



Exploitation Strategy

Final version | March 2011
Associação de Solidariedade Internacional

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1. Introduction

P6, Associação de Solidariedade Internacional (ASI) has prepared within this document, the exploitation strategy for the project BEST FORM – Boosting Entrepreneurship for Migrants, which will foster the sustainability of the project beyond its lifetime both in the partner countries, but also at European level. Work package 7 (WP7) is lead by ASI, but all partners will be heavily involved in the execution of this WP.

2. Objectives of the exploitation strategy

The objective of the exploitation strategy is to ensure the sustainability of the project and its results beyond its lifetime. The exploitation strategy will provide recommendations and guidelines for the continuous use of the project's results also after the end of the project. The exploitation strategy is designed to reach broader than the target group, namely to ensure that relevant stakeholders at all levels (European, national, regional and local) are informed about the project results and to recommend and use the results.

The exploitation strategy will be based, accordingly to the proposal, “on two essential tools”, which are ICT-based tools and networking.

3. Exploitation tools

3.1. Development of a facebook page for the BEST FORM project

The activity will be a shared responsibility between P5 and P6 and ALL partners will contribute. P6 will create a ‘BEST FORM on facebook’ methodology that outlines the objective, and all technical details

regarding the page (i.e. password, which format e.g. group or a page). P6 will create the initial facebook page and will be in charge of the interaction with the public, trying to raise awareness on BEST FORM and explaining the usage of the materials and tools developed under the project.

P5 will maintain the page with interesting dissemination information and upload newsletters, brochure and other relevant information and products when available (guidelines for this will be elaborated in the methodology). All partners will contribute to the maintenance of the facebook page, by commenting uploaded interesting national information etc. (guidelines for this will also be include in the methodology document). P6 will maintain the facebook page updated, whenever exploitation information/results are available (guidelines for this will be elaborated in the methodology)

3.2. Technical Workshops

These workshops shall be organized by P3 and P6 in their own country (Italy and Portugal) in a voluntary basis (without using BEST FORM approved budget, therefore), using the network connections each project partner has.

P3 and P6 will make their best efforts to organize at least 1 workshop in their countries, during the last phase of the project (after the end of the training course, from April to September 2012). The workshops will take place on the countries hosting pilot courses under BEST FORM and will have as a general goal the transfer of know how produced under BEST FORM.

Specifically, the technical workshops will be oriented to immigrant-related associations willing to implement business support services and to immigrants willing to become business advisers. The workshop will assist the participants in the usage of the materials and tools developed under BEST FORM – such as the support handbook, the guidelines handbook and the interactive tool – helping them to replicate the pilot courses and to train new business advisers.

BEST FORM website will provide information regarding these events, as well as other dissemination tools (brochure, newsletter, etc.).

3.3. National Seminars

As occurred with the technical workshops, the national seminars will be organized at a voluntary basis, according to the financial and technical possibilities of each project partner involved.

The national seminars will take place in the countries not hosting pilot courses (in Spain, Poland, Romania and Germany). The seminars aim to gather the academic community, stakeholders and policy makers interested in implementing the community-based business support (CBBS) model in their countries. Specifically, these seminars will discuss long term strategies for developing and implementing the model and at presenting the tools and materials developed under BEST FORM.

The seminars shall also be organized at the last stage of the project – after the implementation of the pilot course, so that BEST FORM tools and materials could be discussed and presented.

BEST FORM website will provide information regarding these events, as well as other dissemination tools (brochure, newsletter, etc.).

3.4. Network database

This database will serve to gather information on the most relevant stakeholders related to immigrant, entrepreneurship and business support issues in each partner country, serving as a basis for dissemination and exploitation activities.

P6 will coordinate the work of conception and development of this database, with the assistance of all other project partners. More specifically, the template of the database will be developed by P6 and each partner will collect data at national level. Each partner will identify at least 40 key actors in each country, belonging to different target groups (immigrant-related associations, policy makers, potential business advisers, etc.). Additionally, key actors from other EU countries will also be included since the partnership intends to disseminate and exploit the project results beyond the partner countries involved.

