



Inducing VET trainers with mentoring skills to boost entrepreneurial growth

## Document Title

Date of Issue	<u>30.08.2013</u>	
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Organisation	<u>Association BICC – Sandanski</u>	
Approval Status	<u>Draft <input type="checkbox"/></u>	<u>Final <input checked="" type="checkbox"/></u>
Number of Pages	<u></u>	
Keyword list	<u>Sustainability, Valorization</u>	
Recipients	<u>Only Partners <input type="checkbox"/></u>	<u>Only Partners <input type="checkbox"/></u>
Method of Distribution	<u>Email <input type="checkbox"/></u>	<u>Email <input type="checkbox"/></u>
Confidentiality Status	<u>Confidential <input type="checkbox"/></u>	<u>Confidential <input type="checkbox"/></u>

## History

Version No	Date	Revised by
1		
2		
3		
etc		

**Project**

**"Providing VET trainers with mentoring skills to support entrepreneurial growth"**

***mENTERing***

**SUSTAINABILITY PLAN**

**WORK PACKAGE 7**

**EXPLOITATION AND SUSTAINABILITY**

**Produced by the *mENTERing* project**

**Authors: Plamen Todorov, Kalina Avramova, Zhivko Ivanov**

## I FOREWORD

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According to the definition of the European commission – “Sustainability is considered as the capacity of the project to continue its existence and functioning beyond its lifecycle. The project results are used and exploited continuously after the project completion. Sustainability of project results and tangible products implies use and exploitation in the long term. Sustainability means that crucial activities and results are maintained and continue to deliver benefits to the target group, structure, sector or system after the end of the EU funding.

In this aspect the purpose of the present Sustainability Plan is to provide a coherent and detailed plan for the project partners to follow including specific activities and time plan with the overall purpose to ensure the sustainability, exploitation, commercialization and valorization of the project results developed by the mENTERing project consortia within the framework of the EC Lifelong Learning Framework Programme.

## II THE MENTERING PROJECT

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The mENTERing project is a 24 month initiative that aims to **better equip VET trainers in the business sector who are interested to learn how to mentor entrepreneurs**. This will be achieved through the transfer of the innovative Mentor's Training Manual from the project MAITRE.

The project creates a sustainable blended train-the-trainer course on mentoring skills and competencies especially designed to encourage entrepreneurship while contributing to the cooperation between VET institutions, trainers, mentors, and stakeholders at a national and European level. By this it supports the modernisation of VET practices and systems and promotes blended lifelong learning.

mENTERing has been developed by a **transnational consortium** that consists of six partners from four EU Member States i.e. Bulgaria, Spain, Greece, United Kingdom.

*The mENTERing* project ("Inducing VET Trainers with Mentoring Skills to Boost Entrepreneurial Growth) aimed to support the initial and continuous training of VET trainers and develop their skills and competences in order for them to cope with the future challenges and especially with the challenge of mentoring entrepreneurs.

The project consortium has achieved the set objectives by transferring the existing training material, the Mentor's Training Materials and Resources from the EU co-funded project MAITRE, on mentoring and developing a customized train-the-trainer blended course for VET trainers who wish to act as mentors of entrepreneurs. The train-the-trainer course includes specialized modules on mentoring and entrepreneurship while addressing specific skills and competences. The course was piloted in both project target countries Bulgaria and Greece and was updated with the lesson learned so that it constitutes a sustainable and effective model to be implemented throughout Europe and have a lasting impact on the VET provision of project countries and Europe in general. The following tangible results and products were achieved and developed as a result of the project implementation:

- mENTERing Mentor's Training Manual for entrepreneurship
- Blended the Train the Trainer Methodology Developed for Delivery of mENTERing Course to VET Trainers;
- Administrative Guidelines for Pilot Implementation of the Blended Train the Trainer Course
- Various project promotional and dissemination materials (website, leaflets, posters);
- Training content (training materials, webinars, action learning sessions, etc);

### III SUSTAINABILITY AS KEY PART OF MENTERING WORK PROGRAMME

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The present Sustainability plan is part of the Exploitation and Sustainability part of the Work Programme of the **mENTERing project** which aimed to support the initial and continuous training of VET trainers and develop their skills and competences in order for them to cope with the future challenges and especially with the challenge of mentoring entrepreneurs.

**Work package 7: Exploitation and Sustainability** of the mENTERing project was envisaged to ensure the sustainability of the project results in both short and long-term period.

