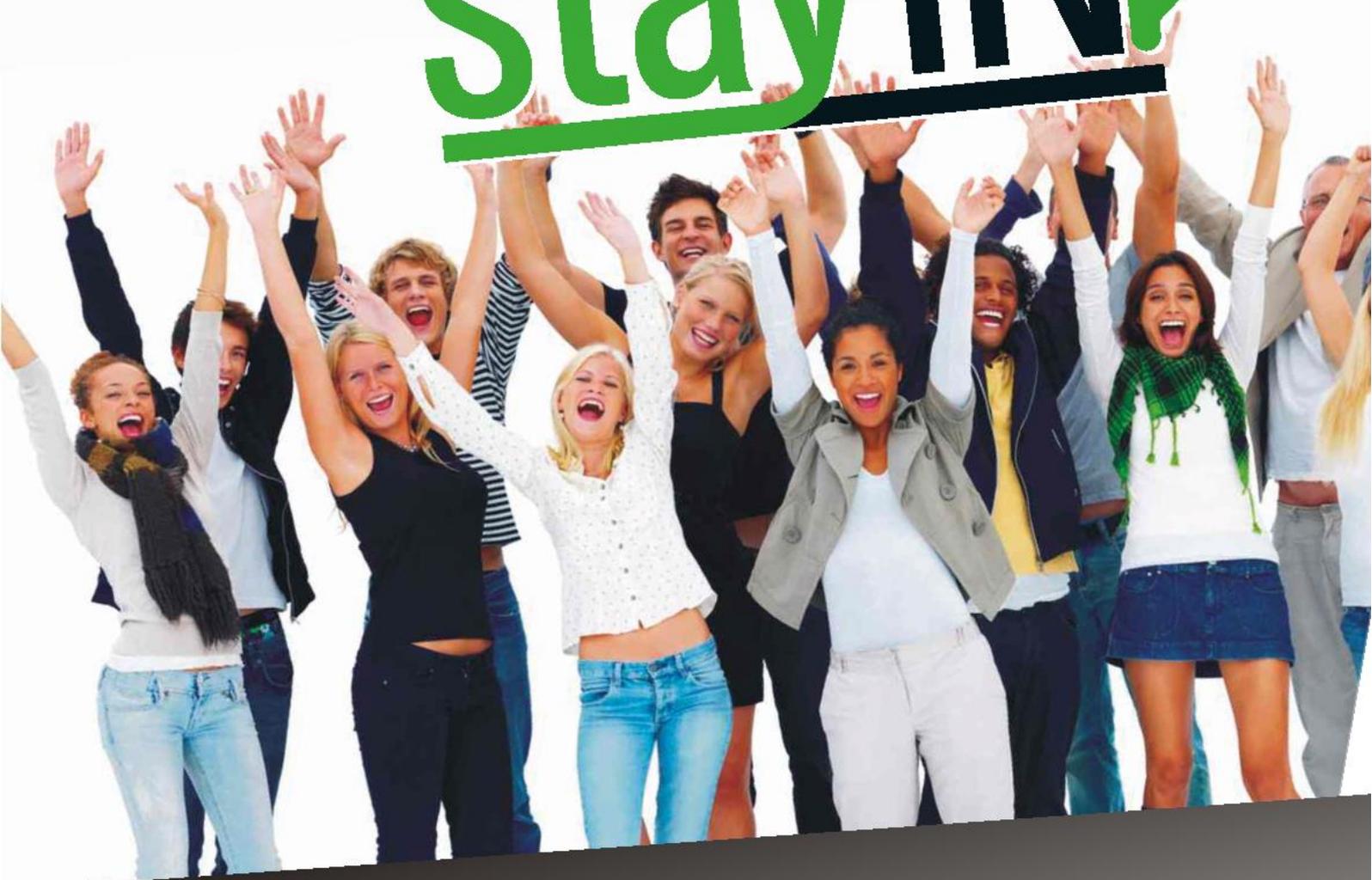




Lifelong
Learning
Programme

stay INi



Sustainability & Exploitation Strategy

AT – BG – DE – NL – FI – TR

This document has been written to summarize the exploitation and sustainability strategy for the “Drop out recognition and prevention training programme for VET teachers and trainers with special focus on dual VET systems”, the Stay In project, funded with the financial support of European Commission (PROJECT NUMBER – LLP-LDV-TOI-13-AT-0010). It presents an overview of the sustainability strategy of the project, including the individual national exploitation strategies for AT, BG, DE, FI, TR and NL.

