

South East European Research Centre (SEERC)

Elielemental WP2 Report: Dissemination and Exploitation of Results

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Disclaimer

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Introduction

Our dissemination & impact activities are carefully planned to provide maximum stakeholder input & the widest possible reach across the EU & beyond. They are based upon pre-project engagement with stakeholders to identify a range of strategies to assist in reaching target groups of 1) Community groups representing target populations 2) 3rd sector organisations working with target populations 3) SME groups 4) FE & HE providers 5) policy makers across the EU (National & regional). Our team has direct links & strong networks with decision-makers/stakeholders & professionals in the fields targeted by the project & our consortium includes organisations expected to incorporate the project outcomes in VET practices with our target groups at national, regional & sectoral level.

The expected impact of this work package is to radiate as widely as possible so that the valuable lessons and experience gained by one group can benefit others as well as inform future policy. We believe that the work we have undergone so far has currently brought us very close at achieving the goals we set at the beginning of the project.

Important questions that we firstly addressed

<p>What needs does the project meet?</p>	<ul style="list-style-type: none"> • Disadvantaged groups currently excluded from the employment market (e.g., females, NEETS, ethnic minorities)
<p>What are the expected results?</p>	<ul style="list-style-type: none"> • Establish the socio-cultural barriers to entrepreneurship of under-represented groups • Learning tools & validated qualifications for enterprising
<p>Who are the users/interested sectors who will benefit from the project's results?</p>	<ul style="list-style-type: none"> • FE, VET providers, 3rd sector organisations, SMEs, academics, & policy-makers across the EU, named policy makers, leaders of organisations and NGOs , academics
<p>In which languages should the products be disseminated?</p>	<ul style="list-style-type: none"> • English, Polish, Romanian, and Greek

Our Dissemination strategy

Based on the EU's five stage model for dissemination and exploitation, we designed our dissemination strategy to identify which results to disseminate and to which audiences, according to the objectives of the project and to the input from the ELIE pilot – and designed programs and initiatives accordingly. We then determined organizational approaches of the different stakeholders and allocated resources accordingly. We are implementing our strategy by identifying and gathering results and undertaking dissemination and exploitation activities and we are continually monitoring and evaluating the effects of our activities.

Monitoring of dissemination activities and evaluation of effects

An on-line spread sheet is used to monitor the dissemination activities, which is filled in by all partners and reviewed monthly by the WP leader. The data from that spreadsheet are used to produce a complete report of those activities for every partner meeting, as well as to inform the project's web-site. Google (website) analytics is the primary tool use to measure the relevant statistics and indicators. Examples of such indicators are: location of user, device used, which pages were viewed and for how long, the key words they used. Because these analytics provide only a mere estimation of web-site users, we have also received informal verbal feedback from members of the target group populations regarding the web-site content and the printed material we have used (brochures, leaflets). . Finally, the mentors and co-researchers are expected to communicate information relevant to web-site contents.

Efficacy of current dissemination activities

Interest in the website has vastly increased from the beginning of the project (e.g. 282 new views during October 2013, 156 new views during November 2013), with many 1st time visitors, returners and referrals from other sites. Regarding the printed dissemination material (project brochures), according to the informal feedback of the brochure's users, it is quite informative and interesting. However, there are no formal methods to assess the results/impact of the brochure. As an indication of the usability of the brochure as an advertising tool of the project, in the UK about 6/7 firm offers from organisations and charities that want our training delivered to their service users have been made. Regarding the efficacy of the Social Media (Twitter, Facebook, LinkedIn, Google Plus), judging from the relevant Analytics, it seems that we need to update SNS presence and content, as the number of visitors in the SNS is still low. Further data will be monitored on this as we move to use SNS for recruitment and mentee-mentor matching.

Content of dissemination material (on-line and off-line):

How were target users identified?

The consortium followed the criteria established in the ELIEMENTAL proposal about target group identification and the information from the ELIE pilot and ensured that the website content and the printed material used for dissemination is understandable and relevant to the target audiences' needs and interests.

How were the needs of target users met?

The consortium followed the criteria established in the ELIEMENTAL proposal about needs identification, and also utilized the findings from the ELIEMENTAL quantitative study, as well as the information derived informally through meetings with representatives/groups that belong to the target population. Experts' views on adult and lifelong learning education (from the consortium and externals) were also used for this purpose.

Detailed description of dissemination activities up to date:

- The project web-site has been created from the beginning of the project and is continually updated by dissemination events, publications etc. by the WP leader and by the UK partner.
- Two Biennial e-newsletter have been created (in months 6 & 12), with input from all partners, and have been translated to the native languages of the partners. They were uploaded to the Universities' web-sites the partners are affiliated and sent to other relevant stakeholders as well (e.g. the UNESCO Centre for Women and Peace in the Balkan Countries).