The aims of this work package are to:

Exploit project results and tangible outcomes by promoting them to new target groups, modifying them so as to suit their needs and transferring them into new sectors (i.e. specific entrepreneurship sectors) and new countries (i.e. in EU27 and LLP+33) beyond the project lifecycle;

Sustain project structures and processes after the end of the funding period.

Exploit project results and tangible outcomes by promoting them to new target groups, modifying them so as to suit their needs and transferring them into new sectors (i.e. specific entrepreneurship sectors) and new countries (i.e. in EU27 and LLP+33) beyond the project lifecycle;

Sustain project structures and processes after the end of the funding period.

Main activities envisaged for implementation within the framework of the Work package and part of the Exploitation and Sustainability Strategy of the mENTERing project

- Development and implementation of a **Sustainability Plan**: in close consultation of WP6 “Targeted Dissemination”, BICC-Sandanski will draft a Sustainability plan including processes and steps leading to the sustainability of the project structures and tangible outcomes after the project lifecycle, i.e. Partnership, network of target groups, project website, administrative processes for organising and delivering blended training courses, updated Mentor’s Training Manual, and blended train-the trainer course;
- Development and implementation of an **Exploitation and Commercialisation Plan** promoting tangible products in various channels (e.g. VET institutions, mentoring and entrepreneurship associations and institutions) to keep them visible and available so that

- target audiences can access them, adapt them to their needs or develop them further, abiding by IPR terms; defining the communication process (e.g. Face-to-face and web) with end beneficiaries and stakeholders to: understand the needs of VET trainers for mentoring skills and competencies; engage them and explain the project value to them; outline mainstreaming potentials of project results to regional, national and European authorities and accreditation of tangible products (i.e. Mentor's Training Manual and blended train-the-trainer course);
- Production and signing of an Memorandum of Understanding by consortium members specifying roles and responsibilities for the first six months after the end of the project so as to continue implementing sustainability activities;
  - Development and signing of an Intellectual Property Right Agreement to set out the Intellectual Property Rights resulting from the implementation of project;
  - Promotion of the blended train-the-trainer course to organizations from the public, private and non-profit sector;

By achieving its aims, the project foresees all its exploitation and sustainability activities will:

- Have a strong European dimension and will engage target groups from EU27 and LLP+33;
- Achieve great mobilisation as the key to the sustainable implementation of project results after the end of the funding period;
- Safeguard that project structures remain active and operational;
- Promote the utilization of project results by VET trainers in other sectors which might benefit from mentoring skills and competencies for entrepreneurship (e.g. Train VET trainers who work in specific entrepreneurship sectors such as hospitality, catering, green tourism);
- Multiply and knowledge created during the project.

To achieve its aims mENTERing builds on the active contribution of all project partners who are expected to play a crucial role in bringing together interested parties that represent various actors in VET, mentoring and entrepreneurship training in order to exploit and sustain project results and outcomes in the future. As a result of the open consultation among consortium members a clear set of exploitation and sustainability activities that respond to the needs of VET trainers in EU27 and LLP+33 for mentoring training for entrepreneurship.

The project's sustainability activities included in the present plan will ensure that the steps taken will lead to the sustainability of the project structures and tangible outcomes after the project lifecycle, i.e. partnership, network of target groups, project website, administrative processes for

organising and delivering blended training courses, updated Mentor's Training Manual, and blended train-the-trainer course.

The Sustainability plan is the first document which was developed and agreed by the partners in the process of implementing the Exploitation and Sustainability part of the Work programme of the project consortia. The present plan complements the Memorandum of Understanding, Exploitation and Commercialization Plan and the Intellectual Property Rights Agreement as it describes all steps and activities that will ensure the valorization of the project results

#### **IV. RELATED PROJECT DOCUMENTS**

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The Sustainability Plan of the mENTERing project is the main document that regulates the implementation of the sustainability part of the mENTERing project. Therefore it is closely related the following documents:

- Intellectual Property Rights Agreement;
- Exploitation and Commercialization Plan;
- Memorandum of Understanding;
- Quality and evaluation Plan;
- Dissemination Plan;

