



EUMOVEtoo!

WP8: PUBLICITY, DISSEMINATION and AWARENESS

Analysis of dissemination and implementation strategies of partners of partners at European, national, regional or local level.

May 2014, Final version

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Colophon

This report is developed for wp 8: Publicity, Dissemination and Awareness, in the framework of the EUMOVEtoo project.

The objectives of this WP are: to establish a project brand, able to attract others outside the partnership, to spread information about the project's progress and results to stakeholders and other interested public, to make stakeholder parties aware of the importance of the project's aims and results, to inform stakeholders and target groups of the benefits of the project and its results, in the broadest sense of the word.

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Dissemination and exploitation in the project

What is the purpose of this analysis and how to read the document?

This report is developed by EVTA (European Vocational Training Association) in the framework of the work package on DISSEMINATION & IMPACT. It contains an analysis of dissemination and implementation strategies of partners of partners at national, regional and organisational level.

The analysis is based on the results of a questionnaire, which is filled in by the partners in the beginning of the project. The purpose of this document was to discuss during each of the meetings some elements of this analysis. For example, during the meeting in Veneto a discussion was held on the SWOT analysis, the recommendations for sustainability and the partners worked in groups on the strategies to reach the target groups in their context in the best way.

All the partner kept track on the dissemination activities they carry out in the their context. All the activities are captured in part Va. Part Vb shows a bried analysis of the type of activities, the target group and its impact.

The analysis consists of the following parts:

PART I: Relevance of the project for the partners

- Why is this project relevant for your organisation?
- What could be obstacles for implementation and might be possible solutions?

PART II: Dissemination strategies of the partners

- Who are the target groups of PREMO in your context? For who might this initiative be relevant as well?
- How can these groups be approached in the best way?

PART III: SWOT analysis for implementation and sustainability

- What are the strengths and opportunities to overcome the threats and weaknesses of the project in order to realize a successful implementation?

PART IV: Recommendations for sustainability

- What are the most important elements to create sustainability of the PREMO network?
- What are concrete action we can do in order to realize this?

PART Va+b: Dissemination activities of the partners and its impact

- What are the concrete activities of the partners to reach the target groups as described in part II?
- How did they reach them and what was the impact?

PART I: Relevance of the project for the partners¹

Partner	Why is this project important for your organization	Obstacles for implementation	How do you overcome these obstacles?	How do you see your role as a local agent?
KCH (NL)	<ul style="list-style-type: none"> - Internationalisation is a key issue in VET - QA of assessments and workplacements is still a barrier to go abroad. KCH has the task to improve the quality and quantity of workplacement companies. 	<p>QA of workplacement companies is legal task of KCH, both for the NL as for abroad. This implies that for the companies abroad we have to use the same approach as for the companies in the NL: visits and intensive contact. This is costs and time consuming.</p>	<ul style="list-style-type: none"> - Setting up a sustainable network to stimulate the work placement abroad - Creation of mutual to ensure the quality of work placements. 	<ul style="list-style-type: none"> - QA and certification of workplacement companies is a legal task of KCH. - Providing information to companies and VET centres on eumovetoo! (being an ambassador) - Creating a sustainable network - Support partners in the use of the portal
Kenwerk (NL)	<ul style="list-style-type: none"> - Kenwerk key activity in Holland and abroad is to certify companies for work placement of VET students level 1 – 4 in hospitality and tourism. - For companies abroad Kenwerk is collaborating with national colleagues like KCH and with EVTA. The EU MOVE system is the system Kenwerk like to implement on Eu level. 	<ul style="list-style-type: none"> - To facilitate the companies abroad just as we do on national level is very costly. There fore Kenwerk is implementing the EU MOVE system on EU level. - The concept of working and learning (dual system) on EU level is not well known. The development of this principle as an equal to higher education is still in its early development. 	<ul style="list-style-type: none"> - Promoting the EU MOVE system and taking part in EU projects - Setting up a sustainable network to stimulate the work placement abroad - Creation of mutual to ensure the quality of work placements. - 	<ul style="list-style-type: none"> - QA and certification of workplacement companies is a legal task of KCH. - Providing information to companies and VET centres on eumovetoo! (being an ambassador) - Creating a sustainable network - Support partners in the use of the portal
EVTA (BE)	<ul style="list-style-type: none"> - To create a sustainable follow up of eumove (EVTA promoter with kenwerk) - To involve other sectors - To expand the network of local agents - To promote use and implementation 	<ul style="list-style-type: none"> - Roles, activities and commitment of the users: a sustainable network is necessary condition for implementation; - How to ensure implementation after the project, when there is no funding? 	<p>Focussing on the benefits, involvement and commitment of the agents. They are the "glue" in the eumove system and the critical success factors.</p>	<ul style="list-style-type: none"> - Bringing in new agents in the network. - Creating synergies with other "sustainable" initiatives - Active promotion (ambassador) - Support members in setting up mobility with the portal
BZSH (DE)	<ul style="list-style-type: none"> - reach new participants for the own VET-courses at BZSH - benefit from synergies, e. g. extend our network - learn about and from other VET-methods to improve own companies working: e. g. 	<ul style="list-style-type: none"> - competition with existing portals and programmes for mobility - there may be a lack of interest from companies' side to get them into the network) - a large amount of work has to be done 	<ul style="list-style-type: none"> - highlight benefits for companies - right choice of communication ways - keep the information up-to-date - use of existing network structures to acquire companies and trainees - good best practices from the pilot phase 	<ul style="list-style-type: none"> - connector between the companies and the participating exchange trainees / students - organize / encourage the networking between participants - leading role as local agent in the project's pilot phase

¹ Note: this is a summary. For the full descriptions of the partners, please consult the workplace of EUMOVEtoo out and download the individual dissemination plans.

Partner	Why is this project important for your organization	Obstacles for implementation	How do you overcome these obstacles?	How do you see your role as a local agent?
	exchange programmes, to match national and international education standards	once the exchanges have started - the quality charter for companies could be too strict (discourage companies)	- flexibility of the quality charter	- BZSH as an information hub
CPV (IT)	<ul style="list-style-type: none"> - It helps CPV spreading the concept and importance of international mobility. - It offers a permanent support to the promotion and implementation of organised quality transnational learning mobility initiatives - It implements innovative tools and pedagogical materials for the quality assessment of work placements - It allows the implementation of a useful platform for the mutual exchange of information - It contributes to create a network of companies willing to host trainees at international level 	<ul style="list-style-type: none"> - Lack of strategies/policies on transnational mobility by schools/VET providers. - Transnational mobility is not a priority in national VET policies and it's not integrated in VET curricula. - Difficulties/constraints to get enterprises, and especially SME, directly involved in the international mobility project management. - Lack of interest and promotion by sectorial organisations and social partners. 	<ul style="list-style-type: none"> - Increasing the visibility of the opportunities available (network and mobility portal) at policy, organisational and project levels by fostering networking of relevant EU stakeholders around practical initiatives. - Creating links/synergies with other EU sectorial network or platforms for transnational mobility. - Promoting a better integration of work placements abroad into curricula and study courses and making schools and training institutions more aware of these issues. 	<ul style="list-style-type: none"> - Delivering a variety of consultancy services to companies and students about the project, being CPV a reference institution in the field of international mobility - Creating a sustainable network of portal's users - Developing a new awareness among entrepreneurs about the business benefits that international mobility can offer in terms of added value
CECOA (PT)	<ul style="list-style-type: none"> - To enrich own experiences and contacts in mobility with networking (recomfor, netinvet, intent etc.) - QA of workplacement companies is an issue for CECOA 	- Economic depression may lead to other priorities for companies	- Protocol between CECOA and the employment services and commerce federation might help	<ul style="list-style-type: none"> - Having the right contacts towards companies to attract new companies - Being an ambassador of the portal for students and companies
NCFE (UK)	<ul style="list-style-type: none"> - growing partnership with European partners and international policy - disseminate transnational work and educate sector and local businesses on possibilities of mobility - tackle quality issues and develop it/ disseminate its importance 	<ul style="list-style-type: none"> - Initial reluctance of work placement companies to come onboard and especially sign any documents. - institution has other priorities - unclear as to who/how (inc. financially) edits and updates are kept valid and current 	<ul style="list-style-type: none"> - present a win-win approach - find ways of sustaining the network after piloting - 	<ul style="list-style-type: none"> - Develop relationships with businesses - liaising between work placements and potential students/ institutions - dissemination of information regarding the portal and development/ partnership possibilities to other institutions and businesses, students and teachers

