

Knowledge into Motion



kenniscentrum



Weten werkt

A hand is shown holding a small, colorful ball (pink, blue, yellow) against a white background. Above it, a larger, similar ball is suspended in the air. Below, another hand is shown holding a larger, similar ball. The text 'owledge work' is overlaid on the image.

owledge work

**'Nothing is difficult if you
know how things work.'**

Knowledge Works

Kenniscentrum GOC seeks to be a partner in vocational training and staff development to all companies and employees in the graphic, media and multimedia sectors, as well as in the world of advertising and theatre. Under the motto 'Knowledge Works', we provide practical services and products on the basis of our extensive expertise in the wide field of human resources and technology. In this way, we set knowledge into motion.

'Knowledge Works' is also the theme of this brochure. You will find it in the chapters on vocational training, staff development, training & consultancy, and research. "Knowledge" refers to the expertise in these fields, with which Kenniscentrum GOC supports companies that provide in-house training. "Works" refers to how this expertise is transformed into practice.



'A good coach doesn't need
to raise his voice to be heard.'

Practical training

For years, vocational education has been characterised by classroom learning and by learning in the workplace. This is an excellent combination, in which the development of professional skills on the job is playing an increasingly prominent role. In this respect, Kenniscentrum GOC is the partner par excellence for schools and companies in the sector. We ensure that there are sufficient training companies but we also advise employers and support the coaches within the company.

Knowledge

One standard that every type of vocational training needs to meet involves a sound connection with professional practice. In fact, students should be introduced to it during their training period. They should experience being present in the work environment, working together with colleagues and practising the profession for which they are being trained. The BOL program (daytime classroom programmes with work experience) as well as the BBL program (four days on the job training and one day of school) are fully equipped for this. On the basis of a personal development plan, students work on acquiring skills throughout their training. At school and in the workplace, they gain the knowledge and abilities required to complete their training successfully.

Works

The success of vocational training is highly dependent on a sufficient number of suitable companies that provide on the job training, ones that offer BOL or BBL students an opportunity to gain experience. The companies also benefit from this. Trainees often return as employees and students usually remain employed by the company after completion of their training. If companies meet certain criteria, Kenniscentrum GOC may incorporate them into their *Register leerbedrijven* (list of accredited training companies). We support these companies with advice and offer the coaches practical information and materials. Furthermore, we frequently organise regional information sessions and a range of training facilities for the coaches.

tariff development



**'Look beyond daily production;
foresight is the essence of government.'**

Staff development

Investing in human resources is as important as investing in machines and equipment. And with regard to staff development for companies in the graphic-media sector, Kenniscentrum GOC is the partner par excellence. Together we work to raise standards in the sector and to maintain the high quality of work.

Knowledge

The graphic, media and multimedia sector is characterised by state of the art technology, and if there is one thing that develops at a consistently rapid pace, it is technology. Keeping up with technology is therefore an absolute must for people who work with it. Not only is there a need for widely employable personnel, an increasing number of companies is seeking to innovate in order to acquire or maintain a strong market position. For this purpose they need employees who are capable of engaging in ongoing development. Employers can stimulate and facilitate this, but staff development involves more than education and training.

Works

As a partner in staff development, Kenniscentrum GOC supports companies to achieve this goal. Our consultants provide information, advice and support to employers and employees. We also provide training and offer practical instruments, such as the *Elektronische personeelsmanager*, the online manual for human resource managers. Furthermore, we constantly inform the sector with publications on trends and current developments in the field of staff development. We adapt the information to everyday professional practice so it is immediately applicable. In this way, together with the companies we raise the quality and the work standard in the sector to a higher level.



**'Staying in top form is always
the result of ongoing training.'**



**'Skills are priceless in people's
careers and lives.'**

Education

When developing skill-based vocational training, Kenniscentrum GOC visualises topical training that links up perfectly with the needs of the sector. We also aim for a smooth interaction between the various vocational training facilities. Our major objective is to have a permanent influx of well-trained people.

Knowledge

Good vocational training is the basis of success in every sector. In this respect, instructors and companies rely strongly on each other so that they always have well-trained employees available.. Kenniscentrum GOC plays an important role in the development of graphic, media and multimedia vocational training. Ongoing contacts with schools and companies enable us to develop education programmes that prepare students thoroughly for their future jobs and their role in society. The topical training links up directly with professional practice. In this way, we maintain the rich training tradition that characterises our sector as dynamic.

Works

Kenniscentrum GOC develops and maintains the competence-based qualification structure for graphic, media and multimedia vocational training. It describes, among other things, which skills people should have for a particular job. We also focus on the official recognition of acquired skills (*erkennen van verworven competenties* or EVC for short): abilities that people have acquired outside education and for which they have not obtained any proof of training such as a diploma or certificate. Another important aspect involves the transition to the vmbo-mbo and mbo-hbo education levels. Together with the education sector, we ensure sound streamlining in this respect. Furthermore, we are working on developing a positive sector image, to improve the influx of young professionals.

Research



'Research is the basis of almost everything that we know.'

Research

An important task of Kenniscentrum GOC is to acquire, develop and share knowledge with the sector, and a major part of this knowledge stems directly from our research. Our expertise is used to serve policymakers and it also enables us to develop products and services that link up directly with the needs of companies.

Knowledge

Most of our activities are carried out at the request of our social partners, the Koninklijke KVGGO (KVGGO Royal Dutch Association for the Printing and Allied Industries), the Nederlandse Dagbladpers, NDP (Association of the Dutch Daily Press), Vereniging Repro Nederland, VRN (sectoral organisation for reprographic companies), and the FNV KIEM and CNV Media trade unions. We play an important role in the preparations for policy development by these parties. On the basis of our research, we enable them to give shape to policy that will advance the graphic, media and multimedia sector. This can involve, for example, anticipating the effects of ageing and dejuvenation or changes in society or technology that may require different skills and qualities from employees. We transform the policies developed by social partners into practical products and services aimed at solving problem areas and allowing companies and their staff to operate consistently and successfully.

Works

Every year, Kenniscentrum GOC publishes 'Trends in Grafimedia'. In this Dutch report on trends in the sector, we combine important data obtained from our own research with relevant information provided by third parties. In this way, we offer a topical image of major trends and developments in and round the graphic-media sector. With our annual study of vacancies, we survey the development of vacancies in the sector. Using professional groups as a basis, this study shows how the labour market and employment develop. Every year, in collaboration with the Koninklijke KVGGO we publish 'Grafimedia in Cijfers', an overview of general sector figures, the labour market and the training attended.

Additional info



**'Knowledge opens doors.
And whoever opens doors becomes acquainted to knowledge.'**

Additional information?

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