

e-LIFE

e-LEARNING VIRTUAL CENTER FOR PEOPLE WITH PHYSICAL DISABILITIES



Sustainability Plan, Marketing and Dissemination Plan

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E-LEARNING VIRTUAL CENTER FOR PEOPLE WITH PHYSICAL DISABILITIES

2011-1-ROI-LE005-15322

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INTRODUCTION

The work not only individual's having an income but also their social relations, personal satisfaction, happiness and familial relationships etc. Employment has a considerable role in solving the problems of disabled people. What needs to be accepted here is the fact that disabled people needs to be employed more than able bodied people. However, it goes without saying that one of the most disadvantageous fractions of the society in terms of employment is disabled people. Disabled people encounter many challenges in working life. They are more or less a part of employment market depending on the development level of the countries in EU. Attitudes of disabled people as well as their employment are of much importance. However, disabled citizens are maybe the group which feels the discrimination in working life most. Companies prepare job analyses and definitions without considering disabled workers which particularly impacts working methods of disabled people who are newly employed. Also, working place buildings are constructed ignoring some certain physical needs of disabled people which do not allow them to work comfortably. They receive less money due mainly to their being disabled

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though they do the same work as others. Besides, they are also less likely to be promoted which is another reason alienating disabled people from working life. This is a clear proof of why disabled people want to work at home.

In conclusion, individuals with disabilities are faced with the problems of employment. This means that human resources are going waste in terms of national economies.

This project aims to providing a job to people with disabilities with which they can exhibit their knowledge and skills at the highest level through start and builds a successful virtual assistant business and offer guidance to build a thriving practice. Virtual assistance is one of the growing businesses in today’s computer-driven world and a ideal solution particularly who need work at home jobs due to a disability. Virtual assistance allows them to career, good paying options, and build new skills as a business owner. The project also adopted the principle that each individual in the society must be able to benefit from the right to work in terms of macro employment policy. Employment is the way to prevent disabled people from the feeling that they do not depend on others and they are the burdens of society and to make them see that they are actually a part of society. Thus, they will feel the happiness of being useful.

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Based on these facts we are opening the doors of e-Training Program for people who are disabled and looking to create a virtual assistant business. Training materials are all on website, in a member's only resource area and the program contains six modules. It is better to know that the e-LIFE website offers to people with sight disability, the feature "text to speech".

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SUSTAINABILITY PLAN

The most efficient way to make project products and activities sustainable is to concentrate our efforts to make the representatives of VET educational institutions and representatives of the most educational planners and political officials and trainers/teachers to be interested and to use the products realised in this project. This can be done through meetings, seminars, or other events focused on the e-LIFE project products. In this way it will be much easier to make them our supporters and promoters.

Starting from the needs of the people with physical disabilities all the partners decided that a more complex range of activities have been necessary in order to really improve their training and offer to them a new a new kind of job – a virtual one.

The discussions started form the needs expressed in the comparative and national studies and include also the interests expressed by each partner, for a future efficient development of common activities.

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Two major priorities were identified:

1. To offer to people with disabilities new training materials that can help them to find a job
2. To change the viewpoint of the employers regarding people with disabilities in a positive way.

Objectives:

3 major objectives have been fulfilled:

1. e-training of people with disabilities on how to become virtual assistant, that is learning the general principles of home office business and how to work as self-employed.
2. e-training on specific fields: Office, Graphic design, Web-design and CADD
3. Promotion of the project idea and courses to different companies and employers in order to improve their view regarding people with disabilities.

The major activities implemented have been:

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- A. Realisation of the e-learning web-portal, which have introduced VOICE INTO THE PORTAL: www.elife-eu.net
- B. Develop 6 e-training courses: e-LIFE Virtual Assistant, Improve your skills in MS Office 2010, Other Office Utilities, e-LIFE Graphic design, e-LIFE Web-design course and e-LIFE CADD course
- C. e-training of people with disabilities
- D. Dissemination of the project.

All partners have agreed that – for a period of at least 5 years after the end of the project they will continue to support the project’s objectives by:

- actively promote the e-LIFE products in their countries;
- organizing e-LIFE workshops, trainings annually or more frequently;
- organizing training workshops for people with disabilities. Some partners will do this annually, as part of their core business. Other partners will do this ‘on demand’. Anyway, everything depends on the identification of local actors (private or public) that can help the organisation financial or to make them to support the project activities after the EU funding come to the end,

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- maintain the e-LIFE web-portal link on the organisation’s website;
- supporting the joint www.elife-eu.net website by regularly adding updates, reports, pictures;
- continuous dissemination of flyers and other dissemination materials locally, nationally and internationally;
- including the e-LIFE project and products in the regular activities of the organisation.

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MARKETING AND DISSEMINATION PLAN

MARKETING – it's usually mean commercialization of the project products, but in fact, the marketing process, helps to prepare the ground for the acceptance of new products and enable lessons in good project management to be shared.

DISSEMINATION PLAN – is a planned approach to inform a wider audience. Its start at the beginning of the project, cover the whole project lifespan, subdivided to operational phases and continue after the project is ending.

We should think the marketing and dissemination plan from the sustainability of the project. That means we should develop activities and messages that will convince representatives of different institutions to adopt and use the online instrument and Modules, even after the project will finish. So, from this point of view, I've made my own research, together with the information received, starting from the question: Why these institutions and the professionals will not want to adopt and use the project products and services?

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Besides other typical answers, one seemed to me the most dangerous, especially because is highly subjective: professional ego. What can we do about that? We can try to involve them in the project life from the beginning. We can create a series of events that combines dissemination, evaluation and promotion. In this way we can use the funds more efficient, and we can create among the professionals from each country a sense of ownership that can reduce the resistance in implementation and also give us the opportunity to work directly with the target group (people with disabilities) on adapting the products to their real needs. Involving also in evaluation professional organization and companies can be an added strength to this objective. These are the users. And what else can be more convincing to adopt a product than the testimonies of users that this is the right product to improve their activity?

Another advantage of this approach is that we can work with them and convince them to be our promoters to replicate these products and services. And it will not mean extra work. It will mean that the dissemination events will be a kind of seminars, but will not exclude the classical types of dissemination.

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