The exploitation strategy contains the concrete planned activities of all project partners to reach a sustainable use of the project outputs in all partner countries and beyond. It is important to keep in mind that the Stay In project itself is a project in which the results of two earlier EU funded projects, the School Inclusion project and the CESSIT project, are transferred and disseminated.

Exploitation & Sustainability

“Exploitation” is considered as “making use of and deriving benefit from (a resource)”. The Commission divides exploitation measures into two distinct categories: mainstreaming and multiplication. Mainstreaming is the “planned process of transferring the successful results of projects and programmes to appropriate decision-makers in regulated local, regional, national and European systems”. Multiplication on the other hand is “the planned process of convincing individual end-users to adopt and/or apply the results of the programmes and initiatives”.

Just because a project is completed does not mean its results disappear. It is important to keep them visible and available, especially through websites. A project can be considered as sustainable if its outcomes continue after the end of EU funding. Sustainability may not concern all the aspects of a project. In each project some activities or results may be maintained, while others may not be possible or necessary to maintain. Sustainability means that crucial activities and results of the project are maintained and continue to deliver benefits to the target group, structure, sector or system after the end of the EU funding. Ideally, the sustainability of a

project should also generate impact, meaning direct or indirect long-term effects on actors, structures, sectors or systems beyond the original project environment.

The Stay In project has delivered results in the different partner countries. Training material has been developed, trainers have tested the set-up and materials, and material has been adapted based on feedback from participants. When the Stay In project ends we of course all want to make sure that the products remain accessible and can continue to be used by those interested.

To ensure sustainability we collected input from partners on how they tend to handle their products. The summary of that analysis can be found in table on the next page.

1. Summary Sustainability & IPR					
	Users	Access	IPR	Maintenance	Special needs
Austria	VET teachers	Website	n.a.	No	No
Bulgaria	VET teachers & managers & inspectors	Website, notification via letter	n.a.	No	No
Germany	VET teachers within the company and free accessible for others	Website but also paper copies of the manuals	n.a.	No	No
Finland	VET teachers	website	Some ppt not available	No	No
Netherlands	VET teachers, company trainers and branch organisation which train companies in guiding VET students	website	Some ppt (video) password protected	No	Cooperation contract with ANKO
Turkey	VET trainers	website	n.a.	No	No

EXPLOITATION and SUSTAINABILITY STRATEGY for EACH PARTNER COUNTRY

In the appendix the individual exploitation and sustainability plans of the partners are presented. Below a summary of the main aspects are given.

ACCESS OF THE MATERIAL

Target groups of the products developed (training) are VET trainers, teachers and coaches in Vocational Education Training. In Bulgaria also VET school managers and inspectors from the Regional Education Department are part of the target group.

All partners have general information (leaflet, newsletter, etc) on Stay In on their organisation website.

With respect to training materials (description of the training programme, handbooks and other developed material) partners will make that material accessible as well. All partners report that they will allow use of developed materials free of charge.

With respect to accessibility sometimes the material is only accessible via a project website (Finland). However, after the project period has ended Finland will make the products available on WinNova's web-page and in WinNova's intranet. Currently only people who know about the site (intended users) are able to access it. Others will also make the products available via a public website or the website of the organisation of Stay In partner (Austria, Bulgaria, Netherlands, Turkey). For some sites a login code will be required (The Netherlands) to be able to track users and usage.

Partners will also make products accessible from the STAY IN webpage.

The target group is reached either because it is logical for them to look for information on the website on which it can be found or they will be notified via a letter or mail of the existence of the products. Bulgaria will promote their handbook on a national event and invite all the schools to use it according their needs. They will inform their stakeholders about the handbook by letter and in this letter will be mentioned that they can download it from their website.

