

EXPLOITATION and SUSTAINABILITY STRATEGY

This document has been written for the Leonardo Transfer or Innovation project “T-EST –Transfer of Employment Support Tools for People with Disabilities” (2012-1-AT1-LEO05-06976) funded with the financial support of the Lifelong Learning Programme of the European Commission. It presents the exploitation and sustainability strategy for the T-EST Project including the individual national exploitation strategies for BG, RO and TR.

The exploitation strategy contains the concrete planned activities of all project partners to reach a sustainable use of the project outputs in all partner countries and beyond. This exploitation and sustainability strategy aims to:

- optimise the value of T-EST project;
- improve the sustainability of results;
- strengthen the impact of the project;
- transfer results and
- enhance the impact and visibility of the project.

What is Exploitation?

“Exploitation” is considered as “making use of and deriving benefit from (a resource)”. The Commission divides exploitation measures into two distinct categories: mainstreaming and multiplication. Mainstreaming is the “planned process of transferring the successful results of projects and programmes to appropriate decision-makers in regulated local, regional, national and European systems”. Multiplication on the other hand is “the planned process of convincing individual end-users to adopt and/or apply the results of the programmes and initiatives”.¹

The results of projects funded through EU programmes and initiatives need to achieve maximum impact: they should radiate as widely as possible so that the valuable lessons and experience gained by one group can benefit others. Moreover, what is learnt from a project should inform future policy. All this can happen only if connections are made between the organizers of the project and the wider community.

¹ http://ec.europa.eu/youth/documents/deor-strategy_en.pdf

The key means of connecting with a target audience is the process of **dissemination and exploitation**. Full exploitation can happen only when it becomes possible to transfer what has been learnt into new policies and improved practices. Furthermore, the project team and all the key actors need to view exploitation as a process that reaches beyond the life of the project so that its results are sustained.

Two key aspects to successful exploitation of project results are:

- Producing relevant results of good quality to satisfy the demands of providers, policy-makers and ultimately society more generally
- Ensuring that results reach the right target audiences in a format and at a time, that provides greatest benefit.²

Exploitation seeks to make the `others` use the project results at various levels, during and after the implementation of the project. It aims at the appropriation of the product by its end-users through promotion measures that will enhance the product advantages.

Exploitation is closely related to the sustainability of the project; since its activities should ensure that its results are used by the target groups and possibly are transferred to other contexts. The main strategy is to involve the stakeholders, key-persons; end-users in the exploitation activities in order to them experiment and incorporate the products in their professional activities.³

What is Sustainability?

Just because a project is completed does not mean its results disappear. It is important to keep them visible and available, especially through websites. A project can be considered as sustainable if its outcomes continue after the end of EU funding.⁴

Sustainability may not concern all the aspects of a project. In each project some activities or results may be maintained, while others may not be possible or necessary to maintain. Sustainability means that crucial activities and results of the project are maintained and continue to deliver benefits to the target group, structure, sector or system after the end of the EU funding. Ideally, the sustainability of a project should also generate impact, meaning direct or indirect long-term effects on actors, structures, sectors or systems beyond the original project environment. Factors that support and favour sustainability, and even impact, are the following:

Project level factors:

- Quality of project design meeting the needs of target group/s and/or sector/s
- Involvement of partners: sense of ownership and motivation

² E.N.T.E.R. http://t-est.eu/images/t-est/wp03_n12/wp03_n12_Dissemination-Strategy.pdf

³ Handbook for Dissemination, Exploitation and Sustainability of Educational Projects
http://www.aidlearn.com/eng//uploads//DiVa%20Handbook%20_%20FINAL.pdf

⁴ Handbook on Sustainability



- Effective management and leadership
- Active participation of the target group/s and/or sector/s
- Capacity for securing adequate resources for continuation

Context level factors:

- Institutional support
- Public authority and political support
- Socio-economic support⁵

T-EST Project partners are committed to produce high quality project results and all partners are involved in the development of results/outputs from the beginning of the project. Target groups and sectors are also involved into the process through dissemination, exploitation and awareness raising activities.

Furthermore, in order to ensure the sustainability of the T-EST project partners has been cooperating with local and national policy-makers to gain policy support. They are also committed to mobilize appropriate networks to increase project outcomes' visibility. T-EST partners will also implement at least one target group exploitation seminar in their country.

To further these sustainability efforts some advisable strategies can be listed as follows:

- Continued dissemination of results
- Be open to new partnerships, new projects, and new partners
- Build a local network for each partner country with public and private actors
- Continue the in-service training of staff on Supported Employment
- Continue and extend the use of Supported Employment Toolkit and methodology
- Identify efficient strategies to maintain activities on a national level⁶

Identifying Our Users

Those who could potentially derive benefit from project results come in all shapes and sizes. Potential users will have their own interests and needs, and it is important to explore their characteristics when producing dissemination and exploitation plans.

The project T-EST focuses on the following main target groups:

1. Organisations for people with disabilities
2. VET organisations
3. Trainers of people with disabilities
4. Social workers

⁵www.oead.at/fileadmin/III/dateien/lebenslanges_lernen_pdf_word_xls/leonardo/innovationstransfer/2010/sustainability_check_list_for_project_coordinators.pdf

⁶http://www.programkontoret.se/Global/program/QaS/Dokument/Sustainability_kit.pdf



The final beneficiaries on the long-term perspective of all T-EST activities and outcomes are people with disabilities themselves. Stakeholders can be found in the following sectors and areas:

- Social services
- Social work and counselling
- Inclusion and integration of people with disabilities
- Vocational education and training

As part of T-EST Project WP4-Exploitation, partners from Bulgaria, Romania and Turkey have already identified users (stakeholders) of the project results (see N21 for full list of stakeholders). The exploitation and sustainability activities of T-EST project will be carried out to reach and work together with these stakeholders.

