



EVALUATION REPORT

July, 2013

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Project Title: SCORE Quick Recognition and Validation of Retail personnel Competencies in the Children's Products sector
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Abstract: This report summarizes the results of a questionnaire realised among the partners on the progress of the project. Respondents assessed the different aspects of the project generally positively.



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THE SCORE PROJECT

SCORE seeks 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. This process will be adopted by the labour market of the sector and will lead to the further certification of these competencies by the competence National Authorities.

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

Another objective of the project is 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 in tasks that refer to the research phases and pilot activities:

- WP1 Sectoral surveys
- WP2 Adoption of common professional profiles among partners
- WP3 Creation of a database of Training Organizations and certification bodies
- WP4 Development of training curricula referring to the professional profiles
- WP5 Development of a web-based application and the content for the QRV System
- WP6 Set up of a training orientation structure in each country
- WP7 Pilot testing of the System
- WP8 Finalization of the QRV System.

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.

These activities include:



- WP9 Dissemination of results
- WP10 Set up of a valorisation strategy
- WP11 Project Management & Quality Assurance
- WP12 External Evaluation.

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 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.

METHODOLOGY OF THE EVALUATION

This evaluation consists of a survey conducted among project partners for their views on the different aspects of the project, suggestions and improvements. It also serves to punctuate the specific actions and deliverables produced to date and to get feedback from each of the partners on their participation in SCORE.

The survey was conducted by a questionnaire. We used the *Google Drive's* tool for questionnaires to design, send, reply to and receive the questionnaire. This tool has allowed us to interact between partners in a quickly and reliably way.

Project members have answered three types of questions: first open questions, in which they could express their opinions freely, unlimited space.

Secondly structured questions in which they had to evaluate different aspects of a certain scale scoring.



And finally, closed questions where they simply had to answer YES or NO.

All the members of the consortium answered the questionnaires carefully and, in general, their responses let us see some trends and agreements that we will discuss below.

The assessment questionnaire is divided into different parts: an identification of the partners, indicating their role in the project, followed by the assessment of the management and sections which assess the different work packages to date, an assessment of the time scale sections and finally the general assessment section.

DEFINITION OF THE PARTNER ROLE IN THE PROJECT

Six Partners answered to the questionnaire. The first questions were about their role in the project. They described their main role in the project and other roles that they believe to have as follows:

- HMA: Hellenic Management Association operates as partner. Participated in the conduct of a sectoral survey in Greece targeted in the retail personnel of very small and SMEs in order to identify their profile, contributed to the adoption of common professional profiles for the retailing store's personnel, set up a network of training providers in Greece, will contribute to the development of questions for the QRV system, will be involved in dissemination activities, will translate the products in Greek. In addition, they coordinate of some Work Packages, prepare financial reports and contribute to the valorisation of the project results.
- HCIA is responsible for WP1 Conduction of a sectoral survey in the participating countries, WP2 Readaptation of existing professional profiles for the retailing stores' personnel and adoption of common professional profiles among partners, WP7 Pilot, WP8 Finalization of the Quick Recognition and Validation system (QRV) and its translation in respective languages of the partners and



WP9 Dissemination of results and support in the organisation of a transnational conference. Organization of round tables. In addition, HCIA is actively involved in all other WPs.

