

Terminal Check



molam

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Moving at labour market

Exploitation Strategy

Deliverable 27



Partners

Sociedade Portuguesa de Inovação (Project Coordination)

Ana Ribeiro

email: anaribeiro@spi.pt

Dora Fazekas

email: dorafazekas@spi.pt

URL: www.spi.pt

Deutsches Jugendinstitut

Tabea Schlimbach

email: schlimbach@dji.de

URL: www.dji.de

ASIMAG

Leire Monterrubio

email: l.monterrubio@asimag.net

URL: www.asimag.es

TK Formazione

Michela Calabrese

email: m.calabrese@tkformazione.it

URL: www.tkformazione.it

Careers Europe

Katie Peyton-Lister

email: katie.peyton-lister@careerseurope.co.uk

URL: www.careerseurope.co.uk

Tempo

Gabriela Vlčková

email: vlckova@tempo.cz

URL: <http://www.tempo.cz/>



Index

Index.....	3
Introduction	4
1. Rationale of the exploitation	5
2. Identification of the target group.....	7
3. General rules for the exploitation	8
4. Exploitation strategy	9
5. Conclusion	12

Introduction

This document has been developed in the framework of the MOL@M (“Moving at Labour Market” - 510380-LLP-1-2010-PT-LEONARDO-LMP) project funded by the Lifelong Learning Programme, Leonardo da Vinci sub-programme.

The focus of the exploitation strategy is not only the description of individual activities proposed by each partner but also general and common conclusions on how to achieve the best possible results.

The project, especially results and outputs, can be successful only if there are well organized dissemination activities and their sustainability is assured. Dissemination, therefore, is the basis for exploitation. As a consequence, the Exploitation strategy follows and is directly linked with the content and substantiality of the Dissemination Plan.

In order to assure the successful exploitation it is crucial to carry out dissemination activities in proper and right way – to reach appropriate target group and key actors with relevant products.

1. Rationale of the exploitation

It may seem that the most important aspect during the project lifetime is the effective implementation and achievement of all activities as well the progress of the project. However, it is necessary to mention that the development of products goes hand in hand with the dissemination and exploitation.

There is no doubt that products and results cannot be spread among the target groups and have a proper impact without exploiting them. Then it is obvious that exploitation cannot be assured if relevant products of good quality are inexistent. Therefore, it is an indisputable fact that the exploitation and dissemination are important activities of project which need high attention during the whole lifespan of the project, so that they can have impact after its end.

Even though exploitation is usually effaced in comparison with other project activities, it is crucial for the project's success to prepare and undertake an effective promotional strategy, which will help the partnership to address the main target groups and provide them with the main products and results. Hence, an exploitation strategy was developed and should serve to all MOL@M partners as a manual or guideline on how to exploit and valorise the project outcomes.

Although exploitation is usually undertaken at the very end of the project and especially after the project's lifetime, it is important to start to plan exploitation activities on time and to discuss possible exploitation strategies among the consortium and with potential users or exploiters. One of the key elements of the exploitation process is the promotion and awareness raising. Therefore, from the perspective of the MOL@M project the effective exploitation and dissemination can be assured by following activities:

- Promotion of the MOL@M project (meant as an idea, aims, objectives, targets);
- Promotion of the products and results developed in the framework of the MOL@M project;
- Raising awareness of European mobility as an option for employment and to support the employability of citizens;

- ▶ Presentation of innovative aspects of the project – Interactive Tool, learning opportunities and access to information for guidance professionals.

2. Identification of the target group

For the successful implementation of the exploitation activities and assurance of their impact it is very important to clearly identify the target group and beneficiaries of the project, who will profit or benefit from products and results, especially the Mol@m interactive tool. Therefore, each partner identified the main target groups that will be addressed through the dissemination and exploitation activities. Also, key and significant institutions or organizations from the field were selected and partners already started the cooperation with some of them. Each partner was requested to complete list of at least 50 contacts – potential co-operators and this list will be updated with new contacts resulting from the various project activities.

This group of co-operators can be called as key actors or stakeholders. These co-operators should assure the main network for the dissemination and exploitation of the developed products and results during and after the project lifetime. Also they may possibly be helpful during the process of testing and validation – can select proper representatives of the target group who might participate in the testing events in order to explore the project results. Moreover, if these stakeholders find the MOL@M project interesting for them and/or their institutions, they can also spread information and raise awareness of it to other connected organizations and institutions, which can increase the number of addressed and/or targeted organizations and maximize the sustainability of the project and its results.

