

ESPA EST 2.0. BUSINESS SPANISH FOR SMES

2009-1-PL1-LEO05-05043

<http://www.adam-europe.eu/adam/project/view.htm?prj=5628>

Projektinformationen

Titel: ESPA EST 2.0. BUSINESS SPANISH FOR SMES

Projektnummer: 2009-1-PL1-LEO05-05043

Jahr: 2009

Projekttyp: Innovationstransfer

Status: abgeschlossen

Land: PL-Polen

Marketing Text: ESPA EST 2.0-Projekt bietet qualitativ hochwertige didaktische Materialien ermöglichen offener Unterricht und Fernlehre von Business-Spanisch, sowie innovative Kommunikations-Tools zur Erleichterung der Kontakte zwischen KMU aus Ost-und Mitteleuropa mit dem spanischen Unternehmen. Es basiert auf einem erfolgreichen Vorgängerprojekt ESPA EST basiert, überträgt seine Best Practices, neue Länder und entwickelt neue nützliche Produkte. Europe with Spanish companies. It is based on a successful previous project ESPA EST, transfers its best practices to new countries and develops new useful products.

Zusammenfassung: ESPA 2.0 project aimed at facilitating and supporting development of business cooperation between Eastern and Central Europe and Spanish-speaking countries, increasing mobility of participants and their competitiveness on labour market. To achieve this goal 4 products of a previous ESPA EST project: ESPA Learning, ESPA Dictionary, ESPA Info and ESPA Base have been improved and transferred to the new countries. It's worth to mention that 2 new products ESPA-B2B and ESPA-Society have been developed. The project was performed by the partnership of 6 companies and institutions of various activity profiles from Spain, Poland, Bulgaria, Romania, Slovakia and Latvia.

Beschreibung: The ESPA 2.0 Project was based on results, practices, experience and products created in the process of the ESPA EST Project implementation in 2005-2007. ESPA EST Project was realized within the framework of Leonardo da Vinci Project by partners from Spain, Czech Republic, Hungary and Poland. It resulted directly from the fact of UE expansion to new East European countries. The first challenge was to introduce and promote new opportunities of business contacts for SME sector between Western and Eastern Europe, including Spanish-speaking world. Apparently, business contacts between Spain and Middle-East Europe are developing well, but in many cases lack of knowledge of Spanish language poses an obstacle for their dynamics. The solution to this important problem, proposed in projects ESPA EST and ESPA 2.0 is: to create materials and tools for learning Spanish which would simultaneously be used for business purposes.

Project ESPA 2.0. implemented all purposes of Project ESPA EST, and, furthermore, transferred its results to new countries of Middle-East Europe (Slovakia, Romania, Bulgaria, Latvia, Lithuania, Estonia, the Czech Republic, Hungary, Poland). The main aims and objectives were as follows: development of common business strategies, contribution to the growth in competitiveness of European companies, as well as facilitating the development of commercial contacts between SMEs in Middle and Eastern Europe with Spain. The basic tool indispensable in this process is a specially designed, developed and evaluated course of business Spanish. Hence, the aims and objectives of the project were covered also by the development of language skills, business skills and mobility of the project participants.

In the process of ESPA 2.0 Project realization, 4 main products of ESPA EST Project have been transferred: ESPA Learning, ESPA Dictionary, ESPA Info and ESPA Base. These products were a subject to minor substantive (methodological) and quality modifications, and then have been properly adapted linguistically to new countries. Moreover, two new products have been prepared. ESPA-B2B product to enhance business communication of entrepreneurs from Middle and Eastern Europe with Spanish companies and institutions and ESPA-Society product for modern dissemination.

The impact of the project on target groups and sectors in short term have been

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visible mainly in development of language skills and access to useful business information. In long term it will result in increased competitiveness and mobility of end-users on labour market. The impact on geographical areas have been, in short term, presented by increase of international private and professional contacts and in long term by increase of business exchange and improvement in cohesion of European market. Due to several dozens of economic similarities among Spain and countries from the East, the entrepreneurs found an economic niche of cooperation and the ESPA 2.0 project is the greatest supporter for them to start the cooperation and find a new business partners. The other products of ESPA 2.0 project such as ESPA BASE, ESPA B2B, ESPA Society and ESPA Info made the project a compendium for entrepreneurs and at the same time has become a platform for exchange of business experiences and a place to start business cooperation. All these tools make the ESPA 2.0 project a professional and modern product for entrepreneurs. It facilitates international contacts and provides a possibility of starting cooperation. Moreover the ESPA 2.0 end users found our project a unique internet course, which is based and built on entrepreneurs' experiences and that aspect was many times underlined as a very important quality of the course and the project. It is important to emphasize that the methodology of ESPA learning and the experience of ESPA 2.0 authors had a huge influence on ESPA 2.0 and its results.

Themen: *** Lebenslanges Lernen
 *** Fernlehre
 *** Unternehmen, KMU
 *** Sprachausbildung
 *** Weiterbildung
 ** Arbeitsmarkt
 ** Interkulturelles Lernen
 * IKT
 * Sonstiges

Sektoren: *** Baugewerbe/Bau
 *** Energieversorgung
 *** Verarbeitendes Gewerbe/Herstellung von Waren
 *** Gastgewerbe/Beherbergung und Gastronomie
 ** Handel; Instandhaltung Und Reparatur Von Kraftfahrzeugen
 ** Erziehung und Unterricht
 ** Land- und Forstwirtschaft, Fischerei

Produkt Typen: Unterlagen für offenen Unterricht
 Module
 Fernlehre
 andere
 Lehrmaterial
 Homepage

Produktinformation: In the process of ESPA 2.0 Project realization, 4 main products of ESPA EST Project have been transferred: ESPA Learning, ESPA Dictionary, ESPA Info and ESPA Base. These products were a subject to minor substantive (methodological) and quality modifications, and then have been properly adapted linguistically to new countries. Moreover, two new products have been prepared. ESPA-B2B product to enhance business communication of entrepreneurs from Middle and Eastern Europe with Spanish companies and institutions and ESPA-Society product for modern dissemination. The consortium is observing interest in the project growing every month, that's why it is anticipated that in a year from now in each of the partner countries the number of end users should increase twice. The calculations are based on data from companies which can be found in the database of ESPA Base product and the number of comments under all products of the project. It should be emphasized that the best effects of dissemination activities undertaken by the partnership will be seen after the end of the Project funding. Because the ESPA 2.0 project is supported by a number of institutions, the interest in the project is expected to increase mainly among entrepreneurs, students and managers.

Projektwebseite: <http://www.espa2.eu/>

Vertragnehmer

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Organisationstyp: Universität/Fachhochschule/Akademie
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Organisationstyp: Universität/Fachhochschule/Akademie
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Homepage: <http://www.warsawacademy.com>

Partner

Partner 1

Name: ITURBROK, S.L.
 Stadt: Pamplona
 Land/Region: Comunidad Foral de Navarra
 Land: ES-Spanien
 Organisationstyp: KMU - Klein- und Mittelunternehmen (bis zu 250 Mitarbeiter)
 Homepage: <http://www.iturbrok.com>

Partner 2

Name: SIA "Centro Picasso"
 Stadt: Riga
 Land/Region: Latvija
 Land: LV-Lettland
 Organisationstyp: Weiterbildungseinrichtung
 Homepage: <http://www.centropicasso.com/new/latvia/lv/>

Partner 3

Name: Fundatia Centrul Educational Soros
 Stadt: Miercurea Ciuc
 Land/Region: Centru
 Land: RO-Rumänien
 Organisationstyp: Weiterbildungseinrichtung
 Homepage: <http://www.sec.ro>

Partner 4

Name: Education@Internet
 Stadt: Partizánske
 Land/Region: Západné Slovensko
 Land: SK-Slowakei
 Organisationstyp: Weiterbildungseinrichtung
 Homepage: <http://www.ikso.net>

Partner

Partner 5

Name: Chamber of Commerce and Industry
Stadt: Dobrich
Land/Region: Severoiztochen
Land: BG-Bulgarien
Organisationstyp: Kammer
Homepage: <http://www.cci.dobrich.net/>

Projektdateien

Polygrpahic_materials_BG.rar

http://www.adam-europe.eu/prj/5628/prj/Polygrpahic_materials_BG.rar

Promo materials for valorisation in Bulgarian

Polygrpahic_materials_CZ.rar

http://www.adam-europe.eu/prj/5628/prj/Polygrpahic_materials_CZ.rar

Promo materials for valorisation in Czech

Polygrpahic_materials_EE.rar

http://www.adam-europe.eu/prj/5628/prj/Polygrpahic_materials_EE.rar

Promo materials for valorisation in Estonian

Polygrpahic_materials-EN.rar

http://www.adam-europe.eu/prj/5628/prj/Polygrpahic_materials-EN.rar

Promo materials for valorisation in English

Polygrpahic_materials_ES.rar

http://www.adam-europe.eu/prj/5628/prj/Polygrpahic_materials_ES.rar

Promo materials for valorisation in Spanish

Polygrpahic_materials_HU.rar

http://www.adam-europe.eu/prj/5628/prj/Polygrpahic_materials_HU.rar

Promo materials for valorisation in Hungarian.

