



Promotion of LDV mobility results over MOB 2.0 social network platform

Final 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 1 st November 2011 To 31 st October 2012
Report version:	1
Date of preparation:	27 th December 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.

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 the MOB 2.0 social network platform available at www.leonardoexperience.eu and its own Facebook page <https://www.facebook.com/leonardoexperience.eu> 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.....	7
3. PROJECT OUTCOMES & RESULTS.....	8
4. PARTNERSHIPS	11
5. PLANS FOR THE FUTURE	13
6. CONTRIBUTION TO EU POLICIES	14

1. Project Objectives

The primary aim of all undertaken activities in the 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.

The consortium first delivered a dedicated social network platform using WEB 2.0 technology which is available at www.leonardoexperience.eu and is beneficial to:

- past mobility beneficiaries,
- those that aim to become beneficiaries in the future,
- sending partners,
- receiving partners,
- host organisations,
- education providers,
- employers.

So, all those that are involved in the Leonardo da Vinci mobility.

The MOB 2.0 platform that runs on a project's website www.leonardoexperience.eu also has its own Facebook page at <https://www.facebook.com/leonardoexperience.eu> that contributes to its faster promotion and use among its target groups.

The MOB 2.0 platform includes the following features:

- logging in as a mobility participant (past or future), sending partner, receiving partner or host organisation/potential employer,
- publishing reviews of mobility experiences,
- exchanging information on host countries, languages and cultural activities,
- publishing CVs of past and future participants for the use of potential host institutions and employers,
- publishing the mobility opportunities, e.g. mobility projects,
- publishing tools and materials for linguistic and cultural preparation for mobility (project results/products of the past Leonardo da Vinci projects, promotion of the relevant granted or running projects),

- publishing open positions for employment of new staff with international experience and multi-linguistic skills,
- possibility to communicate in different languages in specific platform area (Language Corner) with the purpose to enable platform users to practise their foreign language skills.

The platform covers everything that is related to mobility from the participant's point of view, but all other stakeholders are also included as users of the platform because without them the platform would be too narrow in terms of information and applicability expected by programme beneficiaries.

2. Project Approach

In the past many projects tried to deal with enhancing attractiveness, improving the quality and increasing the volume of mobility for employers and individuals. They usually addressed the above objectives separately with more or less success without any stunning result.

We assessed few of them even they were not all related to VET and mobility in VET and best of them were taken into consideration:

- Leo-net aims to connect an employer and an intern to then run an internship. Leo-net is currently offering just a simple database of trainees and employers.
- Erasm.us is a platform for students interested in foreign exchange. It is actually offering some WEB 2.0 features. Beside that it seems it has quite a lot of users, but there is no evidence on how many they are actually registered. Only students can contribute to the content and some basic statistics.
- Rap4Leo is very powerful platform controlled by European Commission that is monitoring the quality of mobility. Unfortunately feedback from Rap4Leo never comes to the potential future beneficiaries.

Thanks to WEB 2.0 technology, today it is possible to build a strong social network of past mobility beneficiaries and use their voice for word-of-mouth promotion of mobility. 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. That would solve also the difficulties on the part of applicants in finding host partners and enable past participants of placements to promote themselves to potential employers.

So, the consortium decided to develop a platform for social network of past mobility beneficiaries, those that aim to become beneficiaries in the future, project partners and employers. Although the platform is set up in English, it enables the use of other languages in some sections of the platform (e.g. "Language Corner").

The innovative aspect of our project proposal is thus in exploiting existing technologies and practices, which others have developed in past in single projects, and combining them to offer new and effective tool for promotion of Leonardo da Vinci mobility project results.

3. Project Outcomes & Results

The primary project outcomes which are also public are:

- MOB 2.0 platform available at www.leonardoexperience.eu and
- Its own Facebook page available at <https://www.facebook.com/leonardoexperience.eu>.

The MOB 2.0 platform is based on the WEB 2.0 technology and is connecting all those that are involved in the Leonardo da Vinci mobility:

- past mobility beneficiaries and those that aim to become beneficiaries in the future (participants – 351 registered so far),
- sending partners and receiving partners (organisations – 68 registered so far) and
- host organisations - employers (employers – 23 registered so far).

