



**ROUTE 2.0**

Leonardo Da Vinci – TOI

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## **EXPLOITATION PLAN**

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- First Elements
- Stichting Business Development Friesland
- MFG Medien-Filmgesellschaft Baden-Württemberg mbH

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## **EXECUTIVE SUMMARY**

This document contains the Exploitation Plan of the ROUTE 2.0 project. This plan has been done through the contribution of project partners. This plan describes the actions to follow for the sustainability and valorization of results obtained along the project.



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## **1 INTRODUCTION**

This document seeks to develop an Exploitation and Viability plan that gathers the materials and the ROUTE 2.0 Learning System sustainability in the area of influence of each partner. Complementary to the exploitation plan for the consortium as a whole, each partner has elaborate an individual exploitation plan which describes their exploitation intentions in their respective regions.

The main objective is to give value to the results achieved by the project for their exploitation. For this, a standard document for the Exploitation and Valorization Plan for the sustainability of project results has been created and signed by all partners. Although this agreement does not binding upon the partners, at least gives to them a useful tool which will allow the development of exploitation activities once the grant agreement ends with the European Commission.

The Exploitation Plan has been realized homogeneously and, though it is individual for each geographical zone, comparisons are possible, enabling an interesting comparative analysis if it is required.



## 2 PROJECT DESCRIPTION

ROUTE 2.0 provides a learning system tailored to the specific needs of target audiences in the tourism sector.

Training in WEB 2.0 tools , will enable SMEs and microSMEs using Web 2.0 tools at Communication Strategies have some advantages:

- understand Web 2.0 tools, showing them the possibilities offered as a communication tool for their business.
- understand how to manage their brands online.
- develop a strategy for effective communication through social networks.
- offer new competitive services and adapted to new needs.
- understand the importance of planning an effective communication plan
- understand and plan communication for specific environments
- generate transversal communication synergies to improve services or products.
- train SMEs and independent professionals in emerging jobs.

Regarding the impact is expected to acquire skills and business skills with a view to the efficient use of ICT tools environments based on 2.0 by European SMEs and freelancers. In the long term are expected to own autonomous European SMEs and the tourism sector to acquire the ability to transfer their own skills and experiences to others from your organization as other companies, so as to create a common corporate culture social networks to multiply, exponentially, the advantages and benefits established for the use of ICTs as a development tools companies competitive.

The project has been promoted by the Cámara de Comercio de Badajoz (SPAIN), and will be supported by FUNDECYT (SPAIN) with its experience in managing this type of projectsPartners. The rest of the partners has been selected by their experience, competences and expertise MFG (GERMANY) will be transferring SVEA 2.0 project results, FIRST ELEMENTS (CYPRUS) will transfer VIPIA II projects results and BDF will provide with its experience and will hos the Final Conference.



### 3 PROJECT RESULTS

#### List of Deliverables:

Work Package	Deliverable number	Deliverable name	Specifications
<b>WP-1</b>	R-1	Procedure and Management Manual	Electronic .pdf
<b>WP-1</b>	R-2	On-line Project Management System	Electronic
<b>WP-2</b>	R-3	Analysis Methodology	Electronic .pdf
<b>WP-2</b>	R-4	Regional/National Reports	Electronic .pdf
<b>WP-2</b>	R-5	Needs Analysis Report	Electronic .pdf
<b>WP-3</b>	R-6	Map of Contents	Electronic .pdf
<b>WP-3</b>	R-7	Set of Contents and Materials	Electronic .pdf
<b>WP-4</b>	R-8	Supporting Tool ICT Based	Electronic
<b>WP-4</b>	R-9	Manual for the Supporting Tool	Electronic .pdf
<b>WP-5</b>	R-10	Assessment Methodology	Electronic .pdf
<b>WP-5</b>	R-11	Workshop Reports	Electronic .pdf
<b>WP-5</b>	R-12	Validation Report	Electronic .pdf
<b>WP-6</b>	R-13	Awareness Raising Methodology	Electronic .pdf
<b>WP-6</b>	R-14	Dissemination Plan	Electronic .pdf
<b>WP-6</b>	R-15	Newsletters	Electronic .pdf
<b>WP-6</b>	R-16	Leaflet	Paper
<b>WP-6</b>	R-17	Website of the Project	Electronic
<b>WP-6</b>	R-18	Press Folder	Electronic .pdf
<b>WP-7</b>	R-19	Exploitation Plan	Electronic .pdf



### **Route 2.0 Training System Processes:**

The ROUTE 2.0 training system includes the following elements:

➤ **Awareness Raising**

The awareness raising about the possibilities of the Route 2.0 training system will be performed by speakers through short presentations which can be used in various events, conferences, courses, ..., in order to attract potential stakeholders to receive this training.