Polygrpahic_materials_LT.rar

http://www.adam-europe.eu/prj/5628/prj/Polygrpahic_materials_LT.rar

Promo materials for valorisation in Lithuanian

Polygrpahic_materials_LV.rar

http://www.adam-europe.eu/prj/5628/prj/Polygrpahic_materials_LV.rar

Promo materials for valorisation in Latvian

Polygrpahic_materials_PL.rar

http://www.adam-europe.eu/prj/5628/prj/Polygrpahic_materials_PL.rar

Promo materials for valorisation in Polish

Polygrpahic_materials_RO.rar

http://www.adam-europe.eu/prj/5628/prj/Polygrpahic_materials_RO.rar

Promo materials for valorisation in Romanian

Polygrpahic_materials_SK.rar

http://www.adam-europe.eu/prj/5628/prj/Polygrpahic_materials_SK.rar

Promo materials for valorisation in Slovak

Produkte

- 1 ESPA Learning.
- 2 ESPA Dictionary.
- 3 ESPA Base.
- 4 ESPA Info.
- 5 ESPA Society
- 6 ESPA B2B.
- 7 CLIL Methodology in partners' countries.
- 8 Partner countries at glance.
- 9 System for managing of the WWW and content of the digital form of the project products.
- 10 E-learning platform
- 11 Website of the project
- 12 Visual identification of the project.
- 13 Internet society.
- 14 Updating the content
- 15 Dissemination strategy.
- 16 Dissemination activities.
- 17 Bulletins
- 18 Polygraphic information materials.
- 19 Publications, articles and attendance to conferences.
- 20 Agreement with potential partners for dissemination and exploitation of results.
- 21 Testing and evaluation
- 22 Surveys
- 23 Reports
- 24 Agendas and minutes
- 25 Extranet.

Produkt 'ESPA Learning.'

Titel: ESPA Learning.

Produkttyp: Fernlehre

Marketing Text: E-learning business Spanish course for entrepreneurs and SMEs from Central and Eastern Europe.

Beschreibung: ESPA Learning is a product transferred from a previous ESPA EST project. It was a subject to some methodological and quality improvements and has been linguistically adapted to new countries.

Zielgruppe:

- managers, employers and SMEs' staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)

Resultat: The improved didactical material is available for the representatives of target groups in new countries. It will have positive impact on the linguistic competences of users, their competitiveness on labour market and mobility.

Anwendungsbereich: The materials for open and distance learning can be used by an unlimited number of users in the most convenient time and place.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Tschechisch
Englisch
Estnisch
Ungarisch
Spanisch
Bulgarisch
Slowakisch
Litauisch
Lettisch
Rumänisch
Polnisch

Produkt 'ESPA Dictionary.'

Titel: ESPA Dictionary.

Produkttyp: Unterlagen für offenen Unterricht

Marketing Text: Multilingual on-line dictionary is very strongly integrated with ESPA Learning (business Spanish Course), but it can also be used separately, as autonomous and independent didactical tool.

Layout of the Dictionary was changed. The selection of words included in a dictionary was verified – adjusted to the project's specifics. Only translations from Spanish and into Spanish are possible. A button enabling switching between languages was added. There is a keyboard in a source language of translation. Words can be searched according to categories – therefore the selection of words in particular categories was verified. The search results are presented in an improved way – the searched entry is shown at the top of the list, similar words are listed below. It is not necessary to type in the last search entry again after switching between languages. The system shows the last search entry instead of going back to the main page of the dictionary.

Beschreibung: ESPA Dictionary is a product transferred from a previous ESPA EST project. It has been a subject to some methodological and quality improvements and has been linguistically adapted to new countries. The vocabulary is divided into three categories: basic vocabulary, general business vocabulary and business trade vocabulary.

Zielgruppe:

- managers, employers and SMEs' staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)

Resultat: The improved didactical material is available for the representatives of target groups in new countries. It will have positive impact on the linguistic competences of users, their competitiveness on labour market and mobility.

Anwendungsbereich: The materials for open and distance learning can be used by an unlimited number of users in the most convenient time and place. The dictionary of business Spanish can support the usage of ESPA Learning or it can be used separately.

Homepage: <http://www.espa2.eu/>

Produktsprachen:

- Polnisch
- Litauisch
- Slowakisch
- Rumänisch
- Estnisch
- Englisch
- Lettisch
- Ungarisch
- Tschechisch
- Spanisch
- Bulgarisch

Produkt 'ESPA Base.'

Titel: ESPA Base.

Produkttyp: andere

Marketing Text: This database includes elementary data of companies (SMEs) wishing to establish new business contacts through the ESPA EST Project.
Users of the portal are allowed to add companies to the database on their own. A company is added automatically, the system administrator's permission is not required. A user can edit or delete companies that he/she has added, as well as identify geographic location of a head office, so that it was shown on a Google map. There are more flags identifying company's country of origin.
There are 870 companies registered in the database so far, including over 400 companies from Poland and over 200 from Spain.

Beschreibung: ESPA Base is a product transferred from a previous ESPA EST project. It has been adapted to new countries, data of new companies will be added.

Zielgruppe:

- managers, employers and SMEs' staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)

Resultat: Companies and entrepreneurs from Eastern and Central European countries and Spain are able to find all necessary information to establish and develop successful business cooperation.

Anwendungsbereich: The database can be used by an unlimited number of users in the most convenient time and place.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Slowakisch
Spanisch
Polnisch
Rumänisch
Tschechisch
Englisch
Bulgarisch
Lettisch
Litauisch
Estnisch
Ungarisch

Produkt 'ESPA Info.'

Titel: ESPA Info.

Produkttyp: andere

Marketing Text: All necessary practical information on how to make business in Spain.

Beschreibung: ESPA Info is a product transferred from a previous ESPA EST project. The documents and practical information have been updated and adapted to the needs of new users and current legal regulations.

Zielgruppe:

- managers, employers and SMEs' staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)

Resultat: Companies and entrepreneurs from Eastern and Central European countries are able to find all necessary information to establish and develop successful business cooperation with Spain.

Anwendungsbereich: The information can be used by an unlimited number of users in the most convenient time and place.

Homepage: <http://www.espa2.eu/>

Produktsprachen:

- Estnisch
- Tschechisch
- Lettisch
- Ungarisch
- Polnisch
- Englisch
- Litauisch
- Slowakisch
- Rumänisch
- Spanisch
- Bulgarisch

Produkt 'ESPA Society'

Titel: ESPA Society

Produkttyp: Homepage

Marketing Text: Innovative WEB 2.0 tools (blogs, forum) for social communication.

Beschreibung: This is a new product of ESPA EST 2.0 project. An Internet community is being created with innovative web 2.0 tools. This includes moderated private and company blogs, discussion forum and option of creating a private or company user profile.
Privacy Policy was added – each registered user should accept the rules.

Zielgruppe:

- managers, employers and SMEs' staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)

Resultat: The project beneficiaries have the opportunity to take active part in its development.

Anwendungsbereich: Internet community can be used by an unlimited number of users in the most convenient time and place.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Ungarisch
Estnisch
Englisch
Tschechisch
Rumänisch
Polnisch
Litauisch
Lettisch
Slowakisch
Spanisch
Bulgarisch

Produkt 'ESPA B2B.'

