

**ECVET-BASED TRAINING OF TRAINERS IN ORGANIC FOOD
RETAILING TO 'ECOQUALIFY' QUALITY ASSURANCE SYSTEM
(ECVET-ECOQUALIFY)**

**LIFELONG LEARNING PROGRAMME
LEONARDO DA VINCI Transfer of innovation
№ 2013-1-BG1-LEO05-08698**

**ECVET-ECOQUALIFY PROJECT
VALORISATION PLAN**

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VALORISATION PLAN

1. INTRODUCTION

The dissemination and valorization work package is important in transfer of innovation projects in particular because through a wide range of strategically planned and well-targeted activities in all partner countries, it supports the impact and sustainability of all project results on local, national and European level.

All dissemination and valorisation activities will be subject of the current Valorisation Plan. The plan describes the valorisation activities, the period in which these activities are scheduled, and the participating partners. All the partners have the capacity and will be actively involved in all the dissemination and exploitation activities according to the Valorisation Plan and accepted by all the partners Valorisation Strategy.

Overall project methodology and work plan

The key phases of the ECVET-EcoQualify project (as they are outlined in the attached Gantt Chart, Figure 1) will be:

1. Project management and administration - The key objectives of this work package is to establish efficient management of the project concerning the overall planning, coordination and administration of the project in order to ensure completion of the tasks on time, within cost and to required quality standards, according to the planned budget and in compliance with the Administrative and Financial Rules of LLL. A strategy for project management will be developed. UARD as a project coordinator and contractor will be responsible for the overall project management.

2. Revision and elaboration of EQF and ECVET system for Eco-Qualify - the material concerning EQF and ECVET will be taken out of the already existing Handbook for the “Quality Assurance System “ECO-Qualify” into EQF and ECVET”. All texts will be shortened and made easily accessible. A description of competence based learning will be laid out. Furthermore the

difference between “knowledge”, “skills” and “competence” will be explained in sufficient details thus enabling teachers and trainers to learn about these vital basics of all National Qualification Frameworks in a quick and efficient way.

3. Translating and adapting of EQF and ECVET-system for Eco-Qualify to NQF of partner countries. Preparation of the materials related to EQF and ECVET-system for Eco-Qualify for adaptation, translation and transfer. This activities will be preceded by the following elements: a/ Updating of transferable materials; b/ Designing of the materials. The main transferable product which needs to be adapted and translated is the Handbook called: "Integration of the Quality Assurance System "EcoQualify" into EQF and ECVET. The partners will provide materials, feedback and progress from the previous partnership projects in order to facilitate the process of adaptation and integration of the product to the current project activities.

4. Analysing, compiling and defining of didactics for training of teachers in organic sector following EQF and ECVET learning outcomes approach - The aim is to define the didactics for training as well as to instruct the trainers in practicing. Work package 4 is the fundament for the development of the pilot course (WP 5).

5. Developing of a pilot course - The aim of this work package is to develop a pilot training course, that will demonstrate to the target audience a method how to work with and transform a particular curriculum to ECVET.

6. Testing of the pilot course and revision - Testing of the functionality and practicability of the pilot course for training of teachers in organic sector following EQF and ECVET learning outcomes approach in practical application in Austria, Germany, Bulgaria, Italy, the Czech Republic and Turkey.

7. Community of practice in organic retail sector - Social Network Platform for Community of Practice will be set up with the following objectives:

- Exchange information and experience;
- Initiate a process of mutual learning and consensus building for development of common principles, criteria, methodology and tools for improvement of VET in organic food retailing, implementing the EQF and ECVET;
- Disseminate and implement (where it is possible) the results and products of the ECVET-EcoQualify project;
- Facilitate the creation of a market oriented pilot training course.

8. Quality Assurance and Evaluation

The aim of this work package is to monitor and evaluate the quality of all the activities, products/results and events implemented during the project lifetime as well as the quality of the transfer and its effectiveness and value in order to:

- Ensure project objectives are met.
- Ensure that project results are of the highest quality commensurate with European standards.
- Ensure that the programme of work is evaluated on formative basis.