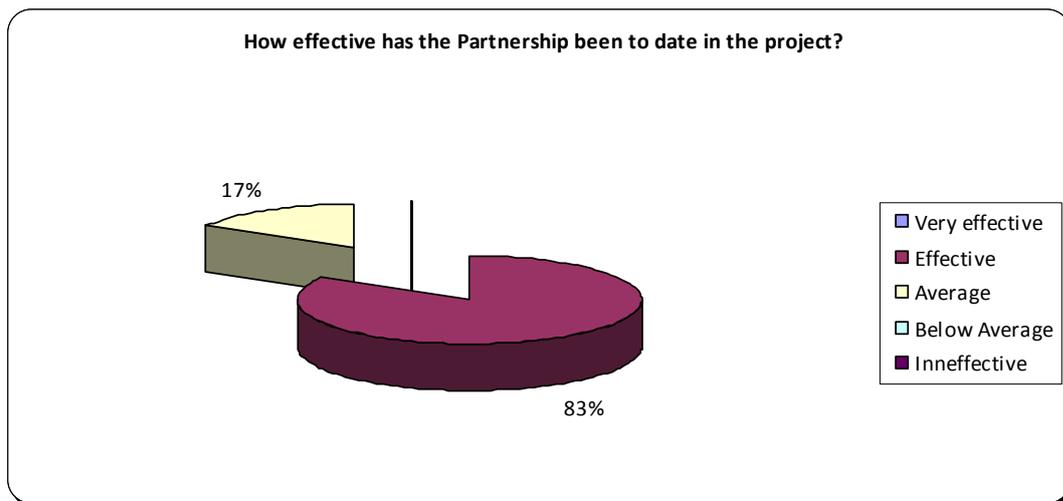
- EMTEX role consists in WP4 and overall project experience and they also provide expertise and knowledge.
- European Children's Fashion Association (CFE) is the coordinator of the project. Its roles also include help in the development of the different work packages providing sector data at the European level and transmitting the needs of the sector in the retail frame.
- TRN does the Belgian Market European Coverage and validate the analysis and materials for the project.
- S2 said that their role was to provide support to the definition and development of the software platform that will implement the recognition and validation processes. Other role was the General support of the ICT related tasks in the project, such as collaboration tools.

The partners agree about the clarity of the roles defined in the project application. 5 of them think that they have been clearly defined, and the other one says that was very clearly defined.

EVALUATION

1. PROJECT PARTNERSHIP AND MANAGEMENT

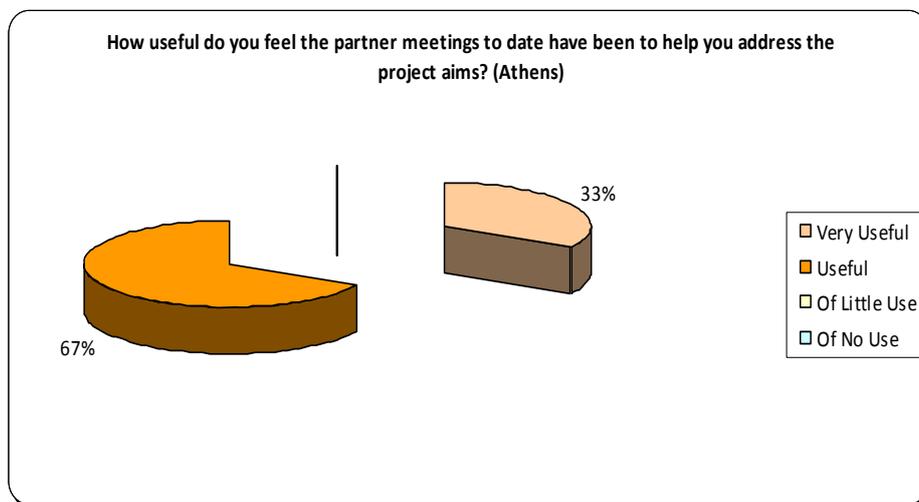
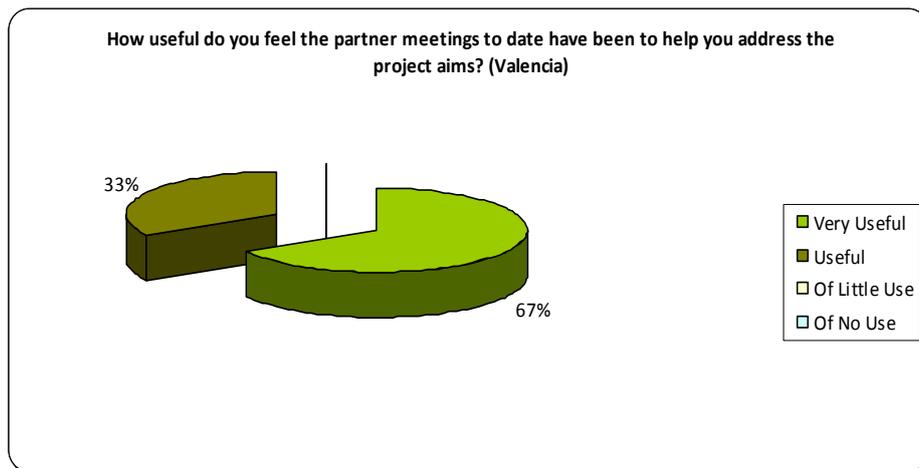




