



molam  
moving at labour market

**Mol@m – Moving at Labour Market**

Final Report

Public Part

## Project information

Project acronym: Mol@m  
Project title: Moving at Labour Market  
Project number: 510380-LLP-1-2010-PT-LEONARDO-LMP  
Sub-programme or KA: Leonardo da Vinci – Multilateral Projects for Development of Innovation  
Project website: [www.spi.pt/molam](http://www.spi.pt/molam)

Reporting period: From 01/10/2010  
To 30/11/2012  
Report version: 1  
Date of preparation: 30/01/2013

Beneficiary organisation: Sociedade Portuguesa de Inovação, C.E.F.I., S.A.

Project coordinator: Professor Augusto Medina  
Project coordinator organisation: Sociedade Portuguesa de Inovação, C.E.F.I., S.A. (SPI)  
Project coordinator telephone number: +351 226076400  
Project coordinator email address: [augustomedina@spi.pt](mailto:augustomedina@spi.pt)

This project has been funded with support from the European Commission.

This publication [communication] 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.

## Executive Summary

The Mol@m project aims to give EU career guidance professionals in VET schools and youth centres, labour offices etc, a deeper knowledge on the European Union labour markets, so that they can help and encourage European migration 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 consortium was built with complementary expertise in different areas: professional guidance and counseling, counseling on migration, research on training and employment, training consultancy, ICT and European mobility. Besides this complementary knowledge in many fields, the consortium also had valuable experience in different European projects.

The main results of this project are:

- **A methodological approach - Research** – which includes three activities that allowed the partnership to identify the main needs of potential migrants 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 summarised 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** – 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).
- **Interactive Tool** – 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 is available through a direct link from the project website.
- **Dissemination and exploitation activities of the results** – which includes dissemination plan, project brochures, DVD (in 6 project languages), participation in social networks and national and international events.

Additionally to the results described above, additional products were developed during a project extension of two months aimed at completing specific parts of the Interactive Tool and reinforcing dissemination and exploitation activities. They are briefly explained in this report. More about the Mol@m project and its outcomes: <http://www.spi.pt/molam>.

## Table of Contents

<b>1. PROJECT OBJECTIVES.....</b>	<b>5</b>
<b>2. PROJECT APPROACH.....</b>	<b>6</b>
<b>3. PROJECT OUTCOMES &amp; RESULTS.....</b>	<b>13</b>
<b>4. PARTNERSHIPS .....</b>	<b>17</b>
<b>5. PLANS FOR THE FUTURE .....</b>	<b>18</b>
<b>6. CONTRIBUTION TO EU POLICIES .....</b>	<b>19</b>

# 1. Project Objectives

The mol@m project aims at promoting mobility for employment and learning in the European Union by providing career guidance professionals with expanded knowledge about EU labour markets. This was accomplished through the development of an online Interactive Tool that provides practical information about local rules and practices related to job markets and local job-culture, to raise awareness about EU mobility as an option for employment. The Interactive Tool is complementary to existing instruments such as EURES and Euroguidance, providing career guidance professionals with the information they need to encourage and help potential migrants with lower qualifications and with little access to various sources of information (eg. Internet) in the search for job opportunities.

By providing an adequate tool to career guidance professionals and improving the quality of vocational training for this public, the project aims to contribute to encourage European Mobility, expanding employment opportunities to low skilled citizens and expanding career advice and guidance to a European level. The target group of the project (especially career guidance professionals) has been involved in several activities (e.g. interviews, questionnaires, dissemination of the project, content building workshops) from its very beginning and is contributing to achieve specific aims, such as:

- Characterising the labour markets of 6 European countries and identifying the entities that support employability in these countries and the training needs of the professionals that work in these institutions;
- Mapping the main challenges that migrants have to overcome when they decide to work in another EU country;
- Researching practical information in order to fill the knowledge gaps of career guidance professionals and knowledge needs of job seekers (especially those with low qualifications) about mobility to other EU countries for career purposes;
- Developing an Interactive Tool, including e-Learning contents, to expand the knowledge of career guidance professionals about other EU labour markets;
- Testing and improving the tool;
- Disseminating and exploiting project results to target group members and to the general public.

It is expected that career guidance professionals will be able to use the mol@m Interactive Tool in their day-to-day work to consult relevant information and develop skills that allow them to provide a better support to citizens who are considering the possibility of moving to another EU country and look for a job there.

