

# LEONARDO DA VINCI PROJECT

## ABClean - *ABClean*: Making the EU CLEAN of AsBestos

### VALORISATION PLAN

**2014**

## ABClean valorisation Plan

<b>Project Reference</b>	540447-LLP-1-2013-1-ES-LEONARDO-LMP
<b>Project Acronym</b>	ABClean
<b>Project Full Title</b>	<i>ABClean: Making the EU CLEAN of AsBestos</i>
<b>Contractual Date of Delivery</b>	November 2014 – DRAFT September 2015 - FINAL
<b>Actual Date of Delivery</b>	DRAFT template: November the 10 <sup>th</sup> 2014 FINAL: Not delivered yet
<b>Contributing to the Deliverable</b>	WP6 : ABCleanValorisation D6.3 Valorisation Plan
<b>WP Task responsible</b>	EH
<b>Authors</b>	Antonio Cámara (EH) Mónica Salvador (EH) Cécile Sauvage (EH)
<b>Contributors</b>	.....

## Structure of the valorisation plan

Valorisation: “*maximizing the impact of project results by optimizing their value, strengthening their impact, transferring them to different contexts, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European level*” (definition given in the Lifelong Learning Project Handbook).

The aim of the valorisation plan will thus be to make an introspective work on the ABClean project main results and value, and thus to establish a strategy dedicated to enhance those results impact identifying the targets, the way to approach them, and the message to provide them with. This strategy shall be accompanied with a scheduled action plan to support the implementation of the defined strategy.

The valorisation plan is the result of the twin activities of dissemination and exploitation. Also, thus the structure of contents proposed for the valorisation plan will be the following:

1. What is ABClean? (diagnostic)
  - a. What are the main characteristics of the ABClean course?
  - b. Why do we need ABClean?
2. What are the objectives of the valorisation? (aims)
3. Who does ABClean address? (targets)
  - a. At local level?
  - b. At regional level?
  - c. At national level?
  - d. In Europe?
4. How to reach those targets? (message and tools)
  - a. What is the message to deliver to each target?
  - b. What are the best media to reach each target?
5. When is the best time to contact those targets? (planning)
  - a. Short term
  - b. Medium term
  - c. After the project ends
6. Summary of the strategy and action plan

## Methodology of the valorisation plan

The ABClean is a European project involving 7 countries, and the valorisation plan will be implemented by all ABClean partners at different levels: local, regional, national and European. Thus, all of them should contribute to define the strategy and the action plan for those different levels.

EH, as partner in charge of D6.3, will send templates to be filled by partners and will foster the discussions on the strategy in order to reach a coherent and comprehensive plan agreed and adopted by all. Also, EH consider that the deliverable should have the following characteristics:

- D6.3 is a document in perpetual evolution. A first draft will be presented in November 2014, based on partners first contributions, and will be reviewed by EFBWW and modified all along the project second year of activities until the issue of a final version in September 2015.
- D6.3 is a long term plan; it should not be limited to final users and short term actions. It will include activities to be performed by the partners after the project ends in order to pursue with the effort of giving full value to the ABClean results and extend its impact to other sectors and countries. It might generate discussions between the partners on the sustainability of the training developed and the eventuality to include elements on commercial use of the outputs.
- D6.3 is linked to D6.4 (project idea for ABClean continuing actions), because it should enable to ensure a continuity to the action engaged, through its transferability to other sectors or geographical regions.

## 1. What is ABClean?

The main characteristics of ABClean are as follows:

- ABClean is a qualification standard
- ABClean is an online training
- ABClean is a training box
- ABClean is a club
- ABClean provides green culture oriented contents
- ➔ The ABClean is an Asbestos Awareness Officer (AAO) with an EQF level 4, designed to give a general raising information of the procedures for managing asbestos related risks, usually (but not only) to persons working in small or medium construction enterprises such as builders, building team leaders, self-employed, etc.

Why do we need the ABClean?