➤ **Training Materials**

Route 2.0 has developed several training modules that are grouped themselves around two different courses (basic and advanced), targeted at different users based on their level of knowledge.

➤ **Online Training**

The Route 2.0 e-learning platform, accessible through the project website, allows users with access take part of the training contents and various utilities that allow online training during the learning process.

➤ **Training Workshops**

Route 2.0 considers essential a personal communication between participants to improve the learning process. These workshops provides basic theoretical and enable to know, at first the specific needs of each participant, and at the end the final evaluation of monitoring results.



## **4 GLOBAL VALORIZATION**

### **State-of-the-Art Added Value**

Through a previous analysis (WP2) ROUTE 2.0 has tried to address the specific needs of companies in the tourism sector in the regions involved. This will try to remove barriers that prevent companies the best use of Web 2.0 tools in order to incorporating themselves into the Internet 2.0 market. In this way, special attention has been given to smaller companies that don't have specific people to do this, or aren't trained, and so usually they carry out a marketing 2.0 Informal, often wrong and unprofitable in economic terms.

### **Innovative approach**

ROUTE 2.0 provides an innovative approach in several aspects:

- 1) refers to the importance of new social media which relegates the traditional media, allowing small businesses competing in a better way, with fewer resources, and with greater efficiency
- 2 ) seeks a full approach based on the implementation of a comprehensive strategy that allows communication scheduling
- 3) is designed to realize a customized training by using of tutors over a period, which seeks to motivate to the owner (or employee) by achieving concrete results apply in their particular cases
- 4) uses a training system focused on practical aspects through the use of case studies and comparisons between members of the working group that arise in the workshops
- 5) uses a mixed training (classroom / on-line) which allows to take advantage of the little time in companies while you get an useful feedback from tutor and students that allows group awareness (this is highly valued by the students)

### **Compilation of best practices in marketing 2.0**

ROUTE 2.0 training system gives decisive importance to the sample of practical examples based on real experiences of tourism businesses. They are collected both at the training modules and in the e-learning platform. It which will allow the incorporation and dissemination of good practices in the future.



### **Synergies with other projects**

There are several projects funded by the Leonardo da Vinci program in recent years about Social Media technologies. This shows the importance of the trends that the new training programs give to this issue.

The following projects are directly related to Route 2.0, being able to exist synergies between their results:

- LLP-LdV-ToI-08-CY-167808 - "*Virtual Pre-Incubator Accelerator II*"
- 503426-LLP-2009-DE-LEONARDO-LMP - "*SVEA. Promoting web 2.0 uptake for organisational and personnel development in VET and adult training*"
- UK/LLP-LdV/TOI-401 - "*Passport to Trade 2.0*"
- 2009-1-ES1-LEO05-10376 - "*e-Chance 2.0 for women entrepreneurship*"
- 2011-1-HU1-LEO05-03626 - "*SME 2.0 - Proactive Networking in the Business Management of European SMEs*"
- 2010-1-ES1-LEO05-21054 - "*NetKnowing 2.0: Enabling SMEs to use Web 2.0 and networking to acquire and generate informal learning*"
- 527562-LLP-2012-GR-LEONARDO-LMP - "*Personalised e-Commerce Strategies for SMEs*"
- UK/12/LLP-LdV/TOI-542 - "*Learning 2.0gether: SME Workers and Young Unemployed Skill-Sharing for Employability*"

### **Some stakeholders interested in the valorization of the results of ROUTE 2.0**

Valorization process is benefit for:

- Project Partners

The ROUTE 2.0 partners have shown great interest in being involved in future exploitation of the project results. This will give them sustainability after the end of the implementation period. This will add value to the work done in these two years. Each of the partners have made its own exploitation plan proposal (see below), in which they hope to involve other regional stakeholders. In this way, there will be a higher impact spreading.



➤ European Union policies and Initial Vocational Training

The Communication 'New Skills for New Jobs' states that research shows that new and higher levels of skills will be needed for the jobs of tomorrow. The economic crisis and structural factors like globalization, technological changes, ageing populations and the shift to a low-carbon economy are all contributing to rapid change in European labour markets. As a result of this fast moving evolution, shortages of adequate skills in some sectors so occupations already co-exist with unemployment across the EU.

➤ Companies and workers in the tourism sector

European workers need to be able to access education and training throughout their working lives in order to upgrade existing skills or acquire new ones whenever required. This applies not only to job-specific skills but also to those skills needed to function effectively in a working environment and for an active life in society. The Social Media and their Social Networks emerge with a new approach in marketing and communication, both topics applicable in the tourism sector. In this way is where ROUTE 2.0 learning system acts.



