



**Project:  
CIVICO: FOSTERING CIVIC COMPETENCE AMONGST STUDENTS  
510496 –LLP – 1 -2010 –IT – COMENIUS - CMP**

# **Exploitation plan**

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## 1. INTRODUCTION

**CIVICO: Fostering civic competence among students** is a 24-month long project focused on developing new training methodology by producing and promoting a Guide on developing civic competence in students. The Guide on developing civic competence is addressed to European teachers and based on active didactics. The lesson plans will be used with students aged 14 and above. Two thorough dissemination and exploitation plans will make the Guide known and used by European teachers and other interested stakeholders (schools, head teachers, organizations training teachers, teachers' associations, researchers, politicians, volunteers, third sector associations). More than 1500 teachers and other stakeholders will be informed of the Guide and about 3000 students (400 during pilot plus 1400 during exploitation) and 100 teachers (20 during pilot and 70 during exploitation) will use the Guide.

CIVICO project is being implemented by a partnership of 4 countries. Project partners are institutions with different fields of expertise, ensuring complementary competences and experiences:

<a href="#"><u>Agenzia per lo Sviluppo Empolese Valdelsa</u></a>	<a href="#"><u>VIA University College</u></a>	<a href="#"><u>Spoleczna Wyzsza Szkola Przedsiębiorczości i Zarządzania w Łodzi</u></a>	<a href="#"><u>Paideia Foundation</u></a>
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Since the beginning of the project plus 8 schools who have piloted the Guide are also involved.

The project is structured in six work packages, namely:

WP 1 – Guide on developing civic competence;

WP 2 – Pilot;

WP 3 – Project web site;

WP 4 – Dissemination;

WP 5 – Exploitation;

WP 6 – Management;

WP 7 – Quality assurance.

Work Package 5 of CIVICO project includes exploitation activities to be completed during the lifetime of the project. WP5 is led by the Bulgarian partner Paideia Foundation. All partners are involved in the exploitation activities to ensure that project results are transferred to the target groups at national and local level. The present document, Exploitation Plan, defines the activities to be carried out in the project to enhance the successful exploitation of the project results.

## **2. OBJECTIVES OF EXPLOITATION**

The exploitation strategy of CIVICO project is of crucial importance to achieve successful results. In order to fully understand this strategy, it is crucial that partners base themselves in common concept of exploitation:

Exploitation: Exploitation includes activities of mainstreaming (actual transfer of successful results to appropriate stakeholders and decision-makers) and multiplication (convincing end-users to adopt or apply the results of the projects).

The main objectives of the Exploitation activities are:

- o To promote and raise awareness about the project contents, developments and results;
- o To successfully transfer the results to appropriate decision-makers to achieve their sustainable promotion and support;
- o To convince individual end-users to adopt and/or apply the results, also after the project and support by its partnership has ended.

In order to clear the exploitation strategy for CIVICO project, the following chapters try to answer central questions such as:

- o Which will be the project results?
- o What kind of needs does the project respond to?
- o Who are the final or potential users or beneficiaries of the project's outcomes?

Additionally the Exploitation Plan indicates:

- o Types of dissemination and exploitation activities to be carried out;
- o Means/Instruments that will be used;
- o Calendar of exploitation activities.

### 3. TARGET GROUPS

Target groups are entities and/or individuals that can potentially benefit from the project results. For a productive and effective exploitation of the project outcomes, it is essential that target groups are identified at an early stage of the project. All project activities related to exploitation will address the groups listed here in the most possible numerous ways. CIVICO has the following main target groups (both internal and external to the partner organizations):

#### A. Teachers

Teachers are direct users of the project results. These are especially professionals working with students aged 14 and above.

#### B. Other stakeholders:

- ♣ schools
- ♣ teachers' training organizations
- ♣ school head teachers
- ♣ teachers' associations
- ♣ researchers and professors
- ♣ authorities (state and local administration, policy-makers)
- ♣ civic activists
- ♣ NGO's

The secondary target group includes organizations that can lead indirectly to long term beneficiaries of the project. The target groups comprise organizations and individuals linked to the aspects of civic education.

