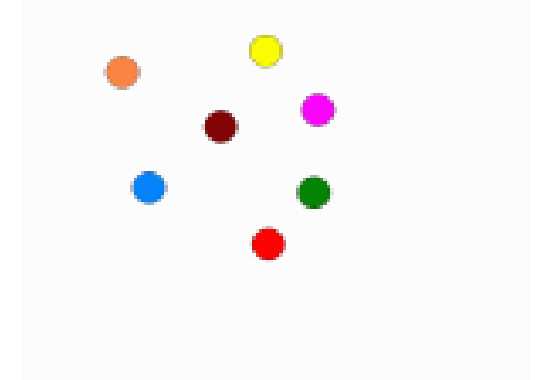




Education and Culture DG

Lifelong Learning Programme



HOW TO ACHIEVE GOOD VALORISATION Good practices toolkit

ENEVA Project
Enhance Efficacy Through Valorisation
LIFELONG LEARNING PROGRAMME
2007 – 2013
KA4 Multilateral Project n.
2007-1996/001-0001

Produced by:

Marie Curie Association

Presented by:

Andrean Lazarov

General notice

This toolkit was developed by the team of Marie Curie Association. It was produced based on several discussions and interview with project coordinators of LifeLong learning projects and the representatives from the National Agency during face-to-face meetings, workshops and seminars as well as based on long-term experience of the team of MCA.