Titel: ESPA B2B.

Produkttyp: Homepage

Marketing Text: The platform enabling entrepreneurs from Spain and countries of Central and Eastern Europe to search for products, technologies and services in effective way. Searching for offers according to key words connected with type of activity, particular products or other criteria was enabled. Some drawbacks of graphics – overlapping texts – were corrected. A flag identifying the company's country of origin is shown in each offer. In the database there are 220 companies offering their products or looking for business partners.

Beschreibung: This is a new product of ESPA EST 2.0 project. The platform uses innovative ICT tool of communication to facilitate contacts between project beneficiaries.

Zielgruppe:

- managers, employers and SMEs' staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people who will be interested in self-education)

Resultat: The platform enables entrepreneurs from Spain and countries of Central and Eastern Europe to search for products, technologies and services in effective way.

Anwendungsbereich: The platform can be used by an unlimited number of users in the most convenient time and place.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Slowakisch
Polnisch
Rumänisch
Lettisch
Litauisch
Estnisch
Ungarisch
Bulgarisch
Tschechisch
Englisch
Spanisch

Produkt 'CLIL Methodology in partners' countries.'

Titel: CLIL Methodology in partners' countries.

Produkttyp: andere

Marketing Text: The document about usage and development of CLIL methodology in partners' countries.

Beschreibung: The document about usage and development of CLIL methodology in partners' countries. CLIL Methodology document presents the CLIL usage in partners' countries, interprets the provisions of CLIL, gives examples of good practices, and implementations in national language teaching systems.

Zielgruppe: - Spanish language teachers and didactical Staff
- Scientists and
- Languages Schools in the whole EU as well as in other regions.
- public and state administration
- policy makers

Resultat: The document provides valuable information about the usage of CLIL methodology that can be useful for the target users in their every day practice.

Anwendungsbereich: The product will be available on the project website for the wide audience.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Englisch

Produkt 'Partner countries at glance.'

Titel: Partner countries at glance.

Produkttyp: Unterlagen für offenen Unterricht

Marketing Text: The group of documents presenting the most important economic information about partner countries

Beschreibung: Those documents are presenting the most important economic information about partner countries: Bulgaria, Romania, Hungary, Slovakia, Czech Republic, Latvia, Lithuania, Estonia and Poland. They form a very important part of Espa Info product, as they are the source of information for Spanish companies, and other business oriented entities interested in establishing contacts with SMEs from Central and Eastern Europe. The documents were prepared in English and translated into Spanish to be most practical for this target group. In case of Spain, the document is "How to do business in Spain" which is available in 10 languages

Zielgruppe:

- managers, directors, employers and SMEs' Staff from Eastern and Central Europe
- employees who are interesting in Lifelong Learning Process and who wants to have better skills on jobs market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)
- EU members from different countries than project ones, who wants to establish business relations within any of the project countries (especially Spain)

Resultat: The product enables the project users to become familiar with the partner countries.

Anwendungsbereich: The product can be widely used by the visitors of the project website.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Englisch
Spanisch

Produkt 'System for managing of the WWW and content of the digital form of the project products.'

Titel: System for managing of the WWW and content of the digital form of the project products.

Produkttyp: andere

Marketing Text: Innovative system for managing of the WWW and content of the digital form of the project products.

Beschreibung: System for managing of the WWW and content of the digital form of the project products. The system is also used to manage the functionalities of: ESPA Dictionary, ESPA Info, ESPA Base, ESPA B2B, ESPA Society. The CMS type tools which are enabling management of the multilingual project content, including: management of texts, files, multimedia materials, translation of the service manual have been implemented and can be used in the future for the project continuation or preparing new language (but not only) e-learning courses.

Zielgruppe: - managers, directors, employers and SMEs' Staff from Eastern and Central Europe
- employees who are interesting in Lifelong Learning Process and who wants to have better skills on jobs market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)

Resultat: The users of the project website are able to take full advantage of the materials, the content of the website is monitored and updated, creating a project related community is possible

Anwendungsbereich: The system enables management of the project website - the most important medium, where all the results are available. Can be used in the future.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Englisch
Tschechisch
Bulgarisch
Litauisch
Lettisch
Ungarisch
Estnisch
Polnisch
Rumänisch
Slowakisch
Spanisch

Produkt 'E-learning platform'

Titel: E-learning platform

Produkttyp: Fernlehre

Marketing Text: E-learning platform with the option for creation Units (for the ESPA Learning products).

Beschreibung: E-learning platform designed for development, management and presentation of didactic materials gathered in ESPA Learning product. Moreover, the tools for connecting with the language course through other project results (e.g. ESPA Dictionary) were prepared, and the tools for evaluation of didactic materials from the level of ESPA Society, as well as functionalities for exercise marking and registration of the history of work with didactic materials by a course participant, were implemented.

Zielgruppe:

- managers, directors, employers and SMEs' Staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on jobs market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)

Resultat: The platform enables the users to e-learn Spanish language and business and fully benefit from the project results. It can be also used within future for other language courses or even teaching different content in e-learning system.

Anwendungsbereich: The platform is used for realisation of the e-learning process through the project website.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Litauisch
Lettisch
Rumänisch
Polnisch
Englisch
Tschechisch
Ungarisch
Estnisch
Bulgarisch
Slowakisch
Spanisch

Produkt 'Website of the project'

Titel: Website of the project

Produkttyp: Homepage

Marketing Text: The project website is a medium used for publication of all the project results. It contains all the main products and enables the users to learn online as well as to take active part in the process of project development.

Beschreibung: The website of the ESPA 2.0 project was created under the domain www.espa2.eu. All users of the Internet have free access to the web site. Without login users can benefit from such web site content as: ESPA Learning, ESPA Dictionary, ESPA Info, ESPA Base as well as ESPA B2B. Only to enter ESPA Society users have to create account / profile. This rule results from the Privacy policy, as only the members of the Espa2 society can see other members' profiles as well as have influence on the web site content, make comments, share opinions etc. The web site is created in such a way, that it gives broad possibilities of development in the future.

Zielgruppe:

- managers, directors, employers and SMEs' Staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)
- employees and students who are interested in mobility within EU
- Internet users around Europe who want to get some information about Spain and East European Countries

Resultat: The website makes all the project results available to the target groups.

Anwendungsbereich: The website is used for e-learning, publication of didactic materials, practical information and other results as well as for active communication with the project users.

Homepage: <http://www.espa2.eu/>

Produktsprachen:

- Estnisch
- Ungarisch
- Tschechisch
- Englisch
- Bulgarisch
- Spanisch
- Slowakisch
- Rumänisch
- Polnisch
- Litauisch
- Lettisch

Produkt 'Visual identification of the project.'

Titel: Visual identification of the project.

Produkttyp: andere

Marketing Text: Eye-catching and very precisely designed logo and corporate identity strongly contributes to the final success of the whole project and realization of all its aims and objectives.

Beschreibung: The visual identification of the project results was developed in the form of logo and integral identification and design of the ESPA 2.0 web site. First, the Project Coordinator prepared a new project of the ESPA 2.0, then, the Consortium had a discussion over the presented proposals. The work over the Project's logo required attention and engagement of each Partner. The approved logo and visual identification can be currently found on the Project's web site, in polygraphic materials, in bulletins, as well as in all documents, which are prepared by Project Partners.

Zielgruppe: Potential users (to attract them)
All users of the project webpage.
All target users of the project

Resultat: Thanks to professionally developed visual identification system it was much easier to attract potential users and build strong realation with patrons of the website such as Ministry of Economy.

Anwendungsbereich: The project website, as well as all publications and dissemination materials.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Englisch

Produkt 'Internet society.'

Titel: Internet society.

Produkttyp: andere

Marketing Text: The creation of an e-society gathered around the project is an important element of the project itself. Such society should be established in partners' countries. For this purpose, the partners will monitor and moderate the activity of the users, they will also motivate them to use other products of the project.

