

Key Activity 4  
Dissemination and exploitation of results  
Policy and Content



Education and Culture DG





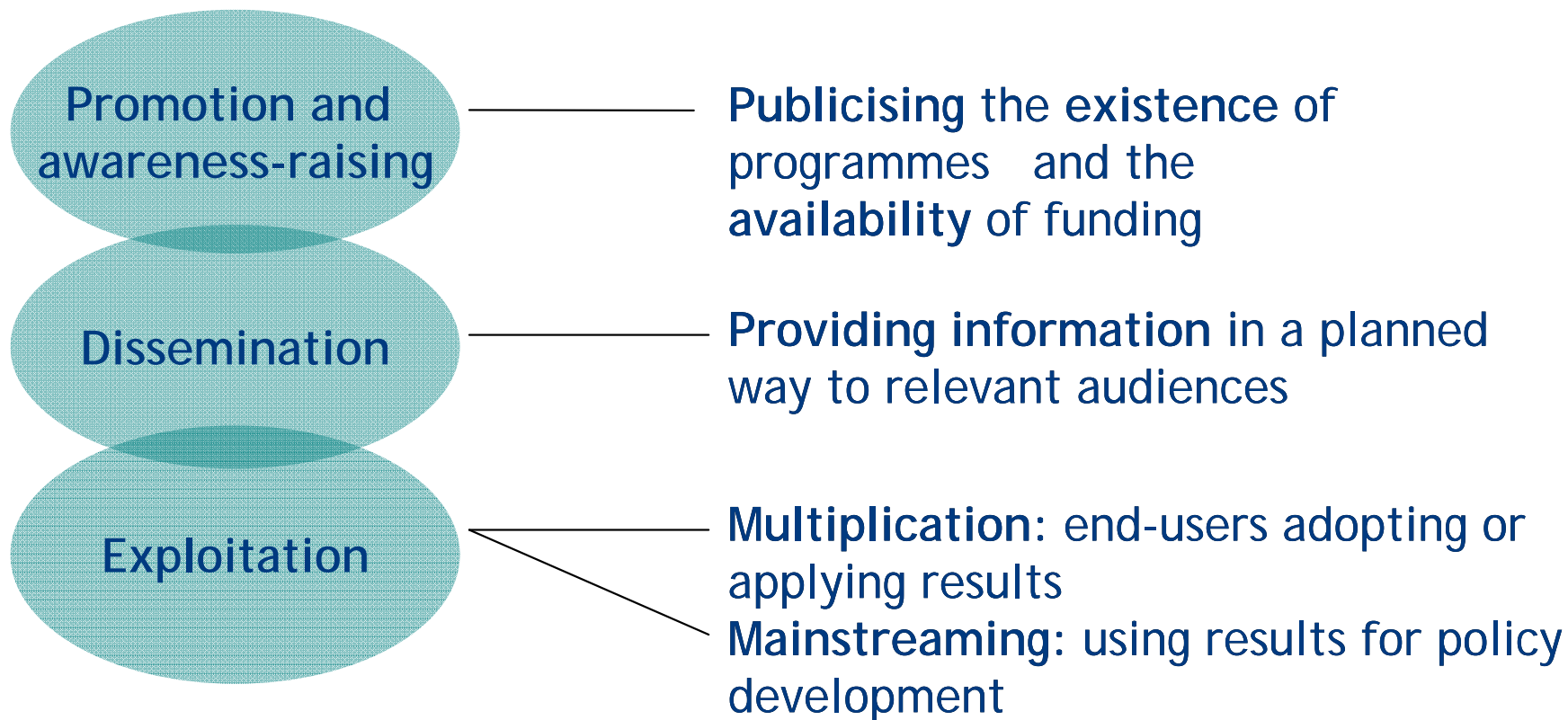
# Structure

- Dissemination and exploitation - What and Why?
- Overview of dissemination and exploitation in LLP
- Political priorities for KA4
- What activities can you do under KA4?





# Dissemination and exploitation of results - What and Why?





## D&E: Key messages

- Sustainability of project results
- Capitalization of investments
- Enhanced impact of programmes and projects
- Exchange good practices and learn from each other's experiences (scale economies)
- Transfer of results to influence and change systems and practices (bottom up)
- Feeding the policy processes - the bridge between policy and practice





# Dissemination and Exploitation of Results in LLP 2007-2013

- Art 1.3 (k) Specific objective “...to encourage the best use of results, innovative products and processes and to exchange good practice in the fields covered by the Lifelong Learning Programme, in order to improve the quality of education and training”.
- Art 3.2 (d) “The Transversal Programmes shall comprise the following four key activities: (...) dissemination and exploitation of results of actions supported under the programme and previous related programmes, and exchange of good practice”.





