



PEER REVIEW OF THE

WP9 DISSEMINATION OF RESULTS AND SUPPORT IN THE

ORGANISATION OF A TRANSNATIONAL CONFERENCE.

ORGANIZATION OF ROUND TABLES

September 2014



EVALUATION REPORT

Project Title: SCORE Quick Recognition and Validation of Retail personnel

Competencies in the Children's Products sector

Contract: 2012-ES1-LEO05-47818

Date: September 2014

Type: Work Package

Nature: Dissemination activities

WP number: 9

Title of the Work Package: Dissemination of results and support in the organisation of a transnational conference. Organization of round tables.

Title of the deliverables:

10. Project website

11. Project leaflets

12. Dissemination Plan from each partner

13. Final Conference

14. Round Tables for the Information and consultation with national certification bodies and social partners.

Abstract: The report explains the results of the evaluation of SCORE's WP9, which is composed by a set of communication activities carried out by the partners of the project. The result of the assessment is very positive, as the activities have result coherent, readable, complete and the participation of partners has been adequate.





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1. THE SCORE PROJECT

The proposal called SCORE: Quick Recognition and Validation of Retail personnel Competencies in the Children's Products sector was submitted under the Lifelong Learning Programme and was accepted for funding.

The project aims to set up a quick and efficient process of Recognition and Validation of professional competencies for the Children's Products Retail Personnel and entrepreneurs throughout Europe, which will be adopted by the labor market of the sector and will lead to the further certification of these competencies by the competence National Authorities.

This process will permit to recognize and evaluate non-formal and informal training according to a basic corps of knowledge, which will be adopted.

In addition, the proposal aims to develop a network of training institutions, where candidates who are not ready yet to be certified, will be able to receive appropriate training to enhance their skills and fill the gaps in their knowledge.

The project is articulated in 12 Work Packages.

WPs 1,2,3,4,5,6,7 & 8 are identified with respect to specific application domains. Each of them is articulated in tasks that refer to the research phases and pilot activities.

WP 9, 10, 11 and 12 relate to the whole project and are aimed to monitor, coordinate, disseminate, evaluate the activities carried out in the whole duration of the project and commercialize the results.

The proposal envisages a set of related outcomes during the project, including a sectoral training needs analysis in all participant countries, common professional





profiles for the sector, a recognition and validation system of technical – commercial competencies, tangible elements for the interested persons to interact with the system, a network of training institutions to operate the system, a training orientation structure and a valorisation strategy.

The project will contribute to the strategies related to the lifelong learning and the occupational and geographical mobility of the workers, to the labour market transparency and the improvement of employability levels and personal development. It will contribute to the development of the vocational training national systems for a more systematic approach of the evaluation and accreditation of competencies.

The partnership has been set up in a balanced way both geographically and in terms of partners' competencies and contribution to the project. Partners' capabilities, experience and networking activities will ensure a successful development of the project, as well as dissemination and exploitation of results towards its long term feasibility. In this sense, the partnership includes also organizations that will be final users of the project results.

2. DISSEMINATION OF RESULTS AND SUPPORT IN THE ORGANISATION OF A TRANSNATIONAL CONFERENCE. ORGANIZATION OF ROUND TABLES (WP9)

Aim of this WP is to promote the project, its aims and results as widely as possible across Europe, to ensure that as many professionals in the children retail sector as possible are able to benefit from the Quick Recognition and Validation system developed during the project. This will be a continuous process throughout the





project's lifetime, with a particular focus on ensuring that the target group is implicated in the project's development from an early stage.

Activities carried out can be summarized as:

1. On-line promotion:
2. Participation in and organization of events
3. Press releases:
4. Diffusion of the project results to national social partners and other European organizations:
5. Distribution of project leaflets to key players within the retail sector across Europe :
6. Participation to Trade Fairs and Events:
7. Social Network Dissemination:

The dissemination and use of the results along the 2 years of duration of the partnership has been planned at two levels

- The participants work to develop networks for the direct involvement of relevant stakeholders and decision makers within the context of lifelong learning.
- Common dissemination activities are carried out under the guidelines of the Hellenic Management Association (HMA).

With regards to the national networks, all the participants put emphasis in contacting relevant stakeholders and decision makers in the field of lifelong learning in order to ensure their active participation in the project activities.

As far as common dissemination activities are concerned, all the members of the consortium use their traditional dissemination means (corporate web site, contacts' network, informal dissemination, participation in seminars and other events, etc...) to raise awareness on the activities of QRV System. Specific attention should be put on the members of the target group given that they are key elements for the adequate development of some of the stages.





3. EVALUATION PROCEDURE

The WP9 of the SCORE project develops set of dissemination activities with different features. The proposed evaluation is the analysis of the , as well as the supplementary material composed by a set of questions and answers, taking into account different parameters that comprise it, namely:

Evaluation parameter	Maximum possible mark
1- Coherence	5
2- Readability	5
3- Completeness	5
4- Presence of Partners	5
TOTAL	20

4. EVALUATION RESULTS

A) COHERENCE

The SCORE WP9 is entirely coherent with the objective. The actions have been coordinated and all deliverables have been met. The amount of actions carried out during the project contributes to co-ordinately transmit the work done in SCORE and its results. The Activity Plan has been updated with the activities carried out by the partners.

Despite the consistency of the package, it is observed that each partner has made great efforts to disseminate the project, but more common efforts would have been





very helpful. For example, spreading the identity developed for the webpage by using, for example, social networks in different ways. This would have strengthened the internal consistency of communication activities.

B) READABILITY

Deliverables which are part of the package comply properly with the characteristic of readability. They are also attractive content which arrive to the recipients and transmit well intended messages.

Face to face activities that have been part of the package reinforce this feature and facilitate further understanding of the disseminated contents.

C) COMPLETENESS

The completeness is the main feature of the communication of this project. The variety of dissemination activities enriches and enhances the transmission of content. We find face to face activities such as meetings, fairs and roundtables; content production in brochures and newsletters; the website, the transmission of content through news on the websites of the partners, in their social networks...

D) PRESENCE OF PARTNERS

The presence of the partners is slightly unequal. Although, from the beginning, part of the consortium assumed primary responsibility for the implementation of the package, and that the role of others was limited, it is true that there are actions that could have gained visibility if there had been more activity from all partners.

E) SUBMISSION RECOMMENDATIONS

Deliverable quality is sufficient for its submission. The objectives have been met extensively and in all forms provided at the time of package design.





5. SUMMARY OF MARKS

Evaluation parameter	Mark of Reviewer	Review Result
1- Coherence	4	Very good
2- Readability	5	Excellent
3- Completeness	5	Excellent
4- Presence of Partners	4	Very good
TOTAL	18	Very good

6. CONCLUSIONS

Evaluation of the Work Package 9 has produced very good results. The package is composed by a wide set of activities which have been carried out in a coherent way to reach the wanted audience to achieving a good spreading of the project and its results. The great variety of activities makes us to talk about a very complete Work Package, and also highlights the readability of the products.

Even though the participation of the partners could have been more balanced or the common contents could have contributed to reinforcing the perception of the messages, in general we are facing a good work package in the context of the project.