## 2. Project Approach

The mol@m project had a duration of 24 months and was organised in 9 workpackages. Information about the workpackages, including their lead partners, as well as their duration, starting and end dates is presented in the following table.

WORK PACKAGES	COORDINATOR	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
WP1: PROJECT MANAGEMENT	SPI (PT)	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
WP2: RESEARCH	DJI (DE)	▲	▲	▲	▲	▲	▲	▲	▲																
WP3: CONTENT ELABORATION	TK (IT)					▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲								
WP4: CREATION OF INTERACTIVETOOL	SPI (PT)									▲	▲	▲	▲	▲	▲	▲	▲	▲	▲						
WP5: TEST AND VALIDATION	ASIMAG (SP)																	▲	▲	▲	▲	▲	▲	▲	▲
WP6: DISSEMINATION	TEMPO (CZ)	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
WP7: WEBSITE AND BLOG	SPI (PT)	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
WP8: EXPLOITATION	TEMPO (CZ)													▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
WP9: MONITORING AND EVALUATION	CE (UK)	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲

The specific workpackages related to the development of the mol@m main output (Interactive Tool) are **WP2** - Research, **WP3** – Content Elaboration, **WP4** – Creation of the Interactive Tool and **WP5** – Test and Validation. Besides these, there are four transversal workpackages, that ensure an adequate management, monitoring, dissemination and exploitation of the activities and results of the project. Each workpackage had a coordinator and a specific methodology as described below:

### Workpackage 1: Project Management

The first workpackage ran throughout the whole project and aimed to ensure the coordination of all activities and effective communication among partners and with the Education, Audiovisual and Culture Executive Agency (EACEA). The coordinator, SPI (P1), was responsible for the project management, budget control and financial management under this WP. Other tasks were also responsibility of the project coordinator, such as the co-organization of the project meetings (they were organized 6 project meetings) and also the elaboration of the Interim and Final Report.

A mailing list was created ([molam@spi.pt](mailto:molam@spi.pt)) to ensure good communication among partners. Besides emails and physical meetings, several virtual (skype) meetings with all partners were also implemented and partners also communicate bilaterally through skype, e-mail and phone during all project life. Additionally SPI initiated a file sharing system through Dropbox

([www.dropbox.com](http://www.dropbox.com)) that was accessed by partners through their own email accounts. This enabled partners to consult project documents, download them and post new files.

## **Workpackage 2: Research**

The Research workpackage led by DJI (P6) and with the collaboration of all partners aimed to identify the information and training needs of career guidance professionals and main challenges and difficulties felt by potential job seekers in EU labour markets.

This workpackage collected the information needed through 3 different instruments:

- Desk research: on bibliographic 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. This review allowed the partnership to get a deeper knowledge in several topics such as: what is the current standard of knowledge on migration in the different countries? What are the existing support services in the different countries as well as on a European level?
- Quantitative Expert Surveys: guided questionnaire survey addressed to career guidance professionals (diagnosis of training needs about other EU labour markets);
- Qualitative Expert Survey: interviews with immigrant associations and other similar entities so that it could be possible to analyse with more detail the adversities migrants deal with in the destination countries and the support they missed before departing. These interviews with experts also supplemented the interviews with migrants, as they deepened the understanding of the situation of labour migrants.
- 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; UK: 11) and 13 interviews with 14 professionals were conducted. These qualitative surveys were complemented with 2 interviews with migrants and with the questionnaires to experts. The 68 experts questioned were not only **career advisers** specialized in advising and counselling for unemployed people, guidance for young people on working and training opportunities or volunteering abroad, labour market related consultancy for disadvantaged groups, but also **migrant advisers** who give general advice to newly arrived immigrants in hosting countries (e.g. formalities) and labour market related support of migrants. Most of the experts in both groups, contacted via email and telephone, had a wide working experience in their fields, their average length of service being 8/9 years.

After collecting all the information from surveys, each partner processed the information from their national country following the guidelines established by the workpackage coordinator. The results and conclusions were gathered in a Research Report which is available for download on the project website. Thus, national reports were developed by each partner and translated into its national language, with a summary of the global results and details on the results of the respective country.

### **Workpackage 3: Content Elaboration**

TK Formazione (P5) led this workpackage, whose main outcome was the development of the contents for the Interactive Tool.

