

Terminal Check



molam

510380-LLP-1-2010-PT-LEONARDO-LMP



Moving at labour market

Final Evaluation Report

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



Partners

Sociedade Portuguesa de Inovação (Project Coordination)

Ana Ribeiro
email: anaribeiro@spi.pt

Miguel Carnide
email: miguelcarnide@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: <http://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

Veronika Romanova
email: romanova@tempo.cz



Document history

version	date	author	comments
V1	17/12/2012	Harry Theotokatos and Katie Peyton-Lister	
V2	21/12/2012	Ana Ribeiro	
V3	29/01/2013	Harry Theotokatos and Katie Peyton-Lister	



Index

Index	4
1. Introduction	5
2. Executive Summary	5
3. Description of project	7
4. Evaluation Methodology.....	8
5. Work Package 1 – Project Management (SPI - PT).....	9
6. Work Package 2 – Research (DJI - DE)	11
7. Work Package 3 – Content Elaboration (TKF - IT)	12
8. Work Package 4 – Creation of Interactive Tool (SPI - PT)	13
9. Work Package 5 – Test and Validation (ASIMAG - ES).....	15
10. Work Package 6 – Dissemination (TEMPO – CZ)	16
11. Work Package 7 – Website and Project Blog (SPI - PT).....	18
12. Work Package 8 – Exploitation (TEMPO - CZ)	19
13. Work Package 9 – Monitoring and Evaluation (CE - UK).....	20
14. Partnership performance	21
15. Conclusion.....	21

1. Introduction

This Final Evaluation Report by the External and Internal Evaluators provides the final assessment of the full implementation of the 'Moving at Labour Market - MOL@M' Leonardo da Vinci Project for the period 1st October 2010 to 30th September 2012. The project received an extension until 30th of November 2012 as "closing date of action"¹. There was not any form of financial amendment to the original grant agreement.

The Evaluation Report makes an assessment of the project success. It helps the partners to understand how and why outputs and outcomes have been achieved and identifies any weaknesses or lessons to be learned for future projects, as well as it enables the Partnership to spotlight the developed good practices in national and European level.

This project was implemented and managed by a transnational Partnership, comprised of the following six organisations:

- Sociedade Portuguesa de Inovação - (Project Coordination)
- Deutsches Jugendinstitut
- ASIMAG
- TK Formazione
- Careers Europe
- Tempo

2. Executive Summary

The main conclusions of the Evaluation are:

- All partners highly appreciated the project coordination and management. The project plan was clear and detailed, while tasks and deadlines were well defined. The Project Coordinator was

¹ Education, Audiovisual and Culture Executive Agency, Amendment No 2010 – 3556 / 001 – 003 to Grant Agreement 520380-LLP-1-2010-PT-Leonardo-LMp, page 2.

able to follow up with outstanding issues and deadlines throughout the implementation of the project, kept the project on track regarding deadlines, showed timely response to Partner enquiries, showed initiative, direction, cooperation and flexibility in dealing with some project implementation issues, thus contributing to the successful conclusion of the project. All the partners were actively involved and did their best in carrying out their role and in supporting the work of the other partners for all WorkPackages.

- The communication flows were also positively evaluated. There was very good diffusion of significant information, including both formal and informal advice among partners. To this direction the meetings schedule, the work package leaders' action and the frequency of emails were very important.
- There was high relevance and connection between objectives and activities carried out. The project has met all the objectives which it set out to achieve and the results are very positive.
- The results achieved are very satisfactory and useful. The products and activities – the research report, the content building workshops, the Interactive Tool, the website and social media and other exploitation and dissemination activities and products - were completed mostly on time, and any delays that occurred did not affect the implementation of the project or compromised the quality of the deliverables, which are of high standard.
- The Partnership delivered all the products, particularly the main product the Interactive Tool, it had identified in its project application and the stated quantities.
- The dissemination and exploitation results were very good, both in terms of quantities – delivered more than stated in the project proposal – as well as in quality and effectiveness, as at least evidenced in the interest to the Interactive Tool shown by various organisations in the last exploitation activity in Leeds.
- The project achieved all the sustainability targets it set in its application and this constitutes its main added value. In particular, the Interactive Tool is the main deliverable and outcome of the project and it does provide significant added value. The Interactive Tool is a very relative product as it fulfils the relevance criteria described in the project application. For the post-project sustainability of the Interactive Tool the partners have agreed that it is a MOL@M product which constitutes six national versions. After the end of the project, each partner is responsible for the maintenance of their national version of the Interactive Tool.

