

In partnership with the Bertelsmann Foundation, Dual Vocational Training Alliance and Gredos San Diego Cooperative

## **Bankia Foundation launches ‘Reto Dualiza’ dual vocational training challenge to nurture innovation and entrepreneurship in Madrid among dual vocational education students, teaching staff and businesses**

- First edition involves close to 100 participants, including dual vocational education students, lecturers and professionals from companies across the Autonomous Community of Madrid
- Over two days, 16 teams presented their projects and took part in innovation workshops to find solutions to real-world business problems
- Challenge split into six phases ends in June and is backed by major energy, tourism, retail and tech companies involved in dual vocational training

**Madrid, 01/03/2018.** The Bankia Foundation, working with the Bertelsmann Foundation, the Dual Vocational Training Alliance (*Alianza para la FP Dual*) and the Gredos San Diego Cooperative, has launched the ‘Reto Dualiza’ dual vocational training challenge in the Autonomous Community of Madrid to foster a desire to innovate and entrepreneurship culture among dual vocational education students, unlock the value of apprentices, and raise awareness of their impact on business innovation.

A total of 16 teams of students, lecturers and professionals from the business world took up the ‘Reto Dualiza’ challenge to find solutions to real-world business problems through innovation. Participants have submitted their projects and will now begin work on finding new opportunities and developing innovative products, services and corporate management, communications and marketing processes.

They met for two days at La Nave – a space set up to bring together and forge connections between all the initiatives in the city’s innovation ecosystem – to receive theoretical training from renowned professionals and advice during innovation workshops and working groups on how to apply their solutions in practice.

The first edition of ‘Reto Dualiza’ attracted close to a hundred participants and the winning projects were submitted by students on dual vocational training courses at 10 higher education centres across the Autonomous Community of Madrid. Their specialisms include: electricity and electronics, mechanical manufacturing, mechatronics, installation and maintenance, chemistry, IT,

communications, business administration and finance, child education and laboratory studies.

Professionals from 14 Spanish and international companies in various sectors including energy, tourism, retail and IT such as LIDL, Gestamp Toledo, Unilabs, Essillor España, S.A.E. Ibertest and SGS Group are helping with the projects.

The challenge (split into six phases) was launched in December and runs until June, by which time the teams will have developed their ideas and received the necessary mentoring to present them to the companies involved.

The Bankia Dual Training Foundation's director of projects and administration, Juan Carlos Lauder, launched the 'Reto' and underlines "the importance of running workshops such as those held over the two days, because they enable students, teaching staff and businesses to work together to roll out innovation and technological transformation processes in the companies".

Bankia Dual Training Foundation director, Mercedes Chacón, added that: "offering dual education students training on innovation processes will enable them to develop their talent and play a future role in boosting the companies' competitiveness. By backing initiatives such as 'Reto Dualiza' we can boost the spirit of innovation and technological training provided at these centres and put students at the heart of talent development in the companies".

Bertelsmann Foundation Deputy Chairman, Francisco Belil, added that: "projects such as 'Reto Dualiza' prove collaboration and interaction between students, lecturers and companies are key to providing quality dual vocational training in Spain, which helps young people into work. Around 70% of dual education students join the companies where they have completed their apprenticeships".

For more information, visit: [www.retodualiza.com](http://www.retodualiza.com)

### **Dualiza: Bankia's dual training challenge**

The new Dualiza initiative is part of Bankia's efforts to support dual training as way of boosting employability and innovation among workers, driving up the competitiveness of companies and accelerating the transformation of the education system to keep pace with the ever-changing requirements of the new economy and businesses.

The bank is working towards this objective through Dualiza – a programme to strengthen, promote and boost participation in dual vocational training to increase its value in society as a driver of employability.

### **About the Bertelsmann Foundation and the Dual Vocational Training Alliance**

The Bertelsmann Foundation has been operating in Spain for over 20 years, driving social change to play a role in building a society that is sustainable in the long term. Since 2014, it has worked

under the slogan “For youth employment” to develop coordinated careers guidance and a quality dual vocational education offering.

Along with the Princesa de Girona Foundation, the Confederation of Employers and Industries of Spain (CEOE) and the Spanish Chamber of Commerce, the Bertelsmann Foundation has established the Dual Vocational Training Alliance: a state network of over 700 companies, learning centres and organisations that are committed to the development and expansion of quality dual vocational training in Spain.

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