## What is the difference between Accompanying Measures and KA4?

- KA4 is a transversal action: integrated approach across two or more LLP sectors and previous related programmes
- Accompanying measures within sectoral programmes (Erasmus, Comenius, Leonardo da Vinci, Grundtvig) are specific to these programmes





## Dissemination and Exploitation of Results in KA4

- The prime objective is to help create a framework for effective exploitation of results at all levels
- Supplements the action on D&E of specific results within the sectoral programmes and other key activities
- Legal base allows for:
  - ✓ Unilateral and national projects
  - ✓ **Multilateral projects (call 2011-2013)**
  - ✓ Studies and reference material





## Priorities for Multilateral Projects

- Activities to research and identify barriers to dissemination and exploitation and develop **robust models** for successful D&E of results;
- Activities to assess the **impact** of results of D&E actions;
- Transfer and implement results (multiplication) and/or **mainstream them into policies**;







## Actions supported by KA4

- actions to develop and embed a European strategy on exploitation of results in the field of Lifelong Learning (studies, development of methodologies, practical tools) (=multiplication)
- actions to test and develop ways of transferring and embedding project results into policy (= mainstreaming)





## Actions supported by KA4

- European level activities to promote active exploitation of results (conferences, seminars and other exchanges between products and potential new users)
  - Priority will be given to actions for exploitation of results by key existing European networks and organisations (not funding for network start-up or running costs) where there is a clearly articulated user requirement.





## Actions supported by KA4

- **Capacity-building** projects to identify, engage and promote networks with the potential to act as intermediaries for the exploitation of results.
  - E.g. actions to identify network contacts, establish an "exploitation" remit for the network(s), promote and implement marketing techniques and methodologies for the transfer and exploitation of results
- Actions to support the improved **accessibility** of project results





# KA4 Dissemination and Exploitation of Results

Preference to projects which:

- cover two or more sectors of lifelong learning and/or related activities in the fields of culture, media, youth and citizenship;
- involve key decision-makers;
- show potential for significant measurable impact at the sectoral, regional, national, and/or european level;





## For further information

- DG-EAC approach to dissemination and exploitation of results:

[http://ec.europa.eu/dgs/education\\_culture/valorisation/index\\_en.htm](http://ec.europa.eu/dgs/education_culture/valorisation/index_en.htm)

E-mail: [eac-valorisation@ec.europa.eu](mailto:eac-valorisation@ec.europa.eu)