Beschreibung: Creating an Internet society gathered around the ESPA 2 project aims mainly at assuring sustainability and high quality of the products that were developed. The Internet community realizes three tasks: (1) participating in development of didactic materials, (2) supporting the partnership, in order to achieve high quality results, (3) contributing to efficiency of the project valorization process. The Internet community was created in all the countries participating in the project realization. During the first year, chosen members of the community took part in the first part of work (development of materials). The community participated actively in realization of the quality policy. Still, the most important task for the community was participation in the project dissemination activities, which were planned for the second year of the project realization and which are still being carried out and will be continued after the end of project financing. The community of ESPA 2.0 participates in evaluation of each product of ESPA 2.0. The community of ESPA 2.0 exchanges experiences connected with business among SMEs. The community of ESPA 2.0 project is an integral part of the ESPA 2.0 project. Each day members of the community comment and evaluate all products, write blogs and exchange business experiences on ESPA 2.0 website. The community of the ESPA 2.0 project participates in looking for cooperation, partners and business possibilities.

Zielgruppe:

- managers, directors, employers and SMEs' Staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)
- employees and students who are interested in mobility within EU
- Internet users around Europe who want to get some information about Spain and East European Countries

Resultat: This product is meant to integrate the users of the project, enable them to contact one another and actively participate in development of the project.

Anwendungsbereich: The society is established on the project website, available to the wide audience.

Homepage: <http://www.Espa2.eu>

Produktsprachen: Rumänisch
 Polnisch
 Litauisch
 Lettisch
 Ungarisch
 Estnisch
 Englisch
 Bulgarisch
 Slowakisch
 Spanisch

Produkt 'Updating the content'

Titel: Updating the content

Produkttyp: andere

Marketing Text: The most important element in the realization of the project was constant and current updating of the content of all products of the project. The process of updating concerned all content materials: texts, audio files, photographs, etc.

Beschreibung: This part of work resulted in uploading and updating the materials developed in course of work on particular products. The materials included in products ESPA Learning, ESPA Dictionary, ESPA Base and ESPA Info, as well as translations were uploaded. The process of upload has also included adding the system parameters as well as all non-didactic and multilingual text materials, e.g. elements of the interface, text labels, system messages, product descriptions, etc. The process of upload comprised all kinds of materials: texts, mp3 files, graphic and multimedia materials. The process of updating was connected with the texts' formatting and visualization improvement, as well as adding improved materials.

Zielgruppe:

- managers, directors, employers and SMEs' Staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)
- employees and students who are interested in mobility within EU
- Internet users around Europe who want to get some information about Spain and East European Countries

Resultat: The content of the project website is up to date and useful, according to the needs of the users.

Anwendungsbereich: Upload of materials to the system (administrative activities) and management of these materials (editorial and quality-related activities) enable presentation of all the prepared materials on the Internet service. These activities contribute to realization of the main project aims and objectives, i.e. development of innovative practices in the field of e-learning of foreign languages and business.

Homepage: <http://www.espa2.eu/>

Produktsprachen:

- Estnisch
- Englisch
- Tschechisch
- Bulgarisch
- Litauisch
- Polnisch
- Ungarisch
- Lettisch
- Spanisch
- Rumänisch
- Slowakisch

Produkt 'Dissemination strategy.'

Titel: Dissemination strategy.

Produkttyp: Verbreitungsmethoden

Marketing Text: This is a document which helps all partners to reach potential cooperants (institutions, media and press, SMEs organizations, etc.) in dissemination and exploitation of results.

Beschreibung: The document "Dissemination strategy" was prepared to help all project partners to reach potential dissemination partners (institutions, media and press, SMEs organizations, etc.) in dissemination and exploitation of results. The implemented strategy wasn't differ from the one which was planned in the beginning but on each stage it have been developed with more precise details. The strategy divided the dissemination activities in the first stage of the Project into two parts. The aim of the first part was to prepare the assumptions and information materials (mainly spreading information and disseminating idea), the aim of the second part was to reach final users, who will support dissemination activities in future stages of the Project implementation (therefore it was including dissemination and exploitation). The dissemination strategy was dived into gathering patrons and partners, institutions and organizations. The Partnership prepared a list of forums, blogs and web sites which have been helping in promoting the project and acquiring ESPA 2.0 society. All dissemination activities are presented in the dissemination section in that report. In order to make a homogeneous image of the project, the partnership decided to adapt the project name to marketing purposes. This was directly connected with the choice of an Internet domain (www.espa2.eu).

Zielgruppe: - future patrons
 - organizations with direct contact to target group
 - managers, directors, employers and SMEs' Staff from Eastern and Central Europe
 - employees who are interested in Lifelong Learning Process and who want to have better skills on job market
 - students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
 - Spanish language students who want to learn business language
 - teachers and didactical staff of Spanish Language
 - Spanish Language schools and centers
 - Chambers of Commerce
 - public and state administration
 - international companies (people interested in self-education)
 - employees and students who are interested in mobility within EU
 - Internet users around Europe who want to get some information about Spain and East European Countries

Resultat: Thanks to the strategy the project related dissemination activities were well prepared planned, coordinated and efficiently managed. Furthermore the very strong patrons were reached and cooperated (still cooperating withing sustaitability and future development)

Anwendungsbereich: Project related dissemination and exploitation events and activities.

Homepage: Not available for public (confidential character).

Produktsprachen: Englisch

Produkt 'Dissemination activities.'

Titel: Dissemination activities.

Produkttyp: Verbreitungsmethoden

Marketing Text: This product is very important for the Project, as it includes meetings with potential partners as well as potential users as well as presenting results within Internet.

Beschreibung: This result is intangible and it includes meetings with potential partners as well as potential users who can be interested in the project results.

The project is under the patronage of the Ministry of Economics, Polish Agency for Enterprise Development and Polish Confederation of Private Employers. Moreover the project is under the media patronage of an economic magazine „Puls Biznesu”. The project was realized in cooperation with „Teraz Polska” Foundation and the AIP Group. The project partners are: Warsaw Academy of Computer Science Management and Administration (Poland), Chamber of Commerce and Industry (Bulgaria), ITURBROK S.L. (Spain), Centro Picasso Ltd. (Latvia), Soros Educational Center Foundation (Romania), Education@Internet (Slovakia).

Information about the project was published on webpages of: the Foundation of Small and Medium Enterprises, the Mazovian Chamber of Commerce and Entrepreneurship, Business Zone – Lubuska Gazette, the Center of Entrepreneurship Support in Gdynia, the Biznesowy.net website, Enterprise Europe Network created by the Free Entrepreneurship association, the cultural Cathalonian –Polish association in Barcelona and many others.

The Espa 2.0 project was promoted on the Congress of Small and Medium Enterprises in Katowice.

Project-related posts were published on many internet forums dedicated to business and/or foreign language learning. Blogs promoting the Espa 2.0 project on the internet were created as well.

The Espa2 project profile was created on Facebook in order to reach the largest possible number of potential beneficiaries.

Hundreds of e-mails informing about the project, inviting to active participation in the project – creating user's accounts, adding companies and offers to the database of companies and encouraging to share all suggestions and ideas connected with the project were send.

Questionnaires were created in order to improve the quality of language course and other products.

Zielgruppe: - Media (press, tv, internet publishers)
 - managers, directors, employers and SMEs' Staff from Eastern and Central Europe
 - employees who are interested in Lifelong Learning Process and who want to have better skills on job market
 - students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
 - Spanish language students who want to learn business language
 - teachers and didactical staff of Spanish Language
 - Spanish Language schools and centers
 - Chambers of Commerce
 - public and state administration
 - international companies (people interested in self-education)
 - employees and students who are interested in mobility within EU.

Resultat: Thanks to diversified dissemination activities the largest possible number of potential users will become familiar with the project.

Anwendungsbereich: Project related dissemination events.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Tschechisch
 Bulgarisch
 Estnisch

Produkt 'Dissemination activities.'

Produktsprachen: Ungarisch
Lettisch
Litauisch
Polnisch
Rumänisch
Slowakisch
Spanisch

Produkt 'Bulletins'

Titel: Bulletins

Produkttyp: Verbreitungsmethoden

Marketing Text: Very professionally designed materials containing lots of interesting information for potential users (target) as well potential partners (patrons and cooperating institutions) which was a great help in the valorisation process.

Beschreibung: Bulletins are being issued every 2 months with the information about the project and its results. They perform a promotional role for potential users, and informative role for potential partners.