- Other project products that will sustain the results of the project are the website, it will be maintained by each partner wishing to do so, the project's Facebook page for a year and the DVD.
- In terms of dissemination products in some instances the partnership produced more products than it had stated in its application, such as 1500 DVDs instead of 600 and created Facebook and Twitter accounts, which were not included.
- The main lesson drawn from the MoL@M project Partnership is the complementarity and the very closely matched competence (knowledge, skills and experience) of the partner organisations, which meant that each partner was able to plan, execute and complete without much difficulty the processes and deliverables of each WorkPackage.

3. Description of project

The MOL@M project aimed to equip EU career guidance professionals in VET schools and youth centres, labour offices etc, with expanded knowledge on other EU labour markets, so that they can help and encourage European emigration for employment purposes. This was done by providing this target group with an Interactive Tool, which is to be complementary to existing instruments such as EURES, Euroguidance, etc, on practical information on local rules and practices related to job markets and local job culture of the involved EU countries. Through this tool the target group will be able to enhance European occupational mobility and contribute to the increase of employability of especially lower skilled job seekers across Europe.

The intended results of the MOL@M project were:

- **A methodological approach - Research** – this will include three activities that would allow the Partnership to identify the main needs of potential emigrants in the areas of cultural, social and economic adaptation to host countries, as well as the needs of those who work to encourage and advise on their job seeking in other EU countries.
- **Research Report** – the report will summarise the conclusions of the research in each country, including the results of the instruments applied to collect information and national report per partner country.

- **Content building workshops** – will be organised in three partner countries to present the first structure of the contents and a summary of the themes to be addressed, and to collect feedback and inputs (8 to 12 persons per country).
- **Creation of a Prototype Interactive Tool** – (which will include an e-learning course) in 6 languages, designed to promote the occupational mobility of job-seekers to other EU labour markets as well as their social, economic and cultural integration. The Tool will be available through a direct link from the project website. The Tool will be tested and validated in three partner counties entirely by distance or involve one seminar.
- **Dissemination and exploitation activities of the results** – activities will be undertaken not only to educate and inform, but also to disseminate the project results and promote the adaptation of the developed results.
- **DVD** – in six project languages with a total of 600 copies.

4. Evaluation Methodology

The detailed evaluation of the project is contained in the Project’s Monitoring and Evaluation Plan. The evaluation methodology takes into consideration three components on which it was developed and implemented, and these were: the European Commission’s rules, Leonardo Da Vinci’s regulation requirements and the project’s evaluation methodology as stated in the project Monitoring and Evaluation Plan.

The European Commission uses five main evaluation criteria for the evaluation of its funded projects and these will be used in this evaluation: These criteria are:

- The relevance of the activities and results, indicating the extent to which the common objectives met common needs and addressed common issues;
- the efficiency, the extent, and the desired effects are achieved at a reasonable cost (the relation between inputs and outputs, quality);
- the effectiveness and the extent to which objectives set are achieved;
- impact – On the target population and the contribution on the policy and practice of decision makers and stakeholders at European, national and local levels; and
- Sustainability – the extent to which positive effects are likely to last after the intervention has terminated.

In addition, for the Leonardo projects there are other additional evaluation criteria such as transnational Partnership, dissemination, innovation, and quality of the exploitation and these will be taken also into consideration as they are either specific WorkPackages and/or parts of them are contained in various WorkPackages.