KA4 Dissemination and Exploitation  
of results  
Results of 2010 selection



Education and Culture DG





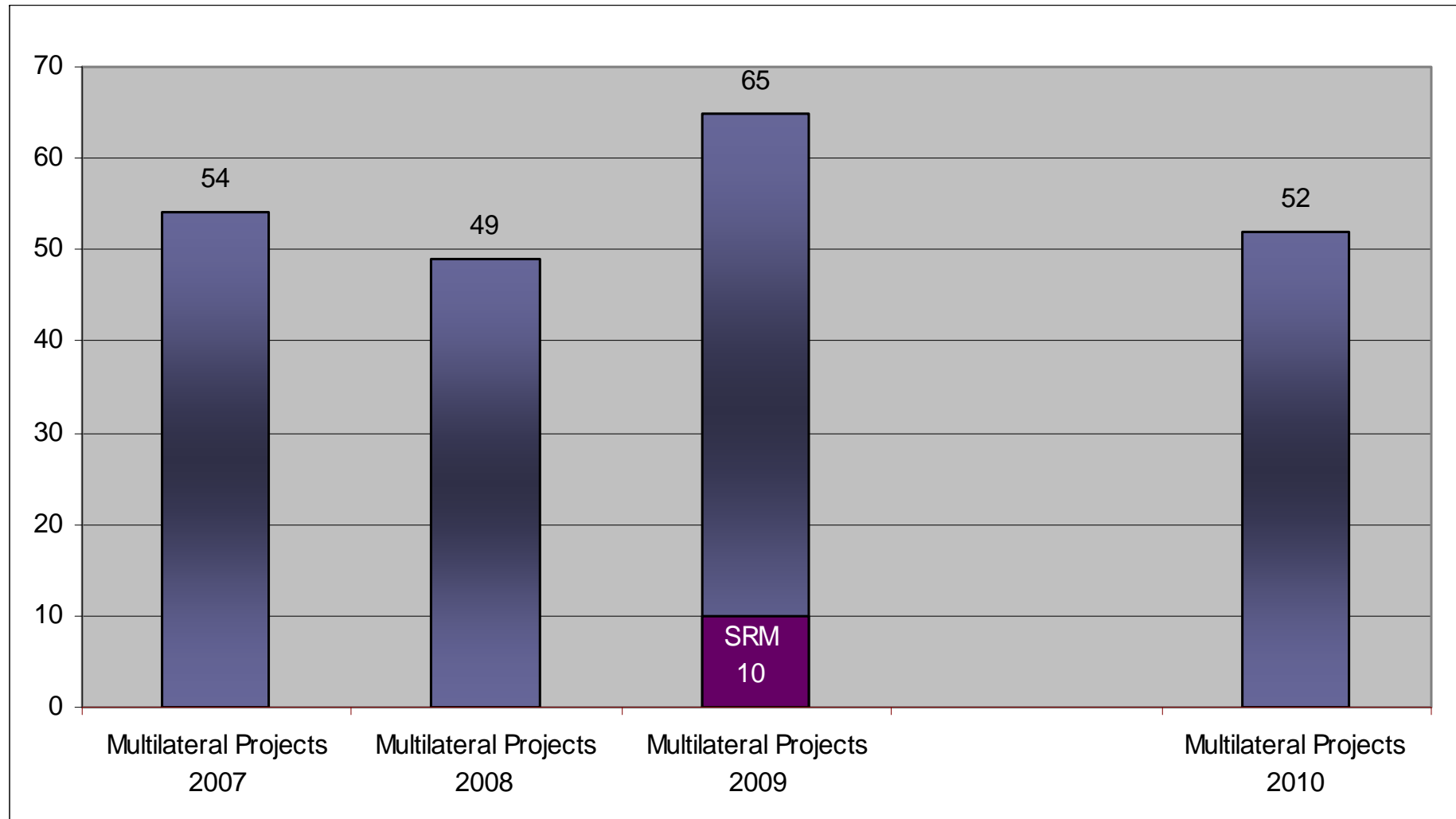
# Content

- Overview of 2008, 2009 and 2010 selection results
- Selection 2011 – Overview
- Award criteria
- Useful links
- Contact
- Questions?