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



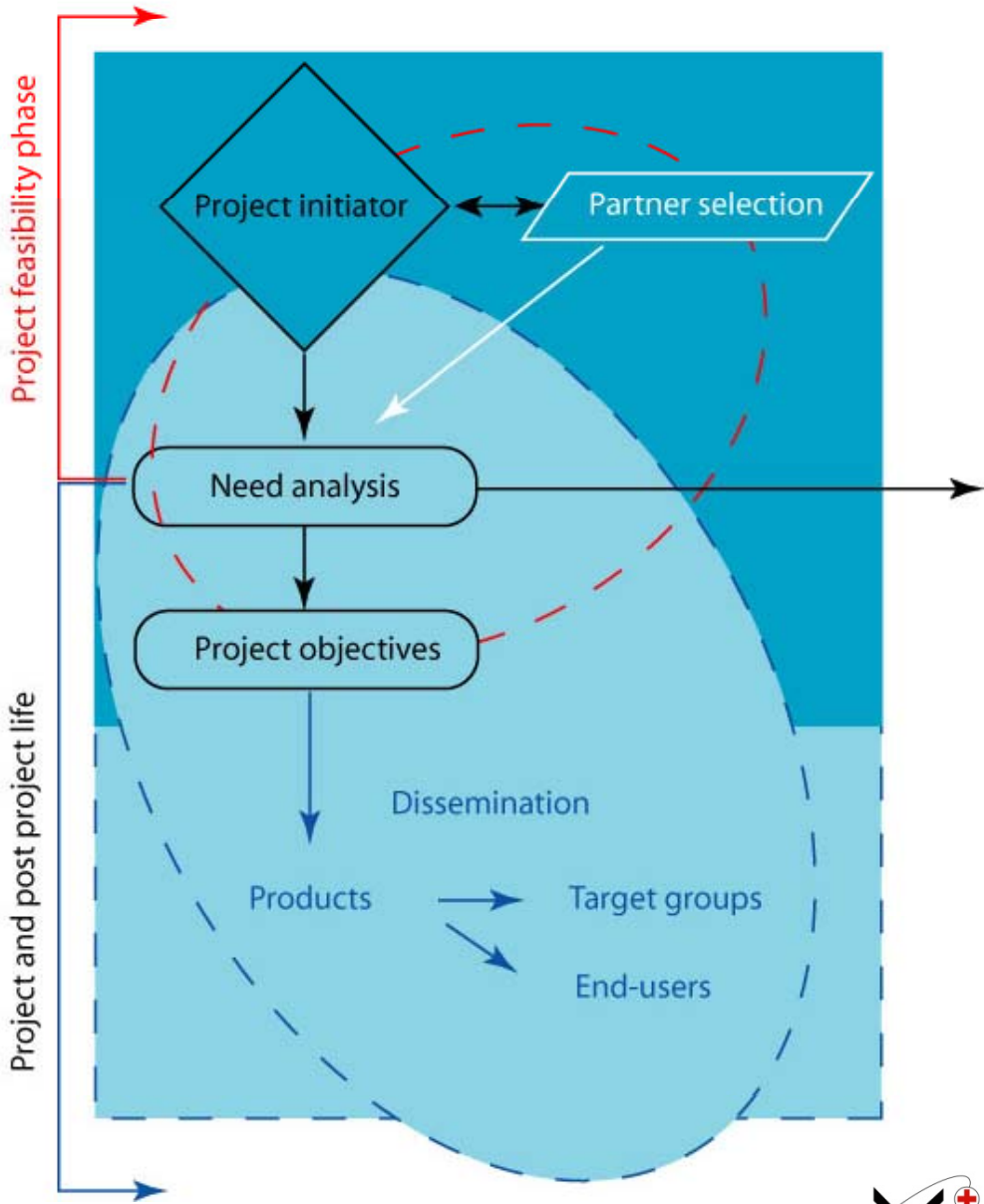
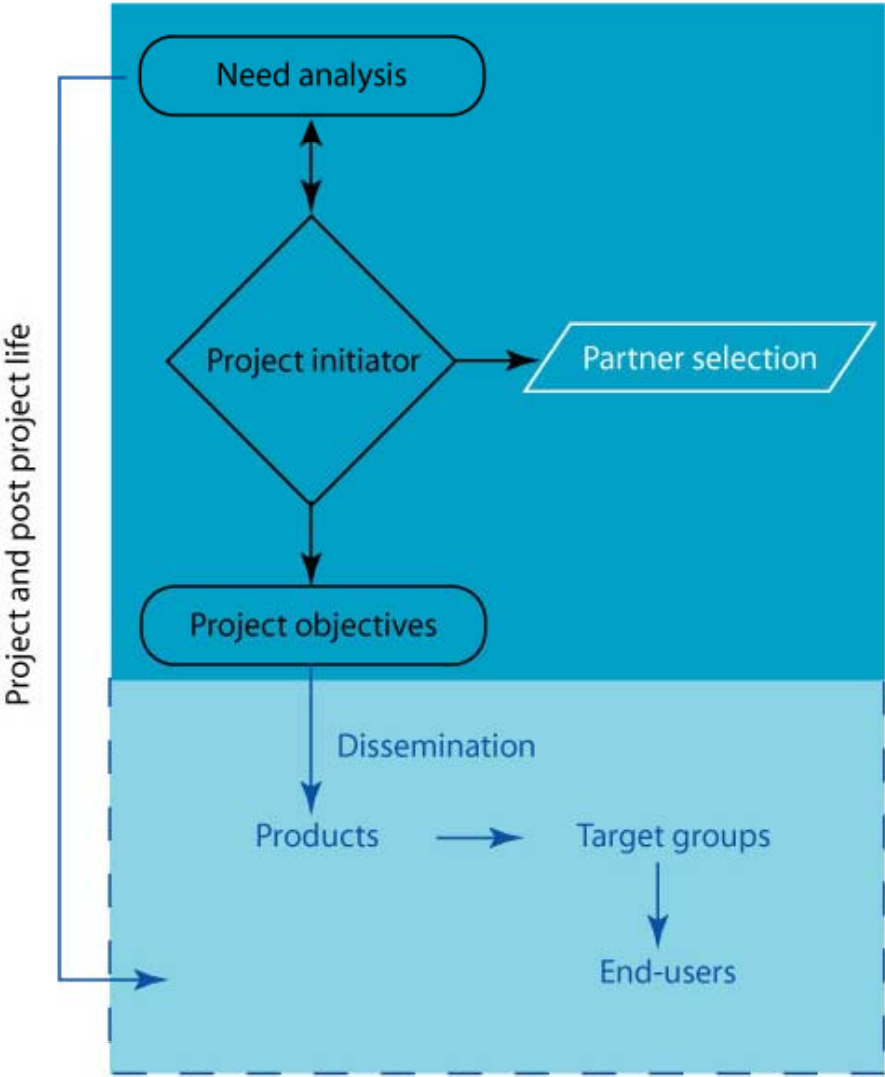
The valorisation life

- Covers feasibility stage of the project
- Comprises the whole project life
- Should continue after project life



Valorisation of results of Leonardo da Vinci projects

From old → to new



The valorisation ensure

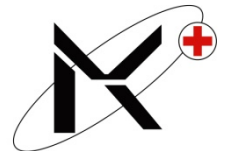
- The project results meet needs identified
- The results are applicable in VET practice (exploitation)
- The produced information focuses on the project activities (dissemination)
- The responsibility of whole partnership is shared



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



DISSEMINATION



What is dissemination ?