PART II: The dissemination strategies of the partners

Partner	Target groups	aims	Activities	Expected impact
KCH (NL)	<ul style="list-style-type: none"> - Regional VET providers for the trade sector - Companies. 	<ul style="list-style-type: none"> - Raising awareness about mobility - Support the eumoveportal as a relevant tool in mobility 	<ul style="list-style-type: none"> - National and international stakeholders' discussion group about mobility and QA - Publication on KCH-website about the EU move2 project - Presentation of the project at different relevant platforms. 	<ul style="list-style-type: none"> - Mobility is widespread and can be carried out with confidence and mutual trust - Quality and clear observed criteria is quarantined - Transparency in order to develop recognition and transfer is guaranteed
Kenwerk (NL)	<ul style="list-style-type: none"> - Regional VET providers for the trade sector - Companies. - European companies - Policy makers on EU level - Members of VET platforms - Team I BPV at Kenwerk 	<ul style="list-style-type: none"> - Raising awareness inside the organisation and external about mobility - Support the eumoveportal as a relevant tool in mobility - Taking part in EU projects concerning mobility 	<ul style="list-style-type: none"> - National and international stakeholders' discussion group about mobility and QA - Publication on KCH-website about the EU move2 project - Presentation of the project at different relevant platforms. 	<ul style="list-style-type: none"> - Mobility is widespread and can be carried out with confidence and mutual trust - Quality and clear observed criteria is quarantined - Transparency in order to develop recognition and transfer is guaranteed
EVTA (BE)	<ul style="list-style-type: none"> - EVTA members, EU platforms, the other VET provides associations (EVBB, EFVET, EUPROVET), EU stakeholders (sectoral organisations), EQAVET network. 	<ul style="list-style-type: none"> - use, implementation and expansion! - to create visibility and provide information on evidence based. - to set up a sustainable partnership. 	<ul style="list-style-type: none"> - providing information, website, newsletters - inviting to test the portal by students and trainers and feedback on the use of the portal; - attract members to become an agent; - to create synergies with other mobility initiatives, like "europemobilitynetwork" 	<ul style="list-style-type: none"> - A sustainable network as a basis for a sustainable portal for mobility, strengthened by the partner agents network, supported by the EU vet providers associations and the European Commission
BZSH (DE)	<ul style="list-style-type: none"> - decision makers regarding VET in (retail) companies - entrepreneurs in the retail sector - VET-providers - trainees (at BZSH and other VET-schools) - trade / retail associations 	<ul style="list-style-type: none"> - announce the project and its aims within the own company (trainers/ trainees), retail associations and organisations involved - advertise aims and benefits of the project to retail companies - contact companies via the Retail Association of Saxony's network (HVS) - directly contact trainees at BZSH training courses and VET-courses 	<ul style="list-style-type: none"> - publication of articles regarding the project in respective medias e. g. newsletters, journals, social networks... - use of our own company website to communicate the latest news - seek for or intensify direct contacts with companies and trainees - invite the target groups to discussion forums and present at information events / fairs 	<ul style="list-style-type: none"> - involvement of target groups in the project - raise awareness about the necessity and benefits of the EU-Move2 portal for all target groups - reaching a high number of portal users may also result in new participants for BZSH training courses - generating different synergies for all partners
CPV (IT)	<ul style="list-style-type: none"> - Schools/Training Centres. - Trainees, apprentices and students in vocational education and training. - People with a vocational degree or University graduates, employed or not. - Professionals in vocational 	<ul style="list-style-type: none"> - To communicate and promote the project's results and develop a response mechanism between CPV and various stakeholders. The first task of the dissemination activities is to profile a coherent identity of the project to stakeholders, introduce them the project and manage to get them effectively involved by creating awareness and 	<ul style="list-style-type: none"> - Publishing support material, such as videos from different mobility projects to increase communication with participants and showcase the benefits. - Disseminating such materials to key public and private bodies in the different partners' countries - Using testimonials and collecting testimonial materials (such as homecoming trainees for 	<ul style="list-style-type: none"> - Providing a regional support network to the enterprises looking to get involved in the mobility process. - Developing synergies with other EU-funded projects (coordinated by CPV) aimed at implementing infrastructures and supporting mechanisms for promoting and fostering transnational mobility experiences.

Partner	Target groups	aims	Activities	Expected impact
	<p>education and training, such as teachers and trainers, staff dealing with vocational education and training issues, and guidance specialists.</p> <ul style="list-style-type: none"> - Companies. 	<p>understanding of the project's benefits.</p>	<p>promoting other international workplacement opportunities). Useful testimonial material may include comments from workplacement assessment, photos, links to students' blogs or websites, audio and video testimonials.</p>	<ul style="list-style-type: none"> - In the long-term, possibility to apply for EU networks operational grants (e.g. Jean Monnet, etc.) or other integrated EU and national sources of funding for mobility. - Professional support for the members of the network - Peer learning (schools, teachers, VET providers and companies) to learn from other experiences and practices - knowledge transfer.
CECOA (PT)	<ul style="list-style-type: none"> - Training Centres, Trainees, Companies, Business Associations 	<ul style="list-style-type: none"> - To raise awareness and highlights benefits of mobility and the eumovetoo portal as relevant tool for mobility for potential users as training centres, trainees and companies 	<ul style="list-style-type: none"> - VET providers and trainees: via IEFP's Training Centres network, Publications/News in IEFP's Newsletter and Website , Publication on CECOA's Website, Dissemination events; - Companies/Business Associations (including mentors) : via CCP's Business Association Network. 	<ul style="list-style-type: none"> - More awareness about the benefits of work placement in companies for all the stakeholders involved, especially the companies
NCFE (UK)	<p>Local Companies Chamber of commerce Other VET providers and other educational institutions Other transnational partners Teachers Students</p>	<ul style="list-style-type: none"> - Raising awareness about what is European mobility and what's in it for each stakeholder -Support and disseminate the eumoveportal as a relevant tool in mobility -Develop sustainable partnerships -increase potential participants in Mobility and potential users of the portal 	<ul style="list-style-type: none"> - post links, abstract and explanation on CIPs website, facebook and twiter -Present and discuss at chamber of commerce and business meetings -Present and ask feedback at senior management and teacher meetings -Present portal to students and staff 	<ul style="list-style-type: none"> - Better informed target groups, increased involvement of target groups in the project - awareness of the benefits of Mobility in general and relevance of the EU-Move2 portal to target groups -increased number of users of the portal - awareness of need for QA and less reluctant to adhere to its policy

PART III: SWOT analysis for the implementation of the EUMOVEtoo project

What are our priorities or “benchmarks” (when do we speak about successful implementation):

- A sustainable network for mobility, as a basis for the implementation of the eumovetoo portal, with an increase in countries and local agents
- Mobility of students is realized with the help of the eumovetoo portal
- The eumovetoo portal is grown from a concept to a routine in the daily work of the partners
- Mobility is widespread and can be carried out with confidence (portal should encourage partners to set up mobility projects with the use of the portal)
- Quality and quantity of mobility and work placement companies in particular (increase number of work placements)
- A sustainable portal for mobility, strengthened by the partner agents network, supported and recognized by the EU vet providers associations and the European Commission

Strengths	Opportunities
<ul style="list-style-type: none"> - Commitment of the partners - Partners position in their context: link to both education as to labour market - Promoters in mobility, with experiences - Existing portal eumove to build further on 	<ul style="list-style-type: none"> - Creating synergies with other EU initiatives, for sustainability of the portal and enlarging the network of potential users and local agents; - Using existing infrastructures for finding companies, users and local agents; - To improve own working and mobility practices based on projects experiences; - Extend our own network, attract new trainees for own courses; - Opening towards other sectors and potential users (workers, unemployed)
Weaknesses	Threats
<ul style="list-style-type: none"> - Limited number of partners to cover European area for mobility: the database will only deliver a small list of companies in a limited number of countries. - Sector: retail sector seems difficult to receive foreign trainees (language issues: customers don't want to be welcomed in another language) - Economic situation might lead to shift in priorities of companies - Mobility is often limited to single persons in a VET centre: no sustainability or internationalization of VET: this can be an obstacle in structural use and implementation in VET; 	<ul style="list-style-type: none"> - Possibility that companies don't see the cost-benefit ratio (high investment, low return on investment?) - If information in the portal is not up-to-date the interest in the portal decreases - Visiting companies in order to assure the quality is time consuming, but can the quality be assured with a checklist of quality criteria? On the other hand, the quality criteria might be an obstacle for companies to become a workplacement company. - Competition with other networks, portals etc. aiming at improving mobility (confusion with the users) - The portal is just a tool, it is all about the sustainability of the partnership: if this is sustainable, the portal will be used. How to ensure this sustainability without funding?

