



# AVALNET PROJECT

Valorization Plan January  
2007 – December 2008

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# Valorization Plan

What is Valorization?

“Valorization” can be described as the process of disseminating and exploiting projects outcomes with a view to optimizing their value, enhancing their impact and integrating them into training systems and practices at local – national as well as European level.

# Valorization Plan

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Final aim:

- To increase the impact of the Leonardo da Vinci AVALNET Project on VET systems in Europe;
- To promote better employment and better growth (Barcelona and Lisbon objectives).

# Valorization Plan

Why is Valorization important?

- To enhance impact of project's outputs and of Leonardo da Vinci at system level;
- The dissemination is not enough;
- Active involvement of final/potential users.

# Valorization Plan

## Activities:

- Press releases – Articles;
- Data base of new project's elements;
- Contacts;
- Develop and maintain Forum and Blog;
- Send out 5 Newsletters;
- Publish the tutorial;
- Organize workshops and a final conference.

# Valorization Plan

3 key - questions at the basis of a Valorization Plan:

- What is the expected project's result?
- What training needs are met?
- Who will be end user?

# Valorization Plan

Identifying :

- Users' needs and group of users to be associated to the project during all its lifetime;
- Decision makers;
- Milestones of the project.

# Valorization Plan

## Target groups:

- SME's;
- Consulting companies;
- Certification bodies;
- Chambers of commerce & industries;
- Associations & organizations dealing with SME's;
- Vocational training providers;
- National authorities.



# Valorization Plan

## **Main milestones for the dissemination strategy:**

- Opening of the project (April 2007);
- Improvement of the ROI tools (July 2008);
- Conception of the European Skills Profile for ROI Training Consultants (July 2008);
- Transnational conference (Dec.2008 - Lisbon);
- Transnational meetings (along the project);
- Finalization of the project (December 2008).

# Valorization Plan – Idec's Support

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## General activities:

- Layout and Design of the Newsletter (Apr 2007);
- Creation of newsletter No 1 (Octo 2007);
- Creation of newsletter No 2 (Jan 2008);
- KIT for new potential partners (Jul 2008).

# Valorization Plan – Idec's Support

## Activities - Public Target Group:

- 3 Press releases (every 8 months) in national economic newspapers. First release, May 2007;
- 2 Articles in economic newspapers – SME's Bulletins/ Sep 2007, after the improvement of the ROI multimedia tools/ Nov 2008, at the end of the project).

# Valorization Plan – Idec's Support

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## Activities - Special target group:

- Personal contacts (mailing or fax information).  
Twice (May 2007, at the beginning of the project / Oct 2008, after the transnational conference).

# Valorization Plan – Idec's Support

## Special target group in Greece:

- SME's / direct contacts with more than 200 SME's in Athens- Piraeus in manufacturing, commerce, services;
- Consulting companies, certification bodies: more than 15;
- O.O.E.K. (Greek Organization for VET);
- Business Links: 13 all over Greece.

# Valorization Plan – Idec's Support

## Special target group in Greece:

- Training centers / 300 centers of continuing vocational training all over Greece;
- Chambers of commerce and industry: more than 50 all over Greece;
- Greek Organization for SME's and Handicrafts.

# Valorization Plan – Idec's Support

## Special target group in Greece:

- Association of SMEs, Confederation of Greek Industries, Confederation of Commercial Companies, Federation of Knitting-clothing- apparel companies, Federation of exporters of northern Greece, Federation of Agriculture Co operations;
- Ministry of Development, Ministry of Labor, Municipality of Piraeus, Municipality of Athens.

# Valorization Plan – Idec's Support

**Thalys newsletter – Idec's own newsletter  
(6 times per year, 300 subscribers):**

- Educational institutes;
- Organizations for SME's;
- Universities;
- Consulting companies, all over Europe;
- SME'S.