The information drawn here is based on all the minutes from the Partnership meetings and Skype conferences among the partners, on all the Partnership meetings' evaluation reports ('monkey surveys'), comments from the partnerships' monitoring activities, correspondence between the Project Coordinator and the partners, correspondence among the partners, all the deliverables, some correspondence from the funding Agency and from my attendance in the 1st Partnership meeting in Porto and the last Partnership meeting and Conference in Leeds.

5. Work Package 1 – Project Management (SPI - PT)

DURATION OF WP 1 - 01/10/2010 TO 30/09/2012 (24 MONTHS)		
ACTUAL REALISATION (24 MONTHS + 2 MONTHS DUE TO PROJECT EXTENSION)		
Activity	Delivery according to Workplan	Actual realisation
First MOL@M Skype conference	None	09/12/2010
D1 – 1 st Partnership meeting	01/11/2010, Portugal	20-21/01/2011, Porto, Portugal
D2 – 2 nd Partnership meeting	04/04/2011, Germany	27-28/04/2011, Halle, Germany
D3 – 3 rd Partnership meeting	05/09/2011, Italy	20-21/09/2011, Florence, Italy
D4 – 4 th Partnership meeting	9/1/2012, Spain	7-8/02/2012, Bilbao, Spain
D5 – 5 th Partnership meeting	7/5/2012, Czech Republic	22-23/05/2012, Ostrava, Czech Republic
D6 – 6 th Partnership meeting	3/9/2012, UK	13/09/2012, Leeds, UK
D7 - Interim Report	30/10/2011	28/10/2011
D8 - Final Report	3/9/2012	31/01/2013 (due to project extension)

5.1 Coordination and Management

A survey of all the Partnership meetings was conducted covering 8 aspects of the meetings. After the initial survey of the kick off meeting, where there were some concerns regarding the deadlines for the project tasks, there was continuous improvement and throughout the Partnership there was almost complete satisfaction in almost all areas concerning the coordination and management of the project, such as: the workplan and timetable were clear and updated, timescales/deadlines for the project tasks were reasonable, there was a fair distribution of the responsibilities between partners, the agreed

decision making procedures were effective, communication between partners was regular and the contributions made by partners were valued.

The Project Coordinator was able to follow up with outstanding issues and deadlines throughout the implementation of the project, kept the project on track regarding deadlines, showed timely response to Partner enquiries, showed initiative, direction, cooperation and flexibility in dealing with some project implementation issues, as for instance in the case of WP2 which was the most demanding of the WorkPackages.

Overall, the successful conclusion of the project, the delivery and high quality of all the project products, the consistent satisfaction of the Partners with the Project Coordinator throughout the implementation of the project, the feedback from the above surveys, the correspondence among the Partnership and the observations from the External Evaluator's presence in two Partnership meetings support the conclusion that the overall project management by the Project Coordinator was very good.

5.2 Coordination and Management

Six partnership meetings took place, as planned, during the course of the project (Porto kick off meeting, Halle, Florence, Bilbao, Ostrava and Leeds). There was a delay in scheduling the kick-off Partnership meeting by 8 weeks, (but a Skype conference took place to address this delay), because it was not possible for the Partners to match their availability, and this led to some re-scheduling of dates for certain deliverables. All the remaining meetings took place within the month indicated in the project application, usually with a delay of 1-3 weeks later than planned, but these delays did not affect in any way the running of the project or the production of the deliverables. In addition, there were numerous Skype conferences.

A survey of all the Partnership meetings was conducted covering 9 aspects of the meetings. In general, all the meetings scored very high marks. The biggest scoring variations occurred in relation to the meeting venues, accommodation and meals, which reflected personal tastes and factors that could not be completely controlled by the host partners.

5.3 Progress Report

The Progress Report was delivered on schedule.

5.4. Request for increase of staff costs

In May 2012 the Partnership discussed the need by some partners to have changes made in terms of staff costs (e.g. shift from travel and subsistence for staff costs). A request to increase the staff costs was submitted to the EACEA on the 7th of July 2012. The request was rejected as there was no revision of the work programme of the project and the additional tasks in the amendment request did not justify such significant change in the budget. On the 19th of September the EACEA informed the Partnership that it extended the eligibility period to the 30th of November, as the final date for “closing date of action”.

