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**Theme: *Entrepreneurial learning***  
**Project title: *Professional Life Project***  
***(Projecte de Vida professional)***

**City:** Barcelona, Spain

**Target groups:** Secondary education, bachelor and vocational training students and teachers of Barcelona's high schools and vocational training centres

Projecte de  
**Vida Professional** 

***Context, issue(s) to tackle***

The project's aim is to motivate teenage students towards entrepreneurship and other professional opportunities, allowing them to develop their potential. Motivation is a key part of raising awareness among these students of the importance of training to achieve their professional goals. With this in mind, Barcelona Activa, in partnership with the Barcelona Education Consortium<sup>1</sup>, has created the Professional Life Project. The Professional Training Foundation and the business network FEMCat have since joined the partnership. This way the project benefits from the expertise of both the academic and labour/business market fields.

***Objectives***

The Professional Life Project (PLP) is a support tool for the vocational guidance of students, contributing to their professional future through their success at school. PLP promotes students' self-awareness and their ability to grasp the breadth of the labour market, and it also offers training opportunities.

PLP's objectives are:

1. empower students in the decision making process about their academic and professional future
2. provide them with knowledge about the professional opportunities linked to the economic sectors in the local area
3. identify the training programmes that lead to a degree
4. prepare them to join the labour market
5. acquaint young students with the business environment
6. raise awareness among young students about work values and culture
7. promote entrepreneurial spirit

***Date of achievement - stages of design, development and implementation***

PLP was launched in 2004. Since then, the annual work plan is as follows:

- from June to September: review of contents and new contents design
- from September to June: deployment of the actions

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<sup>1</sup> Public partnership between the Barcelona City Council and the Government of Catalonia that manages the Barcelona public school system.

### *Key steps and activities*

Teachers can choose between several pathways and axes for their class:

- academic and vocational guidance group
- job search
- getting closer to the labour market, including actions such as:
  - visits to companies
  - Roundtable School & Enterprise: CEOs of the FemCat business network explain the role of enterprises in our society to the participating students
  - informative sessions about Barcelona Activa's entrepreneurship support services [new action introduced in the 2015-2016 academic year]
- professional values and attitudes, including actions such as:
  - Monographic about Entrepreneurial Spirit: a session to raise awareness about the necessary skills, requirements and attitudes to become an entrepreneur
  - Speeches To Start Up with Values: testimonials of relevant entrepreneurs pointing out the role of values in professional development

Teachers get training about the pathways and [online tools for vocational guidance](#) prior to the group sessions for the class, which take place at the Porta 22 Professional Development Centre of Barcelona Activa.

Participants in the Monographic about Entrepreneurial Spirit can participate in the business plan competition for young students, entitled Start Up School.

*See good practice*



### *Budget and its origin*

The cost of designing and publishing the training materials for the monographic pathways, the annual cost of extra external staff to conduct group sessions, and the organisation of visits to enterprises and conferences is €85,000.

### *Results and impact*

In the 2013-2014 academic year, 147 schools and vocational training centres and 11,000 students participated in the PLP.

Participating students rated PLP's usefulness in providing vocational guidance with 3.79 (on a scale of 0 to 5), and participating teachers with 4.31.

An impact study was conducted in 2011 with students who had participated in PLP two years earlier. The main findings of the study were:

- 75% of participants in the dissemination actions believed that they were useful for guiding them in their academic and professional careers
- two thirds took into account what he/she had learned to choose their professional and/or academic career. In addition, 40% of the dissemination actions were useful for changing participants' minds and give a new direction for his/her future
- almost 80% believed that their future was well oriented professionally

### *Transferability tips for cities willing to implement a similar scheme*

Key aspects to take into account for the design and deployment of a programme similar to PLP are:

- work in a network, specifically with expert institutions in the education sector (Barcelona Education Consortium and Barcelona Professional Training Foundation)
- develop innovative training materials that are attractive to teenagers (multimedia tools, etc.)

### *Contact*

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### *Website, social media*

Information about the project and registration:  
[w27.bcn.cat/porta22/cat/assetocupacio/launchers/pagina37069/professional-life-project.do](http://w27.bcn.cat/porta22/cat/assetocupacio/launchers/pagina37069/professional-life-project.do)

Documents:

[www.edubcn.cat/ca/suport\\_educatiu\\_recursos/orientacio\\_transicions/projecte\\_vida\\_professional](http://www.edubcn.cat/ca/suport_educatiu_recursos/orientacio_transicions/projecte_vida_professional)

Online tools (Barcelona Work website): [w27.bcn.cat/porta22/cat](http://w27.bcn.cat/porta22/cat)

### *Pictures*



Picture 1: Young students using the tools of the web portal Barcelona Work in the framework of a PLP session



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Picture 2: Students in a PLP group session for a high school



Picture 3: Starting Up with Values conference addressed by entrepreneur Victor Bautista