PART IV: Recommendations for the second part of the project

Which short term and longer term solutions can be done to overcome the weaknesses and threats?

Issues in implementation	Recommendations for actions
<p>A: Creating and expanding a sustainable network: Involvement of new local agents</p> <ul style="list-style-type: none"> - How to attract new local agents? - How to keep the network sustainable? 	<ul style="list-style-type: none"> - Work evidence based: show that it works! (video interview with the project partners on why they became a local agent) - Make clear benefits: what is in it for a local agents? And why is it for us important to have them on board? - Discuss in an early stage the necessary steps for keeping the network together (why? How? What is needed? Look at other network etc...) - Active involvement: invite potential local agents for the next meeting.
<p>B: Accreditation of new workplacement companies</p> <ul style="list-style-type: none"> - How to make visible and clear the benefits of mobility and the portal for companies? - How to find a balance between strict quality criteria and making the system as open as possible to become workplacement company? 	<ul style="list-style-type: none"> - Bring the benefits for companies hosting s student to the front: interviews, newsletters etc. - Start on a small scale with the database, with a limited number of companies and make it work! Then build further on the success. - Build a cv: testimonials of users, companies etc. - Focus not only on retail as this seems a difficult sector for mobility but also on wholesale/ international trade. - Having trainees first can also help to bring in new companies (they see directly the benefits)
<p>C: Use and implementation of the portal</p> <ul style="list-style-type: none"> - How to let potential users use and implement the portal? 	<ul style="list-style-type: none"> - Creating synergies with other EU initiatives, for sustainability of the portal and enlarging the network of potential users and local agents; - Setting up conditions for use of the VET providers (free?, support by local agents?) - Organize workshops for users and training providers (classroom with computers, demonstrate and let the students work with the eumovetoo portal.
<p>D: Awareness raising of the portal at regional, national and European level</p> <ul style="list-style-type: none"> - A target-group-orientated promotion of the project is needed. How do you reach which participants in the best way? 	<ul style="list-style-type: none"> - flyer in national language - project website - Links to the project website by the partners, in order to make the work visible and tangible - Create the links with Linked in and Facebook in order to make it work and to spread the work - (good mix of printed and digital media) → Flyers, newsletters, social network activity, journal articles...

The areas A-D are the main priority for the dissemination activities for the eumovetoo partners. This is reflected in part Vb, impact analysis of the dissemination activities.

PART Va: Dissemination calendar and activities of partners

Date/period	partner	Activities	Target public	Impact (number of participants/ copies etc.)
October 2012	KCH	News fact about the mobility-experience of the partners during the kick-off	Visitors of kchinternational.com	unknown
October 2012	KCH	Report of the company visit; distributed in the company Perry-sport	Personell Perry Sport	unknown
25 Oct 2011	KCH	Information about the EU-Move2 project at PINT (meeting with International coordinators of the centres of expertise of the Netherlands)	International coordinators of the centres of expertise	12 participants
31 Oct 2011	KCH	News fact at the website of KCH International, project approval (www.kchinternational)	Visitors of website	unknown
16 Oct 2011	KCH	Visit from German teachers to KCH	German Teachers	10 participants
Nov 2013	KCH	News fact website	Visitors website	unknown
March 2012	KCH	Visit from Italian Teachers to KCH	Italian Teachers	10 participants
14 th Mar 2012	KCH	Visit from Norwegian ministry and stakeholders	Norwegian stakeholders	12 participants
29-05-2012	KCH	Visit from Finnish teachers	Finnish teachers	11 participants
06-08-2012	KCH	Visit from Hongarian stakeholders	Hongarian stakeholders	11 participants
April 2012	KCH	Internal market for the organization KCH	VET consultants and educational researchers	20 participants
28 Sept 2012	KCH	Workshop at the Q-mobil conference in cooperation with EUM. The EU-Move2 system is presented in the workshop	VETproviders, international coordinators, project partners, companies	20 participants
28 Sept 2012	KCH	Workshop at the GoMovet conference in cooperation with EUM. The EU-Move2 system is presented in the workshop	VETproviders, international coordinators, project partners, companies	18 participants
31 Oct 2012	KCH	Symposium 'Werken aan internationalisering in het MBO'	VETproviders, international coordinators, project partners, companies	54 participants
Oct 2012	KCH	Publication 'Grenzeloos Beroepsonderwijs'	VETproviders, international coordinators, project partners, companies	1500 copies
Nov 2012	KCH	Newsletter ERMES	Stakeholders CPV; VET-schools and students, companies	unknown
Nov 2012	KCH	Newsletter ERMES publiced on www.kchinternational.com	Visitors of the website	unknown
Febr 2013	KCH	Presentation during the ERMES meeting Ljubljana, Slovenia	Project partners ERMES	

12 Mar 2013	KCH	Presentation Turkish Ministry during study visit Holland	Delegation Turkish Ministry	10 participants
28 Mar 2013	KCH	Presentation during 'BTG Docentendag' in Eindhoven. Presentation about quality assurance in wbl abroad	Teachers of VET institutions in the tradesector	5 participants
June 2013	KCH	Internal expertise market	Personnel KCH	20 participants
July 2013	KCH	Summer course SBB	International coordinators, VET-providers	14 participants
3 Oct 2013	KCH	Project meeting EUrFASHION	Project partners EUrFASHION (European project)	17 participants
Nov/dec 2013	KCH	Newsfact 'Newsflash Leonardo da Vinci'	Stakeholders Leonardo da Vinci Program	unknown
11 Feb 2014	KCH	European Monitoring Conference-Work Based Learning and Apprenticeships - Brussels, 11 & 12 February 2014	Stakeholders Work Based Learning and Apprenticeships Europe	unknown
14 Feb 2014	KCH	Invitation Final Conference EUMove at website KCH	Stakeholders KCH (Tradesector)	unknown
14 Mar 2014	KCH	Press release 'Eumovetrade' was disseminated in the national government (2e kamer)	Government 2e Kamer	unknown
17 Mar 2014	KCH	Press release 'EuMovetrade' at website KCH (www.kch.nl)	Stakeholders/visitors KCH website	unknown
18 Mar 2014	KCH	Press release 'EuMovetrade' at website Branche Bureau Mode	Stakeholders fashion industry Netherlands	unknown
21 Mar 2014	KCH	Webinar about quality assurance in work placements abroad	Stakeholders EuropeMobility Network (EUM)	8 participants
31 Mar 2014	KCH	General Assembly NETINVET (Venice)- Workshop Quality Assurance	Teachers from Italy, Spain, France, Belgium, Netherlands, Slovenia	75 participants
18 april 2012	Kenwerk	- Presentation of EU MOVE team zuid	- VET colleagues in the South region of Holland	- 15 participants
5 juli 2012	Kenwerk	- Meeting AEHT board	- European school Ass.	- 4 participants
6 sept 2012	Kenwerk	- Meeting Horeca Vlaanderen	- Belgian and Dutch consultants	- 15 participants
18 sept. 2012	Kenwerk	- Team I BPV meeting	- Colleagues working on I BPV	- 6 participants
20 sept 2012	Kenwerk	- Project meeting team regional VET college Heerhugowaard	- Teachers VET college	- 5 participants
27 sept. 2012	Kenwerk	- Project meeting Forli Italy preparation project I Move	- EU colleagues	- 9 participants
15 okt 2012	Kenwerk	- Presentatie Trexima, Slowakije	- Government representatives	- 6 participants
20 okt 2013	Kenwerk	- ASEM conference	- Conference for school representatives South East asia	- 45 participants
29 nov 2013	Kenwerk	- ESCO reference group	- EU Representatives	- 9 participants
9 July 2013	Kenwerk	- Mobility project VET4Learners	- Teachers/coordinators	- 6 participants
16 jan – 13	Kenwerk	- Overleg Casa companies	- Company representatives	- 45 participants