As it was planned, the Bulletins are prepared in English, but the Consortium allows the possibility of translating the Bulletins into other Project's languages if it is needed. Bulletins were also distributed in project languages in Poland, Spain, Czech Republic, Slovak, Romania. Spanish partner has translated, adapted and distributed 6 project bulletins among different SME's and organizations.

Zielgruppe:

- Media (press, tv, internet publishers)
- managers, directors, employers and SMEs' Staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)
- employees and students who are interested in mobility within EU.

Resultat: The bulletins keep th etarget groups informed about current events related to the project and the progres of project work.

Anwendungsbereich: Dissemination and informational events and activities, also distributed on project website.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Englisch
Spanisch
Slowakisch
Rumänisch
Polnisch
Litauisch
Lettisch
Ungarisch
Estnisch
Tschechisch
Bulgarisch

Produkt 'Polygraphic information materials.'

Titel: Polygraphic information materials.

Produkttyp: Verbreitungsmethoden

Marketing Text: They were used for informing and attracting potential beneficiaries to use our products. They were also used to attract potential partners.

Beschreibung: These materials were planned to be used for information and attracting potential users to use Espa2 products. The Project Coordinator has prepared the draft of texts and layouts versions and then presented them to all Partners. After the discussion and final approval by the Partners we have prepared the materials in a language versions adequate to each country. The Consortium all the time had in mind the target groups for such materials, that is why two versions of the texts were prepared:

- 1) addressed to SME from Central and Eastern Europe - encouraging them to learn Spanish and establish business contacts with Spanish companies
- 2) addressed to Spanish companies and businessmen - encouraging them to establish contacts with SME from Central and Eastern Europe.

Although both versions keep the same layout design, colors and of course Espa2 logo and other graphics typical to the Project.

The materials (leaflets, posters, folders, roll-ups and brochures) in both cases help in dissemination and exploitations of the Project.

Zielgruppe: - Media (press, tv, internet publishers)
- managers, directors, employers and SMEs' Staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)
- employees and students who are interested in mobility within EU.

Resultat: Potential beneficiaries are attracted to the project. Printed information materials promoted project and its main results among potential beneficiaries and made ESPA2 recognizable brand. They were an important part of dissemination activities and huge help in efficient realization of the dissemination strategy. In this way they contributed to success of the project and to realization of all its main aims and objectives.

Anwendungsbereich: Project related dissemination events and activities.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Polnisch
Litauisch
Lettisch
Ungarisch
Estnisch
Englisch
Tschechisch
Bulgarisch
Spanisch
Slowakisch
Rumänisch

Produkt 'Publications, articles and attendace to conferences.'

Titel: Publications, articles and attendace to conferences.

Produkttyp: Verbreitungsmethoden

Marketing Text: These products were very important for the project dissemination and exploitation. Publications, articles and participation in conferences not only provided an opportunity to inform about the project and its main products, but also gave a great opportunity to join a general public discussion about practices, methodologies and tools used in the field of lifelong learning, linguistic and economic education, as well as vocational education and training. Therefore this result not only contributes indirectly to realization of all the main project aims and objectives, but also increases the project sustainability and influence on direct and indirect beneficiaries.

Beschreibung: Information about the project was published on webpages of: the Foundation of Small and Medium Enterprises, the Mazovian Chamber of Commerce and Entrepreneurship, Business Zone – Lubuska Gazette, the Center of Entrepreneurship Support in Gdynia, the Biznesowy.net website, Enterprise Europe Network created by the Free Entrepreneurship association, the cultural Cathalonian –Polish association in Barcelona and many others. The Espa 2.0 project was promoted on the Congress of Small and Medium Enterprises in Katowice. Project-related posts were published on many internet forums dedicated to business and/or foreign language learning. Blogs promoting the Espa 2.0 project on the internet were created as well.

Zielgruppe:

- scientists and languages specialists
- business and foreing language experts
- managers, directors, employers and SMEs' Staff from Eastern and Central Europe
- employees who are interested in Lifelong Learning Process and who want to have better skills on job market
- students of management and administration, of foreign affairs (who are planning to work in SMEs in Central-Eastern Europe or who are planning to establish their own enterprises)
- Spanish language students who want to learn business language
- teachers and didactical staff of Spanish Language
- Spanish Language schools and centers
- Chambers of Commerce
- public and state administration
- international companies (people interested in self-education)
- employees and students who are interested in mobility within EU.

Resultat: All these activities were planned to support dissemination of the project among potential users as well as potential partners and patrons. Attendance to conferences helped the Consortium to contact researchers who were very good external evaluators.

Anwendungsbereich: Project related dissemination and exploitation events and activities.

Homepage: Not available for public (confidential character).

Produktsprachen: Bulgarisch
 Spanisch
 Slowakisch
 Lettisch
 Litauisch
 Polnisch
 Rumänisch
 Tschechisch
 Englisch
 Estnisch
 Ungarisch

Produkt 'Agreement with potential partners for dissemination and exploitation of results.'

Titel: Agreement with potential partners for dissemination and exploitation of results.

Produkttyp: Verbreitungsmethoden

Marketing Text: This result was based on agreements with potential partners. We had reached Chambers of Commerce and other institutions which help to establish European cooperation between enterprises (especially SMEs). As this result is also strongly related to dissemination and exploitation, the second group that we had contacted were media sector (both electronic and printed). Agreements with potential partners enabled efficient dissemination of the project on different levels and among different target groups. It also contributed to the project sustainability and it can help in future development/comercialization of the project results.

Beschreibung: The project is under the patronage of the Ministry of Economics, Polish Agency for Enterprise Development and Polish Confederation of Private Employers. Moreover the project is under the media patronage of an economic magazine „Puls Biznesu”. The project was realized in cooperation with „Teraz Polska” Foundation and the AIP Group. The project partners are: Warsaw Academy of Computer Science Management and Administration (Poland), Chamber of Commerce and Industry (Bulgaria), ITURBROK S.L. (Spain), Centro Picasso Ltd. (Latvia), Soros Educational Center Foundation (Romania), Education@Internet (Slovakia). Information about the project was published on webpages of: the Foundation of Small and Medium Enterprises, the Mazovian Chamber of Commerce and Entrepreneurship, Business Zone – Lubuska Gazette, the Center of Entrepreneurship Support in Gdynia, the Biznesowy.net website, Enterprise Europe Network created by the Free Entrepreneurship association, the cultural Cathalonian –Polish association in Barcelona and many others.

Zielgruppe:

- Institutions
- Media
- Sectoral organizations
- Policy makers
- Public and state administration

Resultat: This result strongly supports the project valorization activities. It increases sustainability and efficiency of the whole project, multiplying its influence on direct and indirect target groups. Therefore it supports successful realization of the whole project and achieving all its main aims and objectives.

Anwendungsbereich: Project dissemination and exploitation, together with sustainability of the results and potential comercialization.

Homepage: Not available for public (confidential character).

Produktsprachen:

- Slowakisch
- Spanisch
- Polnisch
- Rumänisch
- Ungarisch
- Estnisch
- Litauisch
- Lettisch
- Bulgarisch
- Englisch
- Tschechisch

Produkt 'Testing and evaluation'

Titel: Testing and evaluation

Produkttyp: Evaluierungsmethoden

Marketing Text: The activities realized within testing and evaluation process contributed to achieving the highest possible quality of the project products and results. This product – as an element of the project quality policy – supports all the main and specific aims and objectives of the project. In particular, these activities contributed to the process of production of didactic and technological materials assuring the best quality.

Beschreibung: The process of systematic internal and external testing and avaluation provided the highest quality and usefullness of the project results to the target groups. It also enables the project users to take active part in development of the results.

Zielgruppe: - projects users
- evaluators
- partnership

Resultat: Testing and evaluation was crucial for the highest quality of all project results and is shown in users satisfaction.

Anwendungsbereich: All project results.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Englisch

Produkt 'Surveys'

Titel: Surveys

Produkttyp: andere

Marketing Text: The conclusions of the survey were written down and presented to all parties. On the basis of the conclusions the Consortium prepared a strategy of the products transfer with ideas of implementing new functionalities and tools to the products of transfer to better satisfy needs and requirements of the users and evaluators.

