

TAMTAM Project
Exploiting the TIPTOE pIAforM by transferring ECVET and EQF semAntic tools in a Multi-sectoral perspective
2011-1-IT1-LEO05-01969 CUP G12F11000600006

R15. WP6 Exploitation material

April, 2013



Exploiting the TIPTOE pIAforM by transferring ECVET and EQF semAntic tools in a Multi-sectoral perspective (2011-1-IT1-LEO05-01969 CUP G12F11000600006) Website: www.tamtam.polito.it

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Lifelong
Learning
Programme

Result:	15	Exploitation material
Work package:	6	Exploitation
Description:	Informative package with the documentation to be shared during the exploitation workshops in order illustrate the TAMTAM project objectives and main methodological results achieved as well as to present the functionalities and the usage possibilities of the technological platform developed.	
Edited by:	P10.CPU	
Contributing partners:	Other partners, according to the work programme	
Public/Confidential:	Public	

Introduction to exploitation activities

Exploitation is associated with the use of the TAMTAM project's results at different levels, during and after the implementation of the project. It is related with the necessary action that will bring visibility to the project in order to involve the target groups, end-users, stakeholders and transfer the results/products into their professionals' scope.

Exploitation is mostly related to the idea of convincing the key actors to use the main products of a project. Exploitation is closely associated with the sustainability of the project after its conclusion, since exploitation activities should ensure that the results of the project are used by its target groups and possibly are transferred to other contexts (e.g., other countries, other networks, international and/or European level).

For a successful exploitation one should have thought-about some key factors, bearing in mind the importance of creating outputs that can survive after the end of the project as witnesses of the project itself.

By sticking to TAMTAM project's work programme, WP6 on exploitation started on April 2013 and will end at the end of July 2013. The main goal of WP6 is therefore to initiate this exploitation process. Taking into account the fact that the transfer activities of the project involves Anglo-Saxon and neo-Latin countries, it is considered of paramount important to focus the exploitation activities onto Slavic and Spanish countries as well as onto strategic partners, possibly representing also other sectors with respect to those considered in the transfer steps, i.e., ICT, fashion/textile, mechanics/mechatronics and energetic efficiency/green building (e.g., logistics, tourism, agro industry, etc.)

With respect to the methodology, the objective is to present it to the new actors above in order to verify its applicability to selected countries in the mentioned sectors.

Regarding contents, starting from a sectoral example, involved partners will be invited at evaluating the intelligibility of the standard description in the perspective of mobility and ECVET applicability as well as the possibility of exploiting the common parts of the qualifications and their innovations considered in the project in the new countries (though the latter is an opportunity, rather than a result actually expected from the project, since the aim is in fact to present the example and gather the reaction of the partners involved in the action).

With respect to the technological platform developed, the goal of the exploitation is to make new users aware of the benefits associated with its usage. The action will have also to allow gathering possible difficulties concerning interface usability.

Thus, the exploitation takes the form of a consolidation of the transfer action (and testing activities that followed), as well as a means for propagating and spawning its effects both at the geographical and sectoral level.

With the aim of strengthening this action, a cluster (or tour) of exploitation workshops focusing on TAMTAM application for the implementation of ECVET will be organized in partner countries as listed below. These events will be targeted to the national stakeholders (operators of VET and users of selected sectors) and will be further participated by selected accompanying partners from the project.

As result, six exploitation workshops will be organized:

- June 20, 2013, Exploitation workshop in Ljubljana, organized by P10. CPU, participated by P4. Camara Oviedo and P7. USRV.
- May 23, 2013, Exploitation workshop in Oviedo, organized by P4. Camara Oviedo, participated by P10. CPU and P7. USRV.
- Date TBD, Exploitation workshop in Rome, organized by P7.USRV, participated by P0. POLITO and P5. GIP FCIP Paris.
- June 24, 2013, Exploitation workshop in Ede, organized by P8. KCH, participated by P7. USRV.
- July 17, 2013, Exploitation workshop in Munich, organized by P1. 3s and P2. DEKRA, participated by P7. USRV.
- June 28, 2013, Exploitation workshop in Paris, organized by P6. CREDIJ, participated by P7. USRV.

Main languages of the workshops will be the national language plus English translations, when needed (beginning and end of the workshops). There is not a minimum number of participants' limitation.

Exploitation workshops

Workshops should have a common part aimed at presenting methodological outcomes (summarized in public documents like the Guide on the adapted methodology, the Common parts of the qualifications identified, the Guide on ECVET, etc.) and technological results (i.e., the semantic platform), but each partner responsible for the organization of the workshop can also include some specific parts specifically designed to cope with the needs of local stakeholders/target groups. For instance, partners could use some practical exercises, like in the Brussels's adaptation meeting, but maybe based on the use of the platform or of the ECVET tools, like in the testing phase.

Organizing partners are recommended to use computer classrooms for their workshops in order to possibly let participants use/explore/test the platform after the presentations. That way, the most realistic (and practical) feedback will be gathered.

In preparation and implementation of workshops organizing partners can use some exploitation material:

- PPT presentation specifically developed by P0. POLITO for the exploitation package (to be possibly cut, adjusted and/or translated by organizing partners, as needed);
- brochure already developed for the dissemination activities (translations in the various languages are available in the reserved area of project website);
- video demonstration of the platform specifically developed by P0. POLITO for the exploitation package;
- other documents such as the dissemination material produced so far, as well as the technical public products released (e.g., the guide developed in WP2, the platform's user manual developed in WP3, the deliverables prepared in WP4, the ECVET guide produced in WP5, etc.).

