

Launch of the European WIN-WIN Project February 2025

Morocco, **February 11, 2025** - Partners of the European **WIN WIN** project gathered in **Nador** to mark the official launch of this initiative. Co-financed by the **Erasmus+** programme of the European Commission, this ambitious project includes **10 partners from five countries: Portugal, Belgium, Jordan, Morocco and Tunisia.**

Its main goal is to strengthen cooperation between **vocational education training (VET)** providers and companies to better match learners' skills with labour market needs.

To achieve these ambitions, several actions have been implemented. The **WIN-WIN methodology** offers a structured framework for collaboration between vocational training and entrepreneurship. A **programme for continuous vocational development** also aims to strengthen the skills of trainers and professionals. Additionally, **a digital platform and a mobile application** have been deployed to offer flexible and interactive learning. Finally, **international training sessions and cascade learning** create enriching exchanges and strengthen synergies between the project partners.

The launch of the project in **Nador** was marked by a **strategic meeting**, during which partners defined the key orientations of the project, while establishing synergies with local partners, more particularly the **YOUCODE** vocational training centre and the town hall services.

In the coming months, the project will focus on **adapting JOBS4ALL training equipment**. This phase will consist of modernising the content, developing new modules tailored to learners' needs and optimizing the way of learning through digital tools. The **first training session JOBS4ALL - Level 1** is due to take place in **Jordan during the week of May 19, 2025.**

By strengthening the bonds between training and employment, **WIN WIN** is establishing itself as a real driving force for a more inclusive and competitive labour market, thereby contributing to sustainable economic and social development.

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