In addition to the key actors, the project focus is also on further career guidance professionals not reached during the project as well EU citizens who decide to move abroad and search for relevant guidance before departing.

3. General rules for the exploitation

The exploitation in the understanding of European Commission, Directorate of Education and Culture has some specific rules, which have to be followed during the implementation of different promotional activities. These rules, which are in general implemented at a centralised level, are mostly required also at a decentralised level, which is at the level of individual National Agencies.

For more information, please, see the chapter 3 of Dissemination Plan (General rules for the dissemination).

4. Exploitation strategy

All partners of the MOL@M project were asked to set up own exploitation activities and guidelines. The main intention and idea of the exploitation strategy is to provide a list of exploitation activities and events, which are planned to be undertaken by individual partners within the framework of the project.

The sustainability of the project is considered a key aspect of the exploitation. In the MOL@M project the focus of exploitation is to ensure that the Interactive tool is transferred and used by relevant key actors not only during the project but especially after the end and that the key actors disseminate the product to further relevant bodies.

In order to achieve the main aim of exploitation, wide and targeted dissemination activities should be carried out during the whole project as well after its end (based on dissemination plans). Interest should be paid to dissemination and exploitation at national but also international (for example EU) level. The following can be considered key activities:

- Distribution of promotional materials about the project and its outcomes (including the DVDs with the final products).
- Intensive contacts with key actors/experts to present the project outcomes and products, including at the Pilot Testing (D. 17) and at the Final Seminar (D. 29).
- Publishing of press release, articles, promote the project web site, blog, Twitter and Facebook pages.
- Informing of partners from other projects and networks about MOL@M and send the link to the Interactive Tool.
- Organising or participating in conferences or seminars related to the job opportunities, mobilities, etc.
- Registration of the project in ADAM and in the European Network for Transfer and Exploitation of EU Projects (ENTER).
- Linking the website and the online Interactive Tool to relevant platforms related to employment, career counseling, European mobility, etc. in the project and other countries, as well as at European level.

Based on partners contribution, the following core objectives of exploitation have been identified:

- To reach as many as possible key bodies (experts, advisors, consultants, etc.) interested in using the Interactive tool and products in order to increase the number of potential users;
- To make sure that the target group is addressed adequately and is aware about the existence of the Interactive tool – to raise awareness about the products;
- To assure that the target group is clear about how the Interactive tool can be applied and used easily and efficiently;
- To ensure the products will be used after the project is finished. It is essential to identify the potential ways how the tool can be used effectively in future in practice of experts, professional and carrier advisors or consultants, for instance to be linked to or implemented into existing services or other way around.

Partners have agreed that for the next period it is important to think about possible ways of how to transfer the outcomes to other areas. For example to other countries, different content – TOI projects so the valorisation is assured. Also it will be necessary to discuss about the confidentiality of persons who contribute or publish on the Interactive Tool (for example story telling).

Last but not least it was approved by all partners that there should be elaborated an IPR (Intellectual Property Rights) agreement where all key aspects should be defined. Till the next meeting partners will think about following subjects:

- How to ensure the IPR of the tool and its contents after the project end?
- What will be rights and obligations of each partner in terms of the management of the Tool?
- To how will the publish publication of information in the tool be managed in the future - only registered people can publish? How to be can we be sure that they include trustable information? How to ensure the exploitation of the tool after the end of the project –will this be done by the consortium as whole or individually per country?
- In the future, should the Interactive tool or parts of it be paid or sponsored? If so, how will this be organized and managed??
- Is it possible to mention/link to mol@m’s Interactive Tool similar other related tools that are paid?

- ▶ Do partners have any practical example from previous projects or other experiences of successful exploitation of results?

5. Conclusion

The sustainable value and use of a project's products can only be assured by well organized, planned and implemented dissemination and exploitation activities at various levels (meant local, national, EU, etc.). Therefore it is needed that all the exploitation activities are clearly defined as well as carried out. The document "Exploitation Next" which will be delivered by September 2012 will provide detailed information on exploitation activities concerning the future of the main project results after the project end.

It is essential to mention that the communication and effective cooperation between all partners is crucial also from the point of view of exploitation.

Last but not least it could be stated that the role of the work package leader (TEMPO TRAINING & CONSULTING a.s.) is to operate as a provider of relevant information on how to proceed and conduct an effective dissemination and exploitation. The WP leader and the project coordinator will also provide support and tools to all partners which will facilitate the easy and successful achievement and implementation of promotion activities.