A Methodological approach document was developed in the beginning of the workpackage, with guidelines for the development of the contents of the Interactive Tool. Along with the debate on the contents that should be developed (based on the results and information collected in the research workpackage) partners also started to discuss the main features (technical features, components, etc.) of the Interactive Tool, so that there was an adequate integration of the contents in the Tool. The main themes of the contents and also the global structure of the Interactive Tool were discussed with representatives of the target groups in Content Building Workshops organised in Italy, Germany and in the UK (June, July 2010). These workshops had the objective of obtaining contributions from the stakeholders regarding the characteristics of the Interactive Tool and relevance of the themes suggested for the contents: employment context, legal issues, requirements for the elaboration of CVs, arrangements before migrating, associations and organizations supporting migrants and other complementary information, etc. The results of these workshops were analysed and discussed among partners and in consequence there was an adjustment of the themes to be addressed in the contents and the characteristics of the Interactive Tool.

### **Workpackage 4: Creation of the Interactive Tool**

WP4 led by SPI (P1) was connected to WP3, since the Interactive Tool integrated the contents developed by partners. The methodological approach developed for this WP, was based on the structure of the Interactive Tool that was defined after the feedback of career guidance professionals in the Content Building Workshops and after the discussion of these results between all partners. Within this workpackage, partners discussed and defined the main characteristics of the Interactive Tool (e.g. how many sections will it include, what kind of softwares will be used, what type of message should be promoted) and this was done mainly in face-to-face discussions held in partnership meetings, because the complexity of the subject demands for face-to-face interaction.

The first prototype of the Interactive Tool in English was developed in January 2012 and after that each partner translated the components of the Tool to their respective languages. Within WP5, the tool was tested and validated in 3 different countries (Portugal, Spain and Czech Republic). In the end of the project there was a version of the Interactive Tool, the main outcome of the project, in each partner's language.

### **Workpackage 5: Test and Validation**

The Spanish partner, ASIMAG (P3) led the Test and Validation workpackage. The major activity of this workpackage was testing the Interactive Tool prototype following the guidelines of a Methodological Document developed for this purpose. The pilot tests were scheduled for April 2012. The pilot tests took place in the Czech Republic, Portugal and Spain. All participants in all countries were invited to give their opinion through a questionnaire. A total of 33 participants were involved in the testing phase (Czech Republic - 12 participants; Portugal - 11 participants and Spain - 10 participants).

The feedback from Pilot Tests and the Validation Dossier was discussed in the 5<sup>th</sup> partnership meeting in Ostrava (22-23 May 2012) and partners agreed upon which adjustments should be made to the Interactive Tool and then implement these and finalize its structure. After this step it was possible to create the Support Handbook and all national languages of the Interactive Tool. The monitoring and evaluation team (Careers Europe – P4 and an external evaluator) had a crucial role on validating the transference of the career counsellors needs claimed in the pilot tests to the final version of the Interactive Tool and validated the final version of the Interactive Tool.

### **Workpackage 6: Dissemination**

WP6 was led by the Czech partner, TEMPO (P2), who was responsible for the continuous communication and promotion about the project and its results during the project time and after its end, trying to reach as many individuals and institutions from the target groups as possible.

A Dissemination Plan (which included national dissemination plans for each partner) were elaborated and each partner was responsible for implementing specific activities to disseminate the project at a national level. The Dissemination Plan was updated every 6 months, allowing the introduction of new activities or the adjustment of other activities. Also every 6 months, all partners provided to the WP coordinator a report of the dissemination activities carried out in the corresponding reporting period, with details on the impact of these activities and evidences of their concretization. One of the first steps within dissemination was the identification of a list of at least 50 key actors per partner country which should be addressed regarding the different project activities. Other important activities connected to

dissemination have also been carried out, such as the creation of the project visual concept through the development of the logo, the website, documents templates, brochures and leaflets (both available in EN, CZ, DE, IT, PT and SP), among others. Besides the website, the project blog, the Facebook and Twitter profiles there were also further communication tools used to raise awareness about the project.

To promote dissemination at a European level, Mol@m was registered in the ENTER network (European Network for Transfer and Exploitation of EU Project Results) and in the ADAM platform (Projects and Products Portal for Leonardo da Vinci projects). The consortium developed efforts to conduct dissemination activities and to involve the target groups from its beginning. These activities provided regular information and collected regular feedback from different stakeholders, the project ensured that the products that were developed meet the needs of their future users.