## V. SUSTAINABILITY PLAN

### SUSTAINABILITY PLAN

**Timeframe: April 2013 – October 2014**

#### PLANNING STAGE

Activity	Action steps	Partners responsible	Timeline	Sustainability aspect
Development of project documents; WP7;	Development and implementation of a draft Sustainability plan of the mENTERing project; (to be agreed by project partners) Discussed during the Final project meeting	Project Contractor	April – August 2013 (Project lifecycle)	Partnership and Results
Development of project documents; WP7;	Development of an Intellectual Property Rights Agreement (to be agreed and signed by project partners)	Project Coordinator / Project partners	June - August 2013	Partnership and Results
Development of project documents; WP7;	Development of a Memorandum of Understanding (to be agreed and signed by project partners)	Project Coordinator / Project partners	June - August 2013	Partnership and Results
Development of project documents; WP7;	Development of a Memorandum of Understanding (to be agreed by project partners)	Project Coordinator / Project partners	June - August 2013	Partnership and Results

<b>EXPLOITATION AND VALORIZATION STAGE</b>				
Activity	Action steps	Partners responsible	Timeline	Sustainability aspect
Identify country specific and EU wide target groups and stakeholders	<p>Prepare country specific database of potential stakeholders, key actors, target groups and policy maker on regional and national level by the partners in each country;</p> <p>Each partner should prepare a country specific database to be provided to the Project Coordinator with the first quarterly report to be submitted by April 2014;</p> <p>The database should be updated and included in the Final report to be submitted by October 2014 by each project partner to the Project coordinator</p>	All project partners	December 2013 – January 2014	Project results
Connecting with the identified additional target groups and stakeholders	<p>Communicate project results and tangible outputs to the pre-identified target groups and stakeholders;</p> <p>The contacted members of the pre-identified target groups and stakeholder will be contacted through various communication means as specified in the Exploitation and Commercialization Plan;</p>	All project partners	January 2014 – March 2014	Project results
Liaising with potential multipliers and networks	<p>Conducting specific liaison activities with national policy makers and key actors, including partners networks such as Enterprise Europe Network, Chambers of Commerce Networks, Branch Associations,</p>	All project partners	January 2014 – March 2014	Project results

	<p>WITEC, etc.</p> <p>Project partners will contact pre-identified enablers and multipliers of the project results and report the progress as specified in the Exploitation and Commercialization Plan;</p>			
<p>Liaising with other projects</p>	<p>Project partners will develop a database existing projects and initiatives in their countries which are being implemented in the period 2012, 2013 and 2014.</p> <p>After the projects have been identified by each partner the developed excel worksheets will be submitted to the project coordinator (BICC – Sandanski)</p> <p>BICC – Sandanski will be responsible for the further dissemination of the project to the entities responsible for the coordination or implementation of the selected projects.</p>	<p>All project partners</p>	<p>March 2014 – June 2014</p>	<p>Project results</p>
<p>Carrying out validation activities</p>	<p>Project partners will conduct in their countries a series of interviews with experts in the field of VET and mentoring of entrepreneurs.</p> <p>Conduct and report 3 (three) interviews with expert in the field of VET and mentoring of entrepreneurs.</p> <p>BICC – Sandanski will summarize the results of the interviews and reported in the final exploitation report.</p>	<p>All project partners</p>	<p>January 2014 – March 2014</p>	<p>Project results</p>
<p>Formation of a European Economic Interest Group (EEIG)</p>	<p>After the first six months following the completion of the project the project partnership will seek the formation of a European Economic Interest Grouping (EEIG) which will serve as the legal and managerial framework to carry out additional sustainability and exploitation</p>	<p>All project partners</p>	<p>June 2014 – October 2014</p>	<p>Partnership and Results</p>

	<p>activities after the project end.</p> <p>BICC – Sandanski will examine the legal and administrative framework for the establishment of the entity.</p> <p>Articles of Association will be produced and agreed upon by the project partners.</p> <p>The EEIG will be established at the end of the first year after the completion of the project timespan.</p>			
Continuous update and maintenance of the mENTERing website	<p>In order to achieve the objectives of the present exploitation and commercialization plan as well as to achieve the sustainability of project results the website will be sustained after the projects end. In addition the social media platforms (Facebook™ and Twitter™) as well as the Internal communications platform.</p> <ul style="list-style-type: none"> <li>• Each partner will provide links and other information needed for the updating of the mENTERing website and Social media platforms;</li> <li>• Project coordinator will update and maintain the Internal communication platform;</li> </ul>	All project partners	October 2013 – October 2014	Partnership and Results
Promote the project at events and conferences	<p>In order to achieve additional level of exploitation and sustainability of project results each project partner will commit to continue to promote the project and the achieved results at attended or organized conferences and events. Such events might have regional, national or international scope.</p> <ul style="list-style-type: none"> <li>• Each partner will provide a report on the participated events</li> </ul>	All project partners	October 2013 – October 2014	Project results

