

## International Education Standard ECo-C Proof on international level

### ECo-C = More than talking :-)

The education standard ECo-C supports  
the **Personality & Communication**  
of people and strengthens the competitiveness  
of businesses.



### ECo-C Sustainability-Study

Quality\* Valid education proof \*  
Sustainability \* Equal opportunities

In the context of the sustainability-study  
„Successful in life“ in the period from May-  
October 2014 ECo-C graduates were  
invited to participate in the survey. 5.249  
graduates accepted the offer of the Online-  
survey. The findings of the sustainability-  
study report, that the ECo-C initiative is on  
the right track.

84,6 % confirm, that the ECo-C  
certification had a positive impact on their  
career development.

89,3 % are of the opinion, to benefit from  
the ECo-C certification in their professional  
communication.

94,1 % use the aquired knowledge during  
the ECo-C training in their private and  
professional life.

97,6 % are of the opinion that quality in  
education and solution-oriented learning  
will have a significant importance in future.

98,3% wish to see the ECo-C content on  
school curricula.

### 5th of March 2015

### 9th International Day Of Communication

#### • A festive venue

The 9<sup>th</sup> international day of communication took place in  
the turkish embassy in vienna

#### • ECo-C = More than talking:-)

O.Univ.Prof. Thomas A. Bauer: "Kommunikation ist der  
Schlüssel zum interkulturellen Dialog".

#### • Transparency & Quality:

#### International education standard ECo-C

ECo-C: "A success story in the turkish education system"

#### • Internationality & Quality

##### Live Video Conferences

- Eskisehir – Anadolu University
- Barcelona – ECo-C Espania
- Dubai – ECo-C MENA
- Riegersburg Academy

#### • ECo-C stands for equal opportunities

##### Barrier-free acces to the international ECo-C qualification and certification

Certificate award to visually imparied ECo-C graduates  
from SEBUS

#### • ECo-C Social-Media-Driving Licence

Social Media: The politics and the society seek for  
answers!

#### • ECo-C TQS Award 2015

Quality in Education

#### • ECo-C Social

26 career tips ensure the sponsoring for a young family

#### • ECo-C Impressions

Images say more than 1000 words

## A festive venue

The 9th international day of communication took place on 05.03.2015, following the invitation of the Turkish ambassador Mehmet Hasan Göğüş in the Embassy of the Republic Turkey in Vienna with the premises being equipped to suit the festive occasion.

High-profile guests such as the federal minister for labour, social affairs and customer protection Rudolf Hundstorfer, diplomatic representatives from the embassies of Albania, Bulgaria, Greece, Italy, Macedonia, representatives from public institutions and austrian/turkish associations, Eco-C education partners, Eco-C educators, guests from the live video conferences and Eco-C graduates attended the exciting occasion.



## ECo-C = More than talking :-)

**O.Univ.Prof. Thomas A. Bauer**, head of the scientific advisory board of the Eco-C Foundation gave a current overview about “**Communication is the key to intercultural dialogues**”

The better I express my wishes, emotions and inspirations to my counterpart, the better I will be understood and perceived. Misunderstandings can be reduced significantly, through using communication techniques and methods more consciously.” said O.Univ.Prof. Dr. Thomas A. Bauer from the University Vienna, Faculty for journalism and communication sciences.



The respectful and appreciative treatment of our counterpart is essential for. Intercultural communication.

## Transparency & Quality: International Education Standard ECo-C

### ECo-C – a success story in the turkish education system

#### Hart Fact

The international education standard Eco-C is an important element of curricula in schools, vocational schools, universities as well as adult education training centers. 42 professors teach impart Eco-C training contents and are proud to own an international Eco-C TQS certificate themselves.

#### ECo-C Sken

Atayurt Okullari Private School

#### ECo-C IntComm

Anadolu University in Eskisehir  
Mamara University in Istanbul  
IHTIYAC Academy

“The reason why Eco-C is a success story in turkey is the realignment of the education system, which is based on “Quality, Transparencs and international Standards” and satisfy the high demands and conditions of the Eco-C Initiative.” says Prof. Leopold Kaiblinger.

