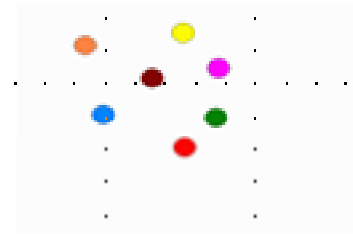
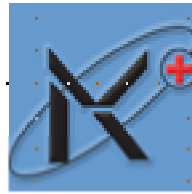


VALORISATION = DISSEMINATION + EXPLOITATION

Developed by Marie Curie Association, Bulgaria

based on summary of the questionnaires with the Bulgarian Projects' coordinators

**PROJECT ENEVA (ENhance Efficacy through VALorisation) Lifelong Learning Programme
KA4 Multilateral Project 2007-1996/001-001**



What is valorisation?

Process for enhancing/optimising the project outcomes through:

- Dissemination – a key to valorisation
- Exploitation – a tool for mainstreaming results into a system



Effective valorisation

Should be based on:

- Needs of end-users/target groups in the project field;
- Dissemination of innovative training products/results;
- Selection and analysis of their sustainability;
- Transferability to meet identified new needs;
- Piloting and experimentation;
- Integration the results into new context.

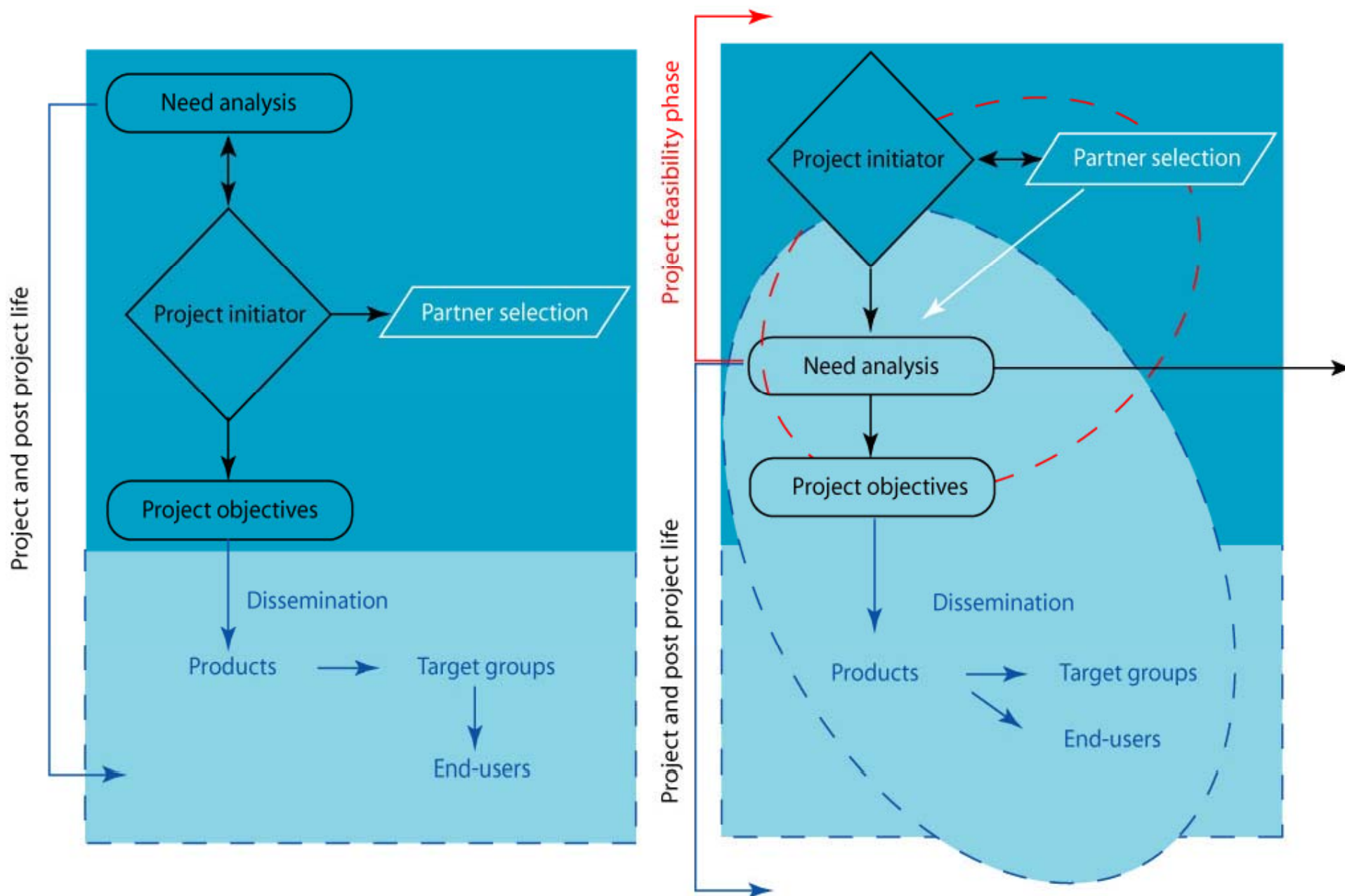
The valorisation life

- Covers feasibility stage of the project;
- Comprises the whole project life;
- Continues after project life;