March 2013:

- **ULMS:**
 - Plasma Screen advert for project launch (4150 staff & students)
 - Newsletter on ULMS, accessible by all staff & students
 - Business lunch with staff from ULMS
 - Press release from ULMS - reached 15.000 people (students & staff)
 - Times Higher Education presence - reached over 54.000 readers
 - Twitter account – re-tweet by ULMS (reaching 2800 followers)
- **SEERC:** Press release in Greek

April 2013

- **SEERC:** Vice-Chancellor's celebration of enterprise - a series of events about enterprise promotion, in University of Sheffield and the International Faculty in Thessaloniki. Dr Lazuras presented the project to undergraduate & postgraduate students from different disciplines. People attending the event: 35

- **SEERC:** Dr Lazuras presented ELIEMENTAL project in a special session of the Money Show 2013 event in Thessaloniki, People attending:50 (entrepreneurs, representatives from social enterprises in Greece, students, and academics).
- **UOL:** Placing the information about the project on the website of University of Lodz. Target groups: students, candidates for University of Lodz. 16500 people informed
- **The Business Group:** Brief introduction to the project at a workshop for 20 Business Group Members

May 2013

- **ULMS:** Creation of page on the MLL homepage on the ULMS website detailing what Eliemental is. Target groups: students, candidates for ULMS, ULMS traffic.
- **UOL:** Placing the information about the project on the website for students & citizens of Lodz. Target groups: students & candidates for University of Lodz, unemployed older women, minority ethnic groups. 1000 people informed.
- **UOL:** Project newsletter release. People informed: students, absolvents and employees of University of Lodz. 6000 people informed.
- **The Business Group:** Informed 500 people on ELIEMENTAL.
- **VUT:** Short presentation of the project and its potential extentions in non European countries at the "2013 Global Business, Economics and Finance Conference, Economics and Management School of Wuhan University, 9-10 May 2013, Wuhan, China; about 90 attendance academics and students from China and Taiwan

June 2013

- **ULMS:**
 - Lecture on Elie & Eliemental covering 'qualitative research in action' to 150 Management students led by Carolyn Downs
 - Guest speaker at the Red Rose Recovery Forum, Preston, highlighting the work being done by Eliemental, to encourage the participation of recovering alcoholics within the project and Enterprise Education scheme.
 - Press release in the local paper, The Lancaster Guardian. Average readership 40,000 per edition.
- Working with Public Health England to promote the research being performed by Eliemental to promote Enterprise Education as a tool to help recovering alcoholics procure jobs during recovery.
- **Tameside college:** Presentation by Paul Lonyon & Carol Iverson on innovation in Tameside including the Eliemental project to SMART Europe, Manchester Peer Review.(Background) 13 partners representing 11 EU countries – identify best practice

models –Innovation

Sectors – job creation. 13 peers from Finland, Hungary, Norway, Spain, Greece and Italy attended

- **UOL:** Visiting congress of women FOKA. 100 people (women over 40) informed.
- **UOL:** Visiting seminar "Active-Health- Satisfied -Silhouette of the modern woman. 150 women over 40 informed.
- **UOL:** Placing the information about the project on the website Of the Department of Logistics of UOL (Faculty of Management). Target groups: around 1000 students and candidates for UOL.
- **VUT:** Discussions with organizations involved in Roma's problems and available to support the implementation of the project
- **VUT:** Meeting with the Deputy Chamber and Senat representatives, and local authorities from Targoviste and Dambovita County to inform them about the project

July 2013

- **ULMS:** News feature for ULMS website 'New Project to breakdown barriers to enterprise'. Featured in ULMS News, Research News and Main news. Live on 8/7/13. Tweeted 10/7/13

September 2013

- **SEERC:** Project's annual newsletter completed, translated in Greek & sent to partners.
- **UOL:** Project's newsletter dissemination to students, absolvents and employees of University of Lodz. Number of people informed:6000
- **UOL:** Brochure and ELIEMENTAL newsletter sent to many organizations by email. People informed: unemployed, immigrants, youth. Number of people informed:100
- **VUT:** Debate at the Universidad de Castilla-La Mancha, Spain, 15-23 September 2013, about minorities issues and access to education. Participants of the event were informed on the ELIEMENTAL project.

