



Project Title: *Promotion of LDV mobility results over MOB 2.0 social network platform*

3rd Progress Report

Public Part

Project information

Project acronym: MOB 2.0
Project title: Promotion of LDV mobility results over MOB 2.0 social network platform
Project number: 517566-LLP-1-2011-1-SI-LEONARDO-LAM
Sub-programme or KA: LdV Accompanying Measures
Project website: www.leonardoexperience.eu

Reporting period: From 1st May 2012
To 31st July 2012
Report version: Progress Report
Date of preparation: 20th August 2012

Beneficiary organisation: Spinaker d.o.o.

Project coordinator: Tomaž Gregorič
Project coordinator organisation: Spinaker d.o.o.
Project coordinator telephone number: 00386 (0)41 412 067
Project coordinator email address: tomaz.gregoric@spinaker.si

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.

© 2008 Copyright Education, Audiovisual & Culture Executive Agency.

The document may be freely copied and distributed provided that no modifications are made, that the source is acknowledged and that this copyright notice is included.

Executive Summary

Enhancing attractiveness, improving the quality and increasing the volume of mobility and cooperation between educational institutions and enterprise are all objectives of Leonardo da Vinci programme related to mobility.

In the past many projects tried to pursue the above objectives separately with more or less success. The volume of mobility is unfortunately still almost totally dependent on the available budget to support Leonardo mobility projects. The quality of mobility is well controlled by European Commission through Rap4Leo but feedback never comes to the potential future beneficiaries. The cooperation between educational institutions and enterprises is rising but it is still not on the desired level and extent.

On our opinion the LdV programme goals can be effectively achieved only at the same time and only by highly involving past mobility participants. European Commission reports that nearly 90 % of mobility beneficiaries expressed themselves as highly satisfied with the stay abroad in their final reports. But the crowd of almost 800.000 mobility beneficiaries over the last 15 years never had available an appropriate tool to effectively contribute to dissemination of mobility results. Besides, there is no relevant information on real impact that international mobility has on employability and European labour market.

Thanks to WEB 2.0 technology, today it is possible to build a strong social network of mobility participants and use their voice for word-of-mouth promotion of mobility results. Their voice would definitely directly enhance attractiveness of mobility. The quality of mobility would be improved indirectly just because potential beneficiaries would not repeat others mistakes. Volume of mobility would be increased indirectly because a significant impact on employers is envisaged.

The result of this project is a social network platform that enables all mobility stakeholders to share and exchange their experiences, needs, expectations and demand.

Table of Contents

- 1. PROJECT OBJECTIVES..... 5
- 2. PROJECT APPROACH 6
- 3. PROJECT OUTCOMES & RESULTS..... 7
- 4. PARTNERSHIPS 8
- 5. PLANS FOR THE FUTURE 10
- 6. CONTRIBUTION TO EU POLICIES 11

1. Project Objectives

The primary aim of all planned activities in the proposed project is to promote the results of Leonardo da Vinci mobility projects and to support past participants in their future career development. On the other hand the visibility of project results, exposed with the help of the social network, can present multiplication and quality effects on future program participants and other stakeholders.

For the achievement of the set goals, the project has two objectives:

1. development of the MOB 2.0 social network platform,
2. dissemination and exploitation of project results using the MOB 2.0 social network platform.

In the third quarter of project implementation the following activities for achievement of the set objectives have been done:

- dissemination and exploitation activities,
- quality assurance.

Dissemination and exploitation:

The main purpose of dissemination activities is to present the MOB 2.0 platform to all interested parties and assure its exploitation by its target groups: mobility participants project coordinators and employers. To reach this goal, partners have implemented different dissemination activities and distributed dissemination materials to all target groups.

Quality assurance

To assure highest quality of developed product, we are continuously following user's feedback. The ongoing external evaluation enables us to improve the portal for best users' experience. All remarks and suggestions of users are taken into consideration and improvements are made accordingly.