## Internationality & Quality

#### Live Video Conferences

The Live Video Confereces were held untder the technical Support of our partner “KAIPO EDV IT Ges.m.b.H.”.



#### ECo-C Quality Certificate

#### Live Conference to the Riegersburg Academy

Charly Forstner, head

Of the Riegersburg Academy rewarded the Municpathy Riegersburg with the **Eco-C Quality Certificate** in behalf of the Eco-C Foundation.

The ECo-C Quality

Certificate is a quality proof for institutions and enterprises, that support their employees individual personality development with the international education standard ECo-C.



Through the reform partnership in Styria some municipathies were merged together. Three municipathies were merged into one. In order to strengthen the Teambuilding of employees, 13 persons completet the ECo-C Cert training and certification. „We notice it.“ says Monika F., employee of the new municipathy Riegersburg: „Appreciative, respectful tratment and solution-oriented actions are some of the elements we have learned during the ECo-C qualification.“



## Internationality & Quality

### Live Video Conference with Turkey

**Prof. Dr. Mustafa Cakir** and head of the Faculty for Communication sciences in the Anadolu University, **Prof. Dr. İbrahim Halil GURCAN** Underlined the importance of Eco.C for students and reported about the EU / Turkey project for turkish people living abroad, where Eco-C will play a major role in future. [tuerkey.eco-c.eu](http://tuerkey.eco-c.eu)



### Live Video Conference with Spain

Prof. José Manuel Olivar (ECo-C Spain) reported live from the communication congress in Barcelona. “We are right at the beginning of the Eco-C Initiative – particularly at times where we now overcame recessions. People want to develop themselves on an international level. Eco-C is the right education standard for competences in the field of Soft Skills.”

### Live Video Conference with Dubai, UAE

Feras Abou Shackra from ECo-C MENA Reported about current activities. Dubai is getting ready for the EXPO2020. New buildings are built, new strategies were developed, such as the museum of the future “Duabi will be a significant destination for inventors and enterprises.” Businesses, Universities and Research Centers will be united under one roof. The focus is on education in personality on an international level.” , says Sheik Mohammed bin Raschid al-Maktum



## ECo-C stands for equal opportunities

“SEBUS – Education Center For Persons With Visual Impairment” is another ECo-C Partner. Feder Minister Rudolf Hundstorfer was pleased to see, that persons with visual impairment have equal opportunities to participate at the Eco-C qualification. As a proof, that the education center SEBUS satisfies the international quality requirements for spacial and technical equipment, the training center was rewarded with the ECo-C Authorization Certificate from Feder Minister Rudolf Hundstorfer in behalf of the Eco-C Foundation.



Prof. Leopold Kaiblinger and Feder Minister Rudolf Hundstorfer awarded the first graduates of the Eco-C certificate in the **barrier-free** SEBUS training center, with the international Eco-C Start certificate.

Nino D. “I am overjoyed to have completed the Eco-C Start training. I am looking forward to the next Level of Eco-C. I really want to complete the Eco-C Cert training, because I would like to work as a project manager, where I can implement my skills from ECo-C.”



## ECo-C Social-Media-Driving-Licence

**The politics and the society seek for answers!**

### Social Media changes our daily life communication

How we communicate with friends and family is strongly influenced by our today's information and communication society. Also, our **professional life** is under the influence of new digital communication channels such as Facebook, Twitter, LinkedIn, You Tube, Xing and Co. **29% of the online research made by personnel decision-maker has an impact on the further interview process or the career development.**

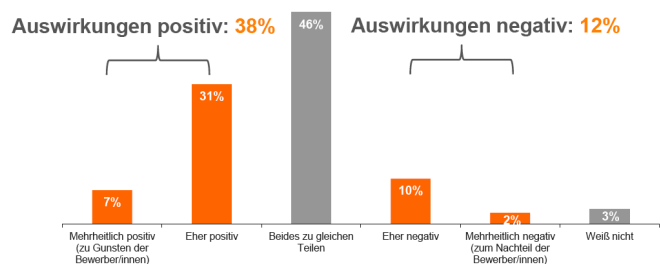
The **increasing importance** of social media brings **numerous opportunities** to teenagers, employers, employees and job-seekers. Although, it brings some **new risks** as well.