EXPLOITATION and SUSTAINABILITY STRATEGY for EACH PARTNER COUNTRY

This section covers the individual exploitation and sustainability plans of the partners. It contains a short description of the partner and its interest, as well as the opportunities the partner sees for exploiting results developed within the T-EST Project.

BULGARIA

ZGURA – M, Bulgaria

ZGURA – M is a consulting enterprise, having its activities fully directed towards people with disabilities and seniors (55+). The company was established in 2000 in Plovdiv and up to this moment in their education, training and consulting activities they involved more than 7000 beneficiaries per annum. The team of ZGURA-M has managed and co-coordinated several national and international projects twice awarded Quality Certificate by the Bulgarian National Agency “Human Resource Development Center”. Their activities so far are related to: innovative programmes for vocational education and training in accordance with the real requirements of the labor market in European aspect (by the VISAGE method of RNIB); Flexible schemes helping the carrier development of young people and people from disadvantaged groups, such as mentoring and coaching of people with disabilities, instruments for attractive and effective self-presentation in front of potential employers; Counseling people with disabilities in order to encourage their independent living; Opportunities for participation in training and working practice on international level; Training for professionals working with people with disabilities in close connection with the rise of quality of their work; Cooperation with NGO’s, vocational training organizations, universities, and other institutions on regional, national and international level; Development of validation framework for evaluation of the achievements of people with disabilities and disadvantaged; Innovative approach in the realization of training process, incorporated in ODL Systems

for flexible and accessible training, based on contemporary researches and methods for vocational and educational training. As a result of those activities an extensive network of partners is set up such as universities, local and national authorities, training institutions, and pan-European end user organisations. “Zgura-M” also has a close connection with the business sector through employers network with more than 100 members, and a good collaboration with end users (people with disabilities and seniors) which smoothly will enable to establish the Supported employment approach in the Plovdiv region. www.zgura-m.eu

Target Groups/Stakeholders	inform-consult-involve or other possible participation methods during the project	exploitation & sustainability actions after the project ends	Evaluation Benchmarks
<p>GROUP A – High importance – low influence stakeholders Key decision makers</p> <p>1.Ministry of Education, Youth and Science 2.National Agency for Vocational Education and Training 3.Municipality of Plovdiv, “Education and Science” Department</p>	<p>Keep them informed and to collect their feedback for the improvement of the toolkit and for the further implementation of the supported employment approach in Bulgaria</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers 	<p>The supported employment approach will continuously be presented in front of representatives from key decision makers institutions as presented as well as beyond the project lifetime. This process of lobbying needs to be continued after the project end in terms of inclusion of the supported employment approach to the National Policy on the labour market. Additionally the team of ZGURA-M will continue liaison with the experts from NAPOO in order to seek accreditation of the coaches into the national VET system.</p>	<p>*No. of people reached by newsletters, e-mails, flyers: 1.000 people</p> <p>*No. people reached by F2F meetings, workshops, trainings, etc. 20.297 people</p> <p>*No. of new connections made</p> <p>*No. of direct target groups reached 277 people from target groups</p> <p>*No. of articles& news published, etc. 1 publication</p>
<p>GROUP A – High importance –</p>	<p>Keep them informed and</p>	<p>The team of ZGURA-</p>	

<p>low influence stakeholders</p> <p>Employers</p> <ol style="list-style-type: none"> 1.American Restaurants 2.Orgahim JSC 3.SHELL Bulgaria 4.KCM SA 5.Bulgarian Business Leaders Forum 6.Citybank N.A. – Sofia Branch 7.Ivan Petrishki SP 8.Job Point LTD 9.“Dunapack-Rodina” JSC 10.Foundation "Dignified Life" 11.Future 21 Century Foundation 12.Kaolin JSC 13.Mondi Packaging Stamboliiski 14.Plovdiv Chamber of Commerce and Industry 15.Polimeri 16.PolygrafsnaB GSC 17.Practiker, Sofia 18.Strategies Consulting Agency 19.Via Expo Ltd. 	<p>to consult them and ask for their opinion and advice as much as possible.</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers • Ask for opinion in polls and questionnaires • Invite to kick-off workshop at the beginning of the process and ask for ideas, opinions, risk and opportunities, • Invite to project advisory board • Organize regular meetings to give an update on the process and ask for opinions and suggestions 	<p>M maintains the Social employers’ network (www.disadvantaged-employment.eu) for already 8 years. The enlisted employers are members of this network and the team of ZGURA-M will continually supported them while they hired or would like to hire disabled people by its own financial resources.</p>	
<p>GROUP A – High importance – low influence stakeholders</p> <p>Local authorities:</p> <ol style="list-style-type: none"> 1.Municipality of Plovdiv, 2.Social Services Directorate; 3.International Cooperation 4.European Projects Directorate 	<p>Keep them informed and to collect their feedback for the improvement of the toolkit and for the further implementation of the supported employment approach in Bulgaria</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers 	<p>As member of the regional social policy unit as part of the social services directorate to Municipality of Plovdiv the team of ZGURA-M will continuously promoted the supported employment approach to unit’s representatives in order to seek for its</p>	

