



S-PLA 
LEGO Serious Play Learning for SMEs

WP 1.12
Exploitation Plan

(Updated 31.12.2014)

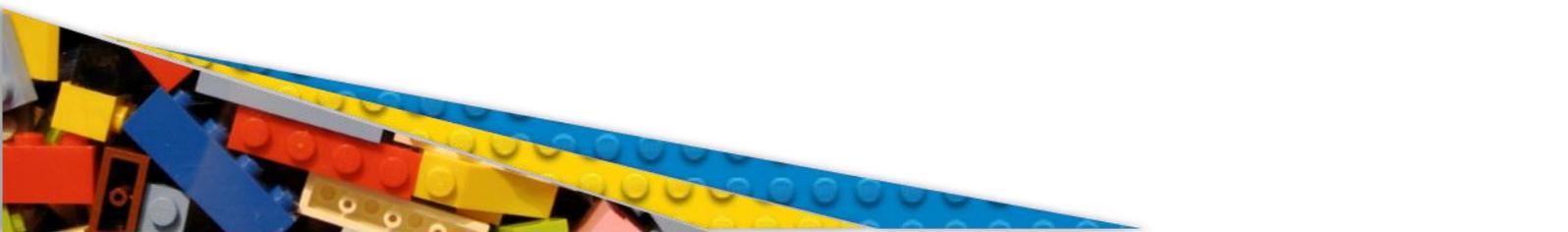


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1. Starting point

The Exploitation Plan was initially discussed during the kick –off meeting in Lugano, Switzerland. Further discussions were held during the 3rd Project Meeting, in Durham, UK. These exploitation sessions had as a main topic for discussions how to best ensure the transfer of project results in-time and beyond the project’s lifetime. For this purpose, an all-inclusive exploitation strategy has been established. The content of the strategy is presented below.

2. Main directions of the exploitation strategy

The agreed exploitation strategy foresees:

- a. measures for exploitation of results during and beyond the lifetime of the project
- b. timing
- c. target groups (final end-users)

However, the exploitation plan is defined and carried out in a very close relation with the dissemination activities and it is based on all previously achieved results (White Paper, Facilitator’s Handbook, e-demonstrator) as well as the outcomes of the final conference. It is the key document listing the future use and further development of LSP method by partners and includes measures to ensure that the benefits of the project will endure beyond the lifetime of the project.

3. Description of the exploitation strategy

The general aim of this strategy is to achieve high visibility of the project and its results through proactive approach toward media partners, LSP communities of practice, social media presence and involvement of the target groups from the very beginning of the project.

As presented in the Project proposal (page 61), the exploitation strategy of the project tries to achieve the following goals:

- Raising awareness for the Lego Serious Play adaptation toward SME training
- Visibility of the project and its results (white paper, e-demonstrator, final conference)
- Publication of articles
- Assuring media coverage of the project
- Presentations and lectures on fairs, symposia and conferences on regional level

The achievement of these goals took into account the following target groups:

- VET organizations (training centers, policy makers) and VET trainers
- SMEs
- Business support organizations
- Business associations, chambers, clusters, etc.
- LSP communities of practice

4. Exploitation activities during the project’s life cycle

On the base of the exploitation goals the following measures /activities are identified:

- Creation of the project website (www.s-play.eu) in EN while summaries of project content and news will be in all partner languages.
 - o Virtualis undertakes the task of creating the projects’ website. All partners contribute with content in their national languages.

- Presentation of the project and its results and maintenance of website.
 - o All partners contribute with news/articles.
- Maintenance of the website for at least two years after the end of the project to ensure that the projects results (e-demonstrator, white paper) will be available to the target groups.
 - o Wirtualis undertakes this task.
- Presence of the project results in social media (Facebook, national social services).
 - o Wirtualis will create and administrate of a project Facebook page
 - o USI undertakes this task as it has the required expertise in the area of Internet usage for running promotional activities as well as social media presence, to promote the White Paper and e-demonstrator on social networks such as Facebook, Twitter and Linked-in as well as on LSP Community of Practice portals.
- Presentation of project on television and radio shows
 - o USI undertakes the task to present LSP method at the talk show "In Onda con voi" on Teleticino, Swiss Italian private TV channel and on the Swiss Italian radio, Rete Tre.
- Information brochures and posters in all partner languages.
 - o Wirtualis designs the brochure and all partners adapt it in their national context.
- Publication of articles in appropriate professional journals, journals addressing SMEs, in educational periodicals and on websites of the partners.
 - o All partners include references/articles to the project in their websites / brochures.
- Participation in International Conference on Knowledge, Innovation and Enterprise (KIE) in Riga, Latvia in summer 2014 (two papers to be presented).
 - o All partners participate in KIE conference while USI and UDUR prepare two papers to be presented.
- Participation in regional events, conferences, summits.
 - o USI will present a poster at the SSRE Annual Conference (Swiss Society for Research in Education) addressing the academic society, researchers and adult education providers. USI will also present the project at the event "Lego and architecture", organized during the Restauro Ferrara exhibition. A presentation at the 2014 annual meeting of LSP certified facilitators in Billund is foreseen.
 - o UDUR will present and promote S-PLAY 1) in NETPark - Business Event, 2) in Durham Business Support Showcase Meeting & Networking and 3) in Business Innovation Centre - Meetings & Networking.
 - o UITM will give an interview regarding the project for a video which forms a part of a multimedia course on "Wykorzystanie metody LEGO Serious Play na rzecz wsparcia kreatywnego myślenia" ("Using LEGO SERIOUS PLAY to support creative thinking")
- Organization of pilot and demo workshops in all partner countries.
 - o One pilot workshop and at least one demo workshop addressing VET trainers and SMEs will be organized in each partner country during the project's life cycle.
- Organization of a webinar for Eduhub, the eLearning Community of universities and institutions of higher education in Switzerland.
 - o USI will undertake this activity addressing the LSP Community of Practice around Europe.
- Creation of an e-demonstrator showing best practice examples of LSP use during pilot workshops.
 - o All partners contribute with digitized material from the pilot workshops. Wirtualis compile the e-demonstrator. LSP communities of practice and VET trainers are addressed.
- Organization of the final conference in Rzeszow, Poland
 - o UITM undertakes the task to organize the conference addressing 80+ participants covering all target groups. All partners will contribute to the presentations of projects results and organization of demo workshops.

