

# A New Educational Approach to STEAM Jobs - Roundtable Discussion

Date: Tuesday, November 28<sup>th</sup> 2023

[Scene: European Business Summit]

[Time: 16:00 – 17: 30 EU Jump Out Event - A New Educational Approach to STEAM Jobs]

## WELCOMING (Moderator)

**Timeframe (16:10 – 16:15)**

**Moderator:** Good afternoon, esteemed guests! Thank you for joining us at the "A New Educational Approach to STEAM Jobs" roundtable. Today, we will dive into the innovative educational approaches that are essential for shaping the future of STEAM careers. I'm excited to be moderating this discussion.

We are about to start, but first, let me introduce our keynote speaker for today's event. Rita Souto, a passionate advocate and partner from the Shoes Your Life project. She will share with us how SYL's mission is to innovate STEAM-based education.

## KEYNOTE SPEECH (Rita Souto)

**[Time: 16:15 – 16:20 - Keynote Speech]**

**Rita Souto:** Good afternoon, dear guests. I'm very happy to be here today and talk to you about the Shoes Your Life (SYL) project, a platform that aims to inspire and engage Generation Z to pursue STEAM careers.

We live in a fast-changing world, and the SYL project is a great example of innovation in education. Our vision is to transform the traditional way of teaching and learning by integrating it with modern, digital, and intelligent industry aspects.

SYL's educational program is a guide, taking students, teachers, and institutions on an immersive journey. Our focus is on bridging the gap between classroom learning and real-world industry challenges. Through hands-on experiments, teamwork, and digital technologies, SYL changes the way we learn within the STEAM framework.

At the core of SYL's mission is the footwear industry, a dynamic, diverse sector that reflects the wider industrial ecosystem. While we focus on footwear, our goal is to become a model that can be applied to various industries.

The SYL initiative is not only about teaching but also about inspiring and empowering youths to explore, create, and innovate in STEAM domains. It's about cultivating curiosity, creativity, and adaptability key skills for succeeding in the future of STEAM careers.

Thank you for this chance to share our vision. Let's keep working together and create new opportunities in STEAM education.

## INTRODUCTION AND OPENING (MODERATOR)

**Time (16:20 – 16:25)**

**Moderator:** Hello and welcome everyone. It's great to have you here today. My name is Cosimo Bartoloni and I'm very excited to be moderating this important panel discussion on the Shoes Your Life project and the future of STEAM education.

As you know, STEAM education is essential for fostering innovation, creativity, and technological advancement in our society. It shapes our educational landscape and prepares the next generation of workers and leaders.

Today, we're here to explore the Shoes Your Life initiative, a project that aims to inspire Generation Z to pursue STEAM careers. We want to understand what makes this project unique, how it transforms STEAM education, why it matters for young people, and how it adapts to the changing industrial landscape.

To help us with this, we have a distinguished panel of experts, each with a different perspective and role in the STEAM world:

- **Giulia Meschino**, Director - Secretary General at European Vocational Training Association (EVTA).
- **Rita Souto Bizarro**, from Centro Tecnológico do Calçado de Portugal and Partner of the Shoes Your Life project.
- **Mafalda Piteira de Barro**, from byAR, and also Partner of Shoes Your Life.
- **Guillem Tosca Díaz**, from ThinkYoung, NGO and think-tank focusing on youth-related projects

These are the people who have the experience and knowledge to reveal the complexities and potentials of the Shoes Your Life initiative in the context of STEAM education.

I have prepared some questions to guide our discussion and cover different aspects of the Shoes Your Life project and its implications for STEAM education. Let's get started!

## PANEL DISCUSSION WITH GUEST SPEAKERS [Total Time: 16:25 – 16:55]

### THEME 1: Vocational Training Role and Definition (Giulia Meschino – EVTA)

**Timeframe (16:25 – 16:32)**

- **Moderator (1 min):** Giulia, you know a lot about vocational training, could you please start by defining what it is and how it helps young people develop their talents and skills?

- **Giulia Meschino (3min)**

- **Moderator (1 min):** Thank you Giulia for a great overview of the topic. EVTA has been a pioneer in supporting vocational education in Europe. How do projects like Shoes Your Life enrich the vocational education scene and create more opportunities for young people in STEAM careers?

- **Giulia Meschino (3min)**

### THEME 2: SYL Project and its Impact (Rita Souto)

**Timeframe (16:33 – 16:40)**

- **Moderator (1min):** Thank you for your insightful answers, Giulia.

Now, let's move on to the next speaker. You've been a Shoes Your Life partner since the very beginning: How can this project change the way young people see and value STEAM careers?

- **Rita Souto (3min):**

- **Moderator (1m):** Thank you, and building on your answer, in what way can the project bridge the gap between traditional education and the modern, digital industrial landscape?

- **Rita Souto (3min):**

Thank you for your informative answers, Rita. Now, let's move on to the next speaker.

### THEME 3: Technology integration (Mafalda)

**Timeframe (16:41 – 16:48)**

- **Moderator (1min):** Mafalda, you and ByAR are the tech wizards behind Shoes Your Life, providing creative tech solutions for the project. How can technology make STEAM education more appealing and effective for young learners?

- **Mafalda Barros (3 min):**

- **Moderator (1min):** Thank you! Considering the tech-driven approach of Shoes Your Life, what impact can it have on the wider field of educational methods, especially for STEAM subjects?

- **Mafalda Barros (3 min):**

### THEME 3: Research and Insights (Guillermo tosca Díaz)

**Timeframe (16:49 – 16:57)**

- **Moderator (1 min)** Thank you for your fascinating answers, Mafalda. Now, let's move on to the final speaker.

Guille, you are part of ThinkYoung, a research organization that focuses on youth perceptions and aspirations. How do your findings relate to the big picture of STEAM education and its relevance, especially for projects like Shoes Your Life?

- **Guillermo Tosca (3min):**

- **Moderator (1 min):** Follow-up Question: Can you give us an example of how ThinkYoung's research findings have helped shape or improve strategies for promoting STEAM education, beyond specific projects like Shoes Your Life?

- **Guillermo Tosca (3min):**

### [CLOSING REMARKS]

**Timeframe (16:58 – 17:00)**

**Moderator:** Thank you for your valuable answers, Guillermo. This concludes our panel discussion.

We discovered some of the innovative ways to make STEAM education more interesting and relevant. I would like to thank our wonderful panellists for sharing their valuable insights and experiences with us. It was great!

## Demo on SYL Virtual Reality App and Networking

**Timeframe (17:00 – 17:30)**

**Moderator:** That's a wrap for our discussions, everyone. But the fun is not over yet. You can try out the Shoes Your Life Virtual Reality App and our special glasses! Also, don't miss this chance to connect with the other attendees and ask questions to our experts to learn more about the project and STEAM education.