An overall evaluation on the operation and management of the project, in particular the role of the coordinator/contractor, core partners and associated

partners will be carried out. The evaluation methodology as a part of the Quality Management Plan will be a fundamental tool for improvement of good practice and therefore performance of the project.

9. Dissemination and Valorisation

The aim of this Work Package is to disseminate the project results/outcomes to the general public, education establishments and potential users, both at national level in the partner countries and at European level.

Two Partners - Organic Retailers Association (Austria) and Educational Research Association (Turkey) will drive the dissemination activities, but the rest of the partners will also have a role in dissemination, but at a lower level of effort.

The ECVET-EcoQualify Project is organized into 9 Work Packages, one of which is specifically dedicated to “Dissemination and Valorisation” (Work Package 9). It will be ongoing from November 2013 until September 2015, but its activities will continue beyond the project life.

The aim of Work Package 9 is to disseminate the project results/outcomes to the general public, education establishments and potential users, both at national level in the partner countries and at European level.

Package Leaders are two Partners: 1/ Organic Retailers Association (Austria); 2/Educational Research Association (Turkey).

They will drive the dissemination activities, but the rest of the partners will also have a role in dissemination. As Leaders of Work Package 9 (WP9), ORA and ERA will manage, coordinate, monitor and report all dissemination-related activities.

The **purpose** of the valorisation plan is to:

- Ensure that the ECVET-EcoQualify project results meet the needs that are clearly identified at the outset, so that they can be used in vocational training system and practices (=exploitation of results).
- Produce information focusing on the project’s various activities (=dissemination of results).

It will contain indicators about implementation plans of project partners, strategic partners and/or other network partners how to make use of the project's products. VP will outline also the indicators for quality of validation and the tools (tables) for recording/reporting the dissemination activities.

In the context of the Leonardo da Vinci Programme, **valorization** means “**building on achievements**” – ensuring that the innovative products and methods produced by projects are developed to achieve their full potential.

Definition from the European Commission

“Valorisation” can be described as a process of exploiting project learning and outcomes (training products and processes, methodology, course materials, etc.) with a view to optimize their value and impact in existing and new contexts (target groups, companies, sectors, training institutions and systems, etc.). To be effective the process requires:

- A focus on end user/target group needs from project inception;
- Dissemination of innovative training products and results;
- Selection and analysis of their suitability for transfer to meet identified new needs;
- Translation and adaptation to targeted new contexts;
- Piloting and experimentation;
- Leading to full integration into new context.

Methodological framework

All dissemination and valorisation activities will be subject of a general Valorisation Plan. The plan will describe the valorisation activities, the period in which these activities are scheduled, and the participating partners.

The plan will clearly describe about which partner is responsible for which task and exactly what each task entails. Dissemination during the project tends to be about ensuring that the project is addressing the needs and demands of the target groups. By the end of the project the process will move on to potential marketing opportunities. Details are presented in D.4.3.

Dissemination Strategy - The purpose of the Dissemination Strategy is to clearly define the dissemination objectives for the entire duration of the project as well as to determine the dissemination channels and activities required to achieve our dissemination objectives.

The following dissemination tools will be applied:

- Project website
- Links to and from other relevant websites
- Links to and from other projects
- Links from partners' websites to the project website
- Forums (project and other)
- PR materials, such as brochures, leaflets, posters, etc.
- Press releases, interviews and other info tools for the media