Connecting Thousands in European Mobility



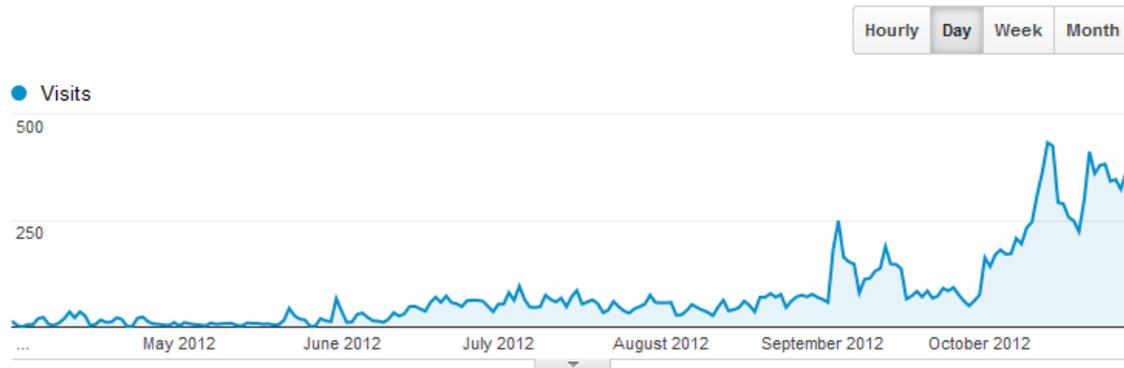
They are able to post and share the following at the MOB 2.0 platform:

- CVs (68 posted so far),
- mobility experience reviews (38 posted so far),
- available placements (10 posted so far),
- concluded, on-going and open mobility projects (24 posted so far),
- mobility services (17 posted so far) and
- job offers (4 posted so far).

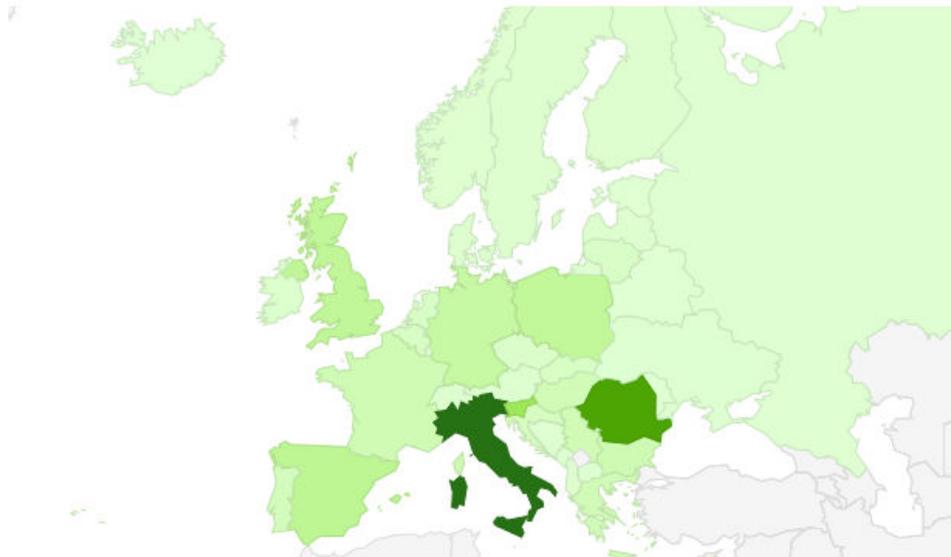
The Facebook page is just used to disseminate everything published at MOB 2.0 platform to the Facebook community (1400+ fans so far).

MOB 2.0 platform and its Facebook page were first published, then started quite long evaluation period which ended with many improvements implemented while broad and dissemination activities really started not so far ago.