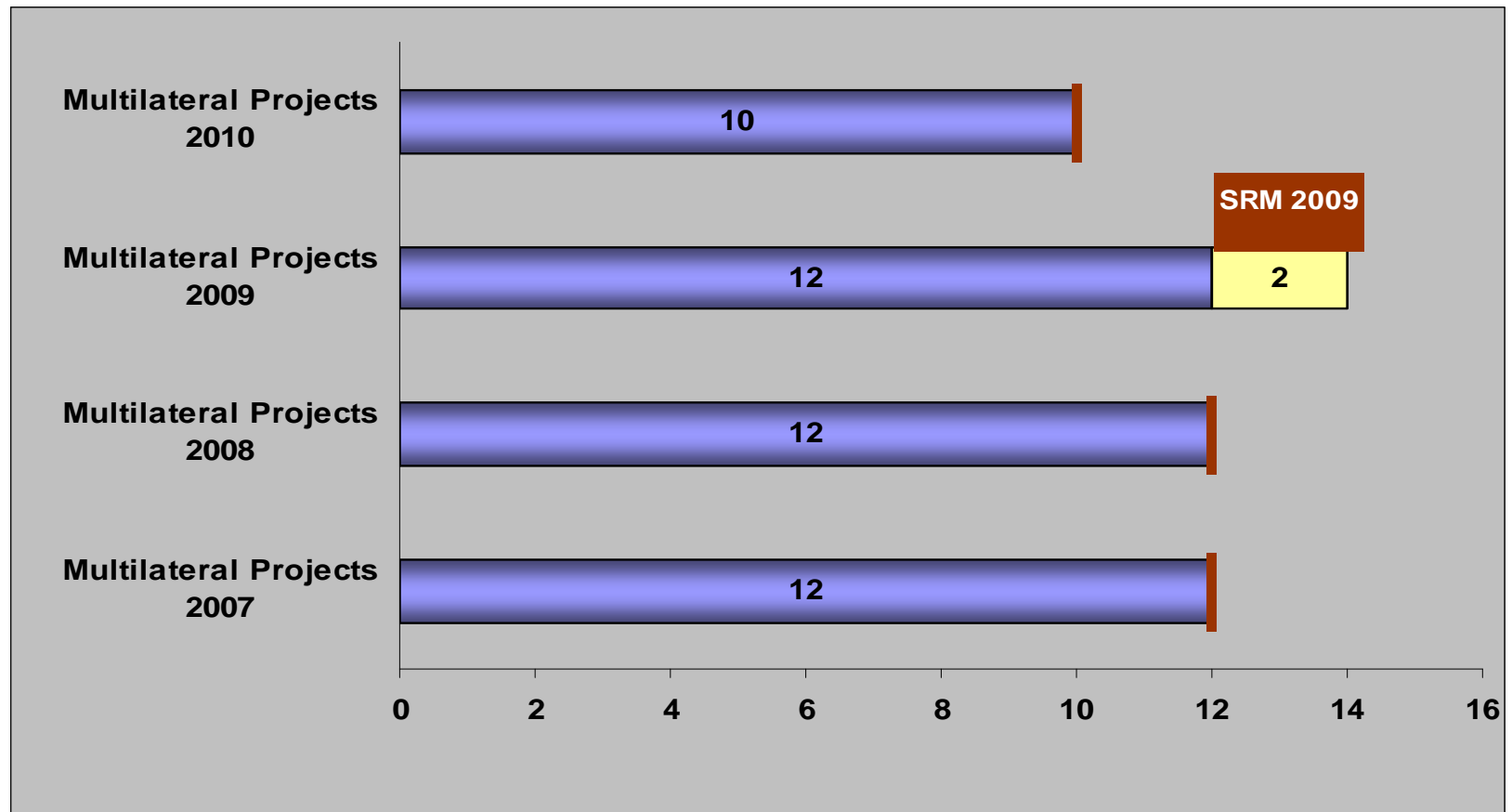
## Applications received 2007-2010





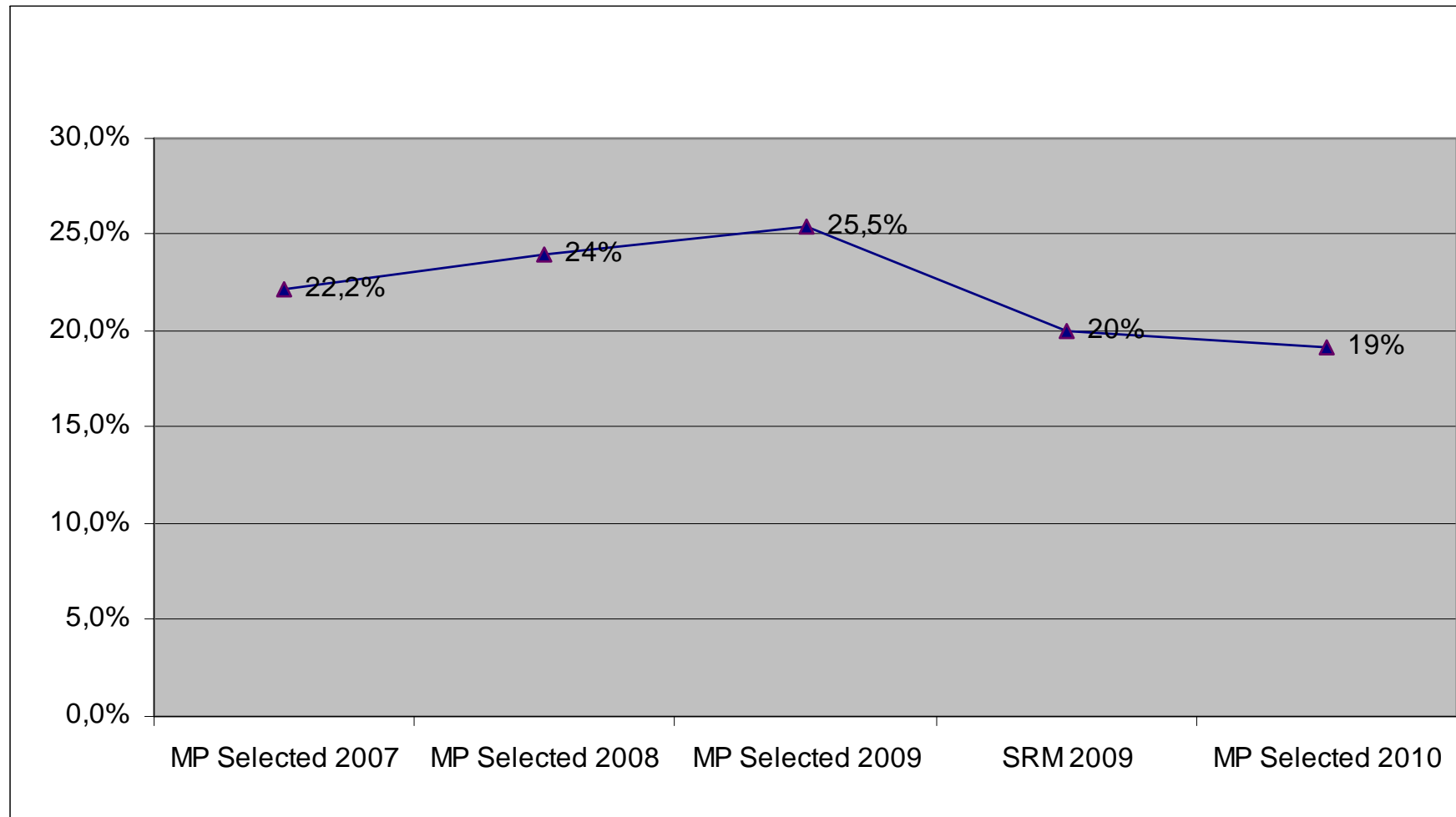


## Applications proposed for funding 2007-2010





## Success rate 2007-2010





## Selection specifications 2011 for KA4

Deadline	31 March
Max. duration	3 years
Minimum number of countries	3
Minimum number of partners	3 (countries/single European association)
Max % Funding	75 %
Funding (max/ year)	150.000€/max 300.000 €
Expected number of projects to be funded	10/12
Selection and management of actions	Executive Agency (EACEA)
Information on the results of the selection	July 2011
Projects' starting date	November 2011





# AWARD criteria

1. Relevance
2. Quality of the Work Programme
3. Innovative character
4. Quality of the consortium
5. European added value
6. The cost-benefit ratio
7. Impact
8. Quality of the valorisation plan
9. Third country participation

**Competitive  
ranking**



# Award criteria

## 1. Relevance



### POSITIVE

The project respects the requirements and the objectives of the call, the concept of dissemination and exploitation of the results is convincing as well as the methodological approach.

The proposal develops a robust model for successful dissemination and exploitation.

### NEGATIVE

The proposal describes clearly problems, but doesn't offer solutions.

Also, the proposal does not address clearly one of the priority areas set out in the Call.





## 2. Quality of the work programme

### Positive

The general arrangement of the work programme is clear and is described with concrete and systematic information. The distribution of tasks and activities among partners is balanced to ensure the efficient and effective management of the project. The concrete indicators for measuring the impact of the outcomes should be used.