Partnership

The partnership involves 9 partners across 5 European countries (Austria, Bulgaria, Czech Republic, Germany, and Italy) and 1 country in accession (Turkey) - specialized organizations covering various working fields vital to the project. The partnership includes collaboration of 2 universities (UARD in Bulgaria and Canakkale Onsekiz Mart University in Turkey), 3 adult education providers - Adrialand (Italy), FORUM Berufsbildung e.V. and Ökomarkt Hamburg and 1 adult education providers association - Educational Research Association (Turkey). The involvement of Ökomarkt e. V., Hamburg and FORUM Berufsbildung, Berlin, who are specialized in offering VET for the

organic food retail, will bring a sufficient value for achievement of the project aims and objectives. Institute Equalita with its experience in development and management of international projects, especially in the frame of EC programs will contribute to promote co-operation and networking of partners within the EU. Moreover, Institute Equalita was leading organization for the EcoQualify initiative in the framework of three bigger projects from 2002 to 2012. Zivy Venkov as an organisation, assisting SMEs and local entrepreneurial and marketing initiatives will - together with FORUM Berufsbildung - assist in developing a market oriented pilot training course. The Organic Retailers Association (ORA) as European Umbrella Association for Organic Retailers and Stakeholders will focus on the transfer of innovation process, dissemination and implementation of the ECVET-EcoQualify project in Europe and other regions.

The UARD will coordinate and manage all the activity as project promoter and coordinator/contractor. All other tasks and responsibilities have been distributed reasonably according to organizational strengths and resources with partners with previous experience of leading LLP projects.

Consortium capacity to carry out the dissemination and exploitation results

Partners have rich experience in dissemination due to participation within projects implemented through various programmes (Leonardo da Vinci, Comenius, Erasmus, Tempus, etc.).

At European level, the valorisation of the project outcomes will be lead by the Organic Retailers Association (ORA) and European Research Association (ERA).

The dissemination events of all the partners will focus on the following activities: In each partner country, dissemination seminars or workshops will be carried out and cover the following aspects:

- Background and objectives of the project;
- Presentation of the customized versions of the project main products;
- Possibilities for mainstreaming the results.

Paper brochures and ppt presentations will be made available for seminars and workshops. Relevant conferences and seminars at national and international levels will be attended aiming to disseminate the project.

Considering the fact that the dissemination and exploitation of the results/outcomes is very important the partnership will assign a significant amount of the budget (14.35%).

The following dissemination tools will be applied:

- Project website where the partners will upload and demonstrate about their dissemination and exploitation activities;
- Forums (project and other);

- PR materials, such as brochures, leaflets, posters, etc.;
- Press releases, interviews and other info tools for the media.

ECVET-EcoQualify Dissemination Strategy

There will be several dissemination tools developed in order to promote the project and to spread the project ideas among training institutions that could benefit of its results and products. Valorisation Plan will ensure that the project continues to achieve full potential impact on target groups.

The Organic Retailers Association /ORA/ will be responsible for all the activities concerning the dissemination and exploitation of the project within the implementation of the Valorisation Plan.

Planned actions will include the following:

- Workshops and training seminars will be organized in each participating country in order to raise awareness and demonstrate the European added value of the international cooperation;
- Articles and information material will be published in journals, newsletters, the popular press;
- Information on the project outcomes will also be made available on the Internet as it is the basis of the project;
- The project consortium will establish close relationships with other projects covering similar problems within other EU-funded or national programmes.

The exploitation activities aim to explore possibilities of further use of the project outputs and possibilities of their implementation in other institutions and countries.

- Organizing the final conference (Month 20-24) in Plovdiv, Bulgaria

Task leader: PO; Participants in Task: ALL

Final conference will be organized by the University of Agribusiness and Rural Development and attended by the representatives of all project partners. The representatives of the important institutions and stakeholder groups will be invited to participate, including the representatives of associated partners. Project results will be presented and possibilities of follow up actions will be discussed.

- Publicity Materials (Month 1-24)
- Production of project leaflets, press releases, flyers, brochures, and conducting of a press awareness campaign;
- Creation of a standardized project presentations;
- Social network platform for Community of Practice.

The project website will be used as a main Internet presentation of the project. It will be updated in order to promote the project, its objectives, activities, target groups, partners and results/products. The project website will be maintained at least five years after the end of the project, until 2020. The website will contain sections in: English, Bulgarian, Czech, German, Italian and Turkish languages.

Monitoring/evaluation/performance indicators:

- Mutual and regular information of the partners about ongoing activities;
- Circulation of dissemination materials among the partners;
- Performance of the above mentioned (or similar) activities;
- Feedback from the partners about the performance of dissemination activities /Annex 1/.