We have also performed an internal evaluation that analyses SWOT of project implementation and evaluates work process and product development. This evaluation gives partners an insight into possible improvements of project implementation and to the product itself.

2. Project Approach

To assure smooth implementation of all project activities, we have foreseen 4 meetings in the course of the project duration.

The first meeting has been organised in the first month after the project approval. It focused on project management issues, distribution of tasks, deadlines and other relevant topics for the development of project activities.

The second meeting took place in the fourth month. It was dedicated to implementation of the platform by defining the final texts for entry forms and home page, and to discussion on dissemination plan and materials and on evaluation and quality plan.

Subject of the third partnership meeting in the sixth month of the project were dissemination activities, exploitation plan and quality assurance. The third meeting has concluded the development phase, therefore in the third quarter of the project there were no meetings planned.

In months 7 to 9 partners were working on dissemination, exploitation and quality assurance activities.

Dissemination and exploitation:

Partners have distributed dissemination materials to all target groups and presented the MOB 2.0 platform at different occasions: meetings with mobility participants and partners, national agencies and employers. The dissemination materials have been sent to all Leonardo da Vinci agencies and an online promotional campaign has been set up.

Quality assurance

Based on user's feedback through the online survey, e-mails and direct communication, we are making improvements to the platform. We have decided that external evaluation will be continued till eleventh month of the project to assure highest quality of the developed product.

3. Project Outcomes & Results

The final result of the project will be a dedicated social network platform using WEB 2.0 technology that will be available and beneficial to all those involved in the Leonardo da Vinci mobility; i.e. past and future mobility participants, mobility organisations and employers.

The developed platform will include different features that will be helpful to mobility participants and organisations involved in mobility to communicate and share their experiences and project results.

With extensive dissemination and exploitation activities that will be ongoing during the entire project and in particular in its second half, we expect that the platform at the end of the project will become a reference tool for the promotion of mobility project results.

In the third quarter of the project we have reached the following results and outcomes:

Management

3rd Progress Report

Quality Assurance

Internal Evaluation Report

Partners have answered to an internal survey that has analysed project implementation and the product.

External evaluation

Based on users' feedback improvements were made to the platform.

Dissemination

Partners have delivered reports of their activities and an overview of all performed activities has been prepared.

66 different activities for dissemination purposes were performed by partners: presenting the project on their websites, at different national and international meetings and events with project partners, mobility participants and employers, through other social networks and by web promotion (Google advertising).

Partners have distributed dissemination materials - about 5000 bookmarks and 1500 leaflets to all target groups.

Dissemination activities have reached more than 10.000 end users directly and 4.300 indirectly through web promotion with Google web.

WP5 Exploitation of results

Statistics on the use of the platform

At the end of 9th month of project implementation the platform had 15.000+ visitors at the website, 130+ website registered users and 30+ fans at Facebook page.

4. Partnerships

The partnership is composed from organisations involved in mobility projects and education and training projects supported by the use of ICT and Web 2.0 technologies. All project partners came to the conclusion that experience from past mobility beneficiaries should be somehow efficiently shared among the future ones and promoted to the potential employers.

Although previously involved in different types of projects, the partners have found a perfect match of their knowledge and skills, combining them into a consortium that is capable to achieve the set project goals.

The following institutions are composing the partnership:

P1 – Spinaker, applicant organisation - contractor
Private Vocational training centre or organisation
Tomaz Gregoric

P2 – Virtualis
Private Consultancy
Rosana Tasevski

P3 – SSGT: Srednja sola za gostinstvo in turizem Celje
Public Vocational or technical secondary school
Darja Stihlerl

P4 – Arbeit und Leben Hamburg e.V.
Private Not for Profit body
Sirpa Junge

P5 – FLS - Foyle Language School
Private Other type of educational organisation
Paul Murray

P6 – ONECO – Consulting and Mobility
Private Training Company
Ernesto Sarrión

P7 – Aintek A.E. (IDEC S.A.)
Private Consultancy
Sofia Spiliotopoulou

P8 – Sistema Turismo
Training company
Francesco Di Bello

The leading partner P1 will manage the project in all aspects: administrative, financial and quality assurance. Together with partner P7 will be responsible for the technical part and the development of the MOB 2.0 platform, meanwhile all other partners will contribute to the content, features and utilities that the platform should have in order

to be most effective for the purpose of promotion of Leonardo da Vinci mobility and its results.