INTELLECTUAL PROPERTY RIGHTS

Most partners will make products available pdf-format (password protected), so it will be possible to download and print them, read them, distribute them but not to alter their contents.

Participants of the training that took place as part of the pilots, received material (handbook, ppt presentations of the trainer) which can be used but which have copyright of the project: so everyone can use them free of charge. All the copyright rules apply.

Some partners worked with outside experts who do not want to distribute their products. Finland for instance has three PP-presentations belonging to Module 1 (Teaching methods) and Module 2 (Mindfulness, communication in challenging situations) which are made by outside experts who also acted as trainers for these parts. The presentations are only available for the people participating in the pilot. They will not be made available via Winnova´s webpage or other platforms later on.

So for all partners the only restriction for most products is that if the products are used the origin of the products must be mentioned. Partners will make an IPR agreement stating that each partner will:

“irrevocably grant to any third party, in advance and in perpetuity, the right to use, reproduce, translate or disseminate above mentioned materials in its entirety or in part, in any format or medium, provided that no substantive changes are introduced in the process, proper attribution of authorship and correct citation details are given, and that the bibliographic details are not changed. If the material is reproduced or disseminated in part, this must be clearly and unequivocally indicated.”

All parties that use materials have to comply with standards, regulations and aims of official European Commission Policies. When using the materials parties have to make full reference to the source of the material (Project name and agreement number). When using the materials parties have to make full reference that the “Drop out recognition and prevention training programme for VET teachers and trainers with special focus on dual VET systems” (LLP-LDV-TOI-13-AT-0010) project has been funded under the Leonardo da Vinci Transfer of Innovation – Lifelong Learning Programme.

MAINTENANCE

All partners mention that the products developed will not be maintained by the partner. Users can make their own material and add information based on the products but they need to make reference to the source as stated above.

APPENDIX

AUSTRIA – JUGEND AM WERK STEIERMARK GMBH

- 1. Are you planning to use or promote the developed products of the Stay In project after the project ends? Which products? How will you allow usage? In which context? Which channels or instruments (website, internet, face2face, paper, etc...)?**

In any case the 4 Handbooks will be used after the project end. The usage for training-institutions, VET-schools, providers in the VET-area and at the interfaces between education, business and qualifications is free; Jugend am Werk will give the right to use, reproduce, translate or disseminate above mentioned materials in its entirety or in part, in any format or medium, provided that no substantive changes are introduced in the process, proper attribution of authorship and correct citation details are given, and that the bibliographic details are not changed. If the material is reproduced or disseminated in part, this must be clearly and unequivocally indicated.

The products will be available after project end on the STAY IN webpage as well as on the Jugend am Werk project-BLOG, which is free accessible to the public: <https://zukunftausbildungarbeit.wordpress.com/category/fortbildung/>

Together with the publication of the 4th and final project newsletter we will start in November 2015 an information campaign within Austria, where we will offer an online ordering of the handbooks.

Now after finalizing the handbooks, we are in exchange between our organization and the ibw Austria - Research & Development in VET conducts research and development at the interfaces between education, business and qualifications. They are very interested in the handbooks for teachers and trainers in the VET area. Ibw was founded in 1975 by the Austrian Federal Economic Chamber (WKO) and the Federation of Austrian Industry (IV). Apart from these two provider institutions and their sub-organisations, ibw's major project partners and clients include federal ministries, the Public Employment Service Austria (AMS), regional governments and individual companies. The development department of the ibw creates products and services for companies, social partners, sector associations, apprentices and schools. They are very interested in further usage of the STAY IN materials.

2. Do you plan to continue with the subject of prevention of ESL or use the results of the Stay In project in future projects?

Please explain.

Yes, we do.

On transnational level:

Last year in October 2014 we started a further EU-project in the programme Erasmus+, named NEW-D - A new didactical VET-training model for disadvantaged young learners, <http://www.new-d.eu/index.php/en/>

The main objective of the project is the development of an innovative didactical model to be used in the VET training of disadvantaged young learners. In a way it is the "Follow-up" project of STAY IN.

