



New platform and network in the Netherlands
of schools, commercial training centers and branch associations
on technical education and training competences



Powered and supported by





The new advertising campaign animation

What happened before.....

- Fedecom decided in 2014 for strategic goal “sufficient skilled mechanics and staff in the branch”
- Fedecom founded Fedecom Academy in 2015 and started
 - Common education programme for mechanics, training for workshop chief, course for dealership-owners
 - Advising pupils/students frequently at the progression of the learning programme
- Increasing number of students in the Fedecom Academy (from 13 in 2015 towards 90 in 2018)
- In 2017 debate between key players

Reason

Annual junior mechanics
Demand: 450
Supply: 350-400

Growing need for higher level mechanics

- Level 2
- Level 3
- Level 4

Felt competition between private initiatives and national programmes

Problems in attracting young talents
Mechanics and staff in the sector

Teaching material different and aged
Equipment at school sometimes aged
Teachers/trainers not familiar with latest techniques

Mutual tension between initiatives
Schools and Fedecom Academy

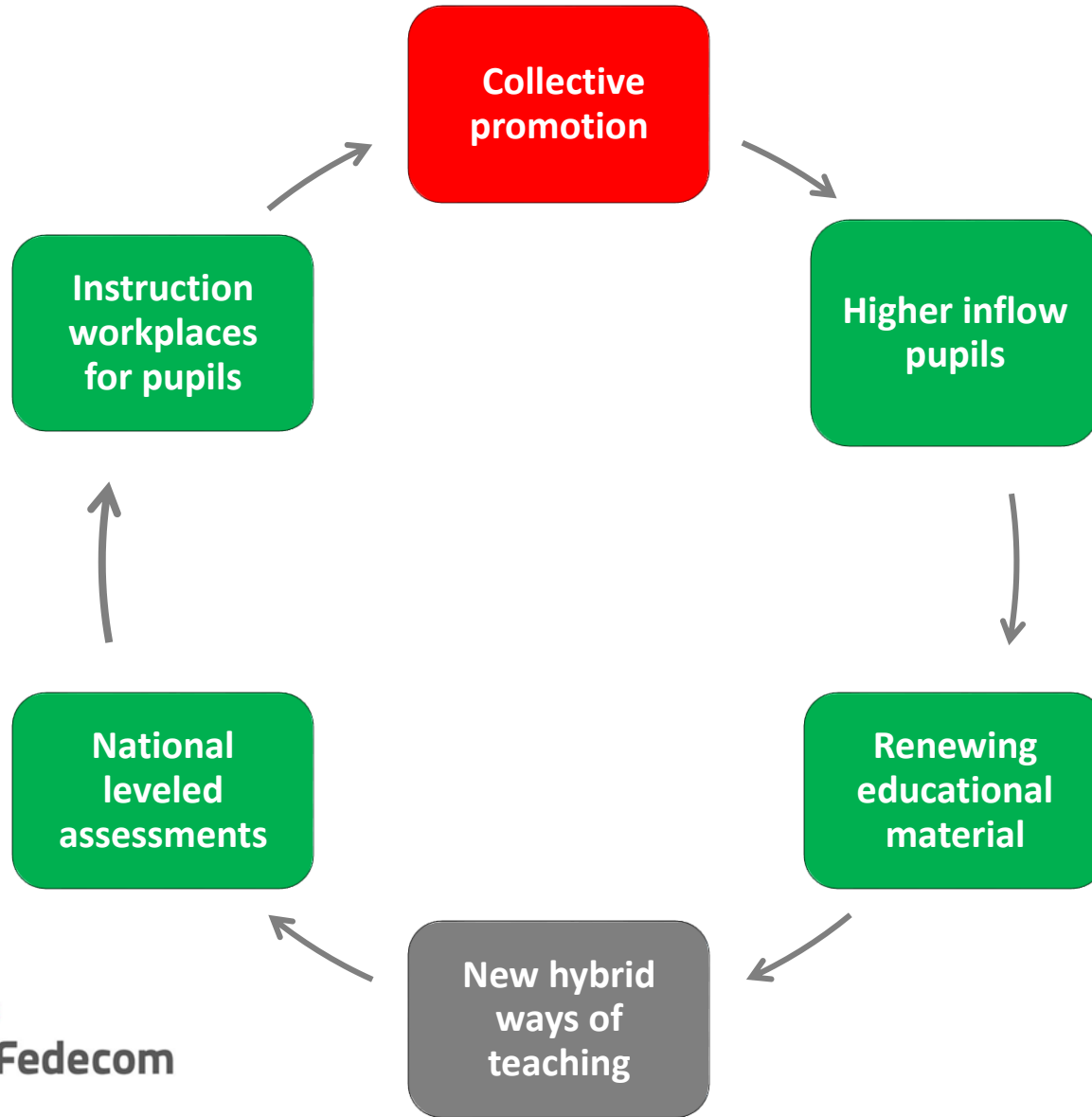


Problems in getting the right and collective level of education and training

Problems in getting the right and collective level of skills of young mechanics

Different quality levels
Growing need for diversified mechanics

Mutual understanding 4 keyplayers: *Need to cooperate !*



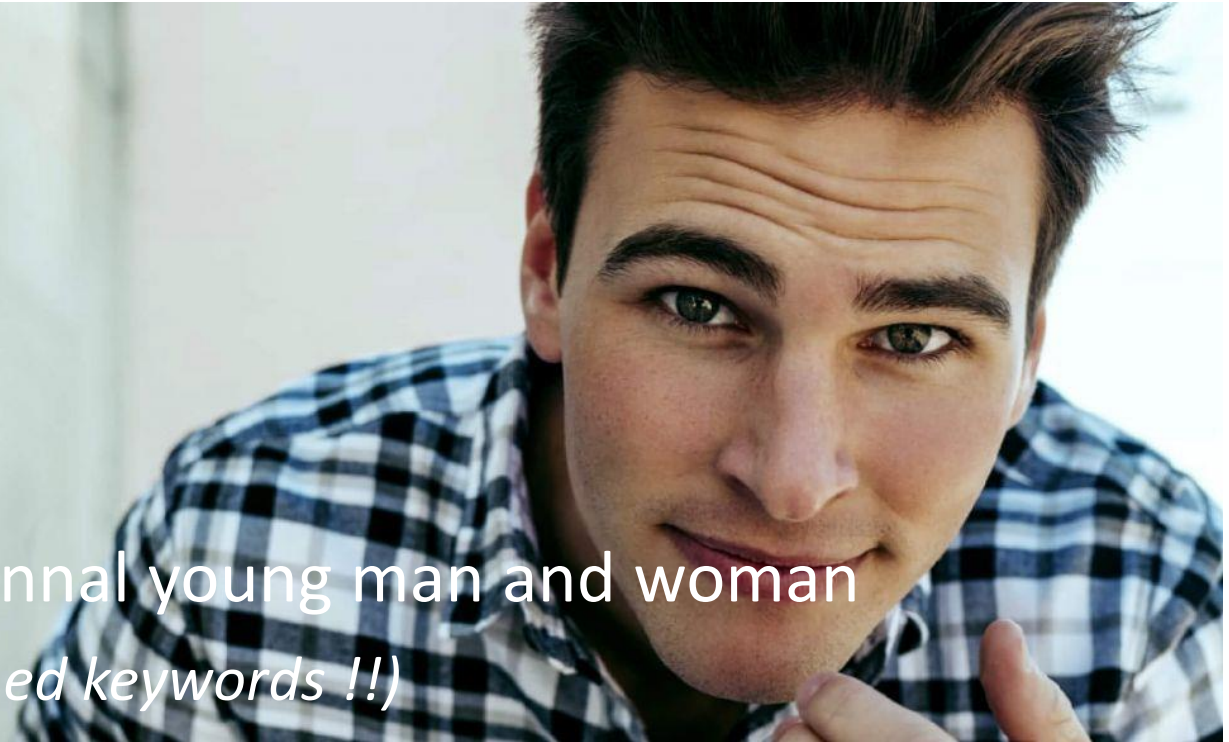
Tim. is derived from:

T = Talent & Technology

I = Innovation & Infra

M = Mechanization & Mobility

But: TIM will be presented as the personal young man and woman
(not as the abbreviation of the above mentioned keywords !!)