Partners P2, P3, P4, P5, P6 and P8 will take the leading role in dissemination and exploitation phase of the project, as they have capability, experience and possibility to reach a large range of target groups: past and future participants, enterprises, relevant local authorities and other international partners. Their activities will assure that the results of the project will be properly presented to the final users and other target groups. Partners P1 and P7 will contribute to the dissemination and exploitation of project results by applying their expertise in IC technologies, web advertising, delivering of key dissemination tools and others that doesn't need face to face involvement, but might support it.

5. Plans for the Future

As the MOB 2.0 platform will base on the integrated viral WEB 2.0 features, this by itself will guarantee its growth and sustainability.

All project partners will adopt the platform as a regular tool for dissemination and exploitation of their projects' results therefore the continuous use of MOB 2.0 is guaranteed.

As the MOB 2.0 platform as a platform for promoting Leonardo da Vinci mobility should at the end of the project or soon after that already have enough users from different target groups, hopefully exploitation will be performed spontaneously.

Mobility participants will be reached directly by dissemination activities. Dissemination activities will be performed directly by consortium members that currently are or were in the past in relationship with mobility participants to assure its maximum exposure to them as end users. And also indirectly by promoting the MOB 2.0 platform stressing its benefit to the future mobility participants (web advertising, viral marketing enabled by social networking at MOB 2.0 platform, workshops, education and employment fairs, newspaper articles etc.).

Organisations involved in the mobility activities will be reached by exploitation activities, more precisely multiplication activities. Exploitation activities will be performed by consortium members that are in the relationship with target group members through large networks of national and international partners such as vocational schools, local and national vocational bodies, employers unions and other relevant institutions within all participating countries.

We will endeavour for the mainstreaming of our project results by inclusion of some associated partners in the project. National Agencies, Chambers of Commerce, Employers Unions and others can contribute to the recognition of created tool and its transfer to local, regional, national and international systems.

6. Contribution to EU policies

The experience of partners involved in Leonardo da Vinci mobility projects shows that international mobility can greatly contribute to the development of common European Labour Market and to realisation of Lisbon Strategy and Education and Training 2020 Work Programme.

The participants of the mobility projects gain significant work, cultural and linguistic experience that gives them a sense of European citizenship and contribute to better understanding and cooperation among European countries.

Nevertheless, the results of the projects developed under the European cooperation and exchange programmes, especially those in education and training, seem not to have adequate impact on all the target groups of these programmes, partly because of the limited accessibility of the results and partly because they simply don't find the way (network, platform) to disseminate them on the European level.

Being aware of this situation that seems to be an issue in all participating countries, we have concluded that an international partnership is necessary for the development of our project and that only an "European" platform can improve the accessibility of information and materials to the highest possible number of target groups by offering a well-structured overview of all mobility-relevant issues.

As the objectives of the project are enhancing attractiveness, improving the quality and increasing the volume of mobility that runs all over the Europe, which are also the specific objectives of the Leonardo da Vinci programme related to mobility, the only way to reach them is by effectively disseminate the past mobility projects.

By the development of the present project we will also contribute to the fulfilment of the following specific objectives of the Leonardo da Vinci programme :

- to improve the quality and to increase the volume of co-operation between institutions or organisations providing learning opportunities, enterprises, social partners and other relevant bodies throughout Europe,
- to encourage the learning of modern foreign languages and
- to support the development of innovative ICT-based content, services and practice for lifelong learning.