	<p>where the project results have been disseminated;</p> <ul style="list-style-type: none"> <li>• The project coordinator will summarize the data received by the partners into the quarterly and final reports</li> </ul>			
Preparation of a Report on the implemented exploitation and sustainability activities	<p>Preparation of a Report on the implemented exploitation and sustainability activities. The following activities will be implemented in order to properly report on the progress of exploitation and sustainability activities:</p> <ul style="list-style-type: none"> <li>• Participation at 2 (two) online conferences between partners;</li> <li>• Preparation of Partners Narrative Progress reports – one for the first six months following the project completion (April 2014) and one final report (October 2014), by using the template provided at the Exploitation and Commercialization Plan;</li> <li>• Prepare Common Narrative Progress Report on the implemented exploitation and sustainability activities carried out in the first year after project completion;</li> </ul>	All project partners	April 2014 and November 2014	Project results

COMMERCIALIZATION STAGE				
(Example activities to be followed by project consortium if marketization of the project products is be sought)				
Activity	Action steps	Partners responsible	Timeline	Sustainability aspect
Establish a common product to be commercialized	All partners should agree on the proposed common product for commercialization "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP)	All partners	August 2013	Partnership and Results
Develop a system of certification for professional active in the field of "Mentoring of Entrepreneurs" for VET trainers and experts	<ol style="list-style-type: none"> <li>1. <b>Update the mENTERing Manual, Train-the-trainers Methodology and Content</b> even further and combine them in a single "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP);</li> <li>2. <b>Develop draft "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP)</b> finalized with all project materials and content;</li> <li>3. <b>Develop final product "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP)</b> finalized with all project materials and content ready to be certified, accredited and commercialized;</li> <li>4. <b>Develop specific and tailored "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP)</b> for specific economy sectors and countries (optional – could be developed at a later stage of the commercialization of the product;</li> </ol>	All partners	November 2014 - onwards	Partnership and Results

<p>Accreditation of the Mentoring of Entrepreneurs - Training and Certification Programme"</p>	<ol style="list-style-type: none"> <li>1. <b>Conduct Specific Research on the possibilities for accreditation</b> of the "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP) project countries on the conditions, legal and administrative requirements and opportunities for accreditation of the "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP) in selected project countries;</li> <li>2. <b>Summary of results and preparation of country specific accreditation plan</b> - project partners provide their research findings to the Project Coordinator for summary and preparation of a final report on the accreditation steps necessary to be undertaken;</li> <li>3. <b>Accreditation</b> of the "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP) in the specific country;</li> <li>4. <b>Establishment and implementation of pilot "Mentoring of Entrepreneurs - Training and Certification Programme"</b> (MECP) – As an example of testing the developed training model in their own regional or national environments, as well as a result of the very high interest of target groups to project products based on the feedback as shown during the project implementation, partners could set up pilot mentoring services for entrepreneurs by using the</li> </ol>	<p>All partners</p>	<p>November 2013 - onwards</p>	<p>Partnership and Results</p>
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	developed "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP).			
Commercialisation of the project outputs to public, private and non-profit organizations, to new end beneficiaries, new contexts and new countries.	<ol style="list-style-type: none"> <li>1. <b>Prepare comprehensive market analysis</b> and description of the target markets;</li> <li>2. <b>Prepare a business plan</b> of the "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP);</li> <li>3. <b>Establishment of European Economic Interest Group (EEIG)</b> to bear the rights of the "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP) and coordinate the process of commercializing the product to the market.</li> <li>4. <b>Establish physical infrastructure</b> to support the delivery of the product;</li> <li>5. <b>Sell the rights over the usage</b> of the product;</li> <li>6. <b>Attract / enrol users and begin</b> the "Mentoring of Entrepreneurs - Training and Certification Programme" (MECP);</li> </ol>	All partners	November 2013 - onwards	Partnership and Results
Preparation of a Report on the implemented commercialization activities	<p>In case any commercialization activities have been implemented by the project partners they should be dully described by each partner at the relevant section of the Narrative Progress Reports;</p> <p>The project coordinator will be responsible for their summary and presentation in both Common Narrative Progress Reports to be delivered in the first and second quarter following project completion.</p>	All project partners	April 2014 and November 2014	Project results

## **VI. CONCLUSION**

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The mENTERing sustainability plan defines a complete and tailored set of instruments and mechanism with the ultimate goal to achieve sustainability and multiplication of the mENTERing project results and objectives. It relates to both the dissemination and quality management plans adopted by the project and builds upon the already established tools and channels.