

**BEST**

Institut für berufsbezogene Weiterbildung und  
Personaltraining GmbH



# Enjoy Language

**KICK-OFF Meeting  
Kristianstad  
19-20 December 2011**

# BEST

## Fact box

- More than 20 years of experience in education, training and HR
- Head office in Vienna + 8 branches (Vienna and Lower Austria)
- About 280 staff members (trainers & head office)
- 2011: around 12.000 course participants
- All kinds of training
  - e.g. computing
  - languages
  - busines
  - coaching and orientation/ guidance
  - vocational education & training
  - on demand company in-house trainings
- Participants: 16+
- Certified ECDL Test Centre, ECOC.



# **BEST** Hard skills...



**BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH** was founded in 1990 as an independent vocational qualification institute.

We qualify employees and unemployed people in economy, languages, clerical skills, commerce, and computer skills.

BEST, as certified ECDL Test Centre, offers qualification courses and examinations for the European Computer Driving Licence (ECDL and ECDL advanced), ECOC.

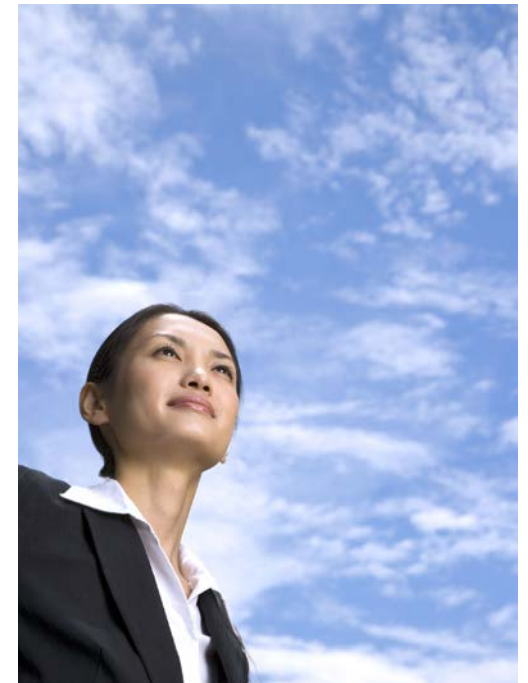
We offer training facilities for up to 12,000 people and employ a staff of more than 200 teachers and trainers.

# BEST ...and Soft Skills

Working in teams, communication, networking,  
flexibility:

These skills have become important factors at  
the labour market.

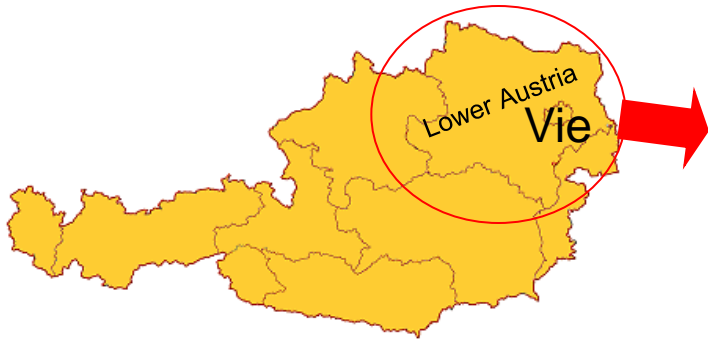
The concepts for lifelong learning and  
accompanying coaching are part of our holistic  
approach





based in

Lower Austria with several centres



+4 course centres in Vienna

2 most populated federal provinces

Population (in m.): 1,60 (Lower Austria) + 1,69 (Vienna) in 2009

Landscape: mountainous (in SW), to plains (in E) and hilly region (in NW)

Capitals: St. Pölten (Lower Austria), Vienna (is also Austria's capital and biggest metropolitan area)

# BEST International Projects



Since Austria joined the EU in 1995, BEST has been engaged in **more than 80 European projects** in the framework of the following EU programmes:

- **LEONARDO DA VINCI**
- **SOCRATES-GRUNDTVIG**
- **Other European programmes:**  
eTEN, community initiatives HORIZON and EQUAL, Transversal Programme etc.

Network to more than 150 international organisations.





# Some of our recent international projects



more can be found here: <http://www.best.at/en/international-projects>



Attract Participation and Increase Motivation  
of Young Male Language Learners

*Attract Participation  
and Increase Motivation of  
Young Male Language Learners*

Duration: 2 years (October 2006 –September 2008)

13 operative partners from 13 European countries





# Partners



BEST (AT)

Careers Europe (UK)

ABC Dialog (DK)

Volkshochschule Cham (DE)

Gabinet d'Estudis Socialis (ES)

IRFA Sud (FR)

Cittá della Scienza (IT)

Latvijas Pieauguso izglitības apvienība (LV)

Rogaland Kurs og Kompetansesenter (NO)

framkvæmdastjóri Sjálfsbjargar, landssambands fatlaðra (IS)

Fundatia Romano-Germana (RO)

GLOBAL (TR)



# Background



- language uptake is imbalanced between men and women
- language courses usually have a larger proportion of female participants and significantly higher numbers of male drop outs
- men consider language courses not interesting enough or even boring and often too much oriented towards female subjects
- men have automatic associations of language learning with feminine roles, so language learning is considered as not being “cool”
- this leads to barriers on several fields:
  - reduced participation in a wider society,
  - reduced access to information,
  - reduced chances on the European labour market.