		inclusion as part of the Municipality' action plan 2014-2020.	
<p>GROUP A – High importance – low influence stakeholders</p> <p>Job centres:</p> <ol style="list-style-type: none"> 1.“Zaedno BG” Career Consultancy Company; 2.“Manpower Bulgaria” Ltd. 3.Regional Development Agency with Business Center for Support of SMEs 4.National Employment Agency 5.Executive Agency “Head Labour Inspectorate” 	<p>Keep them informed and to collect their feedback for the improvement of the toolkit and for the further implementation of the supported employment approach in Bulgaria</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers 	<p>The supported employment approach will be continuously presented in front of representatives from job centers on regional level, as well as the key experts from National Employment Agency and Labour Inspectorate beyond the project lifetime. This process of lobbying needs to be continued after the project end in terms of inclusion of the supported employment approach to the National Policy on the labour market and into the national VET system.</p>	
<p>GROUP A – High importance – low influence stakeholders</p> <p>Organizations of disabled people</p> <ol style="list-style-type: none"> 1.National Agency for People with Disabilities 2.National Association of the Deafblind, Plovdiv 	<p>Keep them informed and to consult them and ask for their opinion and advice as much as possible.</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers 	<p>The team of ZGURA-M is working with organisations of disabled people since 2003. ZGURA-M's trainers are frequently involved and hired by those organisations to provide expertise and training on digital</p>	

	<ul style="list-style-type: none"> • Ask for opinion in polls and questionnaires • Invite to kick-off workshop at the beginning of the process and ask for ideas, opinions, risk and opportunities, • Organize regular meetings to give an update on the process and ask for opinions and suggestions 	<p>competence, work preparation, work sustainability, VISAGE employment approach etc. The team of ZGURA-M will voluntary supports their members towards employment and where possible will negotiate supported employment actions.</p>	
<p>GROUP B – High importance – high influence stakeholders Hearing and sensory impaired people Mobility impaired people</p>	<p>Keep them informed and to consult them and collect their feedback (involvement in research, need analysis, enhancement of the toolkit and piloting)</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers • Ask for opinion in polls and questionnaires • Invite to kick-off workshop at the beginning of the process and ask for ideas, opinions, risk and opportunities, • Invite to project advisory board • Organize regular meetings to give an update on the process and ask for opinions and 	<p>The team of ZGURA-M will continue voluntary to support hearing, sensory impaired and mobility impaired people towards employment and where possible will negotiate supported employment actions. The organisation consulted around 200 disabled people per annum.</p>	

	suggestions		
<p>GROUP B – High importance – high influence stakeholders</p> <p>Career counsellors:</p> <ol style="list-style-type: none"> 1.Katya Hristeva 2.Svetla Dimitrova 3.Diana Nikolova 4.Atanaska Nikolova 	<p>Keep them informed and to consult them and collect their feedback (involvement in research, need analysis, enhancement of the toolkit and piloting)</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers • Ask for opinion in polls and questionnaires • Invite to kick-off workshop at the beginning of the process and ask for ideas, opinions, risk and opportunities, • Invite to project advisory board • Organize regular meetings to give an update on the process and ask for opinions and suggestions 	<p>The career counsellors will be supported on possible provision of supported employment services beyond the project lifetime. ZGURA-M will cover those training by own funds.</p>	
<p>GROUP B – High importance – high influence stakeholders</p> <p>VET Trainers</p>	<p>Keep them informed and to consult them and collect their feedback (involvement in research, need analysis, enhancement of the toolkit and piloting)</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by 	<p>The VET trainers will be supported on possible provision of supported employment services beyond the project lifetime. ZGURA-M will cover those training by own funds.</p>	

	<p>e-mail</p> <ul style="list-style-type: none"> • Posters and flyers • Ask for opinion in polls and questionnaires • Invite to kick-off workshop at the beginning of the process and ask for ideas, opinions, risk and opportunities, • Invite to project advisory board • Organize regular meetings to give an update on the process and ask for opinions and suggestions 	<p>ZGURA-M team will seek for the opportunity for accreditation of the SE coaches which will enables an official approval of the VET trainers who will complete the SE training.</p> <p>Based on that the number of involved VET trainers will increase.</p>	
<p>GROUP B – High importance – high influence stakeholders <i>Parents, friends and relatives of disabled people:</i></p>	<p>Keep them informed and to consult them and collect their feedback (involvement in research, need analysis, enhancement of the toolkit and piloting)</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers 	<p>The parents, friends and relatives of disabled people will be involved in the awareness rising campaign which will continue beyond the project lifetime as part of the mission of the ZGURA-M.</p>	
<p>GROUP D – Low importance – low influence stakeholders <i>Social workers & Carers:</i></p> <ol style="list-style-type: none"> 1. Complex for Social Services Sliven, 2. Complex for Social services Plovdiv 	<p>Keep them informed</p> <ul style="list-style-type: none"> • newsletters • website • updates of the process by e-mail • Posters and flyers 	<p>The social workers and carers of disabled people will be involved in the awareness rising campaign which will continue beyond the project lifetime as part of the mission of the ZGURA-M.</p>	

<p>GROUP D – Low importance – low influence stakeholders Head of faculties / Managers of educational/training organisations:</p> <ol style="list-style-type: none"> 1. University of Sofia, “St. Kliment Ohridski” 2. University of Plovdiv “Paisii Hilendarski” 3. University of national and World Economy, Center for career development 4. Center for Human Resource Development 5. Center for Vocational Training, Plovdiv 6. Center for Vocational Training, “Finance and Insurance College” 7. Center for Vocational Training within the System of Bulgarian Trade and Economy Union, Sofia, Branch Plovdiv 8. Center for Vocational Training, “European College of Economy and Management”, Plovdiv 9. Professional School of Food Technologies 10. Center for Vocational training, “EURO-ALLIANCE” Ltd., Plovdiv 	<p>Keep them informed</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers 	<p>In the process of possible recognition of the learning outcomes of the SE programme the head of faculties and managers of training institutions will continue to be involved as advisory experts in the process of national recognition of the SE coaches VET profile.</p>	
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Exploitation and Sustainability Questions for ZGRUA-M, Bulgaria:

1. Are you planning to use the Supported Employment Methodology and Toolkit after the project ends? How? In which context?