Beschreibung: The conclusions of the survey were then written down by Project Coordinator and presented to all parties. On the basis of the conclusions the Consortium prepared a strategy of the products transfer with ideas of implementing new functionalities and tools to the products of transfer.

Zielgruppe: - projects users
- evaluators

Resultat: Contributed to the main Project results which was (and still is) to help ESPA 2.0 users learn Spanish business language, establish contact with Spanish companies, as well as exchange experience and knowledge about business environment in countries of the ESPA2 project.

Anwendungsbereich: All surveys contribute to achievement of the project objectives by collecting different points of view, perspectives, ideas, and suggestion from the target group in order to prepare the best results (4 products of transfer plus 2 new products).

Homepage: <http://www.espa2.eu/>

Produktsprachen: Englisch

Produkt 'Reports'

Titel: Reports

Produkttyp: Evaluierungsmethoden

Marketing Text: Reports played key role in management and monitoring, therefore they were crucial for keeping high quality of the project results (related to management).

Beschreibung: In ESPA2 project two kinds of reports were prepared:

- 1) internal reports from Partners activity, and their executed work,
- 2) external reports from dissemination activities in each Partners country.

Reports of the first type were prepared regularly before each Partner Meeting. So during the Partners Meeting each Partner had to present his part of the work, to say about the progress, and talk over the problematic things. The form of a report is up to a Partner, some Partners prepare the reports in Word documents, some in Power Point.

Reports of the second type were the documents prepared after each contact, which was made by Project Partners with Project beneficiaries, to document the dissemination and exploitation activities.

Zielgruppe: - projects users
- evaluators

Resultat: It was one of the most important tools used in management system. Reports created an archive of the Project work and executed activities. In this way, talking about the general progress made on the Project, the result has a contribution to all Project objectives.

Anwendungsbereich: The reports concerning project work and dissemination activities support project management and facilitate the process of project monitoring. They play an important role in realization of the project quality policy, as well as in the process of evaluation. The reports contribute to efficient realization of the whole project and facilitate achieving the main project aims and objectives.

Homepage: <http://www.espa2.eu/>

Produktsprachen: Englisch

Produkt 'Agendas and minutes'

Titel: Agendas and minutes

Produkttyp: andere

Marketing Text: Important documents which helped to combine all the partnership meeting agreements in one place. It was extremely important in inter-cultural management of the group of different nationalities partnership.

Beschreibung: This product was a key element in management system used by the Project Coordinator. Well prepared and clear Agendas and Minutes, precisely defined the work over the Project, and made Partnership meeting much more effective. Furthermore they contributed to better and faster achievement of all project objectives, both general objectives as well as detailed objectives. They were also an important source of information about project work for the representatives of National Agency, facilitating monitoring of the project. Therefore this result contributed to overall success of the ESPA 2.0 project and definitely facilitated achieving its aims and objectives.

Zielgruppe: - partners of the project
- National Agency

Resultat: Agendas and minutes from each of the partnership meetings were important to avoid misunderstandings and problems connected with the project and products management. It was especially important in inter-cultural management of the Partners from different part of EU.

Anwendungsbereich: Project management and quality assurance.

Homepage: Not available for public (confidential character).

Produktsprachen: Englisch

Produkt 'Extranet.'

Titel: Extranet.

Produkttyp: andere

Marketing Text: This is a great application for staying in contact with each partner. It is faster and safer than mail (you can check when your partner answered and you are completely sure that your message won't be lost in cyberspace). Extranet gives possibility for partners to participate in discussion on products development by exchanging experience and comments and keeping them in a safe place of full access for all partners.

Beschreibung: The Extranet system contributed to efficient project management as well as realization of the project quality policy. The Extranet was a basic tool in the project management system, it contributed to achievement of all project objectives. Mainly it gave the possibility to promote good practices among the Project Partners and share solutions in the field of vocational education and training.

Zielgruppe: - partners of the project
- external evaluators
- National Agency

Resultat: Effective communication within the project team, easier monitoring and management of project work.

Anwendungsbereich: Project management.

Homepage: Not available for public (confidential character).

Produktsprachen: Englisch

Veranstaltungen

Article in "Focus Europe" European dissemination magazine - printed in Cornwall, UK

Datum 15.01.2012

Beschreibung Raising awareness about the project on European level, reaching organizations and/or adult education institutions involved and/or interested in European projects from 13 European countries.

Zielgruppe Financing bodies
Bodies providing guidance, counselling and information services relating to any aspect of lifelong learning
Body providing guidance and information on Lifelong Learning

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 15-01-2012 ROMANIA

Future Language Learning Now: Innovative Applications and Methods for Language Training

Datum 17.11.2011

Beschreibung This International conference was held by Warsaw Academy and we were pride to promote the project within it. We managed to collect at one place specialists from different fields of education and business and informed them about the results of the project. It was a great opportunity for dissemination and searching for future sponsors or partners.

Zielgruppe University or higher education institution (tertiary level)
Language teachers
Students associations
SME
Individuals
Adult education provider

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 17-11-2011 POLAND

Veranstaltungen

European Congress of Small and Medium – size Enterprises

Datum 06.11.2011

Beschreibung During the congress we were promoting ESPA 2.0 project within regional public and private institutions which support SMEs with legal help, EU funding raising, provide educational courses (entrepreneurship, management, languages, etc) unify craftsmen, etc. We were also participating in EXPO fairs where different SMEs presented their offer – we were trying to encourage them to use project and its products. Mateusz Czepielewski has also promoted project within panel discussion.

Zielgruppe SME
Employers
Adult education provider
Individuals
Teachers associations
VET providers associations
University or higher education institution (tertiary level)

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 06-11-2011 POLAND

Info desk at ExpoLingua Berlin

Datum 28.10.2011

Beschreibung It is one of the biggest language exposition in Europe. Pens, leaflets, posters were distributed in addition to the oral presentation and communication with participants. Lot of companies (expositors) was contacted, new ideas discussed, collected, the project was presented to the general public.

Zielgruppe Adult education provider
Adult learners
Individuals
University or higher education institution (tertiary level)

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 28-10-2011 GERMANY

Veranstaltungen

Language and business conference

Datum 27.10.2011

Beschreibung This conference was a great opportunity to meet with practitioners of language teaching from both a business world (private language schools and corporation schools who work for example for Audi, as well as academic staff who are teaching both pupils and students). We had an opportunity to see different methodologies and ideas presented by both groups. It was very inspiring. We had opportunity to have informal dissemination within participants of the meeting as well as promoting the project within official discussion within thematic panels.

Zielgruppe Adult education provider
Employers
Language teachers
SME
Teachers associations
Associations working in the field of lifelong learning, including students', trainees', pupils', teachers', parents' and adult learners' associations

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 27-10-2011 GERMANY

Participation to the 11th International Conference of QUEST Romania – "Languages for Business and Career Development"

Datum 21.10.2011

Beschreibung We were verbally presenting the project main ideas and outcomes, we had discussions about CLIL usage in learning and teaching languages.

Zielgruppe Adult education provider

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 21-10-2011 ROMANIA

Veranstaltungen

ICT for Language Learning – 4th International Conference

Datum 20.10.2011

Beschreibung During the conference we had a presentation about ESPA 2.0 project. We have also used the time to have small discussion with participants about project and its results. The idea which came from participants was that the project should be translated also to Russian and Chinese – as China now is a very fast growing economy.

Zielgruppe Adult education provider
 Teachers associations
 Associations working in the field of lifelong learning, including students', trainees', pupils', teachers', parents' and adult learners' associations
 Individuals
 Foundation

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 20-10-2011 ITALY

Languages mean business – business lunch with round table discussion

Datum 29.09.2011

Beschreibung This event was a great opportunity to meet international specialists who work in field of both languages and business in academic, policy making and business (entrepreneurship) aspect. We were able to establish lots of contacts which we think will help us with project future development.

Zielgruppe SME
 Employers
 Enterprise large (> 500 employees)
 Foundation
 Teachers associations
 Enterprises, social partners and their organisations at all levels, including trade organisations and chambers of commerce and industry

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 29-09-2011 POLAND

Veranstaltungen

Presentation of the project at "AGENDA caravana SME WEEK 2011 Rm. Valcea – 20 septembrie 2011"

Datum 20.09.2011

Beschreibung The people present at the event are representatives of companies and institutions dealing with companies interested in economical activities with companies from abroad.