On national level:

Within our big internal project Future: Training / Work (youth-appropriate methods and didactic) we will use the results of the STAY IN project as part of a continuous and further-developed training programme for trainers in the I-VET area.

3. Are you planning to use the stay In products in cooperation with other organisations or in (future) projects? Which organisation(s), which products and how will you use the products?

See questions 1+2; to complement these: the evaluation results have shown that – especially for trainers in the I-VET area working with youth with special needs – it is important to obtain strategies and instruments to prevent drop out. A further step will be to implement the training programme as a whole or the handbooks as a part of a training offering into the training concept for the Public Employment Service (as contract) of the Inclusive Integrative Vocational Education and Training.

4. Do you plan to have conferences on the subject of ESL? Please explain

A national conference regarding the topic ESL will be organized by E.N.T.E.R and Jugend am Werk Steiermark on 14th of January 2016 in Graz, Austria. While the training programme of the STAY IN project have already been completed, the New-D project is still in progress and focus on the development of a didactical guideline and curriculum for VET trainers and teachers as well as responsible persons in companies for the VET training for a better understanding of the needs and requirements of youth as well as the life reality of the target group (disadvantaged learners in VET because of ethnic background, social and economic background, religious background) and deducting implications for an appropriate didactical response.

To link the both projects and to be able to create transparency in a common strategy for reducing the dropout rate and to force an intensive and specifically orientated discussion communication especially within the target group of disadvantaged youth and young people with special needs, the primarily conference participants will be VET school teachers, VET trainers, trainees from companies, experts in the field of counselling of disadvantaged youth, regional and local decision-makers.

5. How will you guarantee that potentials users know that the products developed in your country for the Stay In project are available?

Via company-Webpage (link to the STAY IN project-webpage):

<http://jaw.or.at/eu-projekte.html>

Via project-Webpage: <http://www.stayin-project.eu/>

Via Facebook-Fanpage (link to the STAY IN project-webpage):

<https://www.facebook.com/STAY-in-464398713680941/timeline/>

Via BLOG: <https://zukunftausbildungarbeit.wordpress.com/category/fortbildung/>

6. Are there any legal or procedural requirements (copyright of (parts) of the products e.g.) you need to meet?

Jugend am Werk will give the right to use, reproduce, translate or disseminate above mentioned materials in its entirety or in part, in any format or medium, provided that no substantive changes are introduced in the process, proper attribution of authorship and correct citation details are given, and that the bibliographic details are not changed. If the material is reproduced or disseminated in part, this must be clearly and unequivocally indicated. For further transfer of innovation of the STAY IN project the promoter Jugend am Werk has to be asked. Commercial using is forbidden as a matter of principle.

7. How will you secure engagement of key stakeholders, government agencies and decision-makers in sustainable usage of the products? For how long do you expect usage can be guaranteed?

See answer question 1+2+3

8. Are there any declaration or contracts/agreements necessary? If yes, state which and add in final report.

Not yet, but we are thinking about the example from The Netherlands for developing a similar cooperation contract.

GERMANY - BBW IN DER DAA

1. Are you planning to use or promote the developed products of the Stay In project after the project ends? Which products? How will you allow usage? In which context? Which channels or instruments (website, internet, face2face, paper, etc...)?

Yes, we are planning to use and to promote the developed STAY IN products, the so called training handbooks, after the projects lifetime.

In Germany we developed four modules regarding the topics creativity, communication, prevention and learning methods.

We allow the public to use our training modules as a download from company website, which is free accessible to the public: <http://www.daa-schwerin.de/projekte/bezeichnung/stay-in.html>.

And we provided our teacher in the whole company to have access to the training handbooks through the help of the internal program "MWS". It is a virtual platform where all materials are collected for teachers and coaches.

Furthermore we are planning to distribute paper copies of the training handbooks within our table rounds/seminars and further dissemination activities with stakeholders.

The recent stakeholder meetings showed us that they are interested in further usage of the STAY IN materials (brochure, flyer, poster, newsletter, homepage, handbooks) and further steps.

Mainly we use face to face meetings to distribute the project content and products, but it depends from situation to situation. There is no fixed channel of communication or instrument.