Target group(s) and/or sectors for dissemination

Target groups and users are teachers/trainers and providers of qualification and training in VET, professional associations, businesses, entrepreneurs and employees, and other stakeholders in the vocational training of this branch.

Geographical areas (local, regional, national and/or European)

Regional: Balkan countries (Bulgaria, Turkey)

National: Bulgaria, Austria, Czech Republic, Germany, Italy, Turkey

European: Bulgaria, Austria, Czech Republic, Germany, Italy

Beyond Europe: Central Asia and the Middle East

Indicators for quality of validation

(Source: European Commission)

Dissemination:

- Continuous dissemination process?
- All project partners are involved?
- Activities detailed, clear and quantified?
- Means suitable for project goals?
- Continuous interaction between project partners and potential users?
- Dissemination at different levels? (i.e. local, national, European, sectoral)

Exploitation:

- Activities detailed, clear and quantified?
- End-users involved in different stages?
- Needs of the end users taken into account?
- Provisions taken for passing the project results to decision-makers and vocational training professionals?
- Project includes a product test phase?
- Planning to update the results after completion of the project?
- Provision made for an agreement between the partners on the intellectual property rights?
- Provisions made to transfer and exploit the results in other sectors/target groups?
- Provisions made for participation in thematic mentoring activities?

The activities will focus on the following:

- to enable the widest possible dissemination of the project outcomes;
- to identify and contact relevant policy makers and stakeholders, and to communicate the results;
- to create the foundation that the results will be used also beyond Leonardo da Vinci project funding;
- to foster new groups of partners, new initiatives and/or projects for further development and dissemination of the ECVET-EcoQualify project outcomes.

Work package 9 will contribute to the achievement of the following expected results /products:

- **Project Website**

The project website will be designed to provide information about the project objectives, target groups, partnership, etc. Within the project's lifetime, the website will be continuously developed with all developments and results, as well as all the news about the dissemination activities. The project website will start in December, 2013 and will be maintained at least five years after the end of the project, until 2020. The website will have sections in: English, Bulgarian, Czech, German, Italian, Turkish.

- **Project brochures and other PR materials**

For dissemination purposes, there will be brochures produced in English and in each of the partner languages (Bulgarian, Czech, German, Italian, Turkish). Brochures will be distributed at national and international meetings and events, also at other EU project meetings, and will mainly serve as entry point to obtain further information at the project's website. Power Point presentations will be designed and presented to general publicity during seminars, conferences and other events. Press releases and publications will be published in the national media.

- **Dissemination events**

In each partner country, dissemination seminars and workshops will be carried out and cover the following aspects:

- Background and objectives of the project;
- Presentation of the customized versions of the project main products;
- Possibilities for mainstreaming the results.

- **Paper brochures** and ppt presentations will be made available for seminars and workshops. Relevant conferences and seminars at national and international levels will be attended aiming to disseminate the project results/products.

- **Final conference** will take place in Plovdiv, Bulgaria in September 2015.

- **Social Network Platform for Community of Practice.** Objectives of the Platform for CoP:
 - Exchange information and experience;
 - Initiate a process of mutual learning and consensus building for development of common principles, criteria, methodology and tools for improvement of VET in organic food retailing, implementing the EQF and ECVET;
 - Disseminate and implement (where it is possible) the results and products of the ECVET-EcoQualify project;
 - Facilitate the creation of a market oriented pilot training course.

Minimum requirements for outputs, products, articles etc. of ECVET-EcoQualify project

In case of all outputs of ECVET-EcoQualify project (products, articles, publications) the following statement and LOGO´s should be present:



“This project has been founded with support from the European Commission. The content of this document does not necessarily reflect the view or legislation of the European Commission. Neither the European Commission nor the project partners or any person acting on behalf of the Commission is responsible for the use that might be made of the information in this document”.