On the effectiveness of the partnership, again 83% of the partners think that is effective. Only one of them qualifies it as the average.

With respect to the partner meetings, both have been described as useful or very useful.

The Valencia meeting is considered very useful by most partners, while Athens is useful for most of them.

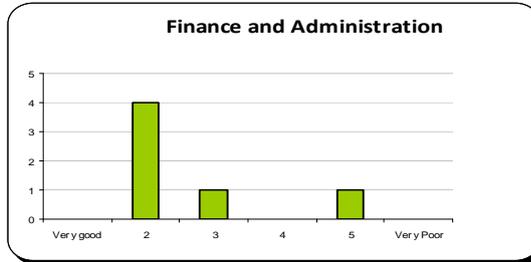
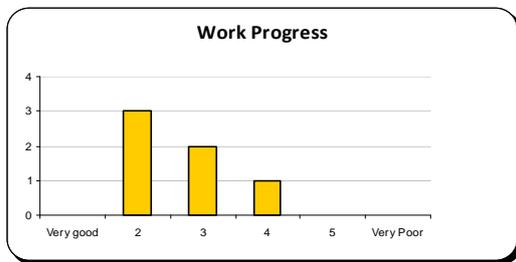
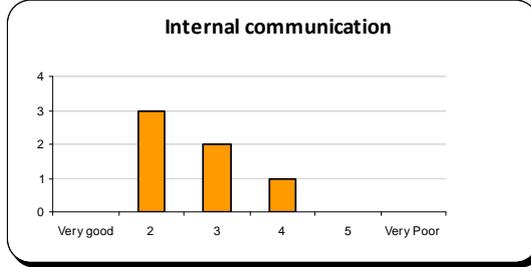
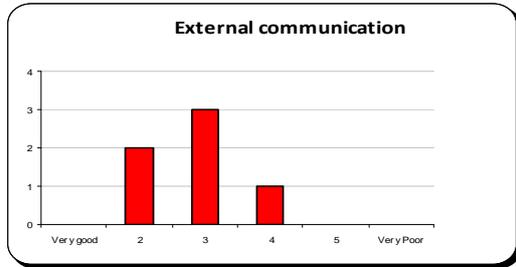
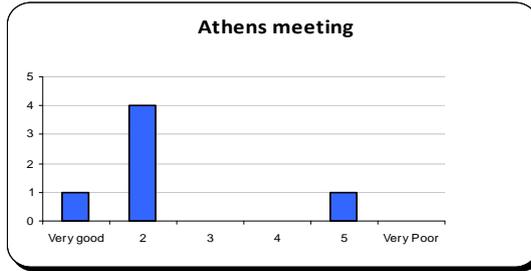
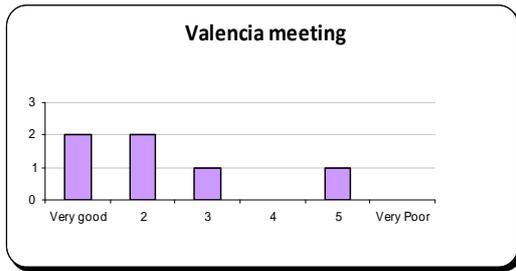


In their comments, partners highlighted about Valencia meeting that it was very positive to meet each other, to present Their Organisations and specially, to clarify the roles or some part of the project and exchange ideas, concerting the Implementation of the Work Packages.