Tim. model:

- *Schools have the skills to execute teaching, training, supporting pupils*
- *Fedecom has the skill to realize requirements, equipment and technical know how*
- *Every participating school takes actively part in the execution of activities*
- *Schools participate financially by contribution in kind and in out-of-pocket expenses of TIM-initiatives*
- *Fedecom acts as the responsible principal and facilitator of the platform/network*
 - *Initiating and stimulating management and board*
 - *Coordinating Secretary*
- *Fedecom is*
 - *Budget-keeper of all plans and activities*
 - *Investor (riskbearing party)*

Tim way of working and connecting:

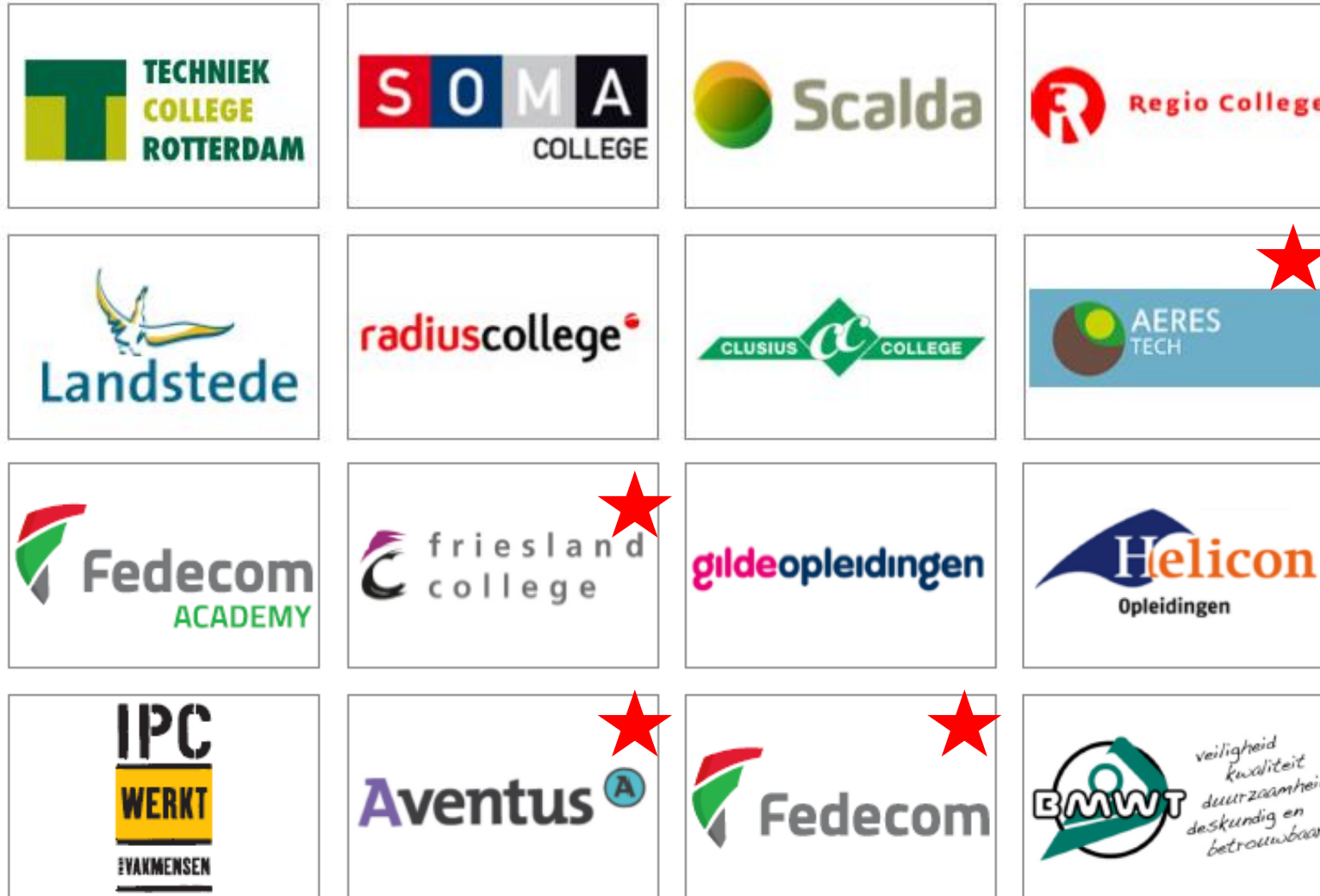
- Gathering ideas from businessmen and teachers/instructors/trainers
- Exchange ideas and plans in working groups of businessmen and educational craftsmen
- Formulate defined action plans and activities by an enthusiastic, hands-on intermediate and project-leader: Fedecom attracted a skilled professional staff-manager
- Execute defined plans and projects by teams of staff from participants
- Support by several enthusiastic ambassadors as well of schools as well of members, directors of dealer-business and staff of Fedecom

