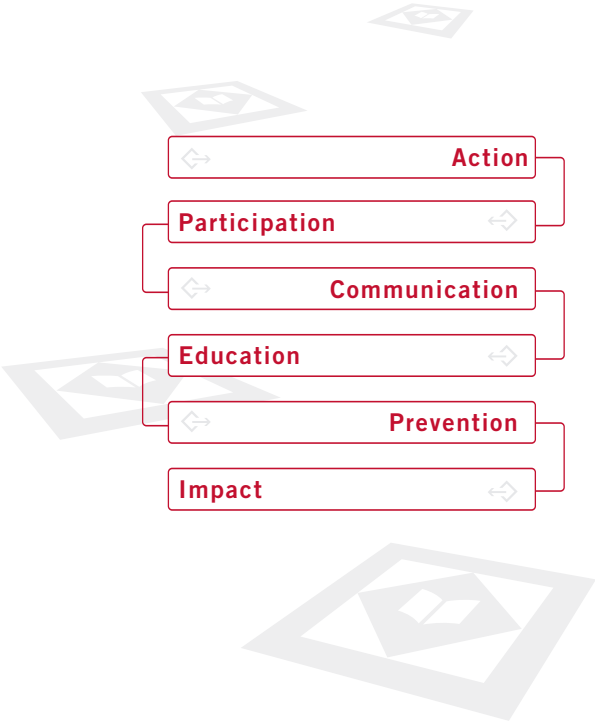




P.A.U. Education

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⇒ **P.A.U. Education** is a private entity based in Barcelona specialised in the conception and integral development of projects to assist companies, institutions or associations in responding innovatively and efficiently to social or educational challenges upon which they wish to act.





Our projects

- ⇨ Respond to the **commitment** of socially responsible companies and institutions **to undertake specific actions**.
- ⇨ Are based on **strategic analyses** of social reality.
- ⇨ Are always **innovative** in terms of participation in social development and the creation of human capital.
- ⇨ Meet three basic objectives:
 - **Obtaining** a genuine, lasting impact that can be assessed quantitatively and qualitatively.
 - **Implementing** innovative communication methods based on our own technology.
 - **Creating** new and up-to-date content and knowledge related to the area of interest.
- ⇨ Cover the **key areas of social or educational development**: risk prevention, health education, mobility and road safety, sustainable development, citizenship and education on values, the role of new technologies in education, etc.
- ⇨ Are carried out on a **national** and **international scope** (Europe, Latin America, Africa, etc.).
- ⇨ Are built around a network of experts and institutions that guarantee the **quality** of the the strategy and reinforce the impact of the project itself.
- ⇨ Are tools for communication and assistance, visible at all levels (institutional, media, local) and can be used as a basis for actions involving public relations, publicity campaigns, conferences and seminars, publications, etc.



The projects developed by P.A.U. Education have a direct impact on society. They meet the strategic objectives of the entities for which we work and who have faith in our expertise.

Our methodology

- ⇒ Involves in a differentiated way school, university, association and business **channels**.
- ⇒ Our projects are aimed directly at well-identified **targets**, such as children, adolescents, teachers, educators, employees, and citizens who share a common interest through very specific channels (schools or educational centres, universities, associations, companies, town or city councils, etc.).
- ⇒ The key lies in promoting the **direct participation** of the targets: i.e. citizens, students and employees so that they become **actors** in the reflection upon their problems or concerns and in seeking solutions. This methodology breaks away from the thinking of knowledge transfer, traditionally designed in a vertical manner and inviting little interactivity.
- ⇒ P.A.U. Education develops its **own technology** and contributes its own experience to create and motivate communities, working with internally managed professionals who are at hand (educators), as well as distance professionals (Community call centre, e-Learning, Internet).