## 5 LOCAL EXPLOITATION

### 5.1. CHAMBER OF COMMERCE AND INDUSTRY OF BADAJOZ

#### Overview about the potential of exploitation by the Chamber of Commerce:

The Chamber of Commerce and Industry of Badajoz is a Public Corporation, independent of Public Authorities, managed by entrepreneurs of their area. The institution, since 1886, is recognized as an essential partner in the relationship between businesses and public authorities, playing a decisive role in the management of public programs related to business development, entrepreneurship, internationalization and vocational and continuing training.

Currently, while maintaining stable collaboration agreements with different public and private entities, the Corporation is part of various networks such as the High Council of Chambers of Commerce, Industry and Navigation in Spain, the European Network of Mentors for Women Entrepreneurs, the Extremadura Network of European Information, ... In addition, the organization participates in the leadership of the following entities: INCYDE (Institute for the Business Creation and Consolidation), Camerdata, (CDIEX) European Documentation and Information Centre of Extremadura, ...

ROUTE 2.0 is currently an important project for our institution as well as it's focused both as tourism sector as new ICT. We hope its results may enhancement our ePYME programme (<http://epyme.camarabadajoz.es/>), focused on ICT technologies (especially Social Media) for SMEs.

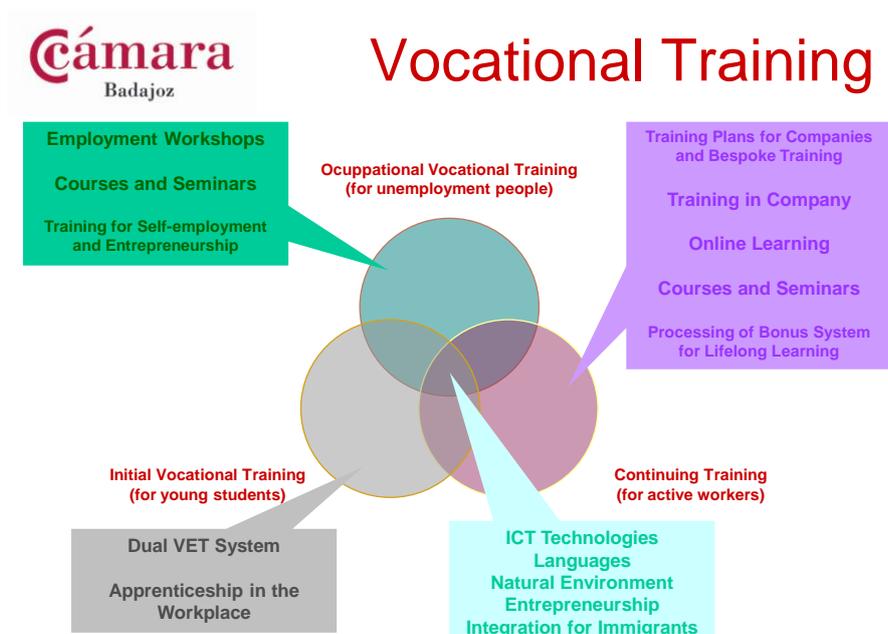
The Chamber of Commerce will integrate Route 2.0 in its full strategy:



Route 2.0 was managed by the Innovation & European Projects Department of the Chamber, but in the future will be exploit by the Training & Employment Department.



Our Training Department is well related with different educational institutions in our region, both public as private, offering direct training to more than 1,400 students annually, and participating in the three different segments of VET system in Spain: occupational training, continuing training and IVT (with special focus on the development of Dual Education).



The Chamber also develops higher education through postgraduate courses, both through own qualifications and degrees of the University of Extremadura and others.

**Sheets for identifying opportunities for exploitation of results:**

Event/task/activity	Objectives	Target	Partner/responsible/agreements
Route 2.0 courses	e-Training for tourism companies Workshops, 2014: 1 2015: 1-2	Tourism guides freelancers	Badajoz Chamber, through <b>CETEX</b> (tourism SMEs associations), will train tourism guides freelancers. Badajoz Chamber will offer freely the training contents results while CETEX will offer their facilities and trainers.
Route 2.0 workshops	Training for unemployment people Workshops, 2015: 2-3	Young unemployment people, trained in tourism activities	Badajoz Chamber will offer training workshops to young unemployed people, through agreement with the <b>SEXPE</b> (Regional Employment Agency) where Public Authority will finance training actions.