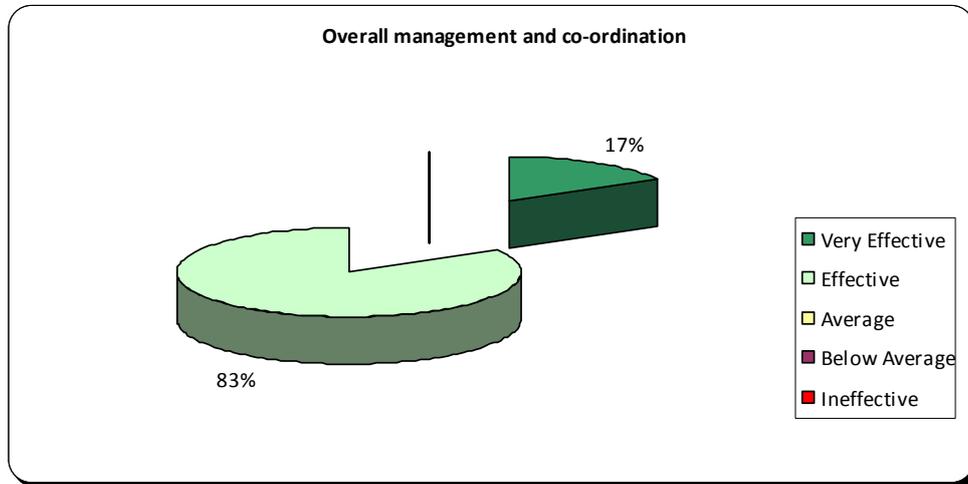
The Athens meeting helped in the common understanding of the project's objectives. After the conduction of the first survey for each country all the partners had the opportunity to discuss about the common professional profiles and to decide for the next steps according the work plan of the project.

The next question that was asked to the respondents was an assessment of the project dividing it in the following aspects:





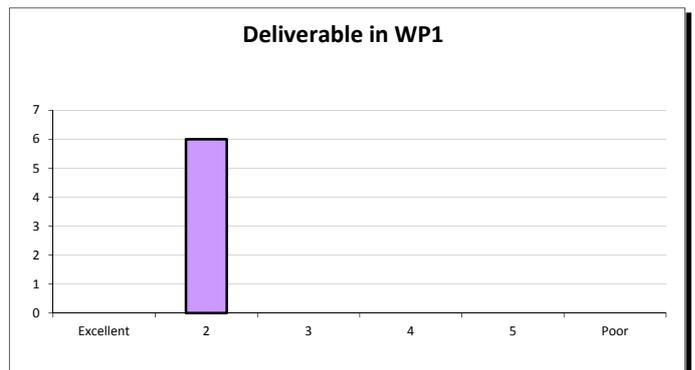
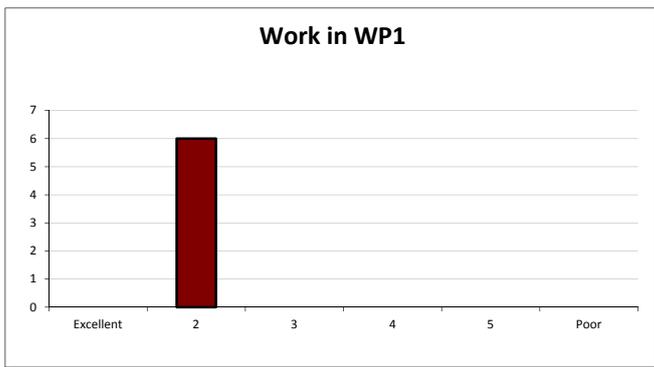
The Management and coordination of the Project has been well valued, as we can see.



However, some of the partners have some suggestions to improve it, such as organise some *skypemeetings* between the transnational meetings, continuous working by using *e-tools*, more internal communication or the need of participation of all partners in general discussions.