The network database will be available at the moodle platform used by the project partners for internal purposes, in order to facilitate the exchange of information.

The data collection will follow an Identification Card to be fulfilled by each project partner with information regarding each key actor identified. This Card shall be simple and contain the most useful information for dissemination and exploitation purposes.

The Identification Card model is presented in annex to this document.

3.5. The project DVD

The DVD will serve as a useful tool for transferring the know-how related to BEST FORM results. It will be produced at the last stage of the project – that is, after the completion of the pilot training courses (by April 2012).

At least 3 different types of DVD will be produced, each one oriented to different kinds of target groups:

- A DVD containing the Support Handbook, the Case Studies Report and the Interactive Tool, designed for helping the business advisers trainees to understand the CBBS model during the training courses;
- A DVD containing the Guideline Handbook, the Need Analysis Report and the Interactive Tool, designed for helping the trainers to conduct the training sessions;
- A DVD containing all BEST FORM results – the Need Analysis Report, the Case Studies Report, the Support Handbook, the Guideline Handbook and the Interactive Tool. This DVD is designed to make a general presentation of the CBBS model, focusing on how to use the presented tools and materials. This DVD will be distributed to stakeholders and policy makers interested in replicating CBBS model and in implementing training courses for new business advisers.

The DVD shall be distributed to at least 40 key actors in each partner country (selected from the network

database). The DVD shall also be presented during other dissemination and exploitation activities (such as the technical and academic workshops) whenever possible.

The DVD shall also be used as a tool for relevant stakeholders beyond the project's lifetime. It can be used in workshops, meetings, seminar and other forums with the purpose of information and transfer of knowledge.

3.6. Website

A website will be developed (at the initial phase of the project) to promote the project online and inform the target group and the general public about news and progress from the project.

The website will contain information about the project, partners, the development of the project, all the project's results and outcomes will be available, etc.

The site will function as an online foundation for the project that people can visit and quickly obtain an overview of the project, and make use of the project results. The site will be available in all partners' languages and will ensure the sustainability of the project even after the project ends, as the site will function from the server of SPI and thus be available.

3.7. International conference

An international conference will be held in RO in the final part of the project's period i.e. after the 4th project meeting. The aim of this conference is to show and demonstrate the results from BEST FORM and form discussions related to the aspects and issues related to BEST FORM for instance, immigrant and unemployment, support and resources to business adviser in the immigrant community, entrepreneurship, etc.

Representatives of the target group from different European countries will be present and the BEST FORM project will present the training course, support handbook, and interactive tool and other outcomes of the project.

One of the objectives for the international conference will be to increase the impact of the project, ensure

the sustainability and create awareness about the project within the general public.

3.8. Online Strategy

The online strategy outlines BEST FORM online and summarizes the main virtual activities of BEST FORM which are: project website, facebook profile, registration of BEST FORM in ADAM and E.N.T.E.R databases to create awareness of the project and its results.

3.9. Intellectual Property Rights

The Intellectual Property Rights (IPR) is a valuable tool for the partnership and also ensures proper use of the interactive tool and the other project results after the project has come to an end. The IPR document will involve all partners and create sustainability for the project in national contexts.

Annex I - Network database (data collection model)

Name of the organization:

Address of organisation:

Contact person:

Email (organization/contact person):

Phone:

Kind of organisation (more than one gap can be filled in)

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Public | <input type="checkbox"/> University |
| <input type="checkbox"/> Private | <input type="checkbox"/> Private company |
| <input type="checkbox"/> Government | <input type="checkbox"/> NGO |
| <input type="checkbox"/> Other _____ | |

Core activities (no more than 5 key words to describe):

Range of activity (local, national, European, worldwide):

- Local
- Regional
- National
- European
- Worldwide

General description of the activities of the organization

(the information to be included is related to projects regarding immigration issues (especially those related to immigrant entrepreneurship), to difficulties faced in dealing with immigrant communities and immigration issues and to difficulties faced by the organization in general).