2. Do you plan to continue with the subject of prevention of ESL or use the results of the Stay In project in future projects? Please explain.

Yes, it is scheduled to use the subject of prevention of ESL and the results of the STAY IN project in further projects. (national and local level)

3. Are you planning to use the stay In products in cooperation with other organisations or in (future) projects? Which organisation(s), which products and how will you use the products?

Yes we do. Fixed plans are not yet done, it is still in process.

4. Do you plan to have conferences on the subject of ESL? Please explain.

At the current moment, it is no planned to give a conference regarding the subject of ESL. The topic will be integrated in some meetings, conference in future.

5. How will you guarantee that potentials users know that the products developed in your country for the Stay In project are available?

We will guarantee the availability through our company website:

<http://www.daa-schwerin.de/projekte/bezeichnung/stay-in.html>

The project website: <http://www.stayin-project.eu/de/> and the company magazine

“DAA AKTUELL”: <http://www.daa-stiftung.de>

6. Are there any legal or procedural requirements (copyright of (parts) of the products e.g.) you need to meet?

BBW in der DAA will give the right to use and reproduce the developed training handbooks in its entirety or in part.

7. How will you secure engagement of key stakeholders, government agencies and decision-makers in sustainable usage of the products? For how long do you expect usage can be guaranteed?

It is mentioned in the first 3 questions. Please see there.

8. Are there any declaration or contracts/agreements necessary? If yes, state which and add in final report.

Not yet.

THE NETHERLANDS – MBO RAAD

1. Are you planning to use or promote the developed products of the Stay In project after the project ends? Which products? How will you allow usage? In which context? Which channels or instruments (website, internet, face2face, paper, etc...)?

The material collected on the Stay In website, as well as the training modules, can be used by all interested parties after the project end. The usage for training-institutions, VET-schools, providers in the VET- is free; the MBO Raad (in compliance with the STAY In project, will give the right to use, reproduce, translate or disseminate above mentioned materials in its entirety or in part, in any format or medium, provided that no substantive changes are introduced in the process, proper attribution of authorship and correct citation details are given, and that the bibliographic details are not changed. If the material is reproduced or disseminated in part, this must be clearly and unequivocally indicated.

The materials will be used by the ANKO and our aim is to also get attention of other branche organizations within business areas in which dropout during apprenticeship is a problem.

Furthermore SBB is interested to discuss experience of company trainers with respect to issues concerning dropout.

**2. Do you plan to continue with the subject of prevention of ESL or use the results of the Stay In project in future projects?
Please explain.**

Yes, see above.

3. Are you planning to use the stay In products in cooperation with other organisations or in (future) projects? Which organisation(s), which products and how will you use the products?

Yes, ANKO is one but we are in discussion with SBB to supply them with the Stay In project results to allow them to address the issue in a broader business area.

4. Do you plan to have conferences on the subject of ESL? Please explain

We will not organize conferences on this topic ourselves but we will participate in conferences that are organized by others, as VET school representatives. The Dutch government is very active with respect to the prevention of ESL.

5. How will you guarantee that potentials users know that the products developed in your country for the Stay In project are available?

Via our company webpage

6. Are there any legal or procedural requirements (copyright of (parts) of the products e.g.) you need to meet?

The MBO Raad (in compliance with the STAY In project, will give the right to use, reproduce, translate or disseminate above mentioned materials in its entirety or in part, in any format or medium, provided that no substantive changes are introduced in the process, proper attribution of authorship and correct citation details are given, and that the bibliographic details are not changed. If the material is reproduced or disseminated in part, this must be clearly and unequivocally indicated.

**7. How will you secure engagement of key stakeholders, government agencies and decision-makers in sustainable usage of the products?
For how long do you expect usage can be guaranteed?**

See answer question above: via SBB and ANKO

8. Are there any declaration or contracts/agreements necessary? If yes, state which and add in final report.

Yes, a cooperation contract with ANKO.

BULGARIA - CHAMBER OF COMMERCE AND INDUSTRY – DOBRICH

- 1. Are you planning to use or promote the developed products of the Stay In project after the project ends? Which products? How will you allow usage? In which context? Which channels or instruments (website, internet, face2face, paper, etc...)?**

After the project end we will use the Handbook:

Website: http://www.cci.dobrich.net/?page_id=2063 (Pdf version for free download) and face-2-face: by request it can be given as hard or soft copy to training-institutions, VET-schools, general schools.