Valorisation of results of Leonardo da Vinci projects

From old

to new



The valorisation ensure

- The project results meet needs identified;
- The results are applicable in VET practice (exploitation);
- The produced information focuses on the project activities (dissemination);
- The responsibility of whole partnership is shared

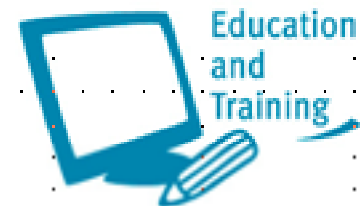
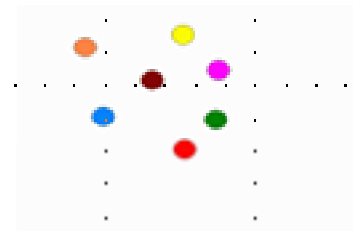
The precondition for valorisation

- Close work between different kinds of organisations at national/international level
- Tight interactions with national decision makers or key actors in VET
- Clear quality criteria established and applied in selecting, monitoring and evaluation ;
- Effective dissemination of results;

Valorisation quality criteria

- Quality criteria recognized
- Good practices correctly identified
- Rigorous quality management throughout the project lifetime
- Judicious appraisal of project results

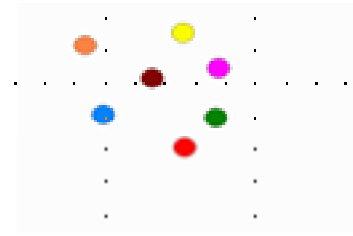
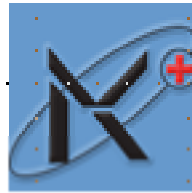
Well structured quality criteria can ensure:
better project design, selection, monitoring,
assessment



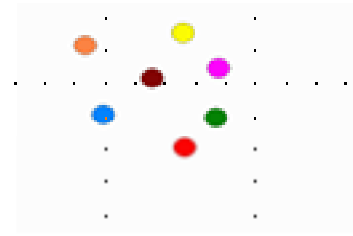
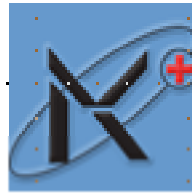
Exploitation



A tool for mainstreaming results into a system

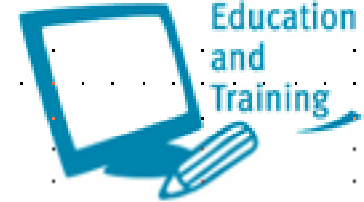
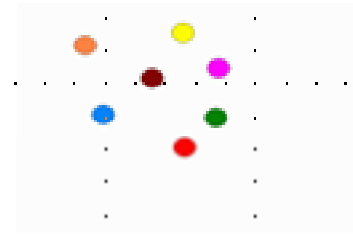
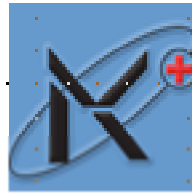
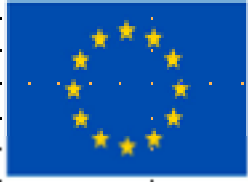


- a knot to achieving of short and long term impact;
- transfer the project outcomes in existing and new target groups, companies, sectors, education settings, etc.;
- transform knowledge into economic and social value;



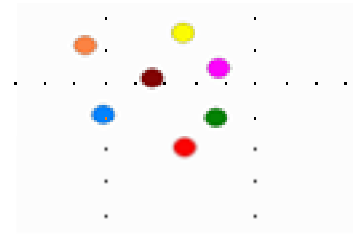
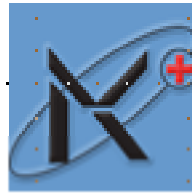
Exploitation key elements

- Clear and well qualified activities in respect to quality management
 - Procedures, criteria and resources for effective exploitation
 - Internal/ external evaluation of results in the interim and final stage
 - Quality control and testing of the interim/final results



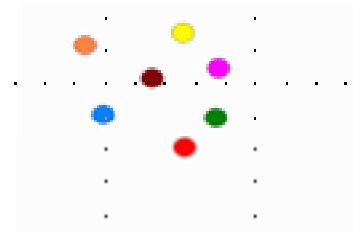
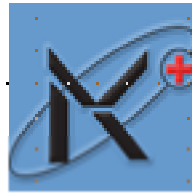
Exploitation key elements