Feb. 2014				
20 febr. 2014	Kenwerk	- Kick of I move project	- Educational representatives from the EU	- 20 participants
4 mar 2014	Kenwerk	- Ministry of Labour	- Secretary of state	- 6 participants
		-	-	-
March 2012	EVTA	- Confirmation of agricultural sector to be involved in the EUMOVE portal and to go together for a quality label: a steering committee for all the sectors is set up.	- Actors in VET in the agricultural sector	
March 2012	EVTA	- Contact with Greek organization for labour to become local agent. They are interested but WBL is not very common in Greece.	- Greek labour organization INEGSEE	
March 2012	EVTA	- Bringing in EUMOVEtoo as a good practice for quality in mobility in the "Europemobilitynetwork". The good practice is included in the "quality toolbox and observatory" of the europemobility network. EUM and eumovetoo have signed a protocol for collaboration	- Europemobility project, varying from VET to higher education and NFIL	Annex: evta2 (Factsheet EUM project)
Dec 2012	EVTA	- Bringing in EUMOVE as a good practice in the VETWORK project, a network project on the support and promotion of work based learning in VET.	- Actors in VET	Annex: evta3 (Factsheet VETWORK project)
Nov 2012	EVTA	- EVTA conference with workshops and working groups. One of the working groups was dedicated to education and moreover the improvement of the quality of WBL.	- EVTA members - Other EUMOVE ambassadors	Annex: evta1 (workshop)
Nov 2012	EVTA	- Promotion of eumove for the agricultural sector (QAFP project)	- Actors in VET in the agricultural sector	Annex evta4 (ppt)
Nov 2012	EVTA	- Questionnaire among EVTA members around work based learning to get insight in the needs and wished of the members in this field. EUMOVE can fulfill these needs.	- EVTA members (actors in VET) -	11 members responded (potential local agents)
July 2012	EVTA	- Integration of the eumovetoo project and the link to the projectwebsite in the "EU projects website" of EVTA - http://www.evta.net/evta_euprojects_html/ongoing_projects.html	- EVTA members (actors in VET) - Open for all	
13/07/2012	EVTA	- Meeting with UNIZO (BE) (Unie voor zelfstandige ondernemers) voor leerbedrijven en wellicht rol als local agents. - Voor leerbedrijven is een NL brochure gemaakt door EVTA: - http://www.evta.net/eumove2_docs/eumovetoo_brochure_nl.pdf	- Companies in retail	Annex evta5 (Brochure in NL)
Feb 2012	EVTA	- Integation of eumovetoo as a good practice to improve quality in mobility in the thematic commission of the "Europemobility network".	- Educational sectors VET, HE, NFIL, mobility coordinators	
28-29 June 2013	EVTA	- EVTA has set up a steering committee for the participating sectors of the EUMOVE system in order to create coherence. - Reporting and call to become a local agent in the general assembly of EVTA	- EVTA, Kenwerk, KCHI, Aequor	Face to face meeting with 3 centres of expertise. Plenary report in AG with >60 participants Annex evta6: (agenda +ppt SC)
28-29 June	EVTA	- Distribution of flyers of EUMOVE and EUMOVE trade during general assembly of	- All actors in VET (strategic and	>80 flyers distributed

2013		EVTA	operational)	
5 Sept 2013	EVTA/ Kenwerk	- recording of "EVTA TV" as a publicity to attract new local agents and to promote the EUMOVE system as such. Link: http://www.evta.eu (then go to EVTA tv)	- EVTA members, especially new and potential members	7 visitors live, but the link is sent to >20 members and is still available for everybody.
10 Oct 2013	EVTA	- Project meeting of the QAFP project, It is about using the eumove portal for mobility for more sectors and also to combat youth unemployment.	- QAFP project partners	Around 10 persons Face to face meeting
Oct 2013	EVTA	- Creating synergies between the EUMOVE project and the PREMO project (about preparation of actors in mobility to achieve quality in mobility)	- PREMO partners	Face to face meeting Around 10 persons
Jan - now	EVTA	- Active promotion of EUMOVE via the EUMOVE facebook page and via the EVTA facebook page.	- All actors in mobility, VET	Annex: evta7 (printscreen fb)
28-29 nov 2013	EVTA	- Distribution of flyers of EUMOVE and EUMOVE trade during general assembly of EVTA	- All actors in VET (strategic and operational)	>80 flyers distributed
March 2014	EVTA	- Integration of the Eurfashion project (fashion sector) in the eumove portal - See http://www.eumoveabroad.eu	- Actors in the fashion sector	
March 2014	EVTA	- Integration of the QAFP project in the eumove portal - See http://www.eumoveabroad.eu	- Actors in the agricultural sector	
13 Mar 2014	EVTA	- Invitation of EVTA members and project partners of QAFP for the EUMOVEtoo final conference	- Mobility coordinators, sector representatives	
April 2014	EVTA	Newsletter about EUMOVEtoo final conference and sign session with local agents of the QAFP project	- All actors in VET	Annex: evta8 (newsletter)
Feb 2014	EVTA	Development of promotion video for the eUMOVE portal, published on the homepage of the eumove portal www.eumoveabroad.eu and youtube	-	
09/01/2014	BZSH	- Workshop within a national German project, short presentation of the EU-Move2 / EUMOVETRADE portal to partners	- German teaching staff / VET-providers	- 15
12/12/2013	BZSH	- production of dissemination videos for the EU-Move2 YouTube channel	- YouTube audience	- every possible YouTube visitor
23/05/2013	BZSH	- article published on the BZSH Facebook company page about the current state of the project (start testing phase)	- web users (customers, companies, students)	- visitors of our Facebook page
08/05/2013	BZSH	- article published on the BZSH company website about the current development of the project	- web users (customers, companies, students)	- visitors of our company website
27/04/2013	BZSH	- information event about the project at a regional education and further education fair ("Tag der beruflichen Weiterbildung" in Annaberg, Saxony)	- fair visitors (VET providers, students, companies)	- approx. 500 fair visitors
12/10/2012	BZSH	- information event about the project in general and the current status	- management of HVS (Retail Association of Saxony)	- 5
28/09/2012	BZSH	- information event about the project at the BZSH branch office in Riesa (Germany)	- BZSH lecturers and staff (actors in VET)	- 15 (potential local agents)

05/09/2012	BZSH	- information event about the project at the BZSH branch office in Chemnitz (Germany)	- BZSH lecturers and staff (actors in VET)	- 13 (potential local agents)
23/08/2012	BZSH	- information event about the project at the BZSH branch office in Dresden (Germany)	- BZSH lecturers and staff (actors in VET)	- 12 (potential local agents)
10/06/2012	BZSH	- article published on the BZSH company website about the company's involvement in the project and the development so far	- web users (customers, companies, students)	- visitors of our company website
06/06/2012	BZSH	- article published on the BZSH Facebook company page about the project	- web users (customers, companies, students)	- visitors of our Facebook page
		-	-	-
24-11-2011 22-11-2012	CPV	<p>- Project promotion (oral presentations and distribution of project brochure) at Job&Orienta 21th national conference-exhibition (guidance, school, training, careers)</p> <p>Participation at the national fair "Job&Orienta 2012". Job&Orienta is the most important national conference-exhibition on vocational guidance, school, university, careers and training. The Conference-exhibition, at its 21st edition, was arranged into two large pavilions mirroring its two macro areas: one related to the education and schooling sector and the other concerning university, training and work. The cultural agenda of JOB&Orienta was definitely stimulating: well-known speakers, authorities and experts will preside over conventions, debates, round tables and seminars; furthermore, labs, shows and cultural activities which demonstrate young people's and students' creativity have enlivened the event, involving visitors actively.</p>	<ul style="list-style-type: none"> - Educational institutions (schools/VET providers) - Students/trainees - Teaching staff, trainers - Competent authorities for VET - Non profit youth associations - Companies - Business associations - Social partners 	<p>- 50 visitors</p> <p>In the 2012 edition, the event attracted more than 46,000 visitors, 450 bodies, 150 cultural appointments and 350 spokespeople: figures which reveal a constant growing trend and the influential level of the event. The national fair represented an opportunity to provide information and hand over materials on the project. The impact was very positive. Many users have asked for information on the project.</p>
04-05-2012	CPV	- Event "Festival Città Impresa" held in Schio (Vicenza) IT EU-MOVE2 Promotion at the Workshop "International Mobility: comparing experiences"	<ul style="list-style-type: none"> - Enterprises and social partners - Students/trainees - Teaching staff and trainers - Competent authorities 	- 43 visitors
22-05-2012	CPV	- Promotion of EU-MOVE2 project and Mobility Portal Invitation from the Italian Ldv National Agency to the Project Coordinator to participate to the workshop Quality Management in ECVET Mobility organised as part of the activities of the thematic networking group NetECVET: Working together to understand and implement ECVET funded by European Commission hosted by the Polish LdV National Agency and held in Warsaw (PL) on May, 22-23 2012	<ul style="list-style-type: none"> - Educational institutions - Teaching staff - Students/trainees 	- 30 participants
28-05-2012	CPV	- Project LdV IVT Mobility "Careers Promotion" (LLP-LdV-IVT-11-IT-072) coordinated by CPV	<ul style="list-style-type: none"> - Students - Teaching staff 	- 175 participants