5. Exploitation activities beyond the life cycle of the project.

UITM

LSP method was incorporated in the university curriculum for students at Business workshops specialty. In February/March 2 groups of students will have workshops with LSP (around 50 students). Such workshops will be conducted annually in future editions (ca. 50 students per edition).

The LSP workshops offer will be included in the UITM Sales Department offer and will be presented to companies on commercial basis. The methodology is also used in prepared by UITM various tenders of offers for business training.

UITM aims at preparing application to Erasmus+/Strategic partnerships to further introduce LSP method and materials prepared within the project to new target groups.

The methodology and materials will also be promoted among enterprises esp. SMEs, business associations, business support organizations during entrepreneurial events organized frequently at the university e.g. by conferences and workshops organized by Centre for Innovation and Entrepreneurship.

USI

In order to promote its LSP-related activities, in October 2013, USI created a website called Lego Lugano (<http://www.seriousplay.ch/>). Since then, USI constantly updated the website adding publications, report and media articles. Some of them are related with S-Play: i.e., the white paper and the article published for KIE Conference. USI intends to maintain the website during next years.

S-Play project has been a chance for USI to further develop LLED application to design learning experiences using LSP. The pilot workshop organized in the context of WP4 provided a lot of useful information and constructive feedbacks that will be used to better design and adapt LLED. USI intends to keep organizing LSP workshops, and specially LLED for both academic field and SMEs. Towards that direction the following workshops are planned for the near future:

- In February 2015, USI will organize an LSP workshop for IFITT (International Federation for Information Technology and Travel & Tourism) board members. The aim of this workshop will be to reflect on the identity of IFITT organization.
- In March 2015 USI will organize an introduction workshop on LSP for a swiss company based in Zürich

UDUR

UDUR will continue its relationship with local SMEs through organisations such as Netpark and the Business Innovation Centre. More specifically, UDUR will promote the use of the SPLAY method within the University sector with the aim of developing the method as curriculum provision within business schools and also as part of the service provided by Universities in supporting the development of University spin-off companies. Since the end of the projects UDUR have been invited to give presentations and workshops to organisations within Durham University and to other Universities who came to know of S-Play through previous dissemination activities. Through promoting the S-Play method broadly within the University sector, the target audiences will be reached by increasing the profile of the method.

UDUR have integrated the LSP method into teacher training at Postgraduate level, with workshops focusing on professional identity and also as part of the provision on course on Educational Assessment with LSP being used both as a tool and as an example of Formative Assessment. The LSP method is also being used for staff development in helping academic and academic-related staff to focus on research activity through a series of workshops on academic identity and on identifying barriers to research activity.

IHK

IHK-Projektgesellschaft (CCI Project Company) is a vocational educational training (VET) and service provider for national and international enterprises, institutions as well as individuals. As a 100% subsidiary company of the Chamber of Commerce and Industry (CCI) East Brandenburg IHK acts as a service provider and cooperation partner for CCI and their member companies as well as Chamber of Crafts.

IHK offers initial and further vocational education training, seminars, workshops especially for companies.

The S-Play project and the LSP method was a very good practice for a new, innovative thinking in IHK's VET Strategy. IHK updated it's new CCI training Program for 2015 with this innovative approach. Regarding this new program IHK offers new training courses & seminars with LSP "inside". Two of IHK's external trainers participated in the S-Play workshops and they are very interested on the official LSP Facilitator certificate.

The LSP method is now sustainable integrated in IHK's VE-Training activities. The valorisation activities that take place also through CCI network make sure that outcomes from S-Play reach other CCI-VET-Center and VET-provider on regional & national level.

FORTH

FORTH cooperates with the Chamber of Commerce of Heraklion and the Technical Institute of Heraklion Chamber (TIHC). Since 2000, TIHC has implemented many professional training programs for unemployed, employers, employees and entrepreneurs. The close cooperation between the Heraklion Chamber of Commerce and Industry and the Technical Institute has guided to a dynamic and long run involvement of both organizations in a series of European Networks that support SMEs.

TIHC has planned future workshops based on LSP method, starting from January 2015. These workshops will be included in the [official training program](#) of the TIHC. Participants for these future workshops will be chosen using Chamber's database and communication channels (website, newsletters). Michael Katharakis, the director of TIHC and participant in the train-the-trainer workshop that took place in Serpiano, will be the facilitator of these workshops. He will also get the official LSP Facilitator certificate and he will try to establish an LSP Community of Practice in Greece.

Generally, through Exploitation process, the outputs will be available free of charge (published under a Creative Common License), so that they become replicable and usable by others (Chambers, VET providers, Trainers, SMEs). For this purpose, all partners will use their communication channels like websites, publications and newsletters and more workshops based on LSP method will be organized. Furthermore, the Project outputs will be promoted through the different educational, professional, and academic networks of which the partners are members.