- Consulting and implementation in the users at different project phases:
 - production of immediately usable outputs
 - reviewing requirements of the programme
 - testing the prototype
 - assessing the interim and final results
 - adapting the results and reshaping project activities



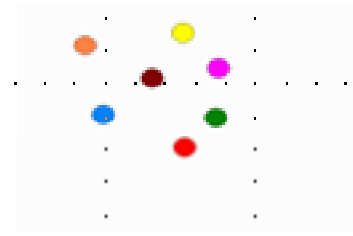
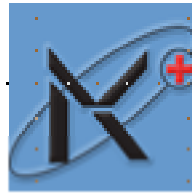
Exploitation key elements (2)

- Identification of potential users and keeping them in touch with project activities
 - implementing canvassing end-users
 - formation of project advisory board by potential end-users
 - use the user channels for popularization of project results



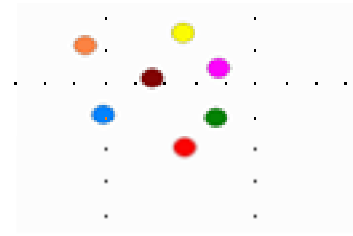
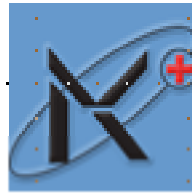
Exploitation key elements (3)

- Introduction of decision makers and VET professionals in order
 - incorporation of products into systems and practices
 - recognition/ certification of project results
 - insurance of sustainable project results

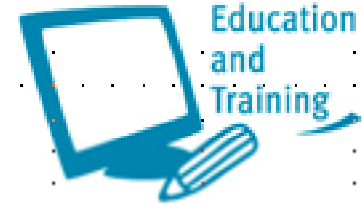
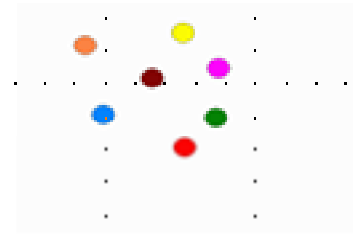


Exploitation key elements (4)

- Inclusion of end beneficiaries / users into product testing to ensure:
 - well adapted products to their needs
 - qualitative completion of project deliverables

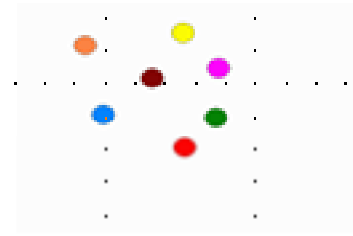
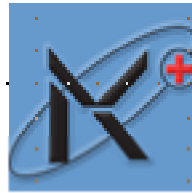


- Planning upgrading/updating of the results after project life
- Arrangement the financial and human resources
- Agreement on intellectual property rights



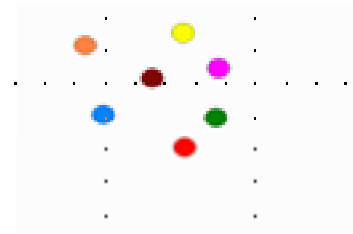
- Provisions for transfer of results in the other sectors/target groups, social and cultural environments

- Products available in easy to use form
- Product maintenance and follow-up after project completion
- Introduction of new approach of training
- Product proposal upon request by provisional targets
- Product design; easy design adaptable for different purposes
- Products consistent to European problems
- Multilanguage products



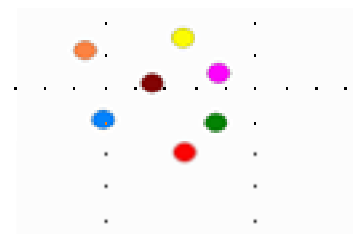
- **Use of thematic monitoring tools:**

- **General information**
- **State of project development in terms of:**
 - **Project targets**
 - **Project partnership**
 - **Project timetable by Work Packages**
 - **Project managerial and evaluation tools**
 - **Project activities and results**
 - **Project dissemination**
 - **Project outputs**
- **Open questions about any problems faced, lessons learned, experience gained, observations accumulated**



- Exploiting results via networks

- Networks - important element for successful valorization
- Building up of network with experienced project executives
- Links established with other projects, sectors, geographic regions
- “project without walls” – a cost effective option for building up knowledge-based European economics
- “virtual project” – help to reach most isolated countries and regions



MARIE CURIE ASSOCIATION

4023 Plovdiv, Bulgaria

31, "Osvobozhdenie" Blvd.

"Karina House" Floor 1, ap. 4

E-mail: andreas@marie-curie-bg.org

goranova@marie-curie-bg.org

projects@marie-curie-bg.org

www.marie-curie-bg.org

www.enevapproject.eu