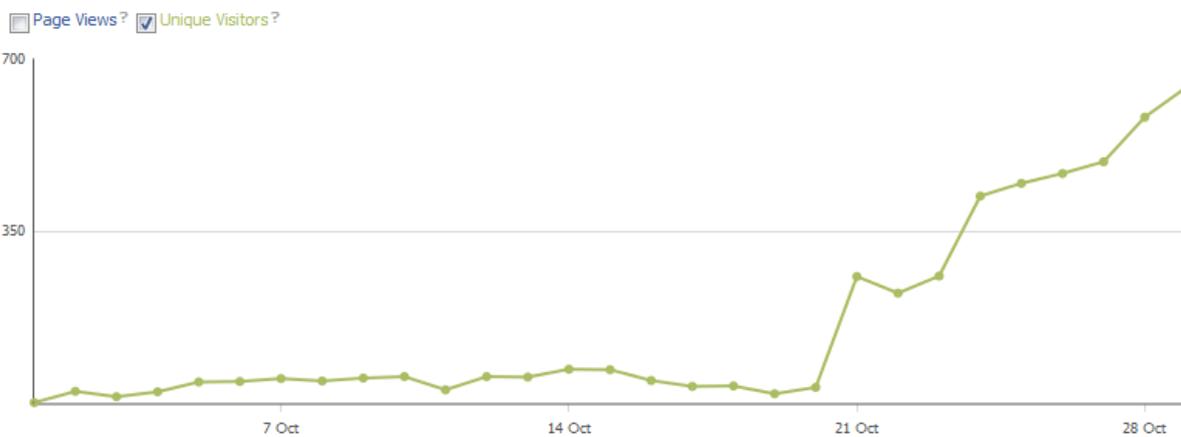
In the following diagram is shown increase of visits to the MOB 2.0 platform.



In the following graph is shown distribution of visits to the MOB 2.0 platform by the countries. Most of the users are coming from the partner countries where most of the dissemination and exploitation activities took place.



In the following diagram is shown increase of visits to the Facebook page.



The MOB 2.0 platform has also its own video presentation which is dedicated mostly to mobility participants and is available at http://www.youtube.com/watch?v=FDgMtxae0M8&feature=player_embedded.

The most important and most viewed posts at the MOB 2.0 platform are mobility experience reviews which are promoting Leonardo da Vinci mobility programme to future mobility participants mostly.

MOBILITY EXPERIENCE REVIEWS

LATEST **BEST OVERALL**

 **Sevilla** mobility experience review by **Rosana**
Country: **spain** City: **Sevilla** Time of stay: **Jul 2011** Overall Experience Rating: ★★★★★

 **Sofia** mobility experience review by **Renata Lorusso**
Country: **bulgaria** City: **Sofia** Time of stay: **Apr 2011** Overall Experience Rating: ★★★★★

 **Sevilla** mobility experience review by **Lina**
Country: **spain** City: **Sevilla** Time of stay: **Jan 2011** Overall Experience Rating: ★★★★★

 **Tenerife** mobility experience review by **Marko**
Country: **spain** City: **Tenerife** Time of stay: **Apr 2011** Overall Experience Rating: ★★★★★

[View all](#)

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 d.o.o., applicant organisation - contractor
Private Vocational training centre or organisation
Tomaž Gregorič

P2 – Virtualis d.o.o.
Private Consultancy
Rosana Tasevski

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

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 s.r.l.
Training company
Francesco Di Bello

The leading partner P1 was managing the project in all aspects: administrative, financial and quality assurance. Together with partner P7 was responsible for the technical part and the development of the MOB 2.0 platform, meanwhile all other

partners were contributing 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 took 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 assured that the results of the project are properly presented to the final users and other target groups. Partners P1 and P7 contributed 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 is based on the integrated viral WEB 2.0 features, this by itself guarantees its growth and sustainability. As the MOB 2.0 platform as a platform for promoting Leonardo da Vinci mobility has already critical number of users from different target groups, at least part of the exploitation should be performed spontaneously. But some more effort will still be put into further dissemination and exploitation activities to make MOB 2.0 platform popular among all target groups.

The following activities will be performed.

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 platform is guaranteed.

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 (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.

Beside the dissemination and exploitation activities mentioned above, the MOB 2.0 platform will be maintained by the project consortium. The first major update may happen when Erasmus4All programme starts.

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.

Different kind of information about the past mobility projects are available at the MOB 2.0 platform hosted on www.leonardoexperience.eu.

The platform is also contributing 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.