### Hard Facts

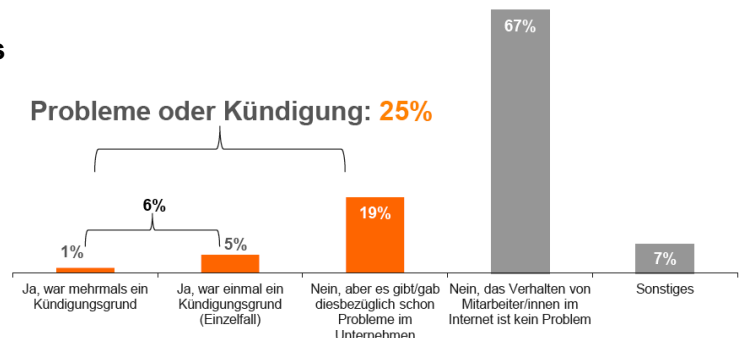
- **Personnel-Recruiting on Social Media Platforms is on the rise** Tendency ↗
  - Facebook 61 %
  - Xing 44%
  - kununu 27%

- **47% of HR Managers compare the applicants behaviour „Real World ↔ Virtual World“ :** Tendency ↗
  - 61% General Impression of the Personality
  - 51% Comments, Postings
  - 39% Special private achievements, voluntary commitments
  - 36% Comments, Postings etc. from third parties about the applicant
  - 33% Photos / Videos

- **29% of the online research made by personnel decision-maker has an impact on the further interview process**



- **Appearance or behaviour of employees online (Postings, Social Media etc.) as a problem or cause of termination.**





## ECo-C Social-Media-Driving-Licence

**Solution:** The answer to sociopolitical education is the The international ECo-C Social-Media-Driving-Licence, which is based on the *Digital Agenda for Europe A Europe 2020 Initiative* seitens der ECo-C Foundation entwickelt wurde, ist die gesellschaftspolitische Bildungsantwort!

The graduates of the Eco-C Social Media Driving Licence have an internationally valid proof of their responsible (rights, obligations, agreements) and safe use of social media, which reduces the risks and helps them to benefit from the numerous opportunities. Furthermore, it proves that the graduates are able to act accordingly to company-specific "Social-Media-Guidelines" on social media platforms.

In the behalf of the first 12 Eco-C Social media driving licence graduates, Tanja W. was awarded with the international Eco-C Social Media Certificate from Feder Minister Hundstorfer.

Tanja W. "I am overjoyed to have completed the ECo-C Social Media Driving Licence. I work for an internationally operating company myself and I was able to implement my aquired knowledge. My behaviour in social network in my private life has also changed to the better."



„It is great, that this ECo-C education programme exists – That is why I support this initiative.“, says Federal Minister for Labour, Social Affairs and Customer Protection, Rudolf Hundstorfer.



### World Wide Web

[www.socialmediafuehrerschein.org](http://www.socialmediafuehrerschein.org)  
[www. socialmediadrivinglicense.org](http://www.socialmediadrivinglicense.org)



### Mobil



05.03.2015



15.04.2015

## ECo-C TQS Award 2015

### ECo-C TQS Award 2015 – The winner was chosen!

More than 1000 ECo-C educators were evaluated by ECo-C graduates with 10.957 feedbacks.

- Was the training and the training methods easily understandable and were they accordingly to the training objectives?
- Were the technical terms explained to you during the course or the knowledge transfer?
- Were the contents of ECo-C explained practically?

### ECo-C TQS TrainerIn Award Indicators

Number of Feedbacks + TQS Evaluations  
+ Results of Certification + Written Feedback

**Quality in Training and competency-/ solution-oriented knowledge transfer** are the essentials for the practical and easily understandable ECo-C training. The ECo-C graduates have decided whom to reward with the Special award.