During the second year of the project the dissemination activities continued and were intensified with the launching of the Interactive Tool. In addition to the activities listed before, additional dissemination materials were created, such as a project brochure describing the final results and the structure of the Interactive Tool. A project DVD (one single DVD in 6 languages) was produced as planned. The DVD follows the structure of the Interactive Tool and the information of each subsection is downloadable in pdf format. A total of 1500 copies were printed by coordinator and distributed among partners and are being distributed in dissemination events even after the end of the project.

Additional dissemination actions were also made. The partnership requested for a project extension in order to be able to (among others) to reinforce the dissemination of the project's results. In that context, partners developed the following extra dissemination activities:

- Include, in the contacts section of Mol@m Interactive tool, contacts of organisations who support migrants on their arrival in a total of 14 EU countries as potential destination countries for labour mobility;
- Develop 1 extra case study per partner to describe the experience of career guidance professionals while supporting their clients;
- Develop one handbook/pdf document in 6 languages with the contents of: the information guide, contacts, bibliography and case studies;
- Conduct additional national and international dissemination events that are highly relevant but outside our present project period (The European Employment Forum, 27 to 29 November in Brussels; Belgrade International Conference of Education, November 2011, Belgrade etc
- Elaborate a video documentary of the final seminar in the UK (September 2012);

- Conduct individual training/tutoring sessions by the coordinator to ensure that there is at least 1 staff member in each partner able to administrate and update the national version of the interactive tool after the end of the project.

### **Workpackage 7: Website and blog**

Workpackage 7, coordinated by SPI (P1), aimed at developing support tools for the dissemination, communication and exploitation activities of the project. It included the development and constant update of the project website (<http://www.spi.pt/molam/>) and blog (<http://molam.tumblr.com/>), which are important tools to disseminate the project. The website provides the presentation of the project including its objectives, target groups, results, contacts and news in the 6 partnership languages. The blog, available only in English, provides not only 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.

### **Workpackage 8: Exploitation**

TEMPO (P2) from the Czech Republic was also responsible for leading this workpackage, ensuring that the project and its results will be communicated even after the project end and transferred to the target community guaranteeing thus the project sustainability.

This workpackage began with the development of the “Exploitation Strategy”, which contains the main objectives of exploitation activities and guidelines for the partners to carry out exploitation activities at national and international level. In 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 keys actors disseminate the product to further relevant bodies. Other exploitation activities planned were to send 20 project DVDs per partner to the most relevant stakeholder in each country and organizing a Final Seminar in UK. The Seminar 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. In order to reinforce the measures for the future sustainability of the project, partners elaborated the document “Exploitation Next” which is to facilitate and clarify the process of exploitation not only for partners, but also for the relevant stakeholders. Also an IPR agreement was developed and signed by all partners and it is attached to the document “Exploitation Next”.

### **Workpackage 9: Monitoring and Evaluation**

This workpackage is of high relevance to ensure the quality of the work and products developed within the project. It was guided by the partner from the UK, Careers Europe (P4) and covered aspects such as the accomplishment of the activities the partnership initially proposed to carry out, project efficiency, partners' involvement in the project and satisfaction, work progress, interaction and communication among partners, etc.

An external evaluator completed the internal monitoring so that a better and impartial monitoring and evaluation was done in the project. The external evaluator was also up to date with all the project activities.

Until the end of project the results of the monitoring and evaluation activities were very positive. The recommendations provided by the evaluation team were addressed by the coordinator and discussed with partners, in order to ensure a continuous improvement of the project. An Interim Evaluation Report was completed with the results of the activities conducted so far and finally, at the end of the project the Final Evaluation Report was elaborated.