### Negative

The work programme is far too general to form a feasible basis for the project implementation. The activities planned are not detailed enough. The outputs are described too generally to envisage their contribution to the project's objectives, and the quality management approach is also not described in enough detail, and the concept and indicators for quality management are vague.





# Award criteria

## 3. Innovative character

### POSITIVE

The project's contribution to innovation is defined by the exploration of the outcomes of previous projects results. The target group is clearly identified. The project provides good innovative solutions for the target groups of learners and trainers by transferring the best practices/training content from the 3 previous projects through new on-line training course, thus making training materials more accessible for the target groups.

### NEGATIVE

The proposal fails to demonstrate its innovative character. Some aspects which this project will cover have already been offered as solutions in other projects. The proposed field has already been largely explored, including a former project with valorisation objectives, and it is not clear what will be the novelty of the proposed situation.





## 4. Quality of the consortium

### POSITIVE

The transnational cooperation includes the necessary skills and competences to carry out all the aspects of the work programme as well as the objectives of the proposal. The distribution of tasks and active implication of the different partners are well addressed, based on their complementary skills and background and taking into account the nature of the different activities planned.

### NEGATIVE

The task sharing appears also quite imbalanced, single WPs are only done by one partner organisation. Considering the scope and the ambition of the project, the partnership, in geographical terms, is small and cannot be seen as adequate consortium for this kind of project, especially when the project proposes to include results of research of student works from all EU countries for dissemination.