Table 1. Proposed agenda of the workshops (to be possibly reworked by organizing partners)

1	Short presentation of participants	9.00 – 9.30
2	Presentation of ECVET technical components: MoU, Learning Agreement and Personal Transcript and short presentation of the project TAMTAM	9.30 – 10.10
3	Presentation of the methodological approach, common parts of the qualifications identified, guide on ECVET and TAMTAM platform (PPT presentation/video/live demonstration/cartoon, etc.)	10.10 – 10.50
4	Testing/exploring platform by participants	10.50 – 11.50
5	Break	11.50 – 12.20
6	Discussion on results of TAMTAM project and on the possibilities of the platform in your country/in Europe Possible questions, see Annex 1 Working in groups SWOT analysis Possible form to be used, see Annex 2 ... Suggestions are more than welcome	12.20 – 14.20
7	Summarizing/Conclusions	14.20-14.40
8	Evaluation of the workshop, see Annex 3	14.40 – 15.00

Video recordings or photos taken during the workshops, if available, should be sent to P10. CPU, which will use them in finalizing work package activities.

The partner organizing the workshop will be requested to solicit a discussion among participants aimed

- at answering the questions in Annex 1 about TAMTAM project's methodological and technological achievements;
- at performing SWOT analysis in Annex 2.

Then,

- it will summarize achievements of the above activities in an internal report;
- will send this material to the work package leader P10. CPU, which will then prepare a joint report of WP6 (R22).

For closing the workshop, a short evaluation questionnaire will have to be distributed to participants (see Annex 3).

Lastly, in the frame of exploitation activities, a questionnaire on "Impact and Sustainability" will be filled in by all the partners (see Annex 4). The aim is to find out what is the project impact on the national VET system in different countries and sectors and what are target sectors and institutions to maintain and increase the project impact in all partner countries.

Annex 1: Questions for moderator of the workshop

Questions for discussion about the impact of the TAMTAM methodology and related technological platform in your country / in Europe at the workshop

1. How **useful** do you think the TAMTAM platform will be in helping users?
2. Who will / can **benefit** from the TAMTAM platform? (Education provider, Adult education provider, Training center, Recruitment agency, Employment office, Public institution, Private enterprise...)
3. Which can be **other** organizations/users that could be interested in the platform?
4. Do you think that **methodology** for presentation of standards/profiles is transparent and enables comparison between standards?
5. Do you think that TAMTAM platform would help you in organization of **mobility**?
6. Do you think that **common parts** are clear and understandable for organization in the perspective of the **mobility and ECVET**.
7. How can the platform help in the implementation process of **ECVET and EQF** in your country?
8. Do you think that the **platform gives** you **enough information about national systems**?
9. Do you think that the **platform gives** you **enough information about standards/profiles for organization of mobility**?
10. Do you think that the **description of your standard** is clear in adequate presented?
11. How do you think the platform will help **to improve** mobility, employability and up-to-dateness of occupational and educational profiles?
12. Please give us any other **opinions, suggestions, comments, recommendations** for improvement of the platform.
13. Benefits, weaknesses, opportunities and threats of TAMTAM outcomes and of the semantic platform (Annex 2).

Annex 2: SWOT table for moderator of the workshop***SWOT analysis of project's methodological outcomes and of the technological platform***

Strengths	Weaknesses
Opportunities	Threats

Basic principle of SWOT analysis is identification of strengths weaknesses together with external opportunities and threats.

When one makes a SWOT analysis, he or she separately assess each of the four components which lead to a detailed analysis of the current situation of the subject in question (in this case, the TAMTAM project and its platform).

Strengths and weaknesses are internal values that create resources, which can be either available or it is not. Strengths and weaknesses can also be measured using other tools, such as internal and external benchmarking and other forms of audit.

Opportunities and threats are external, that means that are not created by the system that it is being assessed, but occur as a result of competitive dynamics caused by the “gaps” on the market and in the environment. Opportunities and threats arise as a result of the external macro-environment factors, such as technological, economic, political, social, legal, customers acting, competition and cultural factors.

Results of the SWOT analysis will be used for identification of future steps/actions/strategies for improvement of the methodological and technological results, which will enable to prevent impact of internal weaknesses and external threats and maximize the benefits of internal and external opportunities.

The goal is to make TAMTAM results, like the methodology and related guides developed, together with the platform, user friendly and to foster their impact and sustainability.

Annex 3: Questionnaire for workshop participants

Evaluation of the workshop

Venue, date: _____

Organization of the workshop	-3	-2	-1	0	+1	+2	+3
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Location of workshop	-3	-2	-1	0	+1	+2	+3
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Duration, date and timing of the workshop	-3	-2	-1	0	+1	+2	+3
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Appropriateness of agenda, clear relation to established aims	-3	-2	-1	0	+1	+2	+3
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Clarity of information given, quality of presentations	-3	-2	-1	0	+1	+2	+3
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Quality and efficiency of work methods	-3	-2	-1	0	+1	+2	+3
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Quality of documents, working materials	-3	-2	-1	0	+1	+2	+3
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Annex 4: Questionnaire for all partners (not linked exactly to the workshops)

Project impact and sustainability

1. Target groups and sectors

1.1 Describe the impact on target groups and sectors to include:

- To what degree have your target group been involved in the development and evaluation of the project
- Can you demonstrate how their involvement has influenced the effectiveness and impact of the project

2. Geographical target areas

2.1 Describe the impact on geographical target areas

3. National VET systems

What was the project impact on the national VET system of your country?

4. Potential sustainability

4.1 Which institutions/organisations have expressed serious interest in using the results?

4.2 How many people in your target group will benefit from the project results in a year from now? Explain how you calculated/estimated these numbers.

4.3 How will you demonstrate sustainability to increase impact?