**And the winners are...** The first place went to **Margit HAIDER** from Vienna, employed at the education partner **BEST training institute**. „I am overwhelmed. I was sure to get positive feedback from ECo-C graduates. But I was not expecting to come first and to reach 93,7% positive feedback on such **high quality level**.“, says the winner.



Federal Minister Rudolf Hundstorfer, O. Univ. Prof. Dr. Thomas A. Bauer and President of the ECo-C Foundation Pro. Leopold Kaiblinger thanked Mrs. Haider for her personal efforts and presented her award.

Federal Minister Hundstorfer shared the Mrs. Haider's happiness about the ECo-C TQS Award and was impressed about the high-quality level of ECo-C educators.



## ECo-C TQS Award 2015

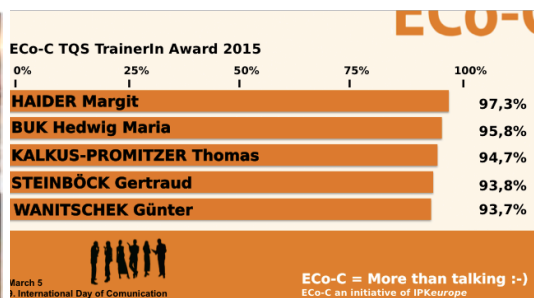
### TOP FIVE ECO-C EDUCATORS 2015

ECo-C graduates  
have voted on the highest quality level

Place	Coach with ECo-C TQS certificate	Evaluation of ECo-C graduates
1	Margit HAIDER	97,3 % Grade: 1,108
2	Hedwig Maria BUK	95,8 % Grade : 1,168
3	Thomas KALKUS-PROMITZER	94,7 % Grade : 1,212
4	Gertraud STEINBÖCK	93,8 % Grade : 1,248
5	Günter WANITSCHKE	93,7 % Grade : 1,252



The Decision: Excitement



→ Surprise



→ Happiness

## ECo-C Social

**26 career tips ensured the sponsoring for a young family's baby-equipment and baby-carriage!**

### **Social Project "Young Family!"**

The guests were motivated to participate in the career-tips-puzzle game. After 10 minutes full of fun, the task was completed.

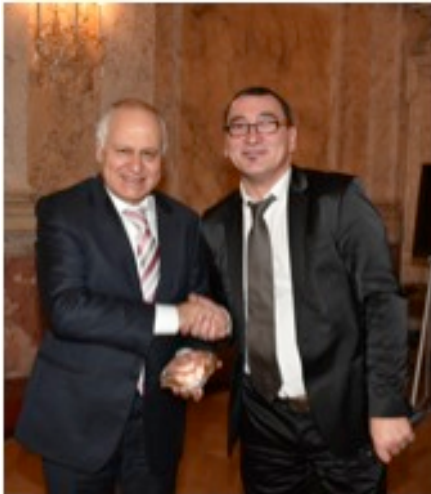
The Eco-C Foundation sponsored €1.260 to a young family in order to buy baby-equipment and a baby-carriage.

More information in the  
Autumm Edition of IPKEurope Report



## ECo-C Impressions

**Images say more than 1000 words**





## ECo-C Impressionen

Images say more than 1000 words





# 5th of March

## International Day of Communication



**In a world of information  
you cannot not communicate!**

#### **IMPRINT**

Media representative and editor: IPKeurope Presidium

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Head of the scientific advisory board: O. Univ. Prof. Dr. Thomas A. Bauer

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#### **IPKeurope**

ZVR: 260926633

Adress

| 3382 Loosdorf, Gewerbestraße 5 (Platz der Bildung)

E-Mail: [praesidium@ipkeurope.org](mailto:praesidium@ipkeurope.org)

Dependence

| 1010 Wien, Kärntnerstrasse 4

Web: [www.ipkeurope.org](http://www.ipkeurope.org)