Route 2.0 training	Training for lifelong learning  Workshops, 2014: 3-4 2015: 6-9	Current tourism workers	Badajoz Chamber will offer continuous learning for workers and self-employed, jointly with Agencia Visual (ICT company), through the <b>ePYME programme</b> (Chamber's program specialized in ICT training for SMEs). Part of this actions will be financed by the Tripartita Foundation (who manage training funds). The rest will be financed privately by the companies.
Community Manager Course	Training for Community Managers  Courses: 6 <sup>th</sup> edition: 2014 7 <sup>th</sup> edition: 2015	ICT Technicians	Badajoz Chamber develops annually an successful course for <b>Community Managers</b> of 40 hours. Various contents developed in this project will be included in the next editions, as well as a short presentation to know best practices in the tourism sector.
Awareness Presentations	Awareness raising about possibilities of Marketing 2.0 in the Tourism Sector	VET students and teachers	Badajoz Chamber will include a short presentation (when it's appropriate according the subject) about ROUTE 2.0 in the framework of the programme " <b>Promotion of Entrepreneurship in the School</b> ", developed during last years in VET centres throughout the region.
Vocational Training Workshop	Workshops in Vocational Schools  Workshops, 2015: 2-4	Young vocational education students	Badajoz Chamber will offer freely the training contents to the following <b>vocational education institutes</b> in order to develop workshops for their tourism sector students: - IES San Fernando (Badajoz) - IES Hostelería y Turismo (Orellana) Similarly, through other interested Chambers of Commerce we'll offer these contents if they are required by VET centres.
Route 2.0 dissemination	Dissemination of the ROUTE 2.0 results	Tourism SMEs	Badajoz Chamber will sustain the trademark of ROUTE 2.0 through its dissemination by the ePYME platform (aimed at ICT training for SMEs). Similarly, it will maintain links to the ROUTE 2.0 project website, as well as an specific section related to the project in its corporative website.
Route 2.0 network	Dissemination and valorization of ROUTE 2.0 results	Tourism SMEs and other stakeholders	Badajoz Chamber will support a <b>regional network</b> of stakeholders for enhancement of tourism sector through support of projects proposals related to training, innovation, new technology, etc., in the environment of the tourism industry.



## 5.2. FIRST ELEMENTS EUROCONSULTANTS

### **Overview about the potential of exploitation by First Elements:**

First Elements Euroconsultants Ltd was founded in 2000, under the name First Elements Ventures Ltd. In 2006 the company was renamed to First Elements Euroconsultants Ltd, after it was acquired by Euroconsultants S.A. The objective of First Elements is to use its unique operational model, which includes complete incorporated/additional services, but also its accumulated know-how and network of collaborators that it has developed over the past few years, as the biggest consultancy in South-Eastern Europe, especially in those sectors that aim to promote and develop entrepreneurship, innovation, competitiveness and technology.

One of First Elements main business areas is Project & Programme Management services to public bodies and SMEs, especially in relation to State- and EU-funded programmes aimed at improving competitiveness, innovation and technology transfer. It focuses on business development and capacity building of public organisations as well as on promoting entrepreneurship on a European level. Another basic business area is the development of SME support mechanisms, especially for developing and supporting new-founded, entrepreneurial, technology-based companies. The company has within the last four years began to work on social and labour issues in the framework of service contracts by public bodies (i.e. Ministry of Labour and Social Insurance) after procurement procedures. FEeu operates on a regional, national and supranational level both within the EU but also outside in designing, managing and potentially investing in SME support mechanisms such as Science and Technology Parks, Business Incubators and SME financing schemes / funds. In this aspect of its operation FEeu works with both the private and the public sector as well as academia in the framework of the triple helix approach to developing entrepreneurship.

First Elements Euroconsultants Ltd operations are divided in four departments:

**International Public Services Unit:** The Unit designs and implements technical assistance projects for international organisations (e.g. FRA, EIGE, European Commission, European Investment Bank) or third country i.e. not Cyprus (Albania, Greece, Lebanon etc.) public organizations. The current project falls under the remit of the IPSU.

**National Public Services Unit:** The Unit designs and implements technical assistance projects for public organizations in Cyprus. As the Unit has been active in monitoring and evaluation for several public organizations in Cyprus, it is expected that it will significantly assist the IPSU in the current project.

**Grants Unit:** the Unit designs and implements grants proposals on a national and international scale either for third part clients or for the company's own participation (as partner or main contractor)



Business Performance Unit: the Unit provides consultancy services in performance improvement to companies and organizations mainly in the private sector but its methods and tools can be applied to public organizations as well.

Feeu will provide the educational material produced ROUTE 2.0 as an essential tool for businesses in the tourism sector.

Especially and due to the economic crisis, Feeu will be able to provide to its customers as well as to the stakeholders a proposal for the development of entrepreneurship and the raise of productivity.

More than that, via ROUTE 2.0 a network of local businesses in tourism sector was established and new partnerships were building up having as mutual aim the development of the region.