Yes, we are planning to seek the possible accreditation of the job profile “Supported employment coacher” by the National Agency for Vocational Education and Training (NAVET). In this process the team of ZGURA-M will contact representatives by EUSE for support on that possible national recognition. The context in which it will be used will be provision of supported employment support for disabled people.



2. Are there any (legal or procedural) requirements you have to fulfill to ensure best possible sustainable usage of the Supported Employment Methodology and Toolkit in your country & organization?

Yes, there is legal procedure by NAVET for official recognition of this job profile. Moreover the Supported employment needs to be approved as national priority of the Agenda of the Ministry of Labour and Social Affairs. For that purpose a lobbying campaign will continue beyond the project lifetime.

3. Is it possible to motivate relevant stakeholders/political decision makers in your region/country supporting you in the sustainable usage of Supported Employment Toolkit? How? What needs to be done?

We will continue negotiating with relevant political decision makers to support us on its National approval.

4. Are you planning to use the Supported Employment Methodology and Toolkit in cooperation with another organisation? Which organisations? Why?

Yes, we will work actively with the Center for Disadvantaged People with Deviant Behaviour Plovdiv which will directly provision of the Supported employment approach with their clients (which are the direct beneficiaries of the T-EST project).

5. How are you planning to engage key stakeholders, government agencies and decision-makers in sustainable usage of the Supported Employment Methodology and Toolkit after the project end?

We are planning this engagement by series of face to face meetings, presentations during relevant seminars and conference organised by the Governmental institutions where we could liaise on the sustainable implementation of the Supported employment in Bulgaria.

BULGARIA

Chamber of Commerce Dobrich, Bulgaria

The Chamber of Commerce and Industry of Dobrich, Bulgaria is the biggest business support organization in the region of Dobrich and belongs to the network of the Bulgarian Chambers of Commerce and Industry. CCI Dobrich promotes, fosters and represents the interests of its members and other businesses in the region on a local, regional, national and international level. It has extensive experience in lifelong learning, cooperation and innovation projects and in promoting linguistic diversity and intercultural exchange as well as cross border cooperation programmes. CCI Dobrich focusses on issues like solution approaches, methodology considerations, national implementations, as well as dissemination and valorisation of project results.

www.cci.dobrich.net

Target Groups/Stakeholders	inform-consult-involve or other possible participation methods during the project	exploitation & sustainability actions after the project ends	Evaluation Benchmarks
<p>GROUP A – High importance – low influence stakeholders</p> <ol style="list-style-type: none"> 1.Municipality Dobrichka 2.Municipality of Balchik 3.Municipality of Kavarna 4.Municipality of Shabla 5.Municipality of Krushari 6.Municipality of Tervel 7.Municipality of General Toshevo 8.Direction Social Assistance - Dobrich 9.Direction Social Assistance - Balchik 10.Direction Social Assistance - Kavarna 11.Direction Social Assistance - Shabla 12.Direction Social Assistance - Krushari 13.Direction Social Assistance - Tervel 14.Direction Social Assistance - General Toshevo 15.Ministry of Labour and Social policy 16.State Agency for protection of children 17.Child's Heart Association Dobrich 18.Association of disable people NADEJDA 19.HOBIS Club 20.St. Mina Association 21.Bulgaria Vita Association 22.Lumos Foundation 	<p>Will be involved in the awareness raising campaign and will be involved in the process of implementation of Supported Employment Toolkit</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers • Ask for opinion in polls and questionnaires • Invite to kick-off workshop at the beginning of the process and ask for ideas, opinions, risk and opportunities, • Organize regular meetings to give an update on the process and ask for opinions and suggestions 	<p>This group of stakeholders is composed mostly of regional and local organisations of people with disabilities and public institutions with executive power of the law. They will be continuously kept informed about the results achieved and the follow-up actions. The results will be accessible at our website and in the newsletters, issued by the Chamber. This will be also the network created during the project life to sustainable spreading of information about the project achievements, as well as for continuous feedback from policy makers.</p>	<p>*No. of people reached by newsletters, e-mails, flyers 13.000 people</p> <p>*No. people reached by F2F meetings, workshops, trainings, etc. 30 people</p> <p>*No. of direct target groups reached 530 people from target groups</p> <p>*No. of articles& news published, etc. 4 publications</p>

<p>GROUP B – High importance – high influence stakeholders</p> <ol style="list-style-type: none"> 1. Gospodinovi Commerce LTD 2. Stamkonia LTD 3. Avangard Personal Consulting LTD 4. Akumplast S.A. 5. Milara Play LTD 6. AGE 2008 S.A. 7. ARIS LTD 8. Regional Government of Dobrich 9. Municipality of Dobrich 10. Regional Department of Employment Agency 11. Agency for regional economic development and investments 12. Regional Council of CITUB [KNSB] 	<ul style="list-style-type: none"> • SMEs are the target group of CCI and they will be directly involved in the project - research and need analyses. They will be informed about the development of the project by the means of T-EST Newsletter and local workshops • Council for tripartite collaboration - economic and social development. They are involved in the dissemination of project products and results. <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers • Ask for opinion in polls and questionnaires • Invite to kick-off workshop at the beginning of the process and ask for ideas, opinions, risk and opportunities, • Invite to project advisory board • Organize regular meetings to give an update on the process and ask for opinions and suggestions 	<p>Stakeholders listed in this category are in directly involved in processes regarding the integration of people with disabilities in the society and on the labour market. Therefore these stakeholders will be continuously kept informed about the results achieved and the follow-up actions through group e-mails. The results will be accessible at our website and in the newsletters, issued by the Chamber. The opportunity for feedback and sharing good practices will be provided in the form of emails and face-to-face regularly meetings.</p>	
<p>GROUP D– Low importance – low influence stakeholders</p> <ol style="list-style-type: none"> 1. VET Providers 	<p>Will be involved in the awareness raising campaign</p>	<p>Will be kept informed continuously about the results</p>	

