



VALORISATION STRATEGY

ACTION PLAN
FOR DISSEMINATION AND EXPLOITATION ACTIVITIES

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Chinese for Europeans (chinese4.eu)
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1. Introduction

Project

The Project „Chinese 4 Europeans” addresses the needs resulting from relationships between EU and China. According to the Eurostat, each year the volume of import and export between the partners is increasing. The number of European students and tourists visiting China is also growing systematically. The project will directly respond to the growing demand for educational materials concerning Chinese, in the form of profiled courses for entrepreneurs, tourists, students and children.

The Project aims at: bringing the Chinese language and culture closer to the representatives of various age groups from all EU Member States; promoting the idea of Lifelong Learning; promoting the intercultural dialogue; implementing innovative methodologies and ICT tools in the field of Lifelong Learning; improving the linguistic and intercultural competences of the project end users.

The Project results, five modules containing learning materials of Chinese language at A1 level (according to the Common European Framework for Languages) and available in 23 official EU languages.

Results

- Module 0, “Basic language skills” contains basic information about Chinese grammar, phonetics, signs, calligraphy, and the most important words and expressions. It is an introductory module for all groups of users.
- Module 1, “Children” uses the multimedia learning methodology. The didactical materials are presented in the form of animations, games, graphics and audio files. It makes language learning simple, intuitive and interactive.
- Module 2, “Students” focuses on words, expressions and cultural differences appearing in educational contexts. The materials are based on the methodology of e-learning in an asynchronous mode and available online.
- Module 3, “Business” presents language learning materials and cultural information useful for people engaged in business activities. The method of micro learning is chosen for this part as it suits the educational needs of entrepreneurs.
- Module 4, “Tourists” contains materials connected with travelling and applies an innovative mobile learning methodology. The envisaged impact of the project includes: familiarizing Europeans with Chinese language and culture, facilitating contacts between people from various age groups, contributing to the development of innovative methodologies for lifelong language learning.

Partners

Partnership members have direct contact with Chinese language teaching, Chinese business and culture.

- Mescomp Technologies has been engaged in business relationships with Chinese companies since 1991. The representatives of this company have negotiated with Chinese entrepreneurs on numerous occasions and they have extensive knowledge about the specific of economic relationships between EU and China.
- Antwerp Management School takes part in many international

projects concerning China (e.g. “Understanding China”) and cooperates with Chinese economic institutions.

- International Certificate Conference has well developed network of language learners, teachers and researchers, some of them in China.
- Fondazione Italia Cina is specialized in teaching Chinese language and culture and participates in many international projects concerning China. FIC deals with Chinese language teaching at all levels.
- Soros International House is specialized in teaching foreign languages, among them Chinese. SIH participated in the project “Mission possible”, an example of best practices in teaching of Chinese
- EduActive specializes in the use of the newest ICT solutions in education. Experts from EduActive are experienced in: Operational Programming, Human Resources Development, Innovative Economy Operational Programming and Lifelong Learning Programs development.

2. Definitions and theoretical aspects of the strategy

All included in this section definitions and comments are taken from official documents and websites of European Commission:

WWW: http://ec.europa.eu/dgs/education_culture/valorisation/index_en.htm

Handbook: http://eacea.ec.europa.eu/lfp/beneficiaries/2010/reporting_lifelong_learning_2010_en.php

Valorisation

In order to serve the public good, projects need to disseminate and exploit their results and outputs – this twin role is often informally referred to in English using the French term valorisation which basically encompasses all activities that maximize the achievements of a project.

This is done with a view to **optimizing** the value of the project, **strengthening** its impact, **transferring** it to other contexts, and **integrating** it in a sustainable manner into the broader European context. It is all about thinking outside the box and continuing to build upon a project after its lifetime, by enabling others to apply it or take it to the next step.

Dissemination

Derived from the Latin for "abroad" (dis) and "seed" (semin), to disseminate simply means to "spread widely". And that is precisely what disseminating your project results is all about: spreading them far and wide.

The European Commission defines dissemination as "a planned process of providing information on the quality, relevance and effectiveness of the results of programmes and initiatives to key actors. It occurs as and when the results of programmes and initiatives become available."

Exploitation

"To exploit" means "make use of and derive benefit from (a resource)". Although your project is an entity and product in its own right, it is also important to see it as a resource or a tool that you will put in the hands of others.

The Commission divides exploitation into two distinct categories: mainstreaming and multiplication. Mainstreaming is "the planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems". In contrast, multiplication is "the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives."

The EU's five-stage model for dissemination and exploitation

EU education and culture programmes and initiatives now more and more incorporate five strategic levels for dissemination and exploitation:

1. A clear rationale for and objectives of dissemination and exploitation
2. A strategy to identify which results to disseminate and to which audiences – and designing programmes and initiatives accordingly
3. Determining organisational approaches of the different stakeholders and allocating responsibilities and resources
4. Implementing the strategy by identifying and gathering results and undertaking dissemination and exploitation activities
5. Monitoring and evaluating the effects of the activity.

3. Objectives of valorisation

Valorisation

The project valorisation activities will be realized by all the partners, throughout the project lifetime. All the partners will participate in development of a valorization strategy and take responsibility for realization of specific tasks. The main objective of valorization activity is reaching the largest number of end users in all target groups. The project partners will use all available means and resources to reach the largest possible number of end users.

Assuming the minimum predicted numbers for the 8 months of full webpage availability are: 24.000 of all hits, 2.400 user accounts created and 1.200 active course participants. These predictions are based on the assumptions of the project valorization strategy and the experience of the project coordinator gained during realization of previous projects.