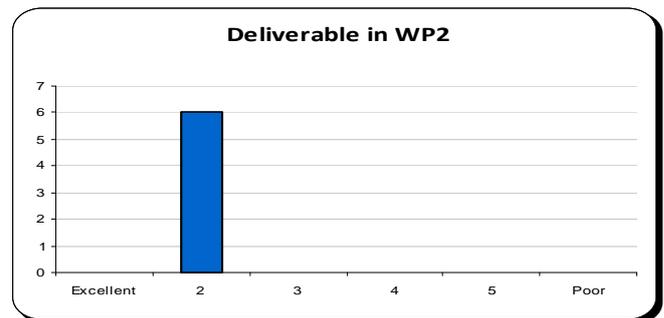
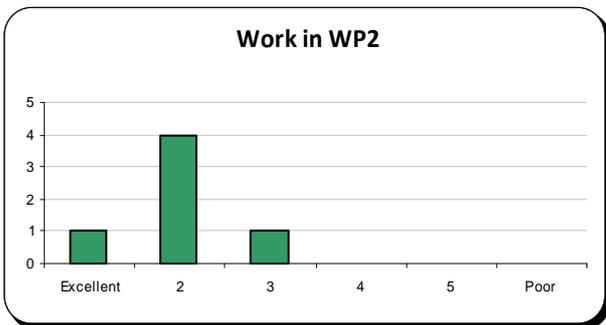
2. CONDUCTION OF A SECTORAL SURVEY IN THE PARTICIPANT COUNTRIES

Respondents next evaluated the work done to date on the project.



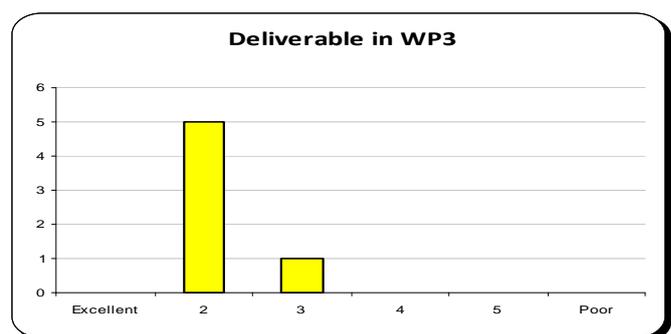
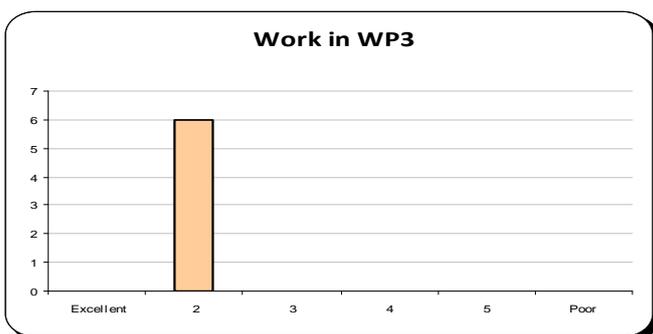
They started with the Package 1, assessing positively both the work done as the deliverables produced. However, one of the partners stated that it had not been easy to get unified data from the participating countries.

3. READAPTATION OF EXISTING PROFESSIONAL PROFILES FOR THE RETAILING STORES' PERSONNEL AND ADOPTION OF COMMON PROFESSIONAL PROFILES AMONG PARTNERS



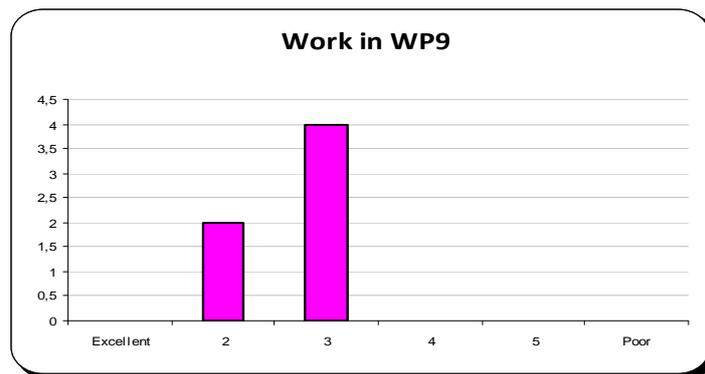
Work Package 2 was also well valued with some slight variations in what relates to the work and the suggestion by one partner for the profiles to be clearer.