Zielgruppe SME
Chambers of commerce

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 20-09-2011 ROMANIA

5th Partners' Meeting

Datum 16.09.2011

Beschreibung

Zielgruppe

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 16-17.09.2011

Veranstaltungen

Presentation at Economic Forum

Datum 07.09.2011

Beschreibung The presentation consisted of 1. Presentation in Info desk, 2. Dissemination of info materials (leaflets, pens..), 3. Short presentation during the panel discussion regarding e-learning. Economic Forum in Krynica is one of the biggest annual economic conference in Eastern European. It gives possibility to establish contacts directly with representatives of target groups.

Zielgruppe Adult learners
Association of professors and researchers
Chambers of commerce
Chambers of industry
Enterprise large (> 500 employees)

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 07-09-2011 POLAND

Interview for Polish Business Magazine – Puls Biznesu

Datum 24.08.2011

Beschreibung The interview was held by the journalist Marta Bellon. It was published later on 20th September in Puls Biznesu paper and electronic version. ESPA 2.0 project has been promoted there and during the interview we showed the best aspects of the project from the point of view of entrepreneurs and managers.

Zielgruppe Enterprises, social partners and their organisations at all levels, including trade organisations and chambers of commerce and industry

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 24-08-2011 POLAND

Veranstaltungen

Workshop on how to use and benefit of the website www.espa2.eu

Datum 21.07.2011

Beschreibung Workshop on how to use and benefit of the website www.espa2.eu was included in the program of the annual meeting of the Bulgarian contact points of Enterprise Europe Network, 21-22 July 2011. In the course of the workshop, the innovative approach of ESPA EST 2.0, combining business and language learning was explained and the project products were presented. These institutions have been chosen as they are contact points of the Enterprise Europe Network, have huge valorization potential and deal with the project target users - SMEs. They are able to support the project dissemination activities and to raise awareness about the project products in their countries.

Zielgruppe Association of professors and researchers specialising in European integration
Chambers of commerce
Public authority (local)
Research centres and bodies

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 21-07-2011 BULGARIA

Cooperation agreement with Polish Ministry of Economy

Datum 12.07.2011

Beschreibung This was the most important and also most difficult agreement to be achieved as Ministry of Economy is the most important place when we are talking about Economy in Poland. Now when we have their patronage it is very helpful for dissemination and encouraging entrepreneurs to use it as Ministry is the great point of reference in accordance to Business and Economy for Polish entrepreneurs as well as all citizens.

Zielgruppe SME
Enterprise large (> 500 employees)
Employed
Enterprises, social partners and their organisations at all levels, including trade organisations and chambers of commerce and industry
Multimedia association

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 12-07-2011 POLAND

Veranstaltungen

Cooperation agreement with PARP (Polska Agencja Rozwoju Przedsiębiorczości)

Datum 03.07.2011

Beschreibung This was one of the most important partners we wanted to have agreement with. PARP is not only distributing EU funds within entrepreneurship sector but also is preparing different services and actions for companies. They will be also introducing ESPA2 results within their language service (if provided) and promoting idea of free e-learning within participants of their programme as well as companies which only use their services and are not interested in additional funding.

Zielgruppe Foundation
SME
Enterprises, social partners and their organisations at all levels, including trade organisations and chambers of commerce and industry
Individuals
University or higher education institution (tertiary level)
VET providers associations
Adult education provider
Enterprise large (> 500 employees)
Centre for vocational guidance and counselling

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 03-07-2011 POLAND

Veranstaltungen

"Educational Forum for SMEs" organised by PARP (Polish Agency for Enterprise Development)

Datum 09.06.2011

Beschreibung During those fairs we had a great opportunity to promote the project around entrepreneurs of SMEs as well as consulting companies which had their stands within fairs. We have participated in lots of discussions and workshops to disseminate the project. The biggest obstacle for participants in learning languages (by themselves or their employees) was time – they really liked idea that the project can be used 24h a day.

Zielgruppe SME
 University or higher education institution (tertiary level)
 VET providers associations
 Centre for vocational guidance and counselling
 Teachers associations
 Individuals
 Adult education provider
 Chamber of crafts
 Chambers of commerce
 Chambers of industry

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 09-06-2011 POLAND

Europe Day in Warsaw on 7th May 2011

Datum 10.05.2011

Beschreibung We were able to do presentation of our International Project, within Eures stand. Generally only one of our projects was invited to be presented but we used opportunity to promote ESPA 2.0 as well. The very important accompanying event was Robert Schuman Parade. The event was honoured by the President of Republic of Poland Bronisaw Komorowski, the Mayor of Warsaw Hanna Gronkiewicz Waltz, many Parliament and Senate Members together with other VIPs from Poland and other EU and non-EU member countries. Thanks to that, there was huge possibility that our project dissemination will reach not only individuals but also decision makers.

Zielgruppe Individuals
 Students associations
 Teachers associations
 VET providers associations

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 10-05-2011 POLAND

Veranstaltungen

Meeting with Eures representative

Datum 30.04.2011

Beschreibung Thanks to our other projects we have a good contact with Eures representative Mr. Maciej Trdota, to whom we have presented our project ESPA 2.0 Mr. Trdota was really interested in our results as his main tasks are to promote European employability and ESPA 2.0 project also helps employees from whole EU new comers countires' to learn Spanish and find a job in Spain.

Zielgruppe Individuals
Adult education provider
VET providers associations

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 30-04-2011 POLAND

4th Partners' Meeting

Datum 25.03.2011

Beschreibung

Zielgruppe

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 25-26.03.2011, Latvia.

Veranstaltungen

Presentation of the project in JES 2010/2011 (Junulara Esperanto Semajno) – the biggest winter Esperanto meeting with more than 250 participants

Datum 27.12.2010

Beschreibung The presentation targeted participants, interested in modern language learning methods, Internet-based courses etc. The presentation was continued by discussion about possible improvement of the project. NGOs were chosen, because E@I collaborates and interchanges experiences with these organizations for a long time. The target organizations are able to disseminate the project among their members. The participants of the event are in general interested in e-learning and language learning.

Zielgruppe Adult learners
 Individuals
 Language teachers
 Young people
 Pupils, students, trainees and adult learners
 Non profit / Non governmental organisation
 Non-profit organisation active in the field of voluntary
 Non profit organisations, voluntary bodies, non-governmental organisations ("NGOs")

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 27-12-2010 GERMANY

Veranstaltungen

Meeting and presentation of the project in Ministry of Foreign Affairs of Slovakia

Datum 16.12.2010

Beschreibung The Ministry of Foreign Affairs has huge impact communicating and mediating between political as well as commercial organizations in different countries. They have a lot of excellent contacts with institutions in Slovakia and abroad. It could help to disseminate the project in diverse fields – education, SME, local as well as international institutions.

Zielgruppe Chambers of commerce
Chambers of industry
Company (services)
Cultural organisation (e.g. museum, art gallery)
Public authority (national)
SME
People in the labour market
The persons and bodies responsible for systems and policies at local, regional and national level

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 16-12-2010 SLOVAKIA

Radio broadcast, informing about the project (December, 2010) in the regional radio Dobrudzha

Datum 15.12.2010

Beschreibung These institutions are the potential end users of the ESPA 2.0 project. Raising awareness of the general public and the target groups about the project.

Zielgruppe Company training department
Enterprises, social partners and their organisations at all levels, including trade organisations and chambers of commerce and industry
Company (services)
Informal European network
Organisations
Non profit organisations, voluntary bodies, non-governmental organisations ("NGOs")
SME

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 15-12-2010 BULGARIA

Veranstaltungen

Presentation of the project to representatives of Cervantes in Slovakia, during exposition “Biblioteka a Pedagogika” in Bratislava.

Datum 18.11.2010

Beschreibung The Cervantes institution is the main and the only one organization in Slovakia, promoting the Spanish culture and language in this country. This institution could be one of the best partners for dissemination of the project in Slovakia. Also, they show great interest to use the project for their own activities.

