

Transfer of Employment Support Tools for People with Disabilities

T-EST

WP4 - Exploitation and Sustainability of Results

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Aim of the Workpackage

- The main aim of the exploitation phase is to find sustainable use of *the approach of Supported Employment* in the systems and labour market of the target countries BG, RO and TR.
- It is therefore necessary to define a strategy how this concept and the approach can be maintained in the system after the project support for its transfer has ended.



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Exploitation

- the partnership will be implementing a number of European exploitation activities directly presenting the project outputs to possible end users and stakeholders during **local dissemination workshops** as well as **European conferences and workshops** on the topic.
- the partnership will develop a **common sustainability strategy** during this work package **identifying possible public organisations** for sustainable maintenance of materials.



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Main milestones of the work package

- Elaboration of a stakeholder analysis and approach strategy for each partner country **02.13**
- Elaboration of a exploitation and sustainability strategy for each partner country. **11.13**
- Implementation of at least one target group exploitation seminar in each partner country **02.14**
- IPR Agreement **11.13**
- Organisation of final conference **07.14**



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Main activities of the workpackage

- Development of a stakeholder analysis for all partner countries (especially BG, RO and TR)
- Development of an exploitation and sustainability strategy
- Deduction of exploitation activities for all partner countries and on project level
- Implementation of the exploitation activities including at least one target group exploitation seminar in each partner country
- Permanent impact evaluation and feedback to the exploitation strategy
- Final conference in Turkey with 80-100 participants



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Elaboration of a Stakeholder and target group analysis

what does this mean and how could it be done?



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What is Stakeholder Analysis?

- Stakeholder Analysis is:
- the process of identifying the individuals or groups that are likely to affect or be affected by a proposed action and
- sorting them according to their impact on the action and the impact the action will have on them



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How to do Stakeholder Analysis?

- Stakeholder identification and analysis is best conducted using brainstorming techniques. This procedure is generally carried out in a workshop setting, with representatives of key participants in a project.



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Stakeholder Analysis*

- Step 1: identifying the individuals or groups
Q: Who are our stakeholders? (brainstorming & listing)
- Step 2: Identifying the profiles of stakeholders
- Step 3: Sorting stakeholders according to their impact/interest
- Step 4: Creating a relationship model
- Step 5: Establishing participation categories & methods



*Stakeholder Analysis Participant's Webinar Workbook, Sustainable Management Development Program, Division of Public Health Systems and Workforce Development, Center for Global Health, U.S. Centers for Disease Control and Prevention



Step 1: identifying the individuals or groups

- Types of stakeholders may include:
 - Beneficiaries : *Who are the potential beneficiaries?*
 - Supporters: *Who are the supporters?*
 - Opponents: *Who are the opponents?*
 - Resource Providers: *Who can provide resources to ensure the implementation of the action?*
 - Other



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Step 2: Identifying the profiles of stakeholders

- Listing the types information you need to know about a stakeholder in order to involve them in planning and implementation of your project/activities.
- A detailed stakeholder profile may include the following types of information:



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- **Motivation for Being in the Project** : How will the project benefit them?
- **Perceived Expectations and Goals in Relation to the Project**: Do the stakeholder's goals and expectations support or conflict with the project goals?
- **Level of Importance for the Success of Project**: What resources might the stakeholder bring to the project?
- **Potential Negative Impact on the Project**: What can the stakeholder prevent from happening? Are there any stakeholder interests that conflict with project goals?
- **Level of Influence over the Project for Decision-Making**: What is the stakeholder's power and status in relation to the project? Does the stakeholder control key resources? What power does the stakeholder have over implementation of the project or over other stakeholders?
- **Intention to Participate According to the Project Design**: How much does the stakeholder need to participate to make the project a success?
- **Intended Use of the Project or the Project Results**: How will the stakeholder directly benefit from the project and how will this affect the stakeholder's motivation?



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Step 3: Sorting stakeholders according to their impact/interest

- High impact-high interest : fully engage & keep satisfied
- High impact- low interest: keep satisfied, not bore
- Low impact - high interest: keep adeq. informed
- Low impact - low interest: monitor, not bore



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Step 4: Creating a relationship model

- This step provides a visual picture of what the project will look like in terms of stakeholders and their importance and influence.
- The relationship model addresses the following questions:
 - What is the relationship among stakeholders?
 - Who influences whom?
 - Who has control over whom?

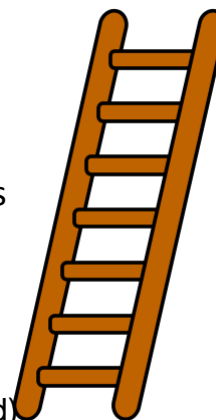


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Step 5: Establishing participation categories & methods

- LADDER OF PARTICIPATION:
 1. Information Sharing
 2. Participation by Consultation
 3. Participation through Material Incentives
 4. Functional Participation
 5. Interactive Participation/Collaboration
 6. Self- Actualization/Empowerment
 7.(any other participation category/method)



Step 5: Establishing participation categories & methods

- At this step Link the stakeholders are linked with the categories on the Ladder of Participation based on their profile. *Stakeholders may participate in multiple categories and varying levels of participation*
- *For example: Ministry of Labour could be linked with 'information sharing' and 'collaboration in decision making'*

Participation methods

- Next, you need to identify practical strategies or methods for stakeholder involvement. Some examples of methods that have been used to encourage stakeholder participation include:
- Workshops
- Questionnaires
- Interviews
- Brainstorming discussions
- Small group discussions
- *etc.*



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See examples



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THANK YOU

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