4. CREATION OF A DATABASE WITH TRAINING ORGANIZATIONS AND CERTIFICATION BODIES



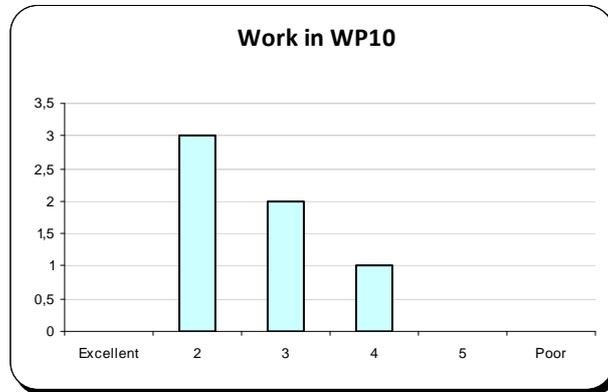
The Work Package 3 was also well considered. On the deliverable, there was one valuation more discreet than the rest. One of the respondents suggested the database to be enriched with more training organisations of the sector.

5. DISSEMINATION OF RESULTS AND SUPPORT IN THE ORGANISATION OF A TRANATIONAL CONFERENCE ORGANISATION OF ROUND TABLES



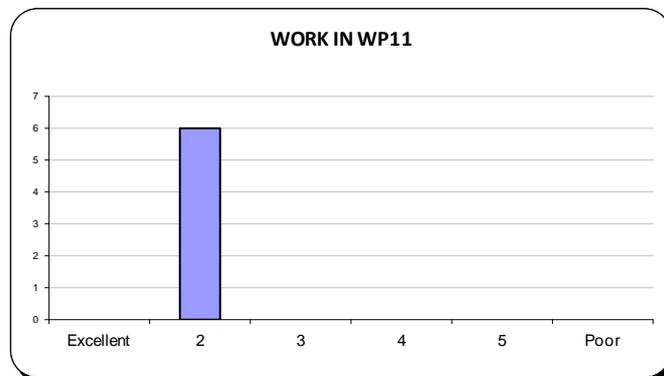
The valuation of Work Package 9 has been significantly less positive. This may be, as commented, because at the beginning of the project is more difficult to transmit information as the platform is not yet developed. Another comment asks for the intensification of the dissemination activities.

6. SET UP OF AN EXPLOITATION STRATEGY AND ELABORATION OF A MARKETING PLAN AIMED AT EXPLOITATION OF RESULTS AFTER THE EU FUNDING PERIOD



Although most evaluations are positive, there are also some negative evaluations of this package. A comment explains that not much has been done in this area yet.