October 2013

- **SEERC:** Project bi-annual newsletter was uploaded in the web-sites of SEERC & City college, available to all staff, students and anyone visiting the sites. It was also sent to 120 recipients (researchers & academics) who have participated in the past in a conference for innovation organized by SEERC
- **VUT:** distribution of the 1st newsletter of the project on line to students and other networks; offering the translation of the content

November 2013

SEERC: a workshop took place in the frame of Applied Research, that trained 2nd & 3rd level Psychology students from City college in conducting an interview. Theory & practice (i.e. role-playing) were included. The project's activities & goals were communicated throughout the workshop, to 16 students who participated.

Additionally, interviews with 10 participants from our target population (for the purposes of WP4) were completed at the Ergani centre. After completion of the interviews, the participants were very interested in getting involved in the project.

VUT: Presentation of the project's aims and objectives to the students from Roma's community and other students from VUT, 14/11/2014, about 35 students attended the event.

December 2013

LUMS:

- ELIE+ banner display & brochure at 'enterprise work club' via support of Lancaster & Morecambe HE College
- Participant research interviews held at 'enterprise work club', facilitated and supported by our local stakeholder Lancaster and Morecambe FE College: banner visible to service users
- Linking up with CRI-INSPIRE: Crime Reduction Partnership - Integrated Substance Misuse Service, East Lancashire (Kerry Stewart, Building Recoveries community coordinator), disseminating ELIE+ and planning for an enterprise work programme early 2014 for this cohort based in East Lancashire.
- AKC & CD to ETE (Education, Training and Employment) Forum: GM Public Health England Centre, conference event, Manchester: presenting to service providers/stakeholders/service users
- **SEERC:** Consultation Meeting organized by the Greek Ministry of Education & Religious Affairs and the National Organization for the Certification of Qualifications & Vocational guidance, with the topic "Referencing the Hellenic Qualifications Framework to the European Qualifications Framework".
- **VUT:** International Conference, European Perspectives of the Labor Market. Innovation, Competences, Performance", organized on December 9-10, 2013, in Bucharest, by Romanian Academy – Institute for Economic Forecast, NUPSPA – Faculty of Public Administration, Foundation Giacomo Brodolini, National Institute of Scientific Research for Labor and Social Protection and Romanian - American University;– ELIMENTAL Project presentation entitled "Self-employment a solution ?" – Prof.univ.dr. Adriana Grigorescu

January 2014

- **LUMS:** AKC & CD to ETE (Education, Training and Employment) Forum: GM Public Health England Centre, conference event attended by approx 80 service providers and professionals (e.g. DWP, Adaction, CRI INSPIRE, National Probation Trust, Work Solutions, Ingeus Preston & Merseyside, UKRF Movement, Rochdale DAAT, & Public Health England for Wirral in Merseyside) Manchester: presenting to service providers/stakeholders/service users on 13th January 2014 (there is a full list of attendees but those mentioned above expressed a committed interest in running Elie+ Enterprise Training on their premises).
- **SEERC:** attended a Consultation Meeting organized by the Greek Ministry of Education & Religious Affairs and the National Organization for the Certification of Qualifications & Vocational Guidance, with the topic "Referencing the Hellenic Qualifications Framework to the European Qualifications Framework". Talked about the project with 3 individuals representing the above authorities.

April 2014

VUT: meeting with PhD students to involve them in finding the best ways and ideas for best implementation of the project.

May 2014:

VUT: announced the 3rd partner meeting of the project to all stakeholders and potential personnel interested.

June 2014:

VUT: International Conference "Regional Sustainable Development – Through Competitiveness, Innovation and Human Capital"; 2nd and 3rd June, 2014, Satu Mare, Romania (<http://uvvg.ro/econfsm2014/>); A short intervention at the end of the plenary session with the project presentation; the presentation was attended by approximately 60 academics and students.

Future dissemination activities:

- **ELIEMENTAL in Brussels:** An innovative dissemination & training event for policy makers, academics, FE providers, 3rd sector organizations & community groups, qualification/ validation organizations SME groups. This event will be planned by participants within ELIEMENTAL working alongside the project partners. The event will take place in Brussels & will include pecha kucha session for practitioners, interactive workshops & an exhibition featuring community places where ELIEMENTAL is facilitating access to new opportunities. It will be a high profile knowledge exchange and learning event presenting the findings of the research will be targeted at 'umbrella groups' & relevant EU committees (CULT & EMCO). We will invite around 150 representatives to

this event; targeting to achieve a good mix of expertise and representatives from all member states

- **Three Co-authored academic articles** (pending, as the complete analysis of the collected data has firstly to be concluded by all partners before the write-up of the articles)
- **Roundtable policy discussion days** (one per participating Country) link policymakers, participants & academics & reinforce the findings from ELIEMENTAL