# Objectives



- to enable young male adults with particular “foreign language learning resistance” to establish their “love for language” by increasing their interest and uptake of foreign languages
- to develop foreign language training methodology and concepts by employing learning contents that reflect the personal preferences and interests of the target group, such as stereotypical male interests like football, cars and music
- to attract participation and increase motivation to take up foreign language learning or to avoid drop out
- to include the use of ICT as a very useful incentive to agree on foreign language learning, because attending ICT courses is still regarded as "cooler" than language courses for the young male adult
- to increase men’s participation in the life long learning society



## Main outputs



- **Trainer's Handbook**

*“Love Language! How to Attract Participation and Increase Motivation of Young Male Language Learners”*

- **Tool Box**

complementary product to the Handbook, collection of materials and methods, modular structure



# Handbook



The **Handbook** comprises the following aspects:

- language learning reflects the real life situation of the target groups and includes different social and communication skills
- learners are involved in their hobbies (football, cars and music etc.) while learning the foreign language
- intensive work, in the respective foreign language, on personal aspects as self-assurance and self-reflection
- emphasis on aspects of conflict management and resolution (with clients, superiors and among colleagues)

The **Handbook** has been produced in these languages:  
EN, CZ, DK, DE, ES, FR, IT, LV, IS, NO, RO, TR.



# Toolbox



## The **Tool Box** *“Love Language! How to Attract Participation and Increase Motivation of Young Male Language Learners”*

- is a complementary product to the Handbook
- is designed for all adult education vocational qualification institutions and for trainers
- considers a positive learning atmosphere, entertaining exercises and target group oriented contents as important
- the materials and methods can be used, because of their modular structure, for a wide variety of measures and interactions





# More information...



Attract Participation and Increase Motivation of Young Male Language Learners



Attract Participation and Increase Motivation of Young Male Language Learners

- Welcome
- News
- Project
- Products
- Contact
- Partners
- Links
- Internal
- Change Language

## Love Language!

### How to Attract Participation and Increase Motivation of Young Male Language Learners

Investigations exploring gender effects on adult foreign language learning unanimously state the fact that language uptake is imbalanced between men and women and that language courses usually have a larger proportion of female participants. After health and allied services, foreign language is the second highest female-dominant education area, the ratio between women and men in language learning being considerably varying.

In addition to this, there are significantly higher numbers of male drop outs. Analysis of reasons shows that men find language courses not interesting enough or even boring and often too much oriented towards "female subjects". In general, men frequently have automatic associations of language learning with feminine roles. Especially among young male adults, language learning is considered as not being "cool", and therefore this misconception leads to barriers on several fields: Reduced participation in a wider society, reduced access to information, reduced chances on the European labour market.

The overall objective of the project is to enable young male adults with particular "foreign language learning resistance" to establish their "love for language" by increasing their interest and uptake of foreign languages and to increase their participation in the life long learning society.



[Cesky](#) [Dansk](#) [Deutsch](#) [English](#) [Español](#) [Français](#) [Íslenska](#) [Italiano](#)

[Latviski](#) [Norsk](#) [Romana](#) [Türkçe](#)

Language Learners

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### Love Language - Trainer's Handbook

The project partnership has primarily developed this Trainer's Handbook to offer language course providers and their trainers and tutors an attractive approach for young male language learners by introducing learning contents that reflect male interests and to provide information about underlying principles referring to the special requirements of its target groups. The handbook also addresses key actors for lifelong learning and language learning training policies in order to inform people, responsible for the design of adult education measures and stakeholders in education policy, on how to induce motivation among people who, for various reasons, have hitherto been reluctant to take up foreign language learning.

• Download: [Love Language Handbook including an exemplary excerpt of the Toolbox](#)  
[Cesky](#) - [Dansk](#) - [Deutsch](#) - [English](#) - [Español](#) - [Français](#) - [Íslenska](#) - [Italiano](#) - [Latviski](#) - [Norsk](#) - [Romana](#) - [Türkçe](#)



### Love Language - Toolbox

The Tool Box "Love Language! How to Attract Participation and Increase Motivation of Young Male Language Learners", as a complementary product to the handbook, is designed for all adult education vocational qualification institutions and for trainers. On the basis of selected innovative didactic approaches described in the handbook, the tools take into consideration the outcomes of the partnerships experiences and pilot testing analysis: Therefore creating a positive learning atmosphere is of particular importance in terms of the individual success and avoidance of drop outs. Entertaining exercises and target group oriented contents further promote the language acquisition of male students. This collection of materials and methods can be used, because of their modular structure, for a wide variety of measures and interactions.

• Download: [Love Language Toolbox - full version](#) [English](#)



### Socrates

This project has been funded with support from the European Commission.  
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# www.love-language.org

## KICK-OFF Meeting Kristianstad 19-20 December 2011

# Thank you for your attention!



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