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FOCAL—LEARNING PLATFORM

The FOCAL platform is a free resource for the acquisition of occupational language skills and other related competences needed in the sectors of agriculture, retail and industry. With the FOCAL platform, teachers can easily find authentic language materials to use in their adult education courses for the integration of specific occupational language training. The platform is also suitable for independent learning.

The platform is designed for learners willing to develop their own occupational language competences and technical skills, as well as for teachers providing occupational language courses or vocational training for learners with a migration background. The course targets people having at least a proficiency level A2 of the target language. It is expected that upon the completion of the course the participants will be able to reach the level B1-B2 according to CEFR.

The platform offers courses in French, German, Greek, Polish and Spanish. Each language version addresses specific topics according to the respective country's needs.

French – Retail and Industry

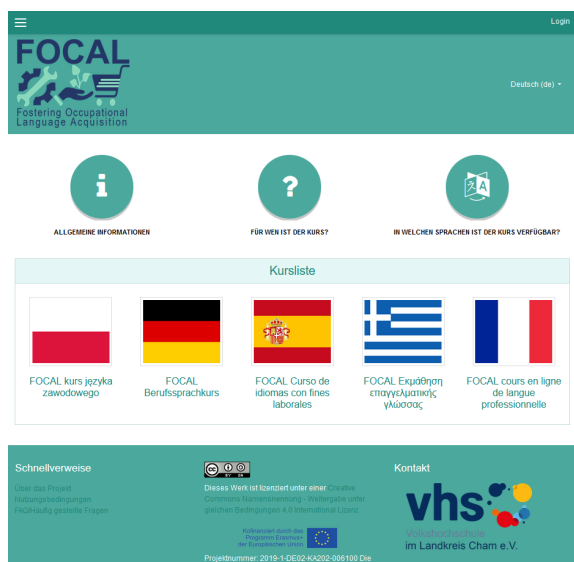
German – Retail and Industry

Greek – Retail and Agriculture

Polish – Retail and Industry

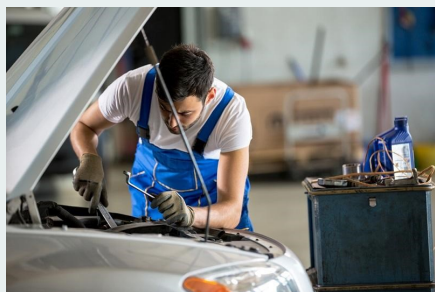
Spanish – Retail and Agriculture

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Currently the platform is tested internally; the platform is supposed to be available for public use in the second half of 2021.





LEARNING RESOURCES—RETAIL & COMMERCE



The retail unit is divided into three task areas: goods-related activities, customer communication and communication within the company with supervisors and colleagues. Since the focus of the activities in the retail trade profession is mainly on customer communication, the first exercises were created in this area. It is particularly important for the learners to become aware of the fact that typical sales strategies are used in retail.

Of course, they also need to learn to implement and apply these strategies correctly on the sales floor. During the lessons, the learners get familiar with conducting counselling and sales talks correctly. They get to know the structure of a sales task and acquire the competence to go through its phases professionally and competently. This enables them to ask customers open or closed questions and determine their wishes and motives for buying. They are also enabled to inform the customers about the goods and to describe their features in detail and clearly.

LEARNING RESOURCES—AGRICULTURE



The “Agriculture” unit of the project covers the whole production line of a product from the viewpoint of a field worker. It begins with activities such as preparation of the soil, planting and sowing of crops; it proceeds with obtaining and harvesting and concludes with the packaging and distribution of agri-food raw materials. For all these processes, the project’s training material offers an analytical vocabulary of agricultural terms such as names of plants, working methods, tools and equipment.

It also comprises indicative dialogues on the subject with colleagues and superiors, and focuses on tasks such as giving directions to co-workers, transferring an order, solving common problems through conversation, making complaints etc. Finally, the material is specifically customised to those agricultural products that each country produces the most.

LEARNING RESOURCES—INDUSTRY



Specific civil engineering language materials in the Polish section of the platform

The Polish team of the FOCAL project decided to create specific language exercises dedicated to foreign workers in the civil engineering sector. According to different sources, about half a million migrants’ workers are legally or illegally employed on Polish construction sides. Many of them have troubles with the simplest communication related to the place of work and their obligations. Unfortunately, many of them suffer accidents at work because they are not able to understand the health and safety regulations. The UL team of the FOCAL project will try to support them by dedicating some language materials to the migrants’ workers working on construction sides. These will be listed under the sector “Industry”.

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