- *A tool acting through a communication process*
- *Means to influence peoples' attitude to new ideas, products, services*
- *A prerequisite or successful fulfillment of specific tasks*
- *A measure bringing results/ outcomes to target groups*



Effects of dissemination:

Educational effect:

- *Stimulates people to develop their own ideas*
- *Understanding and implementing your ideas in people's life*

Social effect:

- *Developing and changing the practices and way of thinking*
- *Promotes the implementation of the idea for innovations*



Formation of project dissemination group...

... on the basis of:

- *well functioning personal relationships*
- *shared responsibilities*
- *effective network for facilitation of the dissemination process*



Individual roles and responsibilities:

- types of material
- whom it targets
- by whom to be prepared
- how often to be issued
- where to be disseminate (national & international)
- what stages of development
(prototypes, demos, pilot versions and draft variants)



*How to prepare the valorisation
materials in 3 STEPS?*



Step 1

Obligatory elements:

- *program logo*
- *contract number*
- *funding source*
- *project logo*
- *a cover page*

Step 2

- **Choice of language**
- **Choice of target groups:**

1. *general groups*
2. *potential end-users*
3. *other targets within the project background*



Step 3:

Choice of dissemination channels

- *The press*
- *Radio & TV*
- *Targeted information*
(*personal invitations to project events*)
- *E – information*
- *Networks*
(*project & supporting*)
- *Personal activity of the people working on the project*
- *Participation in different events*
(*conferences, workshops, fairs, exhibitions etc.)*
- *Organizing international conferences...*
...within the project for gathering together experts, important for dissemination of project results



Valorisation materials

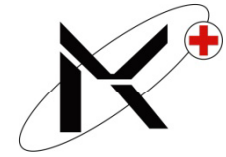
- ***Leaflets / booklets;***
- ***Fact card***
- ***Notebooks / Diaries***
- ***Mouse, mucks, pens***
- ***Business bags, card holders***
- ***Folders***
- ***Promotional CD-ROM / DVD***
- ***Raincoat, jackets, watches etc.***



Conclusion

- ***Dissemination measures include all the methods of communication, information and interactivity.***
- ***Well-done dissemination of good quality results and good practices forms the background of educational policy.***





Exploitation



A tool for mainstreaming results into a system

Exploitation: a tool mainstreaming results into a system

- a knot to achieving the short-term 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

- 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

- 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

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



Exploitation key elements

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



Exploitation key elements

- 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



Exploitation key elements

- 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

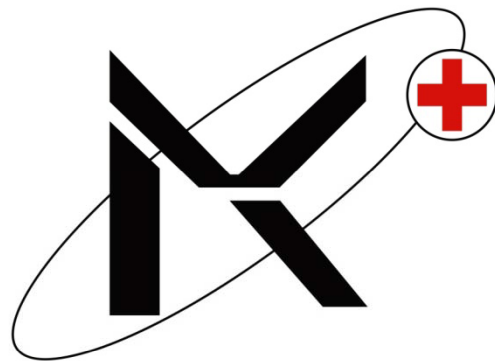
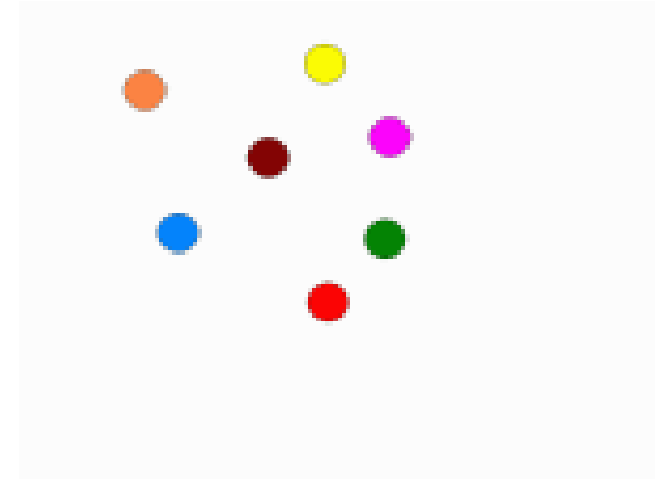


Exploitation key elements

- 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



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