

20121206HT

## **Rolling out Eduplan**

### **Proposal for Leonardo Innovation Transfer Accompanying Measure**

#### **Objective**

Commercialize the Eduplan tool on European markets.

Eduplan is a tool for (self) assessing quality of training courses. Currently, it is available in three languages (EN, DE, FR). The focus of the activities of the proposed project will lie in countries where the languages of Eduplan are spoken: UK, Ireland, Malta (English); France, Belgium, Switzerland, Luxembourg (French); Germany, Austria, Switzerland, Luxembourg (German). The question of localization into other languages and countries will also be addressed. **I would leave out other languages – in that respect we give all money to the translators and have no money left for meetings and conferences. I would rather stick on using the social media which is effectively planned and is a hot spot actually in Europe.**

#### **Partners**

LMU (coordination), SICFY (?), Bildungsagentur, **LRD (no)**, SVEB, **IHK (no)**, **Koch New Media (no)**, **UK (Toby has to sort it out)**, Ireland (Yvonne Lane?), **European association (yes, very necessary): Helga, perhaps you have some connections there**

#### **Work plan**

##### **WP1 - Exploitation and marketing strategy**

- Refinement of the business plan
- Definition of target groups
- Market study and competitive analysis
- Dissemination and Marketing plan
- Localization into other languages (franchising)

##### **WP2 – Promotion material**

- Logo (keep it ?), **yes**
- Postcards
- Brochure “How does it work?”
- Roll-up poster

##### **WP3 – Promotion channels**

- Articles in printed publications (IHK newsletter, etc)
- Articles on specialized web sites
- Email campaigns
- LinkedIn and Facebook

##### **WP4 – Presence at events and exhibitions**

- European events (Educa Online ? ? ? ?) **yes**
- France (Les assises de SICFY 2013 ? ? ?) **yes**
- Germany (? ? ?) **at one speed-dating: bildungsagentur**

UK ( ? ? ? )  
Ireland ( ? ? ? ? )  
Switzerland ( ? ? ? ? )  
Austria ( ? ? ? ? )  
Luxembourg ( ? ? ? ? )

#### **WP5 – Monitoring impact**

Number of persons reached: a conference with 50 people would be important; perhaps inclusively participation at the conference via social media 100 !?

#### **WP6- Project management and reporting**

##### **Budget**

max 200k€ with 150k€ co-financed by EC.

##### **Question**

Who finances the remaining 50k€? The owners of Eduplan? Who else?

If we would consist of 6 or 7 partners the amount would consist of around € 8.000 resp. € 7.200 about (dependent on the percentage-rate). This amount can be covered by personnel fee which is possible for SVEB, bildungsagentur, LMU, Ireland and should be possible for a European organization in Luxemburg or Austria or Brussels and also for Sicfy.