### 3. Project Outcomes & Results

As stated before, the main outcome produced within Mol@m project was the **Interactive Tool** for the career counsellors. This tool, available in 6 languages, aims to contribute greatly to fulfil the main objective of the project, which is to promote mobility for employment in the European Union by providing career guidance professionals with expanded knowledge about EU labour markets. The contents of the Tool focus on practical information on the employment context and job opportunities; legal, social security and health care issues; culture, language and lifestyle; education and training. Thus, the Interactive Tool provides important contacts from support institutions with reference to the services provided, stories of migration and checklists about important steps to follow when leaving the departure country but also when arriving to the destination country. In this context, the major achievements and results of the mol@m project until the end of the first year of the project, provided important contributions for the development of the Interactive Tool and were closely connected to the fulfilment of the specific objectives defined for the project. The first major outcome of the project was the **Research Report**. This document compiled all the desk research information and the data collected in the surveys and interviews – facts that could characterize the migration context in the 6 countries of partnership. This document has also disseminated through a newsletter sent to key actors and is available at [www.spi.pt/molam/downloads.htm](http://www.spi.pt/molam/downloads.htm). The activities that culminated with the elaboration of this report contributed to the fulfilment of the following objectives of the project: characterising the labour markets of 6 European countries and identifying the entities that support employability in these countries and the training needs of the professionals that work in these institutions; mapping the main challenges that migrants' have to overcome when they decide to work in another EU country. Based on the conclusions of Research Report, partners started the development of the contents of the Interactive Tool and discussed which would be the main features of this Tool. Given the relevance of dissemination, communication and exploitation activities for the mol@m consortium, several results were achieved related to these activities. This meets another objective of the project, which was disseminating and exploiting project results to target group members and to the general public.

The project **website** (<http://www.spi.pt/molam/>) is available online since March 2011 until now. It includes relevant information about the project and the public outputs (available in a specific download area). Until September 2011 the number of visitors was 594, and 372 unique visitors. This number increased and until the end of the project 2293 visits and 1322 unique visitors were registered.

The project **blog** (<http://molam.tumblr.com/>) is a practical tool for disseminating the project updates and status and also links, videos, news and articles that were somehow related with mobility in the European Union. Each partner was responsible for gathering relevant information so that the blog could be updated on a regular basis. All posts were published in English and until the end of September 2011 the blog registered a number of 184 page views (95 visits). From October 2011 to November 2012 it registered 337 visits (146 unique visitors).

A **Facebook** page named “Molam Project” was also created and is available at [www.facebook.com](http://www.facebook.com). Besides publishing the blog updates, this page displays other information, updated by partners, with information concerning the project and about the theme of mobility. Facebook page had 27 likes (until September 2011) and until the end of the project it registered 110 likes.

The **Twitter** page was another way of following the project updates. This account was connected to the mol@m blog so every time a new post was included a new “twitt” was automatically done. The Twitter page had 7 followers until the date of the last report and until the end of the project it registered 47 followers. The profile of Mol@m project in Twitter is available at: <http://twitter.com/#!/molamproject>

In order to disseminate the project in several events, especially in EU meetings but also for the key actors, a leaflet in the 6 languages was developed. Each **leaflet** (available at: <http://web.spi.pt/molam/downloads.htm>) had the contact of the national partner so that the person responsible could answer more easily to any contact.

A first version of the project **Brochure** was developed for in-house printing as a vehicle to publicize the project for career counsellor professionals with more detailed information in comparison with the leaflet. The brochure was mainly being sent by email and was also available at the mol@m website (<http://web.spi.pt/molam/downloads.htm>).

To widely disseminate the results of the Research workpackage (Research Report) and the Content Building Workshops a **newsletter** was sent to the key actors. A **poster** was developed to disseminate the project in the Salto conference, “Bridges to work seminar & conference” that took place on 17-20 October 2011 in Antwerp, Belgium (participation by the DJI partner).

Other internal outcomes developed were: the Research Methodological approach, the Dissemination Plan, the Content Building Workshops and report upon them, the Methodological approach for the Interactive Tool, the methodological approach for the Pilot Testings and respective Validation Report, the Exploitation Strategy and the Monitoring and Evaluation Plan.

The main public products and outcomes were finalised during the second year of the project. After the conclusion of the English version of the Interactive Tool Prototype (available at:

[http://web.spi.pt/molamtool/PILOT\\_TESTS/molamtool\\_EN/](http://web.spi.pt/molamtool/PILOT_TESTS/molamtool_EN/)) this version was adapted to develop national versions of the tools in another 3 languages (Portuguese, Czech and Spanish) and adapted to the reality of each corresponding country (Portugal, Czech Republic, Spain). These versions are available at: [http://web.spi.pt/molamtool/PILOT\\_TESTS/molamtool\\_PT/](http://web.spi.pt/molamtool/PILOT_TESTS/molamtool_PT/) [or /cz; or /es]. These prototypes were tested, at a distance, during April 2012 in the frame of WP5. So as to disseminate and select the participants for the event, a **newsletter** was developed and shared through the **project's website, social networks** and also, by **email** and specific invitations were sent to target groups in each country. A Validation Dossier with the results obtained through the Pilot Tests was done. Based on this dossier, the Interactive Tool was improved and its final version was elaborated. The Interactive Tool is available at: [www.spi.pt/molamtool](http://www.spi.pt/molamtool).