2.About 500 employers - members of CCI-Dobrich	<ul style="list-style-type: none"> • newsletters • website • Updates of the process by e-mail • Posters and flyers 	achived and the follow-up actions through newsletters and updates.	
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Exploitation and Sustainability Questions for Chamber of Commerce Dobrich, Bulgaria:

1. Are you planning to use the Supported Employment Methodology and Toolkit after the project ends? How? In which context?

Yes, by organising individual and group meetings individual end-users – organisations and enterprises, for convincing them to adopt and/or apply the Supported Employment Methodology and Toolkit.

2. Are there any (legal or procedural) requirements you have to fulfill to ensure best possible sustainable usage of the Supported Employment Methodology and Toolkit in your country & organization?

No.

3. Is it possible to motivate relevant stakeholders/political decision makers in your region/country supporting you in the sustainable usage of Supported Employment Toolkit? How? What needs to be done?

It is early to say at this stage, however our aims is to transfer successfully the results to appropriate decision-makers to achieve their sustainable support for using the methodology.

4. Are you planning to use the Supported Employment Methodology and Toolkit in cooperation with another organisation? Which organisations? Why?

We plan to share the results within the network of the Chambers of Commerce in Bulgaria, being the strongest network, representing the employers, with the aim to involve employers' interest at national level in the methodology and the toolkit.

5. How are you planning to engage key stakeholders, government agencies and decision-makers in sustainable usage of the Supported Employment Methodology and Toolkit after the project end?

They will be continuously kept informed about the results achieved and the follow-up actions, especially for the good practices that have been realized in the regions of their action.

ROMANIA

Direcția Generală de Asistență Socială și Protecția Copilului Harghita, Romania

DGASPC is the Social Department of the Harghita County Council. A staff of 750 employees works with 1,300 children and adult disabled people in residential care social services. DGASPC runs two care

centers and a recuperation center for psychiatrically disabled persons. Within a protected homes network, DGASPC tries to find jobs and promote an independent life of youths coming from special schools without family background. Furthermore, DGASPC aims at integrating more than 7,000 people with disabilities who live in their families in the labour market. DGASPC has managed several PHARE and Regio projects as well as national projects.

Target Groups/Stakeholders	inform-consult-involve or other possible participation methods during the project	exploitation & sustainability actions after the project ends	Evaluation Benchmarks
<p>GROUP A – High importance – low influence stakeholders</p> <p>1.Community, local citizens: 305 000 citizens of Harghita county and the wider society</p> <p>2.County Commission for evaluation of disabled adults: Subordinated unit of DGASPC HR, activity of expertise and consultancy for PwD</p> <p>3.Protected Homes Service: Subordinated unit of DGASPC HR, assistance and support for mentally disabled youth</p> <p>4."Szent Anna" Special High-school: Special vocational school for children with learning difficulties, apr. 100 beneficiaries</p> <p>5.LIA - Wolter Association: Association - support for children and young adult with disabilities, and for their families - regional activity within Harghita county for 60-70 beneficiaries: Aut-Help Association</p> <p>6.Support for children and adults with autism in Harghita County: "Napsugar az esoben" Association</p>	<p>Stakeholders listed in this category are in directly involved in processes regarding the integration of people with disabilities in the society and on the labour market. Therefore these stakeholders will be provided with information about the expected project result, and informed regularly about significant breakthroughs of the project. Newsletters will be sent periodically to the stakeholders. Some representatives have already been consulted regarding the problems of people with disabilities and implementation ideas of the project outcome. They will be invited to exploitations seminars and to implement the service of Supported Employment</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers 	<p>After the implementation of the SE concepts and method for the support of PwD finding a job, stakeholders of this category will be informed about possibilities to seek guidance and advice and about potential service providers.</p>	<p>*No. of people reached by newsletters, e-mails, flyers 21.210 people</p> <p>*No. people reached by F2F meetings, workshops, trainings, etc. 180 people</p> <p>*No. of direct target groups reached 227 people from target groups</p> <p>*No. of articles& news published, etc. 7 publications</p>