6. Work Package 2 – Research (DJI - DE)

DURATION OF WP 2 – 01/10/2010 TO 30/04/2011 (7 MONTHS)		
ACTUAL REALISATION (9 MONTHS)		
Activity	Delivery according to Workplan	Actual realisation
D9 – Methodological approach - Research	14/01/2011	15/02/2011
D10 – Research Report	30/04/2011	30/06/2011

Planning and implementation of the activities (D9 and D10): The interview guidelines for low skilled immigrants, the methodology of the interviews and the analysis of the national results took place during the first MOL@M Skype conference on 9 December 2010. In the kick off meeting a general discussion took place about terminology, concepts, target groups, methods and tools of conducting the research and interviews. This early approach to the development of the research approach proved to be both effective and efficient. Having agreed on the above for the development of this Workpackage four different methods were used, as described in the project application:

1. **Desk research:** based on bibliography (hard copy and online sources), such as links and services provided by the institutions, that helped to understand the context of migration and employability in each one of the partner countries;
2. **Quantitative Expert Surveys:** guided questionnaire survey addressed to career guidance professionals (diagnosis of training needs about other EU labour markets);

3. **Qualitative Expert Survey:** interviews with immigrant associations and other similar entities so that made it possible to analyse with more detail the adversities migrants deal with in the destination countries and the support they missed before departing;
4. **Qualitative Migrant Survey:** interviews with labour migrants within the EU which was an instrument to capture their individual experiences and understand all the challenges they experienced during this phase of their lives: integration into a new labour market, cultural and social context.

In total 68 professionals were questioned (Germany: 9, Czech Republic: 12, Italy: 8, Portugal: 18, Spain: 10; and UK: 11) and 13 interviews with 14 professionals were conducted by the above 2, 3 and 4 methods. **The total number of interviews conducted (68) with professionals is above the target stated in the project application, 60 interviews.** These qualitative surveys were complemented with 2 interviews with migrants in each partner country, **as stated in the project application.**

Following the collection of all the information from the surveys, each partner processed the information from their own country following the guidelines established by the WP2 coordinator. By 30th of June 2011 the global research report in English and the national reports from Portugal, Italy and the Czech Republic had been finalised. The reports from the UK and Germany were delivered by the 20th of July, but the translation of the Spanish National Report was only completed in 30 September 2011 due to staff changes of the partner. However, the above delays had no implications in the development of the other activities of the project, since all the information was contained in the global research report in English, which had been finalised, revised and published by the 30th June.

Relevance: The Research report produced was very relevant and of high quality for the project needs because it provided the basis on which WPs 3, 4 and 5 were developed.

This WorkPackage was completed 2 months late.

7. Work Package 3 – Content Elaboration (TKF - IT)

DURATION OF WP 3 – 01/10/2010 TO 05/12/2011 (15 MONTHS)		
ACTUAL REALISATION (15.5 MONTHS)		
Activity	Delivery according to Workplan	Actual realisation

D11 – Methodological approach - contents	07/03/2011	31/05/2011
D12 – Content building workshops (UK, IT, DE)	06/06/2011	13/07/2011
D13 - Contents	05/12/2011	31/12/2011

Methodological approach – contents (D11) - A methodological approach of the content elaboration, the organisation of the content building workshops, the necessary quality/performance indicators was developed as guidelines for the development of the Interactive Tool. This approach to the development of the content building workshops proved to be both effective and efficient.

Contents building workshops and contents (D12 and D13) - Content building workshops were organised in Germany (9 participants), in Italy (11 participants) and in the UK (6 participants). The results of these workshops were analysed and discussed among partners and following this there was an adjustment of the themes to be addressed in the contents and the characteristics of the Interactive Tool. **The workshops were conducted in three partner countries, and the total number of participants was within the range as envisaged in the project application (8 to 12 participants).**

Relevance and impact: The workshops proved very useful because they identified both strengths and weaknesses in the content material and this helped the fine tuning of the contents and the characteristics of the Interactive Tool, particularly in terms of identifying the relevant websites and bibliography in each partner country.