CIVICO partners identify concrete organizations and individuals in their countries belonging to both the primary and the secondary target groups. On the basis of this research, a database has been elaborated containing the contacts of the relevant organizations and individuals. Furthermore, partners identify key organizations and networks at European level through which project results can be transferred. The identification of key stakeholders will allow partners to transfer project results more easily and carry out more focused exploitation activities. This will also increase the probability that the project results are applied by the target group beyond the project and will be done in connection with the dissemination activities.

#### **4. PROJECT RESULTS**

The exploitable project results are identified as follows:

- ⤴ Guide on developing civic competence is addressed to European teachers and based on active didactics containing 50 lesson plans;
- ⤴ Project web – site and HelpDesk;
- ⤴ Teachers' workshops content;
- ⤴ Outcomes of the final national conferences.

#### **5. ENSURING THE VALORISATION OF PROJECT RESULTS**

The Guide will be a useful tool for teachers to support their students by the constitution of Key competence №6. Because of the fact that the Guide is based on active didactics it is expected to increase students' motivation.

The elaborated training content is tested through pilot training and workshops. Thus, partners and stakeholders from the partner countries provide their opinions and references.

Right after Version 2.0. of the Guide is completed partners will start asking for users' feedback on it. This process will continue during the lifetime of the project. For this purpose the project web site and the help desk will be used. Feedback is expected also from the teachers using the Guide after the pilot phase.

The results of the project will also be presented and discussed among congresses at European and/or National level.

The constant evaluation of the project and its outcomes throughout the project lifetime will in this ways provide feedback to partners on whether the project outcomes are in accordance with the identified target group's and project beneficiaries' interest.

## 6. MAIN INSTRUMENTS OF DISSEMINATION AND EXPLOITATION

Exploitation starts immediately after the completion of the second version of the Guide. The main instruments to transfer project results to the identified target groups (A. Teachers; B. Other stakeholders) will be<sup>1</sup>:

### o **Exploitation plan**

o **Copyright agreement (CA)** – the agreement is carried out from the leader of WP5 with the collaboration of all project partners and is signed from all of them. Therewith the partners agree on the exploitation of the project materials.

o **Translation of the Guide on developing civic competence in students** (content is supposed to be about 80 pages) into the 4 national languages of the partners. Thus, the Guide will be available in 5 European languages - the 4 national languages of the partners plus English.

o **Translation of the Guide on developing civic competence in students into 5 additional** European languages. Each partner carries out the translation in one additional language next to its own. Partners have agreed on the following arrangement:

**ASEV - Portuguese, Spanish**

**VIA - Swedish**

**SWSPZ - German**

**PF - French**

o **The Guide on developing civic competence in students** in 10 European languages will be available to **download** it for free on the projects web site.

o **Promotion of the Guide in additional schools** - Each main partner will find interested schools and support the use of the Guide **in at least 6 other** schools in its own country. Other 10 schools of other European non partner countries will also be involved by the partners, for a total of at least 35 schools all over Europe. Each main partner identifies and involves 2 or 3 of these foreign schools. A total of at least 70 teachers and 1400 students (2 teachers, 40 students for each school) will be involved.

If you have schools showing interest in the Guide thanks to your dissemination campaign **in your own** country then these are your best choice as additional partners. If not, the next step would be to contact schools you already know or use contacts you already have in order to gain partners.

**Other European countries** – try to use your organisation’s net and contacts again. Schools you have already worked with in international/multilateral projects might be your potential partners. In case you do not have such contacts you could also ask the partner schools in your own country to ask their colleagues from other countries to participate. On the one hand, most European schools

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1 Please note that a more detailed description of dissemination activities is to find in the Dissemination strategy.

have already participated in such partnerships, and on the other – teacher to teacher communication will probably be more effective in this case.

o **Printed materials** – multilingual leaflet. Partners are going to disseminate the project leaflet on each suitable occasion. The leaflet itself refers to the project web site.

o **Project website** - the web site is available during the whole project and 3 years after its completion. It has 5 European language versions.

o **Press campaigns** – 4 or more press campaigns are going to be implemented during the project lifetime.