		- Pre-departure meeting with students and families.	- Students' families	
12-06-2012	CPV	- Project LdV IVT Mobility "Careers Promotion" (LLP-LdV-IVT-11-IT-072) coordinated by CPV. Monitoring visits to students in the hosting companies and to the intermediary organisations in Birmingham and Liechfield (UK)	- Host companies abroad - Intermediary organizations involved in mobility projects - Students - School tutors	- 25 students abroad
13-06-2012	CPV	- Promotion of EU-MOVE2 project and Mobility Portal Invitation from the Italian Ldv National Agency to CPV to participate to the NetECVET workshop on "Assessment, Validation and Recognition of Learning Outcomes" held in Birmingham hosted and organized ECORYS UK Limited, the Leonardo UK National Agency.	- VET providers - Competent authorities for VET - European networks involved in mobility projects	- 28 participants
26-06-2012	CPV	- Project LdV IVT Mobility "Careers Promotion" (LLP-LdV-IVT-11-IT-072) coordinated by CPV. Monitoring visits to students in the hosting companies and to the intermediary organisations in Cannes (FR)	- Host companies abroad - Intermediary organizations involved in mobility projects - Students - School tutors	- 25 students abroad
04-10-2012	CPV	- Oral presentation of EU-MOVE2 Project and Mobility Portal. Distribution of project flyers CPV's participation to the Thematic Monitoring Seminar "Tutoring, mentoring and coaching in transnational mobility: learning experience and exchange between generations" organised by the Italian LdV National Agency (ISFOL) in cooperation with the Italian Ministry of Social Policies and the Ministry of Education, University and Research Palermo, October 04, 2012	- Competent authorities or VET - Schools/VET providers - Business associations - Teaching staff	- 40 participants
15-10-2012	CPV	- Study visit to CPV Project "Enlargement of the European-Turkish Business Centres (BCs) Network Sivas, Hatay, Batman and Van" EuropeAid/128621/D/SER/TR Contract TR07R2.01-01/001 Component 1: Institutional Capacity Building for ABIGEM Business Centres Activity 1.4: Develop Consultancy and Training Capacity and Sustainability through Study Tours	- VET providers - Business associations - Business centres and development agencies - Competent authorities	- 25 participants
29-10-2012	CPV	- CPV was invited to attend the workshop 'Definition and description of (units) of learning outcomes', held in Rome on October, 29-30, which is part of the activities of the thematic networking group funded by the EU and implemented by 15	- VET providers/schools - Competent authorities for VET - European networks involved in	- 43 participants

		Leonardo National Agencies. The Project Coordinator was invited to participate in the meeting in order to contribute to discussion.	<ul style="list-style-type: none"> mobility projects - Teaching staff - Business associations 	
08-11-2012 08-11-2013	CPV	- Participation at the national fair "Expo Scuola"(2011 and 2012 editions) a national event dealing with a review of best practices, innovative ideas, personalized meetings. CPV participated to the event with USRV. USRV as an autonomous branch of the Italian Ministry of Education has its own stand to disseminate and promote European projects and other educational initiatives.	<ul style="list-style-type: none"> - Educational institutions (schools/VET providers) - Students/trainees - Teaching staff, trainers - Competent authorities for VET - Non profit youth associations 	- 35.000 visitors The national fair represented an opportunity to provide information and hand over materials on the project. The huge number of participants involved (about 35.000) proved the success of the initiative. The impact was very positive. Many users have asked for information on the project.
28-11-2012	CPV	- Info Seminar "La Camera di Commercio incontra" organised by the Chamber of Commerce of Vicenza in cooperation with CPV. Distribution of project's flyers during the Workshop "Internship in Europe: an EU space for Education"	<ul style="list-style-type: none"> - Educational institutions (schools/VET providers) - Students/trainees - Teaching staff, trainers - Competent authorities for VET - Non profit youth associations - Companies - Business associations - Social partners 	- 150 participants
29-01-2013	CPV	- Promotion and distribution of project flyers during the seminar on "Work-based learning and school-based alternance" organised by the Municipality of Schio (VI) in cooperation with CPV, the Regional and Provincial School Offices. Illustration of EU-MOVE2 Mobility Portal's functions development and implementation to be applied to work-based learning and school-based alternance projects.	<ul style="list-style-type: none"> - Students/trainees - Teaching staff - Companies - Public authorities 	- 35 participants
15-03-2013	CPV	- Organisation and participation at the national event "EQF: prospettive ed opportunità per il futuro" Interregional integrated plan of Marche, Friuli Venezia Giulia, Sardegna and Veneto Regional Authorities" Schools and territory for inclusive communities in the "knowledge society" held in Venice. The event has presented the most recent development of the EQF implementation in Italy and EU as well as practical experiences where the framework has been used and implemented. Among the projects, EU-MOVE2 Mobility Portal was presented to the audience.	<ul style="list-style-type: none"> - Educational institutions (schools/VET providers) - Students/trainees - Teaching staff, trainers - Competent authorities for VET - Non profit youth associations - Business associations - Social partners 	- 150 participants

08-02-2013	CPV	- Meeting at Regione Veneto – Directorate for Vocational Training - Venice Promotion of EU-MOVE2 Network and Mobility Portal application to work and school-based learning mainly to schools/VET-providers and business associations.. Demonstration of the main procedures and functions. Distribution of EU-MOVE2 project materials	- Schools/VET providers - Business Associations - Teaching staff and professionals	- 12 participants
22-03-2013	CPV	- Promotion of EU-MOVE2 project's main aims and results. Illustration of EU-MOVE2 Mobility Portal's main functionalities at the national conference organised by RENAI the network of tourism schools	- Schools/VET providers - Teaching staff and professionals - Students	- 55 participants
09-16-05-2013	CPV	- Illustration of EU-MOVE2 Mobility Portal's main aims, concepts and specific functions of the dedicated website to the mobility pre-departure meeting Targeting students of the LLP Ldv Project These mobility schemes were also involved in testing the Mobility Portal. Pre-departure meetings: Vicenza, May, 09 and 16, 2013	- Schools/VET providers - Teaching staff and professionals - Students	- 44 participants
19-06-2013	CPV	- EU-MOVE2 Network and Mobility Portal promotion and distribution of project materials during the Working group meeting of the Learning Network Transnational Mobility Measures for Disadvantaged Youth and Young Adults Task E - Developing a proposal for efficient implementation structures on the level of project operators of TNC mobility measures	- Schools/VET providers - Teaching staff and professionals - Business associations/social partners - Public authorities	- 30 participants
09-07-2013	CPV	- EU-MOVE2 Mobility Portal promotion and illustration of its main functions and potential usages at the IV workshop ECVET national experts CPV participation on invitation from the Ldv National Agency)	- Schools/VET providers - Teaching staff and professionals - Competent authorities for VET	- 45 participants
01-10-2013	CPV	- Promotion of EU-MOVE2. project's results and Mobility Portal's main functionalities at the event "L'ITS nell'Europa 2020 – Quale sistema di crediti e quali strumenti per la mobilità degli studenti ITS" organised by USRV at MIUR premises. The event was aimed at presenting the tools and projects functional to promote the transparency of qualification and the transnational mobility. During the event a representative from CPV presented the project and the Mobility Portal.	- Schools/VET providers - Teaching staff and professionals - Students - Competent authorities for VET	- 70 participants
05-11-2013	CPV	- EU-MOVE 2 Portal promotion and distribution of project's flyers during the exploitation event "FARE RETE TRA IMPRESA E SCUOLA. Innovazione e buone pratiche in Veneto ed Europa" organized in the framework of the LLP Ldv TOI project "E.R.M.E.S. Enhancing Resources for Mobility Experiences and Strategies" LLP-Ldv-TOI-11-IT-592	- Schools/VET providers - Teaching staff and professionals - Competent authorities for VET - Business Associations/social	- 90 participants