## 5. European added value

### POSITIVE

The results of the project and the related synergies emerge from a European approach and cooperation. There are benefits from the actions undertaken at European level for the targeted groups and users. The engagement of a public authority in the project can ensure that the new methodological approaches proposed will be relevant and exploitable in the European context. The results of the proposal can be exploitable to all participating countries of the consortium. The linguistics and the cultural issues have been appropriately addressed in the project.

### NEGATIVE

The proposal does not give enough evidence that the issue addressed and the way it is dealt with need to be approached at European level. The importance of a European work instead of a national one is not obvious.

The exploitability of the project results in other countries is not explained. As well, activities to guarantee the generalisation and customisation of the project results are not foreseen.

Linguistic questions are not explicitly dealt with-in which languages products will be available or how translation is foreseen.





## 6. The cost - benefit ratio

### POSITIVE

The financial plan is coherent with the work plan and the human resources allocated to the project consistent with the activities planned. A detailed overview of all costs and for the follow-up activities is provided in the text of the proposal and corresponds to the objectives of the call.

### NEGATIVE

The financial tables foresee all the resources that are required to implement the project work and produce the deliverables. Nevertheless, because of some weak points in the definition of the financial aspects (overestimation in the equipment costs and incongruence in the calculation of the staff days), the budget is not ensuring fully the efficient use of the resources and the value for money of the proposal.



# Award criteria

## 7. Impact



### POSITIVE

The short-term and long-term beneficiaries are indicated clearly and the participation of the partners organisations ensure the impact across a big range of life learning providers.

The channels that will be used to reach the target groups are outlined with concrete appropriateness, with clear identification of actions that will be undertaken to measure if the outcomes and outputs of the project will have an effective impact on the targeted beneficiaries.

### NEGATIVE

Very large target groups are identified. It is not further explained how realistic their involvement is.

The proposal offers by means of the conferences and the planned publication of the conference output ways to deal with identified problems, but this remains general. The proposal is too little focused to show possible solutions for the described problems. Indicators for progress/success are missing.





## 8. Quality of the valorisation plan

### POSITIVE

The valorisation strategy concerns the development of a exploitation and dissemination plan that clearly identifies the sectors, the users and their needs. The dissemination and exploitation activities are forming a continuous process throughout the project, it commences at the beginning of the project and continue through its implementation, they (the activities) are suitable and adapted for the project objectives and the targeted groups.

It is important also to notice the use of indicators for the follow up activities for ensuring the sustainability of project results.

### NEGATIVE

Despite being a work regarding dissemination of results from previous projects, the proposal does not include an appropriate valorisation plan. The only clear activities named 'dissemination' are the workshops and seminars related to the spread of information on the previous projects. A systematic transversal dissemination strategy referred to the proposal itself is not outlined.

There is no explicit valorisation plan the project aims at establishing/continuing the network and the cooperation of the partners and therefore (implicitly) the use of the products also after the projects' period.





# Third country participation

## Positive

The contribution of the third country represents an important added value for the project. The partner will contribute directly on the implementation of the core activity of the project, with its skills.

The activities assumed by the third country organisation within the different work packages are described in a specific and clear way, so their impact should be measurable.

The cost of the involvement of the partner is reasonable and correctly justified, and it represents value for money.

## Negative

The added value of the partners from the third countries, in the project does not seem to bring real added value to the consortium, and the project results and participation of these partners are not adequately justified. The impact of the participation of the partners from the third country does not seem to be visible and a dissemination strategy is not provided in the application.





## Be aware of previously approved projects

Description of the projects

[Compendia 2007](#)

[Compendia 2008](#)

[Compendia 2009](#)

[Compendia 2010](#)

Project reports

[Project Reports](#)

- ✓ [ADAM portal](#)
- ✓ [EVE- DG EAC portal of approved projects](#)





# Overview of 2011 selection procedure Documents

## Call and Annexes

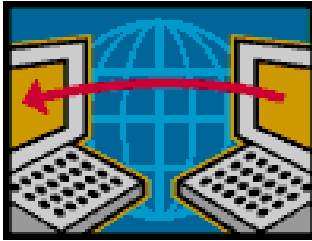
Applicable rules:

Decision No 1720/2006/EC, EP&EC15/11/2006 (Establishing the LLP)  
Council regulation No 1605/2002 25/6/2002 (Financial Regulations)  
COM Reg. No 2342/2002 23/12/2002 (Implementing Rules),





## Useful links



[EACEA website](#)

[DG EAC website](#)

E-mail

[EACEA-LLP-KA4@ec.europa.eu](mailto:EACEA-LLP-KA4@ec.europa.eu)