- ➔ To implement prevention and safety in the workplace adding an environmental scope to the traditional training of occupational health. The project raises awareness about the exposure risks of asbestos offering a transversal view of the procedures - detection, removal, demolition, waste management and legal procedures and obligations – to be implemented by both, employers and employees.

## 2. What are the objectives of the valorisation ?

The objective of the project valorisation is to ensure the well development of the project pilot and follow-up (WP3 and WP4) and to guarantee the sustainability of the project outputs after the project will end.

During the project life, the valorisation effort should allow involving at least the minimum number of participants included in the Grant agreement in the pilot, e.i 150 participants, to be trained as ABClean Awareness Officer (30 from each participating Country) and follow the benefits that they bring to the companies.

Also during the project life, the ABClean project should start to create synergies and bring dynamism to the topic of Health, safety and environmental friendly practices at the workplace, especially when managing asbestos-containing materials., in order to awake the interest in the issue.

After the project ends, the valorisation effort should allow each partner to fully exploit the developed product at national level, and to propose the ABClean training to an increased number of participants through their own training facilities or thanks to alliances made with other VET centers. The sustainability of the ABClean certificate and the ABClean label (D6.2) will depend directly on

the recognition of those diplomas. Also, special effort should be produced to obtain formal recognition of this training by competent bodies.

## Who does the ABClean address?

### Potential ABClean workers

*Redefinition of the 1<sup>st</sup> target presented in the grant agreement thanks to the new elements provided by the Asbestos Awareness Officer professional profile as described in D1.2 and in D2.1.*

In the project description (annex of the grant agreement), the final users are defined as the coordinators of Safety and Health and Environmental Management of companies of the construction sector or in companies working with this material as well as their employees which face indeed an higher risk to enter in direct contact with asbestos and, therefore, they are the one benefit the most from designing efficient asbestos management plans. These profiles were generally trained through informal pathways and correspond to a level 4 of the EQF.

Thanks to D1.2, it is possible to add that the worker's profile of the ABClean final user typically works in small-sized construction companies (< 50-100 employees), in a factory floor or outdoor within the area of the enterprise. Some tasks are performed in offices but the implementation of most tasks require use of facilities / devices and systems to store industrial waste and hazardous substance. The final users usually work in small teams under the supervision of a superior. For more information about the worker profile, please refer to D1.2 – section 5 “Bibliographic Review”, section 6 “Surveys Analysis” and section 7 “Analysis of EH&S Coordinators profile” as well as partially from D2.1 “ABClean Qualification Standard.

List of potential ABClean Workers: please write down the list of enterprises that you might involve in the pilot, and if you already know it, the name of the ABClean potential worker

Partner	Name of the targeted SME	Asbestos / subsector	Name of the trainee
NOVOTEC			
EH			
EARA			
EA			
VJLMTC	Not known yet	-	-
NIOM			
EFBWW			
FIOH			

## Stakeholders

Stakeholders, or multipliers, have been defined as all the institutions involved in providing training specific on Asbestos management and that will boost the implementation of the ABClean qualification standard and increase its recognition in the sector, in addition to its potential transfer to other sectors. Nonetheless Policy makers will be provided with policy recommendations aimed at fostering the transposition of European Directives to national law.

Each partner should fill in the following table, identifying the relevant multipliers that it targets to reach:

Body description	Level			
	Local	Regional	National	European
Asbestos Federations				
Occupational Health Institutions	x	x	x	
Training institutions	x	x	x	
Industrial associations	x	x	x	
Trade unions		x	x	
Public administration		x	x	
Certification entities		x	x	
Job centers		x	x	

### 3. How to reach those targets?

#### Message to deliver to each target

Complete this list with other relevant messages:

- Potential ABClean workers:

Main message: *Become a ABClean worker!*

Arguments:

- o New skills for new jobs
- o It will facilitate your insertion on the labour market
- o It will be profitable to your enterprise
- o You will get the recognition of your colleagues
- o You will feed your interest in environmental knowledge
- o You will have fun, it is an attractive training
- o ...