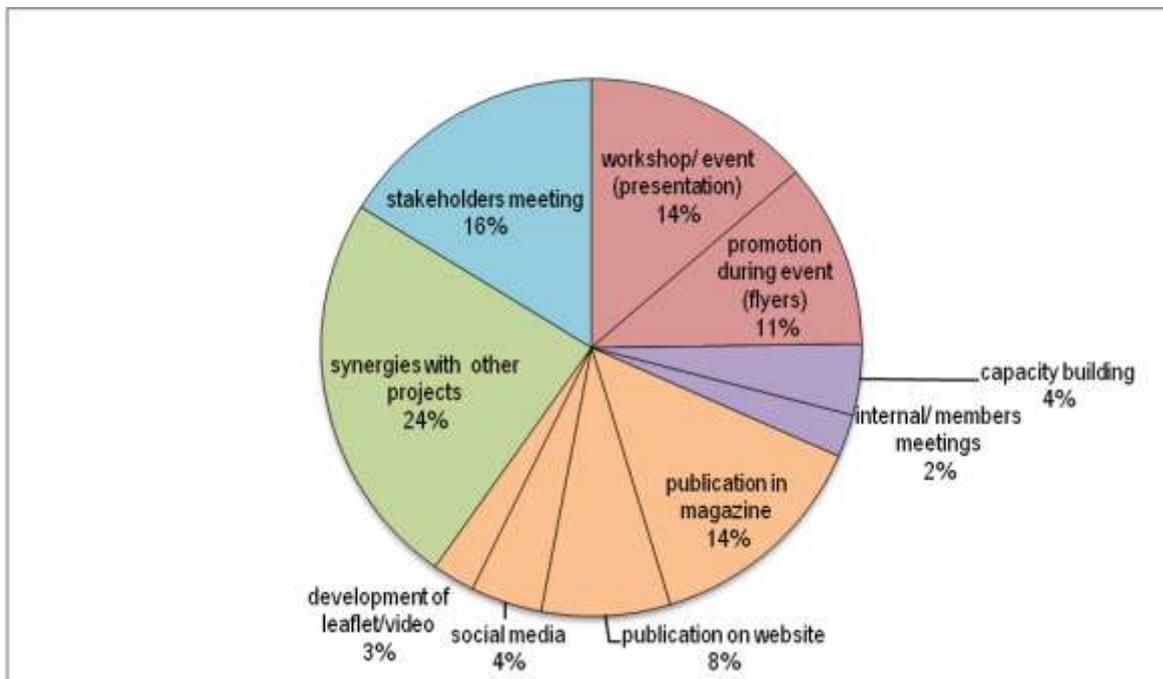
			partners	
Aug 2012	CECOA	- Project information in CECO's website http://www.cecoa.pt/en-US/44/2/88/Projeto.aspx (EN version) http://www.cecoa.pt/pt-PT/40/2/83/Projeto.aspx (PT version)	- VET providers and trainees - Companies/Business Associations	- 25.000 unique viewers
Set 2012 – May 2013	CECOA	- Contact with companies of the Trade sector to present the project and to test the EUMOVE 2 Portal via email and telephone contacts	- Trade companies, Organisations within the Trade sector	- 7
Jan 2013		- Presentation of the project in the event SEMINAIRE SUR LA PLACE DU MONDE PROFESSIONNEL DANS LES PRATIQUES D'EVALUATION ET DE CERTIFICATION	- VET Providers/Policy makers/Companies (FR)	- 50
May 2013	CECOA	- Contact with Trainees via email to present the project and to test the EUMOVE 2 Portal	- Trainees	- 6
May 2013	CECOA	- Contact with VET Providers of the IEF network to present the project and to test the EUMOVE 2 Portal	- Portuguese Providers of the TRADE Sector	- 4
October 2013	CECOA	- Distribution of Flyers in the International Coaching Conference in Lisbon	- VET Providers, Companies	- 70 participants
October 2013	CECOA	- Email sent to all Portuguese Commerce and Services Confederation's 100 sector and regional associations which represent more than 200.000 enterprises.	- Companies	- 200.000 enterprises
October 2013	CECOA	- Email sent to Training Centres part of the Institute for Employment and Vocational Training's National Network	- VET Providers,	- 63
October 2013	CECOA	- Letter sent to Mr. Félix Esménio, Vice-President of the Portuguese Institute for Employment and Vocational Training presenting the EUMOVE2 project and requesting the dissemination of the EUMOVE! TRADE network	- all relevant stakeholders (VET providers/trainees).	- 1
November 2013	CECOA	- Article published in the Slovenian Chamber of Commerce website about the EUMOVE2 project presenting and promoting the EUMOVE! TRADE platform.	- Associates of the Slovenian Chamber of Commerce	- 6000
Nov. 2013	CECOA	- Flyers distributed in the "Festival In" event http://www.festivalin.pt/	- Companies, VET providers, trainees/students, trainers, tutors	- 56 000
March 2014	CECOA	- Participation of external stakeholders in the final project conference invited by CECO	- Trainees, Chambers of Commerce	- 2
March 2014	CECOA	- New local agents	- Chambers of Commerce	- 2
March 2014	CECOA	- Flyers distributed in the National Fair "Futurália" an event dedicated to Education, Training and Guidance http://www.futuralia.fil.pt/	- Students/Trainees, teachers, VET providers, families, VET policy makers	- 64.000
Nov 2012 to	NCFE	- EU Move project team presentation	- All relevant staff at Newham	- 20

Mar 2013			College, East Ham Campus	
Nov 2012 to Mar 2013	NCFE	- EU Move project team presentation	- All relevant staff at Newham College, Stratford Campus	- 20
Feb 2013	NCFE	- Meeting with teachers at Westminster Kingsway College	- Relevant staff	- 10
	NCFE	- Breakfast meeting with local companies	- Company's management	- 90
May 2013	NCFE	- Meeting with the Newham Chamber of Commerce Exec board	- Representing over 200 organisations in London	- 12
May 2013	NCFE	- Project details published on Newham College's website	- Visitors of the website	- Up to 2,000
Jun 2013 to Nov 2013	NCFE	- Presentation to students on Mobility projects and fashion and tailoring students	- Relevant students at the College	- 120 + 50
Jun 2013	NCFE	- Information event to 12 companies interested in becoming involved with EU Move and having their companies listed on the portal -	- Relevant Directors/Managers	- 24
Oct 2013	NCFE	- Meeting with the London Capital Colleges	- Members of the Association	- 14
Feb 2014	NCFE	- Project details on College's Twitter site	-	- Unknown
Mar 2014	NCFE	- Dissemination of final conference via twitter	-	-

PART Vb: Impact analysis of the partners' dissemination activities

1 The type of dissemination activities carried out by the project partners

Nb: The following categories of dissemination activities of the EUMOVEtoo! project partners correspond with the categories in part H of the final report.