Zielgruppe Adult education providers associations
Cultural organisation (e.g. museum, art gallery)

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 18-11-2010 SLOVAKIA

Participation in the Conference - 3rd Edition: ICT for Language Learning – Florence, Italy

Datum 11.11.2010

Beschreibung We were presenting the project and searching for the potential partners for both cooperation (especially during valorisation) as well as future comercialization. We were also exchanging experience about ICT, CALL and CLIL usage in learning and teaching languages. These institutions have been chosen, because they deal with potential end users of ESPA 2.0 project and can act as promoters of the project impact. Experienced staff in the fields of ICT and language learning offers important and valuable knowledge and experience about the use of ICT, CLIL and CALL methodologies. Cooperation with the above mentioned organizations significantly contributes to the project evaluation and dissemination.

Zielgruppe Adult education provider
Adult education providers associations
Adult education teacher
Adult learners
Company training department
HE research centres
Higher Education Professors
Language teachers
SME
Institutions or organisations providing learning opportunities within the context of the Lifelong Learning Programme, or within the limits of its sub-programmes
Teachers, trainers and other staff involved in any aspect of lifelong learning
Pupils, students, trainees and adult learners

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 11-11-2010 ITALY

Veranstaltungen

Project presentation at Meeting with other LdV Projects

Datum 10.11.2010

Beschreibung These institutions have been chosen as they are dealing with the project target users - SMEs, students, teachers. They are able to support the project dissemination activities and to raise awareness about the project products in their countries.

Zielgruppe Adult education providers associations
Association of professors and researchers specialising in European integration
Consultancy
HE research centres
University or higher education institution (tertiary level)
VET providers associations
Non profit organisations, voluntary bodies, non-governmental organisations ("NGOs")

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 10-11-2010 SPAIN

3rd Partners' Meeting

Datum 28.10.2010

Beschreibung

Zielgruppe

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 28-29.10.2010, Spain.

Veranstaltungen

Visits and meeting of ESPA 2 partners with CEDERNA GARALUR ASSOCIATION, ASSOCIATION OF INDUSTRY OF NAVARRA (AIN), OFFICIAL LANGUAGES SCHOOL OF NAVARRA and IKASTOLA SAN FERMIN

Datum 28.10.2010

Beschreibung These visits were organized as case study visits for partners, but they have to the aim to disseminate the project and its results, giving visibility thanks to partners presence. As it was explained previously, all these entities were selected to have activities related to ESPA 2.0 main issues and/or to have a great potential of access to the ESPA 2.0 target, in the case of associations dealing with SMEs and large enterprises, as CEDERNA GARALUR and AIN.

Zielgruppe Adult education provider
Primary school
Non-profit associations
Enterprises, social partners and their organisations at all levels, including trade organisations and chambers of commerce and industry

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 28-10-2010 SPAIN

Presentation of the ESPA 2.0 project at the Junior Chamber International Latvia and discussing an agreement concerning partnership within the project dissemination

Datum 23.10.2010

Beschreibung This organization, dealing with SMEs and other enterprises from different sectors is a valuable and important partner for the project dissemination.

Zielgruppe Chambers of commerce
SME
Employers

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 23-10-2010 LATVIA

Veranstaltungen

European cooperation between universities and enterprises in the VET and HE field (Contact seminar), Warsaw

Datum 14.10.2010

Beschreibung Trying to find possible partners in dissemination of the project. We were invited by Polish National Agency (NA) for presenting results of ESPA EST 2 project to wide group of international participants. These institutions and organizations were chosen mainly as supporters of the project dissemination. They can significantly contribute to the project impact on direct and indirect target groups.

Zielgruppe SME
 University or higher education institution (tertiary level)
 Vocational training centre or organisation
 Institutions or organisations providing learning opportunities within the context of the Lifelong Learning Programme, or within the limits of its sub-programmes
 Bodies providing guidance, counselling and information services relating to any aspect of lifelong learning
 Teachers, trainers and other staff involved in any aspect of lifelong learning

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 14-10-2010 POLAND

EuroCall in Bordeaux – conference on CALL within LLP

Datum 09.09.2010

Beschreibung Presenting the project, searching for similar projects and trying to learn from them (good practice exchange). Also trying to find possible future commercialization solution for the project. The above mentioned entities were chosen as they are active in the field of Lifelong Learning. Contact with such organizations and institutions provides a chance to exchange knowledge, experiences and good practices. They can also offer important support for the project dissemination and find potential partners for the project commercialization.

Zielgruppe European network
 Bodies providing guidance, counselling and information services relating to any aspect of lifelong learning
 Institutions or organisations providing learning opportunities within the context of the Lifelong Learning Programme, or within the limits of its sub-programmes
 Teachers, trainers and other staff involved in any aspect of lifelong learning

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 09-09-2010 FRANCE

Veranstaltungen

Presentation at SES 2010 – Summer Esperanto-Study

Datum 02.07.2010

Beschreibung The biggest summer course of Esperanto language with 200 participants. The presentation aimed to improve the understanding of modern language learning methods. The project was presented to a wide public – participants of our summer meeting. As the participants belong to the different age/occupational/language/etc groups, they represent the wide scope of target groups. The majority of the targeted participants were young people actively participating in NGOs and voluntary services.

Zielgruppe Adult education teacher
Language teachers
Non profit / Non governmental organisation
Organisations
SME
Young people

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 02-07-2010 SLOVAKIA

2nd Partners' Meeting

Datum 18.06.2010

Beschreibung

Zielgruppe

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 18.06.2010, Bulgaria

Veranstaltungen

Meeting with Polish-Spanish Chamber of Commerce

Datum 13.06.2010

Beschreibung Chambers of Commerce are perfect partners facilitating contacts with various enterprises and their employees, who are the most important target group of the ESPA 2.0 project. They can contribute significantly to the project dissemination, evaluation and development.

Zielgruppe Chambers of commerce

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 13-06-2010 POLAND

Dissemination of the ESPA Learning product among students of Spanish language classes in Latvia

Datum 04.06.2010

Beschreibung The organization that was chosen is working with the most important target groups of the project. Reaching them enables dissemination of project results among potential end user and is inevitable to achieve the project objectives.

Zielgruppe Adult education provider
Adult learners
Language teachers
Pupils, students, trainees and adult learners
Teachers, trainers and other staff involved in any aspect of lifelong learning

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 04-06-2010 LATVIA

Veranstaltungen

Dissemination of ESPA Learning product among students of Spanish language classes in Estonia

Datum 07.05.2010

Beschreibung The organization that was chosen is working with the most important target groups of the project. Reaching them enables dissemination of project results among potential end user and is inevitable to achieve the project objectives.

Zielgruppe Adult education provider
Adult learners
Language teachers
Teachers, trainers and other staff involved in any aspect of lifelong learning
Pupils, students, trainees and adult learners

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 07-05-2010 ESTONIA

Dissemination of the ESPA Learning product among students of Spanish language classes in Lithuania

Datum 16.04.2010

Beschreibung The organization that was chosen is working with the most important target groups of the project. Reaching them enables dissemination of project results among potential end user and is inevitable to achieve the project objectives.

Zielgruppe Adult education provider
Adult learners
Language teachers
Pupils, students, trainees and adult learners
Teachers, trainers and other staff involved in any aspect of lifelong learning

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 16-04-2010 LITHUANIA

Veranstaltungen

Presentation on the conference “Entrepreneurship in Mazovia region”. Disseminating the project results and negotiating future commercialization

Datum 26.02.2010

Beschreibung The above listed entities are dealing with the most important target groups of the project – enterprises, employees, language and business teachers and students. Reaching these target groups is inevitable for achieving the project objectives. The universities and research bodies working in the fields of business and foreign languages education can significantly contribute not only to the project dissemination, but also to development of its key results.

Zielgruppe Enterprise large (> 500 employees)
HE research centres
Higher Education Professors
SME
University or higher education institution (tertiary level)
People in the labour market

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 26-02-2010 POLAND

1st Partners’ Meeting

Datum 05.02.2010

Beschreibung

Zielgruppe

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 5-6.02.2010, Poland

Project Tags

The project belongs to the following group(s):

Best Projects (<http://www.adam-europe.eu/adam/thematicgroup/MMVII>)