o **Mailing lists** – list of stakeholders at national and international level that will be used for the needs of the press campaigns.

o **Making of a helpdesk** for the needs of those using the Guide. It will have the form of a FAQ database and an e-mail form in addition. The e-mail form is constituted and maintained in English and the 4 national languages of the main partners (BG, DA, IT, PL). It is managed by the main partners – each one supports the users in its own country and language - and hosted on the project web site. It is expected that about 20 enquiries will be received and answered by each main partner. The FAQs database is elaborated in English from all main partners and then translated from them in their own languages.

o **8 workshops for teachers** dedicated to the use of the Guide on developing civic competence in students. This means that 2 workshops with no less than 10 participants should be elaborated in each partner country. At least 80 teachers will be reached at this phase of the project. Marketing and promotion strategies should be used by the partners to promote the workshops: publish workshops information on each partner's website and link to it from as many relevant places as possible.

o The two teacher training institutions – VIA and SWSPZ – are going to use the Guide in their **teacher training programs**. 60 more teachers will be associated each year.

o Making of a three years **plan for post-project exploitation**. It will be drawn by all partners in order to continue cooperation and ensure sustainability of project results. P5 is the main partners responsible for the plan. Partners will start working on it together in September 2012 and it should be finalized till November 2012.

o Making of a **report for the implementation of WP 5** from the leader of the WP – partners contribute to the report using the form offered in chapter 7 (see bellow). Each partner has to fill out the table with the required information regarding his work on exploitation and send it to the WP leader.

## **The Tools used for dissemination and exploitation shortly:**

### **Dissemination tools:**

1. Dissemination plan
2. Project website
3. Database and e-mailing list
4. Press campaigns

5. Multilingual leaflet
6. Congresses at European and/or national level and 5 national or international journals of the field
7. Final conferences

### **Exploitation Tools:**

1. Exploitation plan
2. Copyright agreement (CA) signed from all partners
3. The Guide on developing civic competence amongst students and the project web site will be translated in 5 other European languages next to the 5 partners' languages
4. The Guide in 10 European languages will be available to download from the project web site
5. Helpdesk (FAQs and VRC)
6. 8 workshops for teachers
7. Promotion to other schools
8. P2 and P3 are going to use the Guide in their teacher training programs
9. Post project exploitation plan.

## 7. PARTNERS' ROLES AND CONTRIBUTION TO THE REPORT REGARDING EXPLOITATION

The following tables aims to offer a clear view of each partners responsibilities and is at the same time a form for collecting partners' feedback and contribution to the WP 5 report. Please, keep on the full description of the actions that have to be carried out in the previous chapter. Each partner has to send its table filled out till the end of November 2012.

Partner	Action / Deliverable	Duration / Due to date	Done (Date)	Description	Difficulties	Suggestions
P1 ASEV	Feedback on the Exploitaion plan	Done				
	Proposing a copyright agreement to the WP leader	Done				
	Signing the CA	Done				
	Translation of the Guide on developing civic competence in students in Italian	July 2012				
	Translation of the Guide on developing civic competence in students in Portuguese and Spanish	August 2012				
	Uploading the Guide on developing civic competence in students in 10 European languages on the projects web site	September 2012				
	Promotion of the Guide in additional schools	Sept - Nov 2012				
	Making of a helpdesk	Done				
	Maintainance of the helpdesk for the users of its own country	Since ready till end of project duration				
	Organization and implementation of 2 workshops for teachers in its country dedicated to the use of the Guide	August 2012 – Oct 2012				
	Contribution and feedback on the post-project exploitation plan	Sept- Oct 2012				

<b>Partner</b>	<b>Role/ Deliverable</b>	<b>Duration/ Due to date</b>	<b>Done (Date)</b>	<b>Descript ion</b>	<b>Difficult ies</b>	<b>Suggesti ons</b>
<b>P2 VIA University College</b>	Feedback on the Exploitaion plan	Done				
	Signing the CA	Done				
	Translation of the Guide on developing civic competence in students in Danish	July 2012				
	Translation of the Guide on developing civic competence in students in Swedish	August 2012				
	Promotion of the Guide in additional schools	Sept - Nov 2012				
	Making of a helpdesk - FAQs	Done				
	Maintainance of the helpdesk for the users of its own country	Since ready till end of project duration				
	Organization and implementation of 2 workshops for teachers in its country dedicated to the use of the Guide	August 2012 – Oct 2012				
	Contribution and feedback on the post-project exploitation plan	Sept- Oct 2012				