#### **Sheets for identifying opportunities for exploitation of results:**

<b>Event/task/activity</b>	<b>Objectives</b>	<b>Target</b>	<b>Partner/responsible/agreements</b>
Workshops based on ROUTE 2.0 modules	Training for tourism SMEs	SMEs in the tourism sector	In cooperation with <b>Spea Famagusta</b> , an Association that promotes the business development of the region, we intend to organise trainings seminars for the SMEs in tourism sector in the winter season.
Social Media info days	Training for new women entrepreneurs	New Women Entrepreneurs	Feeu will cooperate with the <b>BWP Nicosia</b> , the Association of Business and Professional Women, in order to organize <b>info days</b> for new women entrepreneurs providing the educational material.
Dissemination of the ROUTE 2.0 platform	Dissemination of the ROUTE 2.0 platform	SMEs in the tourism sector	Feeu will continue to disseminate the ROUTE 2.0 platform
Network	Networking	Stakeholders	ROUTE 2.0 helped to build up a <b>regional network</b> with relevant stakeholders (especially in region of Pafos and Famagusta). Those partnerships will help to create new project proposals in the future.



### **5.3. BUSINESS DEVELOPMENT FRIESLAND**

#### **Overview about the potential of exploitation by BDF:**

BDF is a very internationally oriented organisation. BDF develops concepts of its own and is involved in several European collaboration initiatives. BDF operates within a large international network of companies, intermediaries, local governments and knowledge institutes.

BDF is a not-for-profit foundation, its work field is in between VET institutions and companies (SMEs). With a team of 6 employees, BDF develops projects focused on growth for people in knowledge institutes, start-up companies and well-established SMEs. The projects of BDF always have a knowledge intensive character and evolve around connecting people, development of new skills and a practical approach. BDF executes the management of several local and EU projects (Leonardo, INTERREG). BDF led the 2010 ToI CICEI project which, Creating an Innovative and Creative Egg ndustry, which developed an interactive online training course for managers in the E.U. Egg sector ([www.cicei-project.eu](http://www.cicei-project.eu)).

BDF runs its own incubator ([www.inqubator.nl](http://www.inqubator.nl)), a place where people can start up their own enterprise. BDF supports the start-up entrepreneurs and opens its network for their benefit. All different kinds of people enter: students, women, unemployed people etc. We coach these people and supervise their progress. The incubator offers coaching to business in all sectors. BDF connects VET colleges, Universities, start-up companies and SMEs. BDF runs its own incubator, a place where people can start up their own company. BDF supports them to firmly establish their business and to help them maximize their growth by supplying coaching, business training, guidance and a 'connecting-the-dots' networking role. Most of the start-ups are (graduated) students or unemployed people (laid off by their past employer).

BDF has conducted project management, research and needs analysis, implementation and evaluation tasks in local and EU projects. BDF has a rich local and international network. It is an EC-accredited member of the European Business Innovation Center Network (EBN)

BDF will incorporate the Route 2.0 results in it strategy by constantly linking it's network to the Route 2.0 outcomes and platform. Because BDF is located within the triangle of enterprises, government and education, it will have endless opportunities to bring the Route 2.0 project under the attention of stakeholders. In addition, and being a participates in several EU projects, BDF will use Route 2.0 as a best practise in their EU project meetings.



**Sheets for identifying opportunities for exploitation of results:**

Event/task/activity	Objectives	Target	Partner/responsible/agreements
Route 2.0 workshops in Inqubator Leeuwarden	Social Media training for tourism companies	SMEs in the tourism sector	In the Pilot testing phase of the Route 2.0 project, both the advanced as the beginners training were given in the facilities of Inqubator Leeuwarden by trainer Jan Jacob Hilberdink, manager of Inqubator Leeuwarden. He intends to keep on using the Route 2.0 materials to train <b>start up companies</b> in the tourism industry on the topic of social media.
Weblinking	Traceability of the Route 2.0 platform	SMEs in the tourism sector	BDF will remain to have a description of the Route 2.0 project and a hyperlink to the Route 2.0 platform on their <b>website</b> <a href="http://www.bdfriesland.nl">www.bdfriesland.nl</a> to ensure traceability of the website.
Dissemination of the ROUTE 2.0 platform	Dissemination of the ROUTE 2.0 platform	SMEs in the tourism sector	BDF will continue to disseminate the ROUTE 2.0 platform and will link to the platform in relevant <b>articles and news</b> items
Network	Dissemination of the ROUTE 2.0 platform	SMEs in the tourism sector	Route 2.0 helped to build up a <b>regional network</b> with relevant stakeholders (at the TNA phase, testing phase and especially at the final conference of the Route 2.0 project in Leeuwarden). These partnerships will help to create new project proposals in the future. BDF will remain to enlarge its network amongst tourism companies and keep on disseminating the route 2.0 platform in its network. BDF <b>raised awareness</b> about the Route 2.0 platform at the target group of SMEs in the tourism industry and will remain to do so in the future.
Ontwikkelcentrum (development agency)	Dissemination of the ROUTE 2.0 platform		Meeting with Consultant at Ontwikkelcentrum about publication of the Route 2.0 training course at <a href="http://www.ontwikkelcentrum.nl">www.ontwikkelcentrum.nl</a> after the project has finished. This is a <b>platform for VET training</b> material to ensure continuous availability of the course. <b>Ontwikkelcentrum</b> is a specialist in the development of educational content and making it available online.