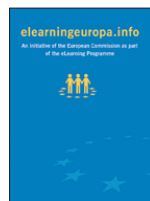


Service global

- ⇨ P.A.U. Education offers a **global service** for the development and management of projects, integrating **creativity** and **precision** in all of the stages: the **strategic analysis** of the initial situation based on qualitative research, the **definition of concepts**, the **creation of content**, the **publishing** and **production of materials** in **paper format** and **on line**, the construction and updating of **databases**, the **motivation of communities**, **networking**, **assessment**, the **communication of results**, **financial management**.
- ⇨ P.A.U. Education offers an exclusive **advisory** service to those entities wishing to define a new strategy of action in social issues, including designating the pillars of social responsibility, defining the mission of the entity and drafting a plan of action.
- ⇨ P.A.U. Education has an **international staff** of 50 people, including advisors and project managers, who come from **14 countries** and have a variety of academic backgrounds: business, education, sociology, technology, etc. All this makes it possible to give a unique service on an international level and to develop projects all over Europe. On international basis, we work in Europe, Latin America and Africa through leading international organisations and major private companies.
- ⇨ P.A.U. Education has consolidated a policy of **constant investment** in R+D, driven by our interest in being ahead of social needs and the continued improvement of our methodology. This is why we invest in experimental and research projects aimed at strengthening its know-how in fields of social interest, such as healthy habits, children's rights, sport and citizenship, science education, etc.

Our references

- ⇒ Our references demonstrate that this approach achieves very positive results.
- ⇒ In 2 years, P.A.U. Education has presented **7 proposals of high quality in the framework of services and project calls for tender by the European Commission** and has won 6 of them (achieving second place in the seventh). Together, these 6 projects represent a total of: 8,847,000 euros.
- ⇒ Some projects:



⇒ **E-LEARNINGEUROPA.INFO**

The official Commission European (DG EAC) portal about e-Learning projects and media that has 20.000 registered users.

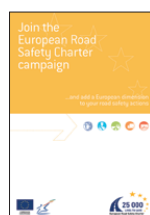
- www.elearningeuropa.info



⇒ **SHAPE UP**

A reference project for the 25 EU countries, supported by the European Commission (DG SANCO). It covers a wide European network of schools to address child obesity within the Community environment.

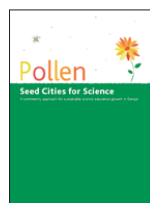
- www.paueducation.com/shapeup



⇒ **EUROPEAN ROAD SAFETY CHARTER**

A European Commission (DG TREN) initiative to reduce road traffic casualties in Europe through the involvement and the commitment of companies, institutions and social agents.

- <http://europa.eu.int/comm/transport/roadsafety/charter.htm>



⇒ **POLLEN**

A project carried out by 12 European countries and supported by the European Commission (DG Research), aimed at developing a new model for renovating science education in primary schools, based on the community's research and participation.



⇒ **YOUTH ON THE ROAD**

A virtual platform that joins young people from all over Europe to develop actions that encourage mobility and road safety, with the support of the European Commission (DG TREN).

- www.youthontheroad.net



Our clients

- ⇨ P.A.U. Education works on projects that unite the **public** and **private sectors** (our clients belong to both of these fields) and reflect the need to place **social responsibility** within a framework of collaboration between the different organisations involved: public institutions, companies, associations, and NGOs.
- ⇨ Both public and private institutions see our projects as a means of achieving compatibility between the demands of **general interest** and **efficiency** in project management.
- ⇨ Our projects respond to a requirement for excellence imposed by society and our clients. We present strategies, lines of creativity and competitive budgets in order to «**win**» the right to **act**.
- ⇨ Those companies that have placed their trust in us do so after competitive selection processes and include: European Commission, Unesco, Unicef, Fundación Telefónica, Fundación Pfizer, Obra Social Caja Madrid, Danone, Procter & Gamble, Nivea Beiersdorf, Renault, Planeta, Kraft, etc.



P.A.U Education's performance in extremely competitive selection processes, the continued renovation of our projects and the increase in our client portfolio demonstrate the QUALITY of our reflection, the MANAGEMENT AND ORGANISATIONAL CONSISTENCY of our projects and the EXPERIENCE of our staff. High RETURNS are gained from our actions.