<p>7.Improvement of life quality of people with intellectual and other kind of disabilities, support on vocation training and their social integration - regional activity within Harghita county</p> <p>8.Orban Foundation: Support and trainings for children and young adults at risk and with mental disability - regional (district) activity within Harghita county for approx. 40 beneficiaries: Csibesz Foundation: Support for children and young adults at risk, with disabilities, actual and previously beneficiaries of the child protection system, regional activity for more than 380 persons</p> <p>9."Szent Ferenc" Foundation: support activity for disadvantaged children, young adults in the supply of schooling, vocational and professional training, their integration on the open labour market throughout the hungarian regions of Romania</p> <p>10."Szent Ferenc" Association for Children with Disabilities: Association of parents of children with disabilities with activity on the field of advocacy for people with disabilities of a district in Harghita county</p> <p>11."Szent Gellert" Foundation: Educational and counselling, daily activity support for people with disabilities, providing trainings, workshops, advocacy -</p>	<ul style="list-style-type: none"> • Ask for opinion in questionnaires • Invite to kick-off workshop at the beginning of the process and ask for ideas, opinions, risk and opportunities, • Organize regular meetings to give an update on the process and ask for opinions and suggestions 		
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<p>local activity 12.Pro Autist Foundation: Support for children and adults with autism in Harghita County 13.Mayor's Offices: 67 Mayor's Offices, from which 8 cities</p>			
<p>GROUP B – High importance – high influence stakeholders 1.Disabled persons, direct beneficiaries: More than 6500 person with disability living in Harghita county 2.Disabled person's family 3.DGASPC HR - Social and Child Protection Department of Hargita County: Activities for the social protection of PwD, implementing law requirement and programs, providing consultancy, daily and residential services, etc with jurisdiction in Harghita county 4.Social and Child Protection Department of the other 41 county of Romania 5.County Council Harghita: Local government authority of Harghita County 6.General Directorate of Persons with Disabilities DGPH - Ministry of Labour and Social Affairs: National authority for PwD, implementing, monitoring and evaluating national social programs 7.Association for Persons with Physical Disabilities: Representation, advocacy and support for physically disabled persons 8.National Association of the</p>	<p>This group of stakeholders is composed mostly of the direct beneficiaries of the project outcomes, national organisations of people with disabilities and public institutions with executive power of the law. These stakeholders will be informed periodically as well through newsletters and updates. Organisations and representatives of people with disabilities will be invited to seminars and consulted regarding implementation possibilities. They will be offered also support on behalf of our organization in the process of implementation of the Supported Employment Toolkit.</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers • Ask for opinion in polls and questionnaires • Invite to kick-off 	<p>After the implementation of the SE concepts and method for the support of PwD finding a job, stakeholders of this category will be informed about possibilities to seek guidance and advice and about potential service providers. On the other hand organisations will be invited to further meetings to develop the infrastructure of SE and to make it more accessible to target groups.</p>	

<p>Deaf, Harghita Branch, RO: Representation, advocacy and support for people with hearing impairments</p> <p>9.Harghita County's Branch of the Blind Association: Representation, advocacy and support for persons with visual impairment</p> <p>10.Caritas Alba Iulia - Office for People with Disabilities: Social and consulting services for PwD throughout the Transylvania region of Romania</p> <p>11.County Employment Agency</p> <p>12.Local Small and Medium Enterprises</p> <p>13.Companies</p> <p>14.Motivation Foundation: Organisation with activity on national level for the support of PwD in the Society and on the labour market</p> <p>15."Pentru Voi" Foundation: Organisation with activity on national level for the support of PwD in the Society and on the labour market</p>	<p>workshop at the beginning of the process and ask for ideas, opinions, risk and opportunities,</p> <ul style="list-style-type: none"> • Invite to project advisory board • Organize regular meetings to give an update on the process and ask for opinions and suggestions 		
<p>GROUP D – Low importance – low influence stakeholders</p> <p>1.Care and Nursing Center – Frumoasa: Subordinated unit of DGASPC HR</p> <p>2.Care and Nursing Center – Gheorgheni: Subordinated unit of DGASPC HR</p> <p>3.School-inspectorate of Harghita county</p>	<p>Organisations in this group can disseminate information about the project and its result; they can convey the information to persons in need of services offered as a result of the project. Therefore they will be informed regularly through newsletters, posters etc.</p> <ul style="list-style-type: none"> • newsletters 	<p>After the implementation of the SE concepts and method for the support of PwD finding a job, stakeholders of this category will be informed about possibilities to seek guidance and advice and about potential service providers.</p>	

	<ul style="list-style-type: none"> • website • Updates of the process by e-mail • Posters and flyers 		
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Exploitation and Sustainability Questions for DGASPC, Romania:

1. Are you planning to use the Supported Employment Methodology and Toolkit after the project ends? How? In which context?

It is the goal of the Social and Child Protection Department to assure the sustainability of SE even after the project’s lifetime. Following the activities and progress made till now we consider further developing the legal base of SE to provide it as a recognized social service and to foster the collaboration between Employment Agency and social partners, organisations.

2. Are there any (legal or procedural) requirements you have to fulfill to ensure best possible sustainable usage of the Supported Employment Methodology and Toolkit in your country & organization?

In Romania there are few initiatives for SE. These organisations use the current legal framework and provide the SE under similar services to SE. SE as a counselling, individualized service is not yet recognized in Romanian context. It is one possibility to include the service in the nomenclature of social services to be able to get financial support from the government to maintain activity. Furthermore it is important to identify those possibilities provided by the legal framework to assure the extra-needs of people with disabilities (vocation trainings, financial advantages for PwD and employer as well, etc.) and to develop a simplified administrative routs and patterns to access these opportunities

3. Is it possible to motivate relevant stakeholders/political decision makers in your region/country supporting you in the sustainable usage of Supported Employment Toolkit? How? What needs to be done?

As public authority we promote the concept of SE in each economic and social sector, we included the service in the Social Strategy of Harghita County, and elaborated financial means, that can be accessed through project applications by organisations from the county. It remains to be seen how governmental political decision-makers can be persuaded about the advantages of SE.

4. Are you planning to use the Supported Employment Methodology and Toolkit in cooperation with another organisation? Which organisations? Why?

Given the fact, that currently the legal framework doesn’t provide enough possibilities to support the service of SE there is necessary to maintain a close collaboration with other competent organisations. Therefore Employment Agency is an important partner in the implementation and sustainability of SE as well as the Association of Physically Disabled in Harghita County, who possesses a great knowledge in counselling and training. The Caritas Alba Iulia- Office for the

Support of People with Disabilities has a good contact with PwD and is part of a network of professionals in the field of disability.