8. Work Package 4 – Creation of Interactive Tool (SPI - PT)

DURATION OF WP 4 - 05/06/2011 TO 05/03/2012 (9 MONTHS)		
ACTUAL REALISATION (10 MONTHS)		
Activity	Delivery according to workplan	Actual realisation
D14 – Methodological approach – Interactive tool	04/07/2011	10/06/2011 (version 1) 30/09/2011 (version 2)
D15 – Interactive tool - Prototype	05/03/2012	April 2012

Methodological approach and prototype of Interactive Tool (D14 and D15) - The document ‘Methodological Approach Interactive Tool – Structure of the Interactive Tool’, was developed incorporating the conclusions from WP2, feedback from WP3 and from the discussions among the partners, particularly in the 2nd Partnership meeting in Halle. A critical decision by the partners was the initiative to start the discussion on the development of the Interactive Tool earlier than planned, in

parallel with the Research (WP2) and Content Elaboration (WP3), so to get its structure right at an early stage. This proved very effective and efficient as the above three WPs were feeding each other in parallel times.

The first prototype of the Interactive Tool in English was developed on April 2012 and then each partner translated the components of the Tool to their respective national languages. The final version of the Interactive Tool was made available online in September 2012. The external evaluator also used the website to test its functionality and content, and found it very user friendly, containing useful information without being 'over informative', practical information on local rules and practices for prospective migrants. The Tool includes the following sections:

- An Entrance webpage with the choice of accessing the information in one of the MOL@M partners' languages. The other webpage choices are:
- Information guide - contains information on job profiles, health and safety in work place, income, job search and traineeship, applications, job interviews and CV;
- Case studies - contains stories of migrants and testimonies of professionals;
- Checklist prior to departure - contains questions on various areas such as employment, health, travel documents, taxation, etc; and
- Bibliography from each partner country.

Relevance: The Interactive Tool is the main deliverable and outcome of the project and it does provide significant added value. The Interactive Tool is a very relative product as it fulfils the relevance criteria described in the project application, such as: it will contribute to the boosting of employability of EU citizens by enhancing their European mobility, it promotes employability, supports the development of skills and competence of guidance professionals and it will improve the quality of vocational training to the target groups.

The Interactive Tool is an innovative product because its ICT-based content, one of the objectives of the LLP programme, which is a form of learning not yet commonly used for the education and training of guidance professionals. The Interactive Tool is also innovative because:

- i. It does not have the structure of similar existing tools (e.g. EURES);

- ii. it addresses migration related information gaps and target groups not covered by similar existing tools;
- iii. the information it contains is very country specific and this provides a greater level of detail for the users.

Impact/sustainability: The Interactive Tool will achieve its purpose to promote labour mobility across the EU markets for labour purposes and the integration of these migrants into a new social, economic and cultural reality through the development of the skills of career guidance professionals. There is already evidence about this, as shown by the keen interest of various organisations in using the Interactive Tool in the Final Conference in Leeds, witnessed also by the External Evaluator who attended the Conference (see Work Package 8).

The sustainability of the Interactive Tool during the implementation of the project is maintained through the partners' activities as elaborated in the Dissemination and Exploitation activities. For the post-project sustainability of the Interactive Tool the partners have agreed that it will remain a MOL@M product composed of six national versions. After the end of the project, each partner is responsible for the maintenance of their national version of the Interactive Tool. (The Partnership Intellectual Property Agreement (IPR) contains a detailed description of the requirements of the sustainability of the Interactive Tool).