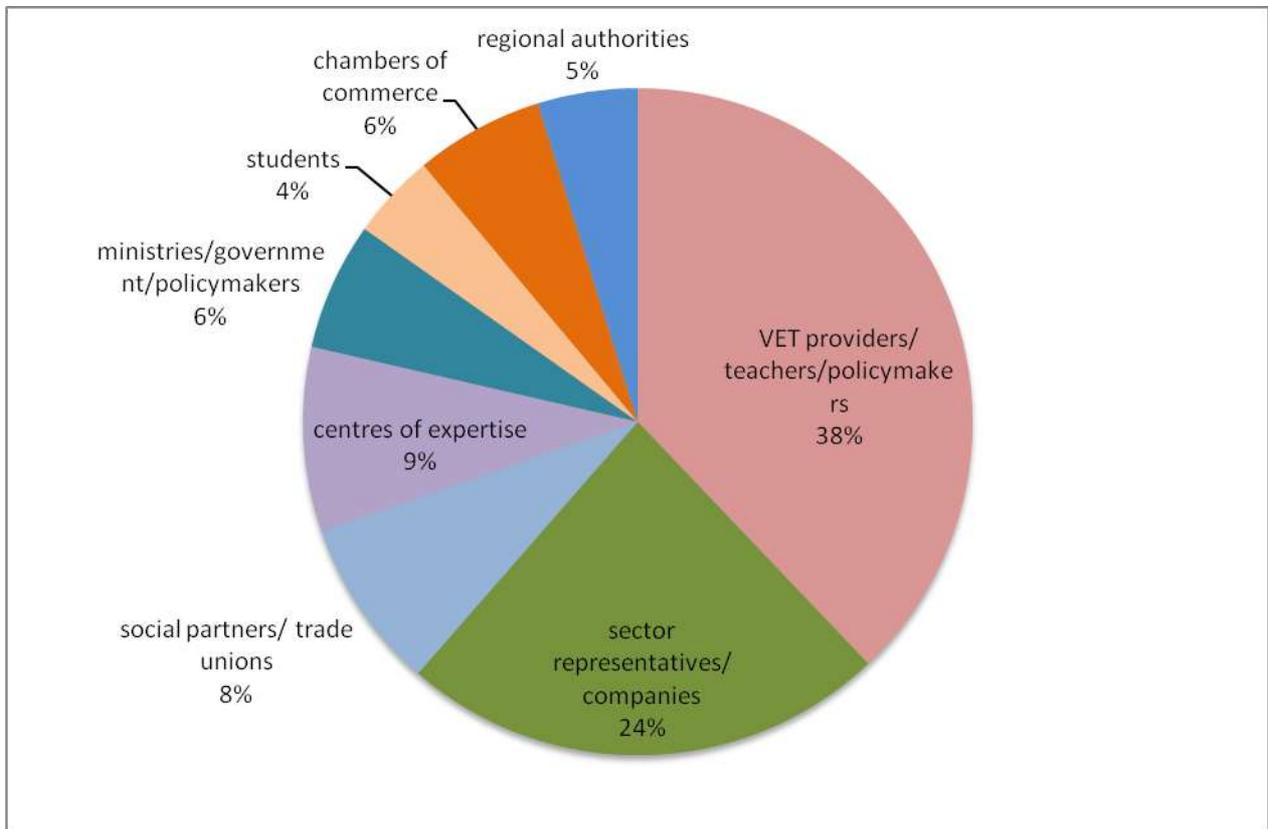
Main observations:

- All the partners have carried out activities in all of these 5 categories of dissemination activities;
- A lot of effort is put by presentations of the eumovetoo project in workshops and during other events. This means not only distributing flyers, but effectively putting the eumoveproject in the spotlights;
- Partners organized stakeholders meetings (bilateral or in groups) to target companies in a direct way. The main purpose was to bring in new companies, or to trigger them to become a local agent. This is a good sign as it show that the partnership has had direct contact with the potential users, local agents and companies;
- In 28 cases !, the eumovetoo project is linked to or integrated in, or put in the spotlights during other project events. These events where also dealing about international mobility

and the main aim was to create synergies and setting up structures for collaboration and sustainability. This means that the EUMOVEtoo portal and its tools and information will last and continue also in other initiatives after the project duration.

- The main promotional activities took place in a digital way (video, social media, digital newsletters, via website)
- The partners have put a lot of effort in organizing stakeholders meetings. Especially where the partners play also a more strategic role towards their social partners or sector, this was the case (KCH, CPV, CECO)

2 The type of organizations/ stakeholders targeted by the dissemination activities

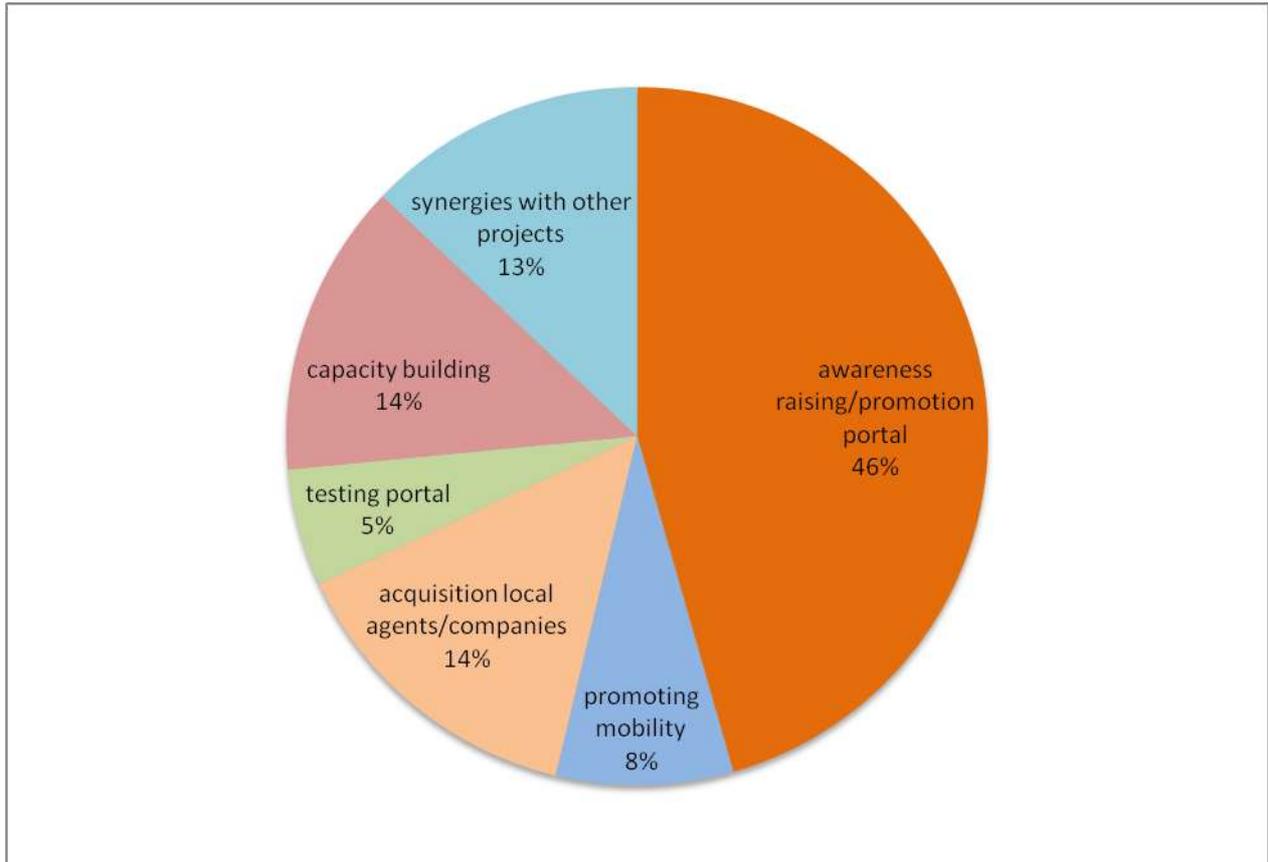


Main observations:

- The main target group of the project partners where the VET providers and then mainly trainers/trainers and policy makers in VET. This target group is also the main potential users group of EUMOVE;
- A lot of companies are reached via bilateral meetings, conferences and organized stakeholders meetings (see 1). The main aim was to bring in new work placement companies and local agents;
- The regional authorities where mainly reached via the Italian partners (CPV)
- In a small number of activities (mainly CECO and NCFE) the students where directly targeted;

- Social partners are targeted to create commitment and to set up a collaboration for new companies. Every partner has carried out activities to reach the social partners.

3 The main purpose of the dissemination activities



Main observations:

- Most of the activities were organized with the aim to inform about the project and to raise awareness on the EUMOVEtoo! portal.
- In some of the cases, the dissemination activities were not only focused on the promotion of the portal as such, but also to raise awareness on mobility and on internationalization in VET;
- Almost all the partners carried out capacity building activities, which means gathering feedback for improvement, or informing the own organization about the activities and the outputs and to involve other experts to get feedback on the outputs;
- Almost all the partners are involved in other EU projects on mobility as such, or on the development of tools for mobility. Where relevant, the project partners created the link and synergy between that project and Eumovetoo, which means that the tools and portal can/will be used in other projects as well.
- More than 20 activities were focused on the acquisition of local agents and companies. This was mainly the stakeholders meetings and final conference.
- Some partners organized special meetings to test the portal (CECOA, KCH)

Annex 1: Observations from NCFE (UK) on their dissemination activities:

“We presented the EU Move project and portal to all our hairdressing students, who have a long and successful record of going on Leonardo mobility projects. We also held workshops with our fashion and tailoring students, due to the international nature of their potential careers.