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Project acronym: **ECVET-EcoQualify**

Annex 1. DISSEMINATION EVALUATION FORM

Please give us brief feedback regarding ECVET EcoQualify project's dissemination activities

1. Do you have a clear understanding of your role in the project (regarding dissemination activities) to be done)?

completely mostly partially

Additional clarification:

.....

2. In your own words, how would you describe your main tasks (regarding dissemination activities) during project year 1?

.....
.....

3. How satisfied are you with the instructions/assistance you have received from us regarding dissemination activities?

very satisfied mostly satisfied only partly satisfied not satisfied

Additional clarification:

.....

4. How satisfied are you with the dissemination tools suggested in the initial project dissemination plan (that was attached to the project application)?

(NB! Here you should evaluate the idea as such, not the implementation of the activity – as the majority of activities have not been done yet)

▪ **Project website**

very satisfied mostly satisfied only partly satisfied not satisfied

Additional clarification:

▪ **Project brochures and other PR materials**

very satisfied mostly satisfied only partly satisfied not satisfied

Additional clarification:

▪ **Dissemination events (seminars, workshops, round tables)**

very satisfied mostly satisfied only partly satisfied not satisfied

Additional clarification:

▪ **Final conference**

very satisfied mostly satisfied only partly satisfied not satisfied

Additional clarification:

▪ **Social Network Platform for Community of Practice.**

very satisfied mostly satisfied only partly satisfied not satisfied

Additional clarification:

Please provide any additional comments on these dissemination tools (eg if you envisage problems with implementing some of these a ctivities etc) and recommend additional ones!

.....
.....
.....

5. Will the activities you have planned in your national dissemination plan be adequate to reach the stakeholders that you have identified in your stakeholder analysis?

totally adequate mostly adequate only partly adequate not adequate

6. How could we, in your opinion, assist you in planning and implementing your national dissemination activities?

.....
.....
.....

Thank you!



LEONARDO DA VINCI Transfer of innovation
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Annex 2. Dissemination Activities per partner

Dissemination activities in the ECVET-EcoQualify project:					
Organization:		Partner No		Period:	
				Country:	

Dissemination Activities	Date	Short description	Local, Regional, National, EU, outside EU	Target Groups Reached	Size (number of participants reached)	Support documentation ¹
Meetings						
Meetings with policymakers						
Round tables						
Workshops						
Conferences						
Events						
Posters						
Flyer in native language						
Press Campaign						
Newsletter						
Publication of publicity materials						
Media- Radio/T.V						
Email contacts						
Company Web						
Company Blog						
Networking						
YouTube/ Facebook/Twitter/ Other						
Others						

¹-Support documentation: e-mail, photo, sample, agenda, copy, etc.

Please fit in a new row if you have several activities in the same field.

Annex 4. Dissemination schedule

Activity	Place	Target audience	Number	Frequency	Month/Duration	Partners involved
Design, set up and maintain web page	Internet	All stakeholders	1	Continuous updating	31.12.2013 The website will be available at least five years after the end of the project, until 2020.	UARD
Project brochures and other PR materials	In partners countries	All stakeholders	1	Whenever possible	10.02.2014	All partners
Dissemination events – workshops and seminars	In partner countries	Teachers and trainers, VET providers of services and trainers in the field of lifelong learning.		Whenever possible	1.10.2014	All partners
Social Network Platform for Community of Practice	Internet	Teachers and trainers, VET providers of services and trainers in the field of lifelong learning. Other stakeholders		Continuous updating	1.10.2014	Adrialand All partners
Face-to-face formal and informal meetings	Where possible	Teachers and trainers, VET providers of services and trainers in the field of lifelong learning. Other stakeholders		Whenever possible	No set date	All partners
Media	Newspaper, TV, Radio, other	All stakeholders	At events and partner meetings	Whenever possible	No set date	All partners
Networking face to face and Internet Social networking sites.	In all networks partners are members of	All stakeholders		Whenever possible	No set date	All partners
Final Conference	In Plovdiv, Bulgaria	Teachers and trainers, VET providers of services and trainers in the field of lifelong learning. Other stakeholders	1	1	September 2014	UARD and all other partners