## 5.4. MFG BADEN-WÜRTTEMBERG

### Overview about the potential of exploitation by MFG:

MFG is a public innovation agency for ICT and Media. Its shareholders are the State of Baden-Württemberg and SWR Media Services GmbH. MFG hosts a variety of clusters and networks, delivers targeted services in the field of innovation management, technology transfer and regional development/marketing. MFG has been successfully promoting the use of ICT for various purposes within the region and as part of European initiatives. It has specific expertise in fostering and transferring innovation. With regard to this MFG always works in cooperation with regional and international institutions from the field of training and education as well as from the public and private sector. The service portfolio encompasses a wide range of activities, including administrative tasks and network coordination, event management and training as well as dissemination and consulting activities.

MFG manages the network Baden-Württemberg: Connected e.V. (bwcon) - one of the most successful European technology networks, which connects more than 460 companies and research institutes. MFG also manages the Network for Creative Industry in Baden-Württemberg. Moreover, MFG collaborates with the State Ministry Baden-Württemberg, the Ministry of Science, Research and the Arts, Ministry of Rural Affairs and Consumer Protection, with various educational institutes etc.

ROUTE 2.0 is an essential project for MFG's strategy, since it proves the effectiveness of the use of social media for businesses and the region itself. Consequently, ROUTE 2.0 can be used as a best practice for MFG's efforts to support SMEs by the use of ICT. This approach will be transferred to various sectors to boost SMEs in Baden-Württemberg. Moreover, the new gained insight on ICT in the field of tourism will help to create new proposals on the regional as well European level. Especially, for the EU Strategy for the Danube Region social media and tourism is a relevant topic.

ROUTE 2.0 was managed by the team "Team Technology Enhanced Learning". In the future the materials will also be used by other teams and networks managed by MFG to maximize the sustainability of ROUTE 2.0. As already mentioned, Baden-Württemberg Connected, Stuttgart Fair and MFG are organizing a Social Media for SMEs in the tourism field in January 2014. Of course, also the ROUTE 2.0 platform will be promoted at this event. Furthermore, ROUTE 2.0 will be also integrated in the lecture series on ICT and social media for women in rural areas of Baden-Württemberg. This series will be organized together with the Landfrauenverband Baden-Württemberg (association of women in rural areas of Baden-Württemberg).

In conclusion, ROUTE 2.0 helped to generate best practices for the use of social media and ICT for SMEs, enabled MFG to enlarge its network in the field of tourism and tourism



marketing, laid the foundation for future collaboration and project proposals and fostered know how for future workshops and trainings for social media in the tourism sector.

**Sheets for identifying opportunities for exploitation of results:**

Event/task/activity	Objectives	Target	Partner/responsible/agreements
Workshops based on ROUTE 2.0 modules	Awareness Raising and Training for tourism SMEs  2014: 1-2 workshops, 2015: 1-2 workshops	SMEs in the tourism sector	MFG, Baden-Württemberg: <b>Connected e.V. – bwcon and Landesmesse Stuttgart (Stuttgart Fair)</b> will organize a social media workshop for SMEs in the tourism sector. It will be conducted by Mr. Jodeleit who was already the trainer for the ROUTE 2.0 workshops and will take place as part of the tourism fair in Stuttgart (13.01. 2014). <a href="http://bit.ly/12lqeWv">http://bit.ly/12lqeWv</a>  Moreover, MFG aims to offer further <b>workshops</b> in cooperation with partners in the future.
Social Media lectures (including tourism, social media marketing)	Awareness Raising and Training for women in rural areas  2014: lecture series (app. 6 lectures).  2015: lecture series (app. 6 lectures).	Women in rural areas	MFG will cooperate with the <b>Landfrauenverband Baden-Württemberg</b> and the relevant ministries in order to organize a series of social media <b>lectures in rural areas</b> of Baden-Württemberg. For those lectures also Route 2.0 learning materials will be used.  The events will probably take place in spring to summer 2014.  Furthermore, similar events might take place in 2015
Dissemination of the ROUTE 2.0 platform	Dissemination of the ROUTE 2.0 platform	SMEs in the tourism sector	MFG will continue to disseminate the ROUTE 2.0 platform and will link to the platform in relevant <b>articles and news</b> items
Enlarging the network	Networking	Stakeholders	Route 2.0 helped to build up a <b>regional network</b> with relevant stakeholders (Tourism marketing agency of Baden-Württemberg and Stuttgart). Those partnerships will help to create new project proposals in the future.