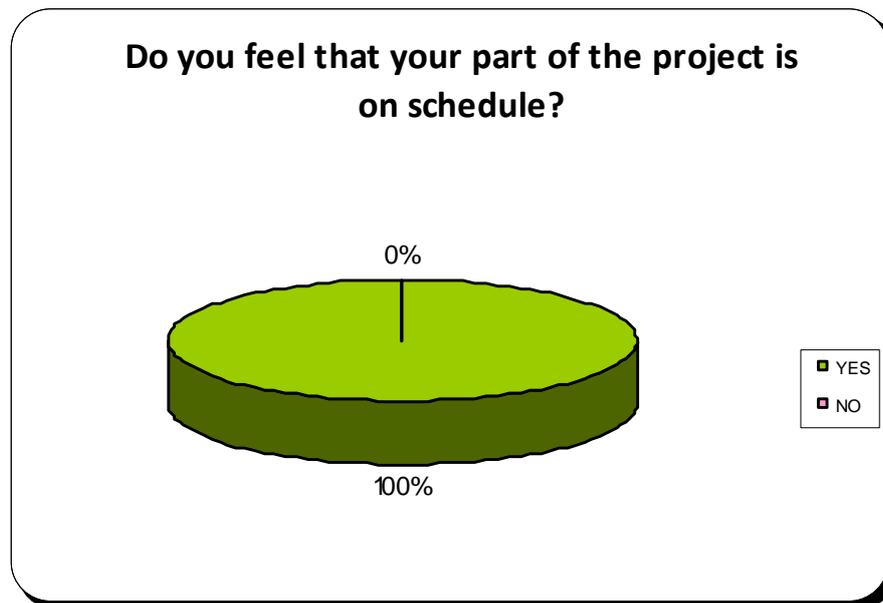
7. PROJECTMANAGEMENT AND QUALITY ASSURANCE



The assessment of management is unanimously positive and there is no comment on this aspect.



8. TIMESCALE TO PROJECT COMPLETION



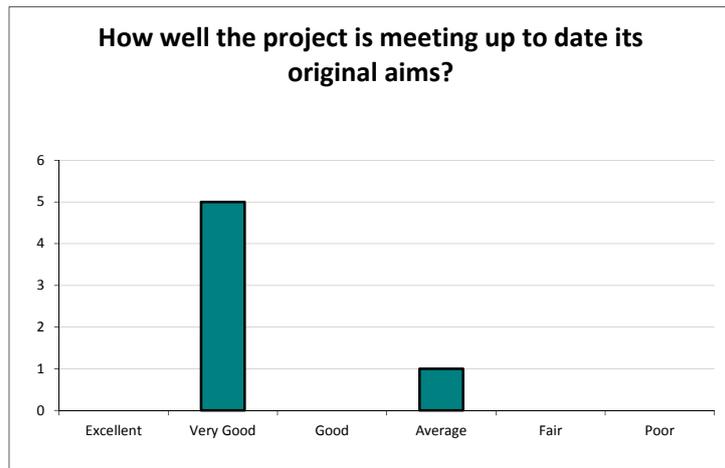
All the partners agree that the project is on schedule.

In the next questions, the respondents are asked about the potential threats for the projects. The answers are varied: Lack of a clear definition of requirements, withdrawal of a partner because of the economic crisis, delay of the pilot phase, lack of involvement of companies in the pilots, lack of feedback and information from the stakeholders and difficulties to arrive on time.

To ensure that the original schedule is maintained, the respondents propose plan pilot tests, more communication between partners apart from the transnational meetings, implication from the partners on finishing the work on time and good management.

9. GENERAL ASSESMENT OF COUTOCMES TO DATE





For almost all the partners, the project is meeting up to date its aims very well. Asked about any serious concerns about the project at the present stage, none of them responded anything, and regarding the major constraints on the progress of the project there was only one response: a slight delay was caused by the withdrawal of the Belgian partner.



For all the organisations involved, SCORE has represented further networking opportunities. One of the partners explains that the reason is that all partners have

been equally involved in the implementation of the first phase and shows big interest in participate in the project.

Finally, there is a comment asking the partners to be more communicative in order to avoid communication gaps, use the interactive project platform and organise periodical *skypemeetings*.



CONCLUSIONS

The overall assessment by the SCORE project partners has been very positive. The project is well defined and the partnership is efficient. There is little doubt about it among the respondents.

Partners meetings result very useful, especially Valencia meeting. The partners valued positively have a chance to discuss some aspects in person. In fact, this is one of the things that could be improved in the project: more meetings, for example by skype between transnational meetings.

Communication (internal and external) and the work progress are also positively valued. The overall funding is also considered adequate, with the exception of just one of the partners.

With respect to the work packages, the WP 1, 2 and 3 and their deliverables are well valued by the partners.

Dissemination and exploitation strategy are those that, could enhance or be further improved without being bad considered. The partners agree that project management is good. And about the timescale, there is unanimity. The project goes as planned. The threats that could affect the project are varied. For instants, the possible abandonment of a partner by the crisis or delay in the pilot or any deliverable, however, no respondent observes any serious concern about the project at the present stage.

In conclusion, the project's progress judging by the opinions of the partners is very good. SCORE is getting a good development and meeting its objectives, while enabling new networking opportunities for organizations.