The Newsletters:

Website: http://www.cci.dobrich.net/?page_id=1895 – pdf version for free download and face-2-face: by request it can be given soft copy to training-institutions, VET-schools, general schools.

- 2. Do you plan to continue with the subject of prevention of ESL or use the results of the Stay In project in future projects?
Please explain.**

We will disseminate the results of STAY IN on transnational and national level at events, or within projects related to the topic of education, VET training, ESL.

- 3. Are you planning to use the stay In products in cooperation with other organisations or in (future) projects? Which organisation(s), which products and how will you use the products?**

In case of implementing projects, related with the ESL, or improving teachers and trainers' skills we will use the results and the materials developed within STAY IN.

- 4. Do you plan to have conferences on the subject of ESL? Please explain.**

NO

- 5. How will you guarantee that potentials users know that the products developed in your country for the Stay In project are available?**

Via CCI-Dobrich web site: http://www.cci.dobrich.net/?page_id=1895

Via project-Webpage: <http://www.stayin-project.eu/>

Via Facebook-Fanpage , which we share (link to the STAY IN project-webpage):

<https://www.facebook.com/STAY-in-464398713680941/timeline/>

- 6. Are there any legal or procedural requirements (copyright of (parts) of the products e.g.) you need to meet?**

CCI-Dobrich will give the right to use, reproduce, translate or disseminate above mentioned materials in its entirety or in part, in any format or medium, provided that no substantive changes are introduced in the process, proper attribution of authorship and correct citation details are given, and that the bibliographic details are not changed. If the material is reproduced or disseminated in part, this must be clearly and unequivocally indicated. Commercial using is forbidden as a matter of principle.

7. How will you secure engagement of key stakeholders, government agencies and decision-makers in sustainable usage of the products? For how long do you expect usage can be guaranteed?

We are planning to present the Handbook and the results of STAY IN project at a conference related to the problems of ESL

8. Are there any declaration or contracts/agreements necessary? If yes, state which and add in final report.

We can apply any good practice from project partners.

FINLAND – WINNOVA

1. Are you planning to use or promote the developed products of the Stay In project after the project ends?

YES

Which products?

- Module 1 Handbook on teaching methods and creativity on teaching and training (language FIN)
- Module 2 Handbook on Communication (language FIN)
- The curriculum of the training programme (languages FIN and EN)
- Needs analysis country report (languages FIN and EN)

How will you allow usage?

All the above mentioned products are at the moment available at RebelMouse platform in pdf-format (one can download them from this site). Site address:

https://www.rebelmouse.com/stayin_pilottikoulutus

In which context?

The context cannot be decided by us (we have no way to monitor in which context e.g. the handbooks are used). But the products are in pdf-format, so it's possible to use them but if changed the permission should be asked from the producers (that is WinNova).

Which channels or instruments (website, internet, face2face, paper, etc...)?

Website – as mentioned above RebelMouse-website and also WinNova's website (link to RebelMouse-site).

Seminars and other events are organized in WinNova on a regular basis or WinNova is participating in events. In these events brochures will be available "advertising" the website. These events are mostly regional but partly also national.

2. Do you plan to continue with the subject of prevention of ESL or use the results of the Stay In project in future projects?

In WinNova there is a new project that has started in the beginning of August 2015, called Fluid transitions from vocational education and training to work in flexible regional networks. In this project three other vocational institutions from around Finland are involved besides WinNova. Stay In -results / products will be used in teacher/study counsellor training (one part of the project). The project is national and includes partners from eastern, northern and middle parts of the country. This project aims e.g. in fluid transitions from being unemployed to studying in vocational institution or in fluid transitions from school-based system of vocational education into apprenticeship training.