A **support handbook**, available in all partners' languages, was done to connect elements of all the components of the Interactive Tool. The handbook is available in all homepages of each version of the Tool. After the conclusion of the main project result, the dissemination activities were intensified. The Dissemination Plan guided all partners for the realization of the main activities concerning the promotion of the project and its achievements. A **final brochure** (also available in 6 languages) was one of the achievements and incorporated all the relevant project information about the final version of the Interactive Tool. All brochures are available at: [http://web.spi.pt/molam/Final\\_brochures.rar](http://web.spi.pt/molam/Final_brochures.rar) and were also printed.

A **project DVD** in all partners' languages was also created with the same information available on the Interactive Tool and printed (1500 copies). The dissemination was also intensified through a newsletter, email, project website and by social networks. Additional documents were also developed to promote the final results of the project, like a **poster** (presented at European Employment Forum, 27-28 November 2012) and a **roll up** (used in the final seminar in Leeds, UK) used in external events. Other activities were also developed. The partnership requested a project extension in order to be able to develop additional components for the Interactive Tool (after feedback provided by the target groups) and to reinforce the dissemination of the project's results. In that context, partners developed the following extra activities:

- Include, in the **contacts** section of Mol@m Interactive tool, contacts of organisations who support migrants on their arrival in a total of **14 EU countries** as potential destination countries for labour mobility – <http://web.spi.pt/molamtool/node/4>
- Develop **1 extra case study per partner to describe the experience of career guidance professionals** while supporting their clients (all case studies are available on the “case studies” link in each version of the tool).

- Develop one **handbook/pdf** document in 6 languages with the contents of: the information guide, contacts, bibliography and case studies. All PDF documents are available at: <http://web.spi.pt/molam/supportHandbookPDF.rar>
  - Conduct and participate in **national and international dissemination events**, such as the European Employment Forum, 27-28 November, 2012.
- Elaborate a **video documentary** of the final seminar in the UK (September 2012) including contributions from participants and results of the workshops about the Mol@m tool. This video is available at: <http://www.youtube.com/watch?v=VXODyIDzRVc&feature=youtu.be>
- Conduct **individual training/tutoring sessions** by the coordinator to ensure that there is at least 1 staff member in each partner able to administrate and update the national version of the interactive tool after the end of the project. For this purpose another Support Handbook was produced to explain how to manage and update national version of the tool. This document is available at: [http://web.spi.pt/molam/Final\\_Handbook\\_backoffice.pdf](http://web.spi.pt/molam/Final_Handbook_backoffice.pdf)

Other relevant documents concluded during the final stage of the project were: The Exploitation Next (that reinforce the measures for the future sustainability of the project) and the Final Evaluation report.

## 4. Partnerships

Considering the characteristics and objectives of mol@m project, it was essential to have a partnership able to represent different countries with different realities. Furthermore, it was important to have partners with complementary competences that ensure the high quality of products and that have close connections with target group representatives, so that they were constantly involved in project activities. All partners demonstrated a very good ability to work together and communicate. The partnership was composed by 6 partners from 6 different countries: the Czech Republic, Italy, Germany, Portugal, Spain and the United Kingdom. Geographically, this covered central and western countries of the European Union and also old (2 since founder members) and young countries in terms of length in the EU membership. Besides that, the mol@m consortium also represented economically more (UK, DE, IT) and less (CZ, PT, ES) developed countries and the ones that receive more (UK, DE, ES, IT) and less migrants (CZ, PT) according to Eurostat. Another of the positive aspects of this partnership was the experience of all partners have in LLP projects. SPI (P1) had also experience in the coordination of LLP projects, including projects about immigration employment and professional guidance. As all partners had experience in other projects it allowed learning from each others' past difficulties and 'victories' and face the challenges in a more effective way. Each one of the partners had also knowledge on specific thematic areas that were important for the project and the tasks planned: Careers Europe (UK) is a National Resource Centre for International Careers Information, working in the professional guidance and counselling area; the German Youth Institute (DJI – DE) is a non-university social science research entity that does employment research and counselling on migration; ASIMAG (SP) is a training consultancy company and provides research on training and employment; TK Formazione (IT) has also expertise in Training and with career guidance with the Career-EUShop project; TEMPO which is also a leading training and consulting company.

