORRA 39.95 €</p>	<p>¡Prueba un menú arrozero de calidad! 4 entrantes, paella a elegir, postre y bebida por sólo 13.95€</p> <p>20€ ANTES 31% AHORRA 13.95 €</p>	<p>Cuida la higiene de tu mascota: Limpieza dental para perros pequeños, medianos y grandes desde 48.95€</p> <p>70€ ANTES 31% AHORRA 48.95 €</p>	<p>¡Ilumina tu rostro! Microdermoabrasión con punta de diamante, flash con corriente galvánica y ADN por 25€</p> <p>50€ ANTES 50% AHORRA 25 €</p>	<p>¡Prueba el auténtico sabor del norte: degustación para 2 personas de mejillones, berberechos, sardinas de Sanroña y arón desde 13.95€</p> <p>20€ ANTES 31% AHORRA 13.95 €</p>
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CURSOS ON-LINE GRATUITOS

DISEÑO

EMPRESA DIGITAL

IDIOMAS

HABILIDADES PROFESIONALES

INFORMÁTICA E INTERNET

OFIMÁTICA

PROGRAMACIÓN

CONTABILIDAD Y NÓMINAS

integra

formacarm

Fondo Europeo de Desarrollo Regional
Una manera de hacer Europa

www.formacarm.es

REGÍSTRATE Y AMPLÍA TU FORMACIÓN ON-LINE

Más de **85.000** usuarios

» Más de 110 cursos con contenidos formativos multimedia.

» Tienes a tu disposición un tutor para resolver dudas.

» Al finalizar el curso recibes un certificado de aprovechamiento.

The degree of coverage and impact attained among the target audience (adult population of the Murcia Region, with self-training requirements) is demonstrated by the number of people using the platform: more than 96,000.

2. Incorporation of innovative elements

– Sustainable project:

- Open code platform (Moodle)
- Purchase of the courses (rather than renting them); this enables the greatest degree of efficiency, because the number of students/users is limited only by the technological potential of the platform and by the capacity for following up (online queries).
- Digital automation of processes as far as possible, minimising the monitoring of students, maintenance of the platform, the resolution of incidents and the tasks of the tutors.
- The most recent courses have also been adapted to tablets.

– Characteristics of the courses:

- Homogeneous structure and navigation
- Very interactive methodology: “Learning by doing”

- Numerous multimedia elements, recordings, simulations and interactions to increase the students' participation.

3. Match between the results obtained and the goals that were set

The figures attained by Form@carm attest to the success of the project: 96,000 students registered to date on the platform – representing almost 8% of the regional population aged over 16, 366,000 matriculations (63,000/year on average), 149,000 certificates of achievement issued (26,000/year on average), and annual satisfaction surveys carried out among the students, which bestow ratings in excess of 8 on the courses and their methodologies in all sections, confirming the high quality and homogeneity of the courses.

As far as the specific 2015-2016 operation is concerned, since the 13 commissioned courses were recently put into operation more than 13,500 students have matriculated with 5,400 certificates issued.

Part of this success is undoubtedly due to the fact that form@carm has become an important tool for the SEF's Network of Employment Counsellors in terms of improving people's prospects of finding employment, something that has helped its widespread regional dissemination and underscores the social aspect of the work performed by form@carm, where half of the students are unemployed.

4. Contributes to resolving a regional problem or weakness

The Murcia Region is not exempt from the current national situation involving high rates of unemployment, and consequently this tool, with its variety and quantity of courses, especially in digital skills, and its innovative character, contributes to improving the capabilities – above all the digital and entrepreneurial capabilities – of the unemployed.

5. High degree of coverage among the target audience

The fact that it is an open platform enables it to serve all those members of the public who, out of necessity or simply on their own initiative, want to take their training forward in a completely autonomous way, from home and following any timetable they wish.

The combination of recordings/texts that is always present in all the courses ensures that they are completely accessible to all groups.

6. Fulfilment of horizontal equal opportunity and environmental sustainability criteria

The platform makes it possible to take the courses regardless of the place where the user resides, ensures an equal level of treatment for people with mobility problems and does not differentiate on grounds of gender. The fact that the training is free also contributes to equality of opportunities in the access to and use of this tool.

The fact that the content is offered to users via a screen rather than on paper entails a financial saving but also a significant benefit in terms of environmental sustainability.

7. Synergies with other public policies and instruments.

Complete coordination with the **Regional Employment Service** in order to harmonise its online training initiatives for the unemployed with Form@acarm and the reciprocal use of the Network of Employment Counsellors / Network of Employment Promoters for the dissemination of the project has already been mentioned.

Secondly, in conjunction with the national **Community of IT Centre Networks**, of which the Murcia Region is a member, free access to the platform is given to IT centre coordinators. Thus in 2016, 500 coordinators from networks in Andalucía, Galicia, Asturias, Navarra, Castilla y León and Extremadura undertook courses on form@carm.

Another especially striking feature is the regional synergy generated by this initiative, known as CERTIFICARM, which is an example of the reutilisation of public resources. This initiative, in collaboration with the **Murcia Region School of Public Administration Training and Innovation (EFIAP)**, consists of promoting form@carm courses among public sector employees of the Autonomous Community, thereby reutilising the considerable investment already made both in the platform and in the online courses (courses purchased by form@carm). With CERTIFICARM and as a result of this collaboration with EFIAP, as many as 26 form@carm courses now form part of the training offer authorised by EFIAP for public sector employees, who are thus enabled to extend and improve their know-how. Once the distance learning part of some of the FORM@CARM courses approved by EFIAP have been completed, the latter organisation offers an in-person multiple choice exam in its computer-equipped classrooms, which if passed are automatically added to the personnel records of the employees.