5. How are you planning to engage key stakeholders, government agencies and decision-makers in sustainable usage of the Supported Employment Methodology and Toolkit after the project end?

As stated in before it is the aim of the Department to foster the collaboration between actual implementation partners, to build an infrastructure for the service and to identify possible financial support opportunities. These partners are already involved in the project activities.

TURKEY

T.C. Konak Kaymakamlığı (Konak District Governorship), Turkey

Konak District Governorship is a local public authority that coordinates and monitors all activities with regard to education, health, culture, and tourism in the District. Konak is the third largest district and the business centre of the city of Izmir. It hosts various Chambers of Commerce and Industry as well as the headquarters of numerous large companies. Konak DG has close relationships with these chambers and companies which provides good access to the project target group. Konak DG was part of two LdV projects and its staff has a great experience in centralised LLP projects.

www.konak.gov.tr

Target Groups/Stakeholders	inform-consult-involve or other possible participation methods during the project	exploitation & sustainability actions after the project ends	Evaluation Benchmarks (will be completed Sept. 2014)
<p>GROUP A – High importance – low influence stakeholders</p> <p>1.Narlidere District Municipality Disabled Center 2.İzmir Provincial Health Directorate 3.Public Education Centers 4.VET Schools and Training Centers 5.Organizations of/for disabled people: 6.Dokuz Eylul University Disabled Center 7.Aşık Veysel School of Visually Impaired, 8.Tülay Aktaş School of Hearing Impaired, 9.Ahmet Şefika Kilimci Work</p>	<p>This group of stakeholders will be informed about the project and developments via newsletter & website and will be consulted, their opinions will be asked in polls and questionnaires, regular meeting will be held s to give an update on the process and ask for opinions and suggestions.</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers 	<p>This group mainly composed of associations of PWDs and disability centers. These stakeholders will continuously be kept informed about the achieved results and the follow-up actions. The project results will remain accessible at our website.</p> <p>The disabled and unemployed members of these</p>	<p>*No. of people reached by newsletters, e-mails, flyers 83.090 people</p> <p>*No. people reached by F2F meetings, workshops, trainings, etc. 339 people</p> <p>*No. of direct target groups reached 1.180 people from target</p>

<p>School 10.Türkiye Kas Hastalıkları Association, 11.Çağdaş Görmeyenler Association, 12.Engelsiz-Yaşam Association, 13.Çağdaş Özürlüler Yaşam Association, 14.Karşıyaka Engelli Spor Klubü Association, 15.SPİNA BİFİDA Association , 16.Dünya Engelliler Association 17.Tüm Engelliler Yardımlaşma ve Dayanışma Association 18.Türkiye Sakatlar Derneği İzmir Branch Office 19.Sağır Dilsizleri Koruma Association 20.Karşıyaka İşitme Engelliler Dayanışma Association 21.Lösemileri Yaşatma Association, 22.Fenilketonüri (PKU)Yardımlaşma ve Dayanışma Association, 23.İzmir Talasemi Association, 24.Multiple Skleroz(MS) Association, 25.Görmeyenleri Koruma Association, 26.Beyaz Baston Görmeyenler Association 27.Görmeyenler Association, 28.Görmeyenleri Koruma Eğitim ve Yardımlaşma Association, 29.Otistik Çocuklar Association, 30.Narlidere Zihinsel Engelliler Association 31.Zihinsel Özürlüleri Koruma Foundation 32.Zihinsel Yetersiz Çocukları Koruma Foundation 33.Sevgi Zihinsel Engelliler Foundation, 34.Zihinsel Engellileri Koruma Association, 35.İzmir İş Eğitim Center, 36.Sebahat Akşiray Otistik Çocukları Koruma Association</p>	<ul style="list-style-type: none"> • Ask for opinion in questionnaires • Invite to kick-off workshop at the beginning of the process and ask for ideas, opinions, risk and opportunities, • Invite to project advisory board • Organize regular meetings to give an update on the process and ask for opinions and suggestions 	<p>organizations will be encouraged to work with İŞKUR in finding and keeping suitable jobs.</p>	<p>groups.</p> <p>*No. of articles& news published, etc. 17 publications</p>
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<p>GROUP B – High importance – high influence stakeholders</p> <ol style="list-style-type: none"> 1.Izmir Governorship Disabled Center 2.Izmir Grand Municipality Disabled Center 3.Konak District municipality Disabled Center 4.Izmir Provincial Directorate of the Ministry of Family and Social Policies 5.İzmir Directorate of National Education 6.Türkiye İş Kurumu Izmir Branch 7.General Directorate of Persons with Disabilities Ministry of Family and Social Affairs 8.Ministry of National Education 9.Konak District National Education Directorate 10.Local Public Authorities (31 district governorships) 11.Job Centers (ISKUR offices) 12.Disabled persons (direct beneficiaries) 13.Disabled person's families 14.Employers/Companies 	<p>This group of stakeholders will be directly involved in project processes, will be invited to project activities, will be invited to a meeting to co-decide on objectives and actions of project processes, regular meetings will be organized to co-decide on specific steps and actions, will be involved in specific aspects of implementation, will be kept informed by using newsletter, web site, flyers etc.</p> <ul style="list-style-type: none"> • newsletters • website • Regular updates of the process by e-mail • Posters and flyers • Ask for opinion in questionnaires • Invite to kick-off workshop at the beginning of the process and ask for ideas, opinions, risk and opportunities, • Invite to project advisory board • Organize regular meetings to give an update on the process and ask for opinions and suggestions 	<p>The published SE Toolkit will be sent to these groups of stakeholders after the project end.</p> <p>The supported employment approach will continuously be presented to key policy makers in this group after the project lifetime. The lobbying will continue after the project end in order to convince them to include supported employment approach to the National Policy.</p> <p>We will continue work with the job coaches from İŞKUR in order to mobilize them to use Supported Employment methodology and toolkit.</p>	
<p>GROUP D – Low importance – low influence stakeholders</p> <ol style="list-style-type: none"> 1.Izmir Provincial Social Aid and Solidarity Foundation 	<p>This group of stakeholders will be informed about the project and developments via newsletter & website</p>	<p>This group of stakeholders will be informed about the final results and</p>	