All the tasks were organised into workpackages and each workpackage had a leading partner which was responsible, among other things, to guide the other consortium tasks during the workpackage always with the contribution of all partners. Within the activities already carried out, partners were able to establish closer contacts with relevant institutions and individuals also relevant for the project: support institutions, career counsellors, etc. This occurred especially through the interviews conducted in the research stage and through the content building workshops and contributed to raise the interest of these actors to the project, enhancing the sustainability of its outcomes.

## 5. Plans for the Future

The future of the outputs of mol@m project was discussed from an early stage of the project. The main products of the project were developed in a perspective of being usable, transferred and exploited after the end of the project. To this end, specific measures were taken, such as the tutoring and development of a handbook to allow partners to manage the national versions of the Interactive Tool, early discussion on the (online) location of the tool, promotion of debates (especially in the partnership meetings) about potential transfer of the Tool, future adaptation of content, expansion of the country coverage of the Tool, etc.

Partners developed the document “Exploitation Next” to describe their plans (as single partner and as a partnership) for the transfer of the project results to further target groups members especially after the project end. Some of the activities envisaged are:

- Upload of the project products in in ADAM, in the European Network for Transfer and Exploitation of EU Projects (ENTER) and in the EUROESCO – The Network of Great Opportunities;
- Presentation of the Interactive tool in events addressed to the career guidance professionals (in order to get in touch also with the career guidance professionals that were not initially reached);
- Distribution of the DVDs and project brochures to relevant target groups;
- Contacts with key actors/experts to present the project outcomes and products;
- Publication of press releases, articles, promotion of the project web site and blog;
- Information to partners of other projects and networks about Mol@m;
- Organization and participation in conferences or seminars related to job opportunities, mobility after the project ending for sustainability matters;
- Link the website and the online Interactive Tool to relevant platforms related to employment, career counselling, European mobility, etc.
- Continuous updating of the social networks of the project

Partners signed an IPR agreement detailing the conditions and possibilities of the consortium for future exploitation of the project’s results.

Apart from disseminating and making use of current project’s products partners have opportunity to make use of them in terms of transferring them into new outcomes and creating new learning materials. One of possible options how to transfer Mol@m’s products into new European project and ensure further development of created tools. This would also correspond with many comments done by professionals involved in testing.

## 6. Contribution to EU policies

The mol@m project is expected to be a good contribution to the European policies for the reason that it responds to needs that were identified at European level. The Stockholm European Council of 2001 highlighted that guidance is crucial to facilitate mobility for learning and employment. In fact this is a priority area for development.

Mol@m is also in line with the LdV programme from 2010, where the development of competences of the guidance professionals was also established as a priority.

These services of information, advice and guidance are especially important for job seekers who have limited access to information sources on employment (Eurostat, ICT Statistics 2008). Internet is one of the most important of these sources however people with low qualifications have reduced access to it – this is one of the characteristics subject to high rates of unemployment (CEDEFOP 2008).

By providing an Interactive Tool that includes valuable information and resources for the career guidance professionals, their knowledge about the EU labour markets will increase as well as the awareness about the European mobility as an option for employment for people with low qualifications. Mobility has always been an important policy issue in the European Union with the free circulation of people and goods, but there are several aspects that need to be improved and mobility for employment purposes needs to be encouraged. This is one of the main outcomes of the mol@m project. As unemployment is rising in many European countries, especially during a crisis period, the European migration for employment purposes can be an option. It is essential to provide more information upon each country context so that the job seekers can understand better if they are able to work in those countries – this will be one of the focuses of the mol@m Interactive Tool.

The idea of Mol@m project also corresponds to European Year of Citizens 2013 which will enable people to:

- „learn about the rights and opportunities open to them thanks to EU citizenship – particularly their right to live and work anywhere in the EU
- stimulate debate about the obstacles that prevent people from fully using these rights and generate specific proposals for addressing them
- encourage people to participate in civic fora on EU policies and issues (Source : [http://ec.europa.eu/citizenship/european-year-of-citizens-2013/index\\_en.htm](http://ec.europa.eu/citizenship/european-year-of-citizens-2013/index_en.htm))

Therefore, through further development of Mol@m project we could fulfil both exploitation needs as well as the needs of people desiring to move freely across Europe.