9. Work Package 5 – Test and Validation (ASIMAG - ES)

DURATION OF WP 5 - 09/01/2012 TO 06/08/2012 (8 MONTHS)		
ACTUAL REALISATION – (8.5 MONTHS)		
Activity	Delivery according to Workplan	Actual realisation
D16 – Methodological Approach – Testing	09/01/2012	07/02/2012
D17 – Pilot testing	02/04/2012	1-20/04/2012
D18 – Validation dossier	02/04/2012	11/06/2012
D19 – Interactive tool (Final Version)	06/08/2012	01/09/2012 30/11/2012 (with extra content)
D20 – Support Handbook	06/08/2012	20/08/2012

D16 to D19 - The major activity of this WorkPackage was to test the Interactive Tool prototype during April 2012, with professionals in the employment services based on guidelines of a Methodological Document developed for this purpose. The testing took place in three partner countries, the Czech Republic (12 participants), Portugal (11 participants) and Spain (10 participants), **for a total of 33**

participants, an average rate of participation of 11 persons. This was higher than the target of at least 30 persons set in the project application (E.7 Impact).

The participants navigated in the national Interactive Tool for a pre-defined period of time so that the partners could evaluate the efficiency and adequacy of its different components. The feedback from pilot testing was discussed extensively in the fifth Partnership meeting in Ostrava, (22-23 May 2012) and the partners agreed on the necessary changes to the Interactive Tool.

Support Handbook (D2) - The users of the Interactive Tool are supported by two well documented Handbooks, the Support Handbook “Guide to use MOL@M interactive tool” and the Handbook “How to use the back office of the MOL@M Interactive Tool to manage and update national versions”.

Relevance: Both the pilot testing of the Interactive Tool with a sample of employment professionals and the Support Handbooks were very relevant and effective because the first validated, with some necessary adjustments, the utility and usefulness of the Interactive Tool, while the later provides the necessary support for the smooth usage of the Interactive tool by creating user friendly Handbooks.

10. Work Package 6 – Dissemination (TEMPO – CZ)

DURATION OF WP 6 – 01/10/2011 TO 30/09/2012 (24 MONTHS)		
ACTUAL REALISATION – (24 MONTHS + 2 MONTHS DUE TO THE EXTENSION)		
Activity	Delivery according to Workplan	Actual realisation
D21 - Dissemination plan	04/04/2011	15/03/2011
D22 – Project brochure	04/04/2011	Brochure 1 – 07/06/2011 Brochure 2 (printed) – 01/08/2012
D23 - Project DVD (D23)	21/09/2012	30/08/2012
D24 - Dissemination report	03/09/2012	30/11/2012 (due to extension)

Dissemination plan (D21) - The dissemination plan was completed on 15 March 2011, 6 weeks later than planned. The quality of the plan was good covering all major areas of dissemination, such as its rationale, identification of target group, rules for dissemination, the national dissemination plans and activities.

Project brochure (D22) - The project brochure was produced with only a small delay of 2 weeks and it had favourable comments from all the partners. The brochure was also produced in all the partners’

national languages. Partners agreed that the first brochure would not have professional printing, because at that stage of the project, it was not possible to include detailed information. Therefore, a more detailed brochure was produced towards the end of the project (August 2012), which was translated and printed by all partners. Additionally, the Project Coordinator printed 500 copies of the English version of this brochure – this was distributed in the final conference in Leeds to participants, plus each partner took around 50 copies to distribute in their dissemination activities.

Project DVD (D23) – The project DVD was produced (one single DVD in 6 languages), as planned. The DVD follows the structure of the Interactive Tool, but the entrance screen includes links to the online version of the Tool and to the project website. The information of each subsection is downloadable in pdf format (e.g. one pdf with the contacts of each country).

A total of 1500 copies (600 was the target) of the DVD were produced by the coordinator. Part of these copies was distributed among partners and the rest remained with the coordinator to be distributed in dissemination events. It was agreed that only the Project Coordinator would produce the DVD (as stated in the application) in order to save costs and every time a partner would like to receive extra copies of the DVD, they would/will be sent by the coordinator per post. Each partner had to send at least 20 copies to the 20 most relevant stakeholders in their countries.

Additional dissemination actions – The partnership requested for a project extension in order to be able to (among other activities) reinforce the dissemination of the project's results. In that context, partners developed extra dissemination activities locally (see dissemination report) and the Project Coordinator took part in the European Employment Forum (Brussels) with a stand to disseminate the project. The German partner DJI participated in another international conference in Belgrade, where the project was disseminated.