## 5.5. FUNDECYT SCIENTIFIC AND TECHNOLOGICAL PARK OF EXTREMADURA

### Overview of the organization nowadays

Foundation FUNDECYT Scientific and Technological Park of Extremadura (FUNDECYT-PCTEX) has a central role in the economic, structural and innovation strategy development on Extremadura, FUNDECYT PCTEX was established on January 1st 2013 as a result of a merger between Foundation for the Development of Science and Technology in Extremadura (FUNDECYT) and the Foundation Scientific and Technological Park of Extremadura (PCTEX), bringing together the European and International experience of FUNDECYT and the knowledge of the business ecosystem of the Science, Technology and Innovation System in Extremadura of PCTEX.

Joining together an infrastructure park for development of R&DT, innovation and TBE initiatives, a team of high skilled professionals, a database of national and international contacts and a curricula of relevant achievements will allow to reach a structured offer regarding to seven areas of activity:

- ✓ Sharing of science, technology and knowledge
- ✓ Social innovation
- ✓ Innovation spot management
- ✓ G2E (Gate to Europe) – Support to participation in European projects
- ✓ Public Lab / Gob Lab – Innovation for public sector
- ✓ Talent attraction, retention and improvement
- ✓ Innovative entrepreneurship based on science, technology and knowledge

FUNDECYT-PCTEx aims to create the space and services needed to facilitate the exchange of knowledge, science and technology leading to socio-economic development of Extremadura.

The aims of the new Foundation are the result of the addition of the objectives of both Foundations merged and, in this sense, its draft statutes states:

"The Foundation aims to contribute to the social and economic exploitation of the science and technology, to support and promote of scientific and technological development and its management, to make better use of the research and innovation, and encourage the participation of civil society mobilizing its resources. To achieve these aims, the Foundation will undertake activities, mainly but not only, in the following areas:

- ✓ Share of science, technology and knowledge
- ✓ Business and social innovation, and for public sector
- ✓ R&D and innovation space management, including spaces within own premises at Scientific and Technological Park
- ✓ Direct management and support for managing national and European projects



- ✓ Attraction, management and development of knowledge and talent
- ✓ Support to innovative entrepreneurship based on science, technology and knowledge
- ✓ National and international collaboration with institutions and organizations for the development of activities in the areas mentioned above"

The new FUNDECYT-PCTEX structure will generate positive synergies with a direct impact not only economical, which will be quantified in synergies and a multiplication of the capacity for managing projects and rendering quality services to companies in Extremadura. FUNDECYT-PCTEX will combine all the positive of both entities, with a great capacity to generate projects attracting European funds and technology-based companies to the region leading the change in the productive model of Extremadura.

**How are we going to use the Project results internally/ how the results are going to be incorporated to your organization internal processes?**

a. Internal processes

We will incorporate ROUTE 2.0 results; mainly platform and contents to our catalogue of services, especially those one related to training and advising regional companies:

FUNDECYT PCTEX will integrate the ROUTE 2.0 platform and contents developed in their internal processes, especially those ones related to the services offered to companies, not only SMEs hosted in the facilities of Scientific and Technological Park of Extremadura trough the "Advanced Services Area", this area provide to companies services as training and advice related to different managing areas, becoming specially strategic the marketing area, so the ROUTE 2.0, even are focussed on tourism sector, contents relate to social media are perfectly transferrable and applicable to any businesses.

Otherwise, FUNDECYT PCTEX is coordinating "Centro de Excelencia de la PYME" – Excellence Centre for Managing and Innovation for SMEs, which offers specific training for regional companies in two different ways: sectorial and transversal training, once of the main sectors in which the centre has focussed its activities is tourism sector, so we are using (and will continue using) the workshops to disseminate project results and also will use the project materials as part of the training materials used in the courses for tourism sector. And on the other hand, related to transversal training, social media and marketing strategies are one of the main topic demanded by companies nowadays, so we will use the training materials also in this workshops due to their applicability to any different sector.



b. Related project

Nowadays FUNDECYT PCTEX is taking part of the INTERREG IVC initiative DANTE - *Digital Agenda for New Tourism Approach in European Rural and Mountain* – project (<http://www.danteproject.eu>) life until the end of 2014.