- Stakeholders / multipliers

Main message: *Support the diffusion and recognition of the ABClean*

Arguments:

- o It is good for the environment
- o It is good for the economy
- o It is good for the health
- o It is good for the image of any asbestos removal connected sector
- o It is a best practice of training
- o It is innovative and transferable to other sectors and locations
- o ....

#### What are the best mediums?

- Potential ABClean workers:

Please list down any suggestion that you have to access directly the target group

Media	Description
Project website	General information about the project. Should emphasis on the project direct benefits for the final user. Not technical presentation but rather user-friendly expressions. ....
Project training	Project main delivery - Under construction.....
Social networks	Linkedin, Facebook and twitter as main social

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

Project No. 540447-LLP-1-2013-1-ES-LEONARDO-LMP

	networks for final users.....
Events	Fairs, workshops, pilot training.....
Promotion made by multipliers	Presentations at various meetings
Positive feedback from previous users	
Marketing gadgets	
Individual meetings	

- Stakeholders, multipliers:

Please list down any suggestion that you have to access directly the target group

Media	Description
Project website	General information about the project. Should emphasis on the project direct benefits for the final user. Not technical presentation but rather user-friendly expressions.
Social networks	LinkedIn, Facebook, Twitter
Events	Participation of EACEA to partners meeting, EU conference in Brussels
Direct contacts (mailing, phone calls)	Fostering direct meeting to present the project main outputs and invite to disseminate them to final users
Leaflet	General leaflet of presentation – Specific leaflet for stakeholders
Newsletters	Project last updates. Increased frequency during the second year of the project
Public report	The public part of the report, beside it is in English only, provides a complete image of the project which is a good tool for the stakeholders
Other printed dissemination tools	Roll-up, USB sticks, printed leaflets and overall, the final publication will raise awareness about the project results.

#### 4. When is the best time to contact those targets? (planning)

##### 2<sup>nd</sup> year of the project:

Action / medium	Oct 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Jun 2015	Jul 2015	Aug 2015	Sept 2015
<b>Media (Europe)</b>												
Website												
Newsletters												
Promotion of the Public Progress Report												
Final Publication												
Final Conference												
Meetings with Stakeholders												
Meetings with SMEs												
Social Networks												
Usb Key + printed Toolkit												

**Long term:**

Action / medium	Aut 2015	Win 2015	Spr 2016	Sum 2016	Aut 2016	Win 2016	Spr 2017	Sum 2017	Aut 2017	Win 2017	Spr 2018	Sum 2018
<b>Media (Europe)</b>												
Website												
Newsletters												
Promotion of the Public Final Report												
Final Publications												
Final Conference												
Meeting with Stakeholders												
Social Networks												
Usb sticks + printed tool-kit												

## 5. Summary of the strategy and action plan

The strategy and action plans will be structured to fit to the main relevant project dates: training launch, pilot training, deployment phase, etc. For each one of those moments, the valorization effort will be adapted to reach the adequate public and present the current development:

### DECEMBER 2014 – FEB 2015: PROMOTION OF THE ABClean QUALIFICATION STANDARD

- Target: stakeholders for product review, including training institution...
- Media: invitation to focus group, direct contacts, website

### FEBRUARY 2015 – SEPTEMBER 2015: ABClean TRAINING COURSE & PILOT TRAINING

- Target: .....
- Media: through direct contact and multipliers promotion, course onsite, online media. Distribution of the toolkit.....

### SUMMER 2015: DEPLOYMENT

- Target: SMEs....
- Media: Through stakeholders' websites, direct contacts, online media, mailing, phone calls, meetings and visits...

### CONTINUOUS: PROMOTION OF PROJECT RESULTS AND DEVELOPMENT

- Target: Stakeholders, public administrations, technological institute, certification bodies, etc.....
- Media: Conference, events, fairs, informal presentations and valorization meetings, emailing, printed dissemination materials, website and social media. ...

**novotec**

**equipo humano**



NOFER INSTITUTE OF OCCUPATIONAL MEDICINE



European Federation  
of Building  
and Woodworkers



*Lifelong Learning Programme*

**abclean**