Dissemination Report (D24) – The dissemination report is quite comprehensive and it covers all aspects of the relevant activities. The dissemination statistics used in this report are based on the Dissemination Report. Apart from the Tool partners recorded proof and evidence of dissemination activities like photos, presentations, copies of emails and other evidences of dissemination activities done by their institutions. These evidences are collected in and presented as an attachment to the Dissemination

Report under the name “Proofs of dissemination activities_all partners” structured by partners’ countries.

11. Work Package 7 – Website and Project Blog (SPI - PT)

DURATION OF WP 7 – 01/10/2010 TO 30/09/2012 (24 MONTHS)		
ACTUAL REALISATION – (24 MONTHS + 2 MONTHS DUE TO THE EXTENSION)		
Activity	Delivery according to Workplan	Actual realisation
D25 – Project website	04/04/2011	March 2011 and in all languages since 16/05/2011
D25 – Project blog	04/07/2011	March 2011 (together with Twitter and Facebook)

Project website (D25): The project website was uploaded on March 2011 and it was made available in all languages on 16 May 2011, only 5 weeks delay (<http://www.spi.pt/molam/>). The website provides the presentation of the project including its objectives, target groups, results, contacts and news in the 6 Partnership languages.

The project website will be maintained for at least 5 years after the end of the project, ensuring a long period of sustainability. The website was updated at the end of the project with the final events and deliverables and if there is need of further update after the end of the project this would be done by the Project Coordinator. From October 2010 to September 2012 altogether 1183 people (new visitors) visited the official website of the project and the total number of visits was 2090 which shows on returning visitors. Speaking in percentage 55,6% were new visitors and 44,4% returning visitors. The anticipated project target (E.7 Impact) of 1200 hits was met, and in terms of .total number of visits was at least 60% higher.

Project blog/ social media (D26) – The blog (as well as the Twitter and the Facebook) were uploaded on March 2011. From October 2011 to November 2012 altogether 134 people (unique visitors) visited the Blog. The blog is available only in English, it provides interesting updates about the project but shares also links, videos, news, documents related with migration policies and context in the European Union. It was also decided to create a Facebook and Twitter page for MOL@M, as nowadays the social networks are one of the main tools of dissemination. **This is an additional added value to the dissemination and exploitation of the project as it was included in the project application.** The

Facebook page reached the number of 109 followers (December 2012) and Twitter had 47 followers (December 2012). The partners agreed to focus on updating Facebook regularly, and maintain it for one year after the end of the project, thus adding one more product for sustainability. Facebook is the most used social network, according to the statistics provided by the Project Coordinator. The Facebook profile is linked to Twitter.

12. Work Package 8 – Exploitation (TEMPO - CZ)

DURATION OF WP 8 - 05/09/2011 TO 03/09/2012 (13 MONTHS)		
ACTUAL REALISATION – (13 MONTHS + 2 MONTHS DUE TO THE EXTENSION)		
Activity	Delivery according to Workplan	Actual realisation
D27 – Exploitation strategy	05/09/2011	06/10/2011
D28 – Exploitation next (including IPR agreement)	03/09/2011	03/08/2012 concluded in 30/11/2012 due to project extension
D29 – Final seminar (1 per country)	03/09/2011	Until 30/09/2012

Exploitation Strategy (D27) – The exploitation strategy document was concluded in October 2011. The strategy document is brief and relevant as it covers all the necessary areas that need to be addressed. All partners were asked to set up their own exploitation activities and guidelines. The main intention and idea of the exploitation strategy was to provide a list of exploitation activities and events, which were planned to be undertaken by individual partners within the framework of the project. In the MOL@M project the focus of exploitation was to ensure that the Interactive Tool is transferred and used by relevant key actors not only during the project, but especially after the end of it and that the key actors disseminate the product to further relevant bodies.

Exploitation next (D28) – The Exploitation Next document is complementary to the Exploitation strategy. The key objective of the document, which is brief and relevant, is to facilitate and clarify the process of exploitation not only for partners, but also for the relevant stakeholders. The document describes briefly the two approaches to exploitation (mainstreaming and multiplication) according to the LLP Guide 2010, it defined which project products need to be exploited, and the common approach to exploitation needed to be taken by each partner (e.g. European dissemination networks, potential commercial use of products and other).