The three vocational institutions involved in this project are:

1. Seinäjoen koulutuskuntayhtymä (SEDU) – See page <http://www.sedu.fi/en/Vocational-Education-Centre-Sedu>
2. Oulun seudun ammattiopisto (OSAO) – See page <http://www.osao.fi/en/>
3. Pohjois-Karjalan koulutuskuntayhtymä – See page <http://www.pkky.fi/en>

3. Are you planning to use the stay In products in cooperation with other organisations or in (future) projects?

See above question 2. All together the project volume of WinNova is approximately 60 projects (on 15th October 2015), so it's possible that the Stay IN -products will be used in other projects too or/and in cooperation with other organisations but at the moment it's impossible to specify how and in which projects.

4. Do you plan to have conferences on the subject of ESL?

NO. At the moment there are no such plans. But with reference to WinNova's project volume (see question 3) it's possible that in the near future there will be such conferences.

5. How will you guarantee that potentials users know that the products developed in your country for the Stay In project are available?

See question 1, last point – channels etc.

6. Are there any legal or procedural requirements (copyright of (parts) of the products e.g.) you need to meet?

Somehow it must be ensured that the potential users of the handbooks and other available products know that they can use them in different context but they can't change the layout or contents of the products. Are we maybe agreeing on some kind of common text that we will use in Stay IN –products in order to provide this information?

7. How will you secure engagement of key stakeholders, government agencies and decision-makers in sustainable usage of the products?

See above question 1, channels, instruments. In Finland we don't have expectations that the Stay IN training programme would become e.g. part of some "official" training.

For how long do you expect usage can be guaranteed?

As long as the products are up to date. With this we mean that off course there will develop new trends and matters of interest e.g. regarding communication so it's not realistic to believe that e.g. the handbooks are used a long period of time. Maybe 2 years is a realistic timeframe.

8. Are there any declaration or contracts/agreements necessary?

NO. We have some PP-presentations in our RebelMouse-site that are produced by outside trainers (not employed in WinNova) but this is always clearly stated in the presentations and we have the outside trainers' permissions to put the presentations on the RebelMouse-platform.

TURKEY – EĞİTİM VE GENÇLİK ÇALIŞMALARI ENSTİTÜSÜ DEMEĞİ

1. Are you planning to use or promote the developed products of the Stay In project after the project ends?

Yes

Which products?

The handbooks will be used.

How will you allow usage?

All organizations dealing with drop out may use the handbooks as long as they obey the citation rules. Beside that no organizations is allowed to use the handbooks for profit making purposes.

In which context?

The main objective is to reduce the drop-out rates by sharing the handbooks not only in partners country but also in whole Europe.

Which channels or instruments (website, internet, face2face, paper, etc...)?

The handbooks will be available on our website for 5 years. During the meetings with school managers and teachers the handbooks and project website will be introduced. On the other hand we are planning to print the handbooks and sent a set to 11 VET schools in Bornova.

2. Do you plan to continue with the subject of prevention of ESL or use the results of the Stay In project in future projects?

Please explain.

We already started to implement KA2 project called New-D to disseminate STAY IN results. We also submitted another project under the call of Civil Society Dialogue III in Turkey concerning drop out at VET schools.

3. Are you planning to use the stay In products in cooperation with other organisations or in (future) projects?

Yes

Which organisation(s), which products and how will you use the products?

The Ministry of Education is our main partner in whole project. The products already have been sent to Ministry. Bornova district National Education directorate is going to disseminate the results of STAY IN in 11 VET schools.

4. Do you plan to have conferences on the subject of ESL?

Yes

Please explain

At the 22th of October 2015 we will held a conference with participation of 11 VET manager and teachers, we are planning to have 50 participants in total. The local press will be invited also.

5. How will you guarantee that potentials users know that the products developed in your country for the Stay In project are available?

The conference will be a main tool. The conference and the information about the products will be available on our website.

6. Are there any legal or procedural requirements (copyright of (parts) of the products e.g.) you need to meet?

No

7. How will you secure engagement of key stakeholders, government agencies and decision-makers in sustainable usage of the products?

Bornova District National Education Directorate was our partner during the implementation period, they have intend to continue to reduce ESL at least 3 years.

For how long do you expect usage can be guaranteed?

5 years.

8. Are there any declaration or contracts/agreements necessary?

No