2.Konak District Social Aid and Solidarity Foundation	<ul style="list-style-type: none"> • newsletters • website • Updates of the process by e-mail • Posters and flyers 	outcomes of the project.	
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Exploitation and Sustainability Questions for Konak District Governorship, Turkey:

1. Are you planning to use the Supported Employment Methodology and Toolkit after the project ends? How? In which context?

Employment of the people with disability is not a part of the services provided by the Konak District Governorship. However, as a local public authority it's our duty to help PWDs in their social life. Thus we will continue to promote Supported Employment Methodology and support local İŞKUR branch and NGOs that wish to use Supported Employment Methodology and Toolkit in their efforts.

2. Are there any (legal or procedural) requirements you have to fulfill to ensure best possible sustainable usage of the Supported Employment Methodology and Toolkit in your country & organization?

The employment of the people with disabilities regulated by the law and Turkish Employment Agency (İŞKUR) is responsible for the employment of PWDs. In order to ensure the best possible sustainable usage of Supported Employment Methodology in Turkey, it needs to be integrated into the law regulating the work and responsibilities of İŞKUR. This requires a legal change. Ministry of Family and Social Policies and Ministry of Labour and Social Security need to be involved in the preparation and implementation of this new regulation. We will continue to lobby to Ministry of Family and Social Policies and İŞKUR in order to raise awareness on this issue.

3. Is it possible to motivate relevant stakeholders/political decision makers in your region/country supporting you in the sustainable usage of Supported Employment Toolkit? How? What needs to be done?

We will continue to negotiate with relevant political decision makers to gain their support in nationwide usage of supported employment methodology. We will continue to lobby in order to raise awareness about supported employment methodology. The final product of T-EST project (toolkit) will be presented to these stakeholders.

4. Are you planning to use the Supported Employment Methodology and Toolkit in cooperation with another organisation? Which organisations? Why?

Yes, we will work actively with the Konak İŞKUR branch which works closely with people with disabilities who seek job (who are the direct beneficiaries of the T-EST project). We are planning to work together with İŞKUR because İŞKUR is the national employment agency responsible for the job placement of the people with disabilities.

5. How are you planning to engage key stakeholders, government agencies and decision-makers in sustainable usage of the Supported Employment Methodology and Toolkit after the project end?

We are planning to engage key stakeholders, government agencies and decision-makers firstly by inviting them to final conference of the T-EST project. Furthermore we will continue to organize regular face-to-face meetings, subject-related seminars and conferences. We are also planning to send printed materials (toolkit handbook, leaflets, brochures) to the key stakeholders.

SUMMARY and CONCLUSION

The impact evaluation part of the exploitation strategy presents detailed information on partners' dissemination, exploitation and sustainability activities. Since a good dissemination strategy is the basis for successful exploitation of results and both dissemination and exploitation are closely related and dependent upon each other 'the impact evaluation' covers both aspects.

As presented in E.N.T.E.R's dissemination final report in detail (see N12-05) all transfer partners performed extensive dissemination activities. These dissemination activities were in the form of both face-to-face activities, paper-based activities and online activities. The analysis of the partners' dissemination activities showed the following distribution:

face-to-face activities	39 %
internet based activities	33 %
paper based activities	10 %
performance activities	18 %

The level of these dissemination activities were ranging from regional to national, as well as European to international. The quantitative results of the partners' dissemination activities amount to approximately 713.000 persons and more than 200 organisations during the second half of the project. The number of the person reached during the first half of the project was even bigger with 1.396.974 persons. Even if these very high numbers represent mostly online activities, partners' face-to-face activities, attendances to workshops and exploitations seminars were also reached many target groups and stakeholders.

During the final partners meeting, partners were asked to elaborate about their future plans regarding the use of Supported Employment methodology. All transfer partners expressed their interest to continue to work on the subject. Chamber of Commerce Dobrich, Bulgaria is planning to share the results within the network of the Chambers of Commerce in Bulgaria, being the strongest network, representing the employers, with the aim to involve employers' interest at national level in the methodology and the toolkit. ZGRUA-M, Bulgaria is planning to seek the possible accreditation of the job profile "Supported employment coacher" by the National Agency for Vocational Education and Training (NAVET). In this process the team of ZGURA-M will contact representatives by EUSE for support on that possible national recognition. They have already developed a new European project on the subject and started a new partnership. Social Department of the Harghita County Council, Romania is considering



further developing the legal base of SE to provide it as a recognized social service and to foster the collaboration between Employment Agency and social partners, organisations. An finally, Konak District Governorship, Turkey will continue to promote Supported Employment Methodology and support local İŞKUR branch and NGOs that wish to use Supported Employment Methodology and Toolkit in their efforts.

In conclusion; the number of people reached within T-EST project and the number and range of partners' dissemination and exploitation efforts show that the sustainability and exploitability of the T-EST project results have been assured by partners. It's now important to continue these efforts beyond the lifetime of the project.