In addition an Intellectual Property Rights (IPR) agreement was agreed on and signed by all the partners. This agreement concerns the use, exploitation and dissemination of MOL@M products by the partners contracted in the Project after the closure of the project.

Final Conference (D29) – A final project Conference was organised on the 12th of September 2012 in Leeds, UK, as planned, and a day before the final Partnership meeting. The Conference was a shared event with Careers Europe, the UK partner, as it celebrated its 20 years of European collaboration and projects. This approach proved appropriate as it ensured a larger participation than if it had been a MOL@M only Conference, 50 people attended the Conference, the vast majority of the participants were from careers related organisations and this meant that they were a relevant target group for the MOL@M project. The invitations were sent out to guests in July 2012 by Careers Europe. Participants could also register for the event on the Careers Europe website, and several reminders were sent prior to the day. The External Evaluator also attended the Conference.

The purpose of the Conference was to showcase the results of the MOL@M project, and in particular to demonstrate the Interactive Tool. A general overview of the MOL@M project was presented by all six partners in the morning session, and in the afternoon session there were two workshops that demonstrated the Interactive Tool, attended by approximately 12-15 persons in each workshop. There was keen interest for the Interactive Tool as demonstrated, for instance, by two participants who showed interest in adapting the tool to students (i.e. tool for counsellors who support students to study in another country). The survey of the Conference participants showed that the majority of the participants voted the Conference’s presentations, activities, venue and lunch as overwhelmingly ‘Good’ and ‘Excellent’, with an average marking 3.52 out of 4 (excellent).

Finally, Careers Europe organised filming of the Conference and a short film was produced, which includes delegates speaking about the MOL@M project, as well as some of the partners. The film has been uploaded on the project’s website, blog and Facebook.

Overall, the Final Conference was a very successful event and contributed significantly to the exploitation of the results of the project, particularly that of the Interactive Tool, to its dissemination and sustainability.

13. Work Package 9 – Monitoring and Evaluation (CE - UK)

DURATION OF WP 9 - 01/10/2010 TO 30/09/2012 (24 MONTHS)
ACTUAL REALISATION – (24 MONTHS + 2 MONTHS DUE TO THE EXTENSION)

Activity	Delivery according to Workplan	Actual realisation
D30 – Monitoring and Evaluation Plan	10/01/2011	11/03/2011
D31 – Interim evaluation report	05/09/2011	13/12/2011
D32 – Final evaluation report	30/10/2012	

Monitoring and Evaluation Plan (D30) - The final version of the M&E Plan was sent to all the partners on the 11th of March 2011, a six week delay.

Interim Evaluation Report (D31) - The final version of the First Interim Evaluation was submitted on 17th of October 2011.

14. Partnership performance

The positive characteristics of the Partnership were complementarity, both at the organisational level as well as at the level of all the partner representatives involved for the duration of the project, close cooperation, commitment, task orientation and good quality work. The main lesson learned from the MoL@M project Partnership is the complementarity and the very closely matched competence (knowledge, skills and experience) of the partner organisations, which meant that each partner was able to plan, execute and complete without much difficulty the processes and deliverables of each WorkPackage. Overall, there were very good synergies at the organisational and individual levels that contributed to a successful project outcome, and a very useful product, the Interactive Tool.

15. Conclusion

As an overall conclusion we could say that the Moving at Labour Market - MOL@M project has succeeded its objectives. The project has proved a worthy project in that it managed to demonstrate successfully the most significant of its main aims, to demonstrate that an innovative ICT tool like the Interactive Tool can be designed and be a very useful tool to assist employment guidance professionals to provide more diverse, different and practical information to prospective migrants within the EU, thus contributing to increased labour mobility. All the developed products/materials and the dissemination concepts and practices were appropriate in demonstrating the above tool, and are of high quality and have important added value, while the Partnership has demonstrated great commitment for their sustainability.