The overall response from all students was positive; they immediately understood the purpose of the portal and the majority of students were very excited at the possibility of using it to develop their careers.”

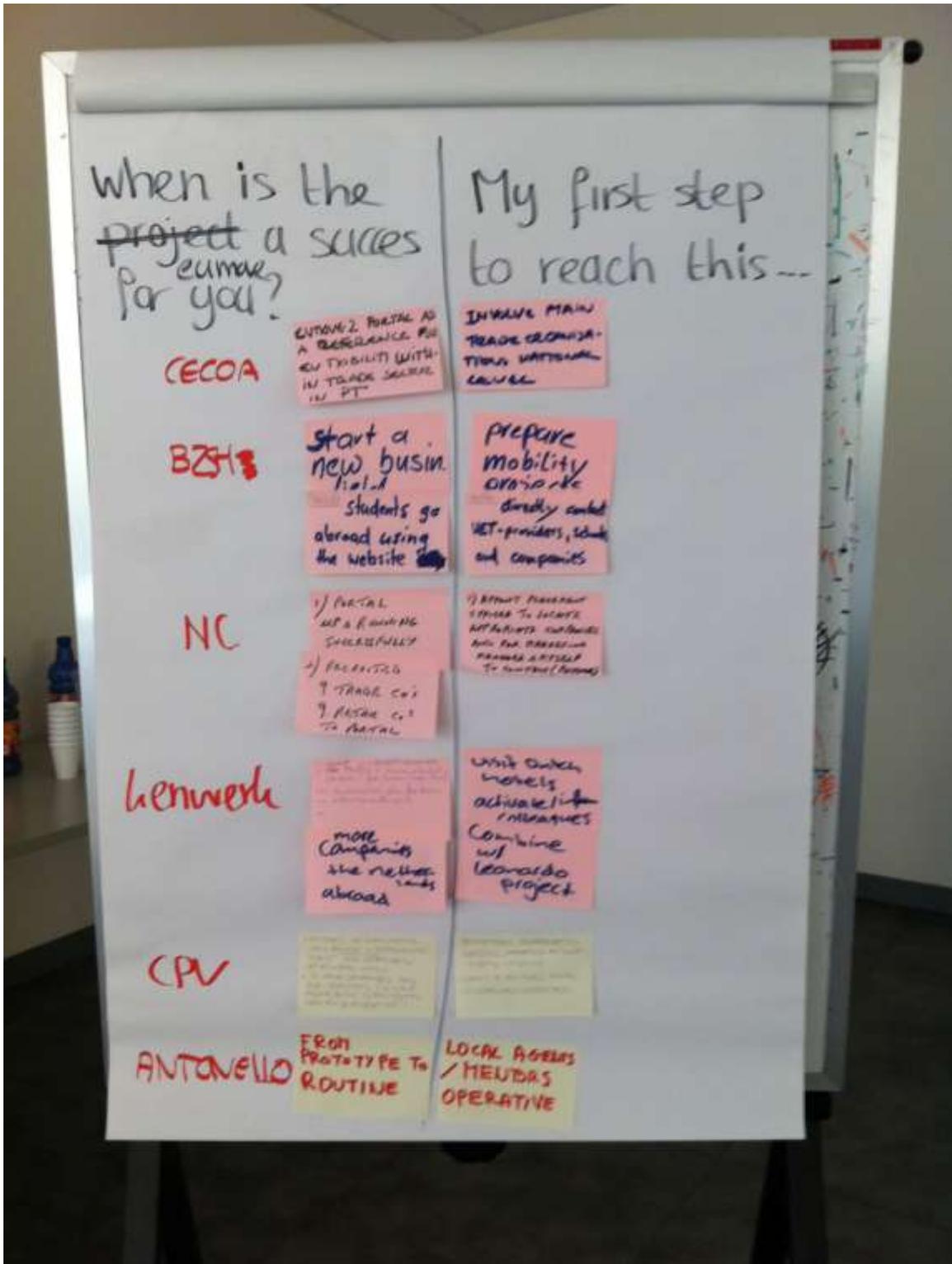
“We presented EU Move 2 at two Chamber of Commerce business meetings to over a hundred businesses. We also talked about the portal’s possibilities with the Chamber’s Executive Board, of which Newham College is a member. The majority of businesses was impressed by the site and could see the many benefits of taking a work placement from another European country, particularly for researching new markets.

The difficulties that many of them face are firstly, most of the businesses in our area of east London are small enterprises and the commitment required by EU Move 2, including the mentor training and creating work plans for the placements, could prove prohibitive. Secondly, many of the businesses already take work placements and work experience students from UK schools and colleges, as well as being encouraged by the UK government to take on apprentices. This means that there are restricted opportunities to take on work placements from other countries.”

“We regularly speak to other training providers about the possibility of working together on projects and EU Move 2 is no exception. We presented the portal to a group comprised of members of London Capital Colleges (LCC) – a group of colleges across the capital. Newham College is already working in partnership with many of the LCC members to deliver a project providing training to staff members in small and medium sized business in London.

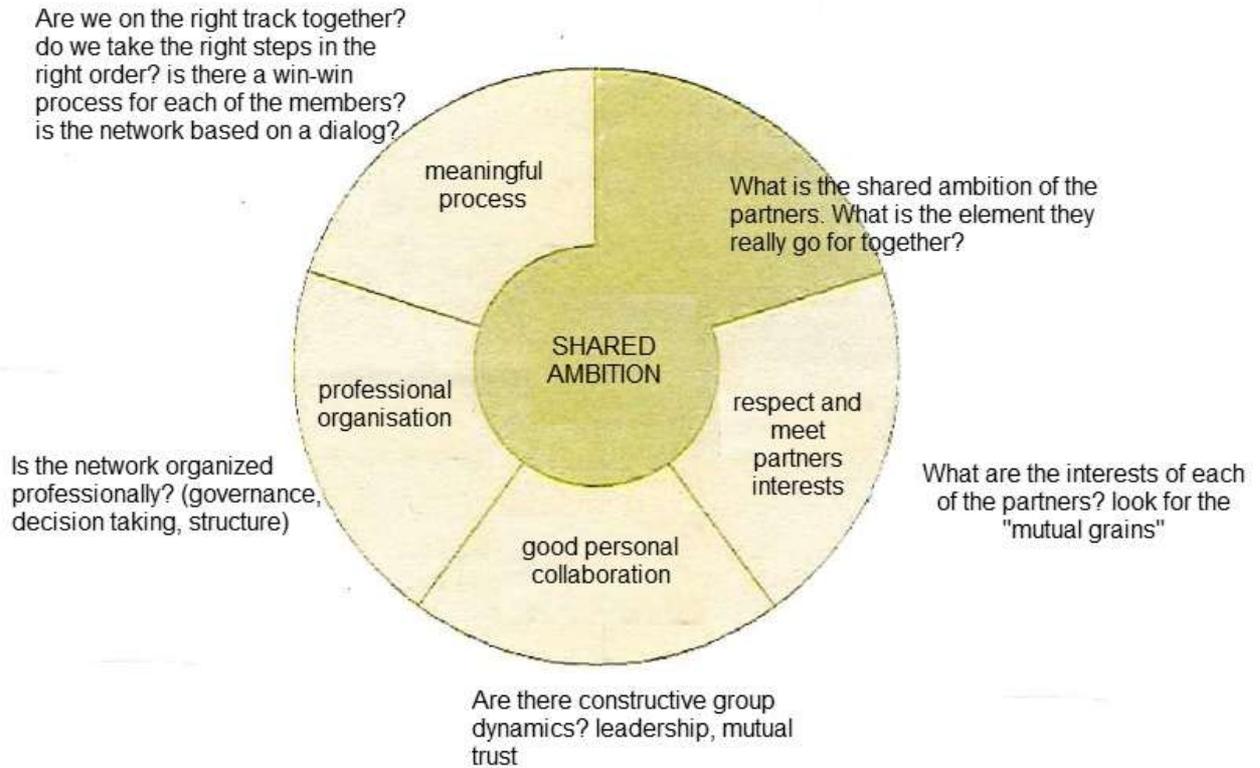
The LCC colleges involved in the training project are now able to give information on EU Move 2 to businesses throughout London when visiting them to conduct Training Needs Analyses.”

Annex 2: Discussion on sustainability during one of the project meetings (at CPV, IT):



Annex 3: Discussion on sustainability during

Perspectives of collaboration and networking



Twijnstra en Gudde