Tim. : first initiatives

- Developing educational learning tools and material: already 11 schoolbooks edited ...and sold; yet 20 new teach- and instructionbooks in planning (investment -€ 200.000- and coordination by Fedecom Education Manager)
- Develop and prepare a new national ag-machinery innovative trainingcenter for making the connection between technical middle level, higher level and business, also with participation of schools, Fedecom and member-business
- Joined promotion activities towards potential pupils and mechanics: marketing the TIM-message, welcome days, trade fair introduction, forming pool of TIM-enthusiastic members of Fedecom: welcomed 4000 potential pupils at ATH trade fair last september
- Further cooperation on a common marketing plan
- Growing number of participating schools and branch associations and relations in education network



Partners in the TIM Platform: still growing



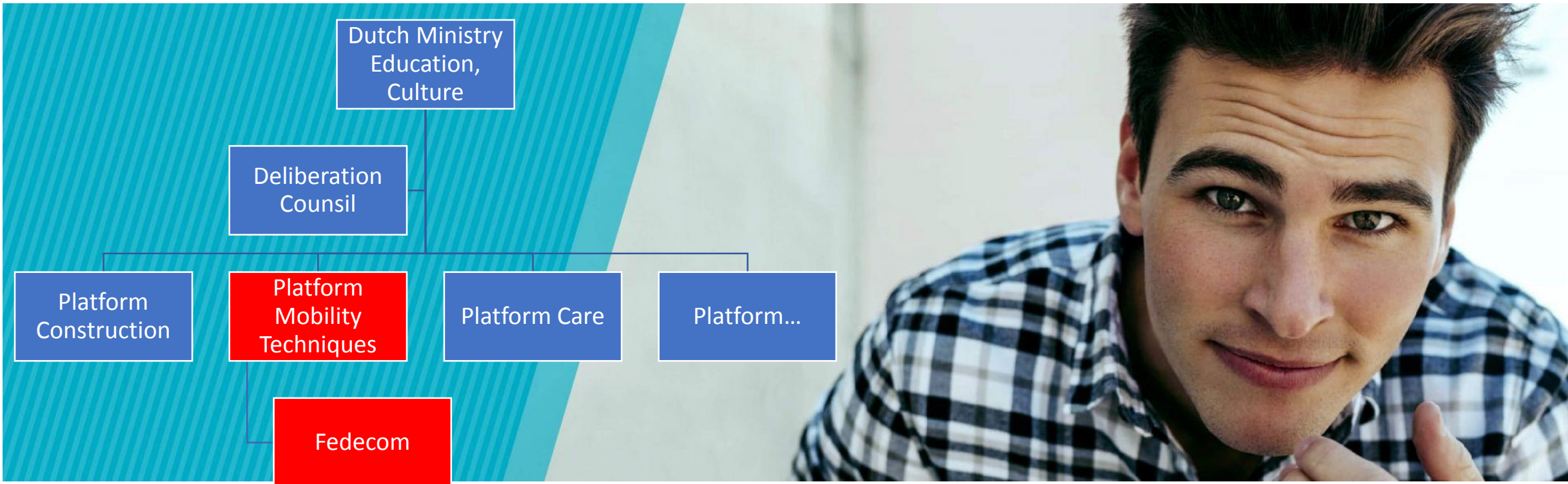
- 11 schools
- 3 private training centers
- 2 branch associations

 = Founding Fathers

Tim. organisation and structure:



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Tim. next steps:

- Higher number of inflow (already realized increase of 3%)
- Throughput pupils to higher levels of education business schools and universities
- Quality improvement sources of know how and schoolbooks and thus higher teaching level
- Building assessment framework and increasing percentage of passing the assessments
- Improving learning culture in business and so retaining craftsmen
- Improving image of the branch
- Fastening innovations in education and training

Tim. Finance:

- Investment in developing new schoolbooks (in 2017 €100.000, in 2018 again €100.000); earning back via selling trainingbooks to schools and pupils in 2018 €20.000)
- Fedecom appointed education staff manager
- Fedecom agreed to become an annual fee from the commercial training centre Aeres Tech (approx. €100.000)
- Several initiatives (trade fair marketing, animation, SKILLS, National Innovation Center, etc) are supported by Fedecom, all about €50.000, which are payed back by participants

Tim. key succes factors:

- *Connection*
- *Communication*
- *Commitment of the Directors of Schools and of Fedecom*
- *Dedicated personnal model behaviour and attitude*