DANTE aims to promote a new regional policy approach to designing a knowledge-based plan for the tourism sector. The objective of DANTE is to improve the effectiveness of regional policies in the area of innovation by enhancing the role of ICT in tourism industry in rural and mountain areas. The project optimises nine innovative good practices that demonstrate the benefits of Information Society for competitiveness of the tourism sector in disadvantaged areas. DANTE network involves 13 project partners, covering a wide geographic area of 10 Regions in 8 Member States. The partners exchange experience in running regional ICT projects for rural and mountain areas. They develop an effective plan for each Region to address their tourism challenges by ICT tools and methodologies, and demonstrate transferability of the good practices in a pilot action. Two project partners ensure a wide promotion of DANTE achievements at the EU level.

Among the tasks to develop for the project, each participating region will develop a regional implementation plan in which ROUE 2.0 platform will be used like a section dedicated to the training of SMEs of the tourism sector on topics connected to the use of Web 2.0 tools.

The aim of the training is enabling the development of the necessary competences to integrate communication strategies and marketing actions through Web 2.0 tools in the general management of European SMEs of the tourism sector.

### **Dissemination of project Results**

FUNDECYT PCTEX will continue running the dissemination plan of the project, maintaining logo and link in our corporate website, in our corporate presentation, and also providing with the leaflet in our events and other events in which we are invited, related to tourism sector or social media.

FUNDECYT-PCTEX participates in networks at national and international level related to regional development, in areas such as Tourism, ICT and research and innovation offers us the many possibilities of continue disseminating project results. Some examples of these networks are the European Regions Research and Innovation Network (ERRIN) - including a working group on Tourism and ICT -, the International Association of Science Parks and Areas of Innovation (IASP), the Spanish Association of Scientific and Technological Parks (APTE), the Spanish Network on Research, Development and Innovation (Red PIDi), and the Spanish Network of Research Results Transfer Office (Red



OTRI). The participation in these networks contributes to the spread of results and to the development of innovation in the region.

Within the daily activity of FUNDECYT PCTEX, have the opportunity to attend many international, national or regional conferences, related to vocational training, entrepreneurs, SMEs managing, etc., in which we are invited to present different projects we have been carried out, ROUTE 2.0 project results will be incorporated in our projects catalogue in order to be presented in this auditoriums.

Finally the participation in European, national and regional projects connected to the tourism sector, ICT and innovation contributes to dissemination of results and share best practices and experiences.

#### **Sheets for identifying opportunities for exploitation of results:**

<b>Event/task/activity</b>	<b>Objectives</b>	<b>Target</b>	<b>Partner/responsible/agreements</b>
Weblinking	Traceability of the Route 2.0 platform	SMEs in the tourism sector	FUNDECYT PCTEX will remain to have a description of the Route 2.0 project and a hyperlink to the Route 2.0 platform on their website <a href="http://www.fundecyt-pctex.es">www.fundecyt-pctex.es</a> to ensure traceability of the website.
Dissemination of the ROUTE 2.0 platform	Dissemination of the ROUTE 2.0 platform	SMEs in the tourism sector	FUNDECYT PCTEX will continue to disseminate the ROUTE 2.0 platform and will link to the platform in relevant articles and news items, participating in events related to social media and tourism sector and spreading leaflets in events related to SMEs.
Tourism and Social Media Workshops	Social Media training for tourism companies	SMEs in the tourism sector	ROUTE 2.0 platform will be used in different training workshops planned in project related to.
Networking	Dissemination of the ROUTE 2.0 platform	SMEs in the tourism sector	The participation in networks at national and international level related to regional development, in areas such as Tourism, ICT and research and innovation offers us the many possibilities of continue disseminating project results.



## **6 COMPARATIVE ANALYSIS**

This exploitation plan is developed by all partners involved in the project ROUTE 2.0, allowing sustainability of the results in various European geographical areas: Extremadura (Spain), Baden-Württemberg (Germany), Cyprus, and Friesland (Netherlands). Through this European approach there will be a rich exchange of experiences between countries with different business tradition.

All partners will provide support from their own media to keep spreading the project results in the coming years. This will be done primarily through corporate websites of partners to link to the project sites. Also, they will use Social Media to mention the achievements of Route 2.0.

All partners also consider the option of creating a regional network with various actors for the valorisation of results obtained from Route 2.0. This may involve future projects within these collaborative networks.

Finally, all partners have also considered the possibility of providing training in one or another way. Either directly or relying on others, each partner want to offer these training content, but the main obstacle is the lack of funding for these training actions.