Partner	Role/ Deliverable	Duration/ Due to date	Done (Date)	Descripti on	Difficult ies	Suggesti ons
<b>P3 Społeczna Wyższa Szkoła Przedsiębiorc zości i Zarządzania w Łód</b>	Feedback on the Exploitaion plan	Done				
	Signing the CA	Done				
	Translation of the Guide on developing civic competence in students in Polish	July 2012				
	Translation of the Guide on developing civic competence in students in German	August 2012				
	Promotion of the Guide in additional schools	Sept - Nov 2012				
	Making of a helpdesk - FAQs	Done				
	Maintainance of the helpdesk for the users of its own country	Since ready till end of project duration				
	Organization and implementation of 2 workshops for teachers in its country dedicated to the use of the Guide	August 2012 – Oct 2012				
	Contribution and feedback on the post-project exploitation plan	Sept- Oct 2012				

<b>Partner</b>	<b>Role/ Deliverable</b>	<b>Duration/ Due to date</b>	<b>Done (Date)</b>	<b>Descript ion</b>	<b>Difficult ies</b>	<b>Suggesti ons</b>
<b>P5 Paideia Foundation</b>	Designing the exploitation plan	Done				
	Designing and signing the CA	Done				
	Translation of the Guide on developing civic competence in students in Bulgarian	July 2012				
	Translation of the Guide on developing civic competence in students in French	August 2012				
	Promotion of the Guide in additional schools	Sept - Nov 2012				
	Making of a helpdesk - FAQs	Done				
	Maintainance of the helpdesk for the users of its own country	Since ready till end of project duration				
	Organization and implementation of 2 workshops for teachers in its country dedicated to the use of the Guide	August 2012 – Oct 2012				
	Post-project exploitation plan design	Sept - Nov 2012				

## 8. GENERAL DISSEMINATION AND EXPLOITATION ACTIVITIES

Type of Activity	Date/Duration	Target audience	Partners Involved
Press releases	Between July 2011 and Dec 2012	Primary and secondary target groups and national contact lists	All partners; leader - PF
Articles/News to promote the project	During all project duration	Primary and secondary target groups and national contact lists	All partners
Facebook page of the project – creation and maintainance	Sept 2011 till end of project duration	Primary and secondary target groups and national contact lists	ASEV; PF
Designing and printing promotional materials	Done	Primary and secondary target groups	All partners; leader - PF
Elaboration and signing of an agreement on the exploitation of the project materials	Done	Main partners	All partners
Translation of the Guide on developing civic competence in students	July 2012	Primary and secondary target groups	All partners
Translation of the Guide on developing civic competence in students into 5 additional European languages	August 2012	Primary and secondary target groups	All partners
Making of and maintaining the project web site	From May 2011 till the end of the project	Primary and secondary target groups and national contact lists	All partners; Leader - SWSPZ
Making of a helpdesk	Done	Primary and secondary target groups – especially potential users of the Guide.	All partners; Leader - SWSPZ
Identification of 10 more schools who are going to use the Guide next to the two piloting it.	Since final version of the Guide till end of project duration.	Primary and secondary target groups – namely teachers and schools	All partners
Post-project exploitation plan design	Nov 2012		All partners; Leader - PF

Type of Activity	Date/Duration	Target audience	Partners Involved
8 workshops for teachers	2 months since translation of the final version of the Guide	Workshops participants – teachers; teacher training institutions	All partners
Applying the Guide in teacher training programs	Between March 2012 and Dec 2012	Primary target group – teachers.	VIA, SWSPZ
Promotion of the project in at least 5 congresses at European and/or National level and 5 national or international journals of the field	During all project duration	Primary and secondary target groups	All partners
Final national conferences on ‘Developing civic competence in students’	Last months of the project duration	Primary and secondary target groups	All partners