Workpackage 4 Dissemination

The basic aim of WP4 (Work package 4 - Dissemination) is the construction of the media based project image through the application of PR and marketing tools. The aim of WP4 is above all reaching the potential project users, therefore the priority of the dissemination activities shall be constituted by activities of the informative, social as well as knowledge promotional character..

The main dissemination and exploitation activities will be web-based, including the publication of texts on thematic portals, exchange of banners, preparing a mailing list a newsletter, registration in web browsers and data bases, informing about the project on internet forums, etc. Outside the virtual world the project will be promoted with leaflets, brochures, posters and other printed materials distributed on various occasions.

The project end users will participate in dissemination activities spreading information about the project in their families, among friends, in their educational or professional environments. They will also contribute to the final quality of didactical materials by providing feedback during the project lifetime. The project will be described in internet and press publications and presented on thematic conferences and seminars.

Workpackage 5 Exploitation

The basic WP5 (Work package 5 - Exploitation) activities are aimed at the bringing closer the project outputs to particular recipients. In order to do so, all of the activities stipulated within the WP5 are connected to the organization of meetings with the recipient groups from the particular project target groups (children, students, the businessmen and tourists).

The aim of the meetings is the presentation of the project, to start the formal co-operation with various institutions as well as the creation of the society connected to the Chinese language and culture.

The important element of the executed activities shall be the organization of the international conference as well as the issuing of the publications connected to culture as well as business oriented relations between China and the European Union. All of the partners shall take part within the WP5, especially the specialists preoccupied with the EU-China relations (especially during the conferences and during the preparation of publications).

4. Operating range of valorisation

4.1. Products for valorisation

The table shows the products that should be subject of exploitation and dissemination by the partnership during the whole process of valorization.

Deliverable number	Outputs / products / results	Target	Other	Diss. & Expl.
D1WP1	Module 0. The language basis	-	-	-
D2WP1	Module 1. The Children	Children	All products will be evaluated in electronic version.	YES
D3WP1	Module 2. The Students	Students		YES
D4WP1	Module 3. The Business	Business		YES
D5WP1	Module 4. The Tourist	Tourists		YES
D6WP1	The Product <i>China. Things To Know Before You Go</i>	-		-
D7WP1	The languages of the project results	-	-	-
D8WP1	Manual for teachers	-	-	YES
D1WP2	The project website (the informative version, CMS)	-	-	-
D2WP2	The e-learning platform (CLMS)	-	-	-
D3WP2	Corporate Identity	-	-	YES
D4WP2	Multimedia materials	-	-	-
D5WP2	Mobile	-	-	-
D1WP3	Uploading the content	-	-	-
D2WP3	Updating the content	-	-	-
D3WP3	Internet society	4 groups	-	YES
D1WP4	Valorisation strategy	-	-	-
D2WP4	Dissemination activities	-	-	-
D3WP4	Bulletins	-	-	YES
D1WP5	Exploitation activities	-	-	-
D2WP5	Printed informative materials	-	-	YES
D3WP5	The conference	4 groups	-	YES
D4WP5	Post-conference publications	-	-	YES
D1WP6	The Quality Policy document	-	-	YES
D2WP6	Testing and evaluation	-	-	-
D1WP7	Reports from partnership meetings	-	-	-
D2WP7	Extranet	-	-	-

4.2. Target valorisation

Short term target groups

The course of Chinese prepared within the project contains profiled modules addressing the needs of four specific target groups.

The first group are children of age, ranging from 11 to 15 (teenagers). These users are particularly important. It is strongly advisable to begin language learning as early as possible, especially in case of Chinese, because tonal language is very different from European languages.

The second group are university students. It includes mainly students

interested in going to China to get an important and interesting educational experience. However, students who are in general interested in Chinese language and culture or meet Chinese immigrants in their environments will also benefit from this module.

The third group are businessmen, especially the representatives of small and medium enterprises, who are interested in establishing business relationships in China or with Chinese companies acting in the European market.

The last group are tourists, who would like to visit China. This group includes people of any age, profession or educational background.

The course is available in all 23 official languages of the European Union. It also contains a basic module, common for all users. People who do not belong to any of the above mentioned groups, but are for any reason interested in Chinese language and culture may also benefit from the course.

**Long term
target groups**

A large group of people that may in long term benefit from the project are professionals acting in the field of lifelong learning. The project will implement innovative methodologies of multimedia learning, e-learning, micro learning and m-learning as well as a wide range of modern ICT tools. The experience and good practices gathered throughout the project lifetime will in long term be helpful for professionals dealing with Chinese courses, other language courses, other areas of lifelong learning or the usage of ICT in this field.

The teachers of Chinese will have an occasion to get to know new methods of presenting the issues described by most students as problematic. Teachers of all languages will gain a new source of inspiration while preparing their own didactical materials. The project also creates an opportunity to test and compare the efficiency and applicability of four modern teaching methodologies.

The project also provides a source of experience and peer learning opportunities for specialists dealing with application of information and communication technologies in language learning and other fields of lifelong learning. The project may become the source of transfer of innovation for other European consortia preparing similar projects in future. It is also possible in the long term to attract new groups of learners, who have not been reached by the short term dissemination activities.

5. Actions and deadlines

5.1. Project duration

5.1.1. Project assumption

Start: 01-01-2011
 End: 31-12-2012
 Duration: 24 months

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Content of the Project																								
Project Technology																								
Content administration																								
Dissemination																								
Exploitation																								
Quality Policy																								
Project Management																								

5.1.2. Project

Start: 01-01-2011
 End: 30-06-2013
 Duration: 30 months

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Content of the Project																														
Project Technology																														
Content administration																														
Dissemination																														
Exploitation																														
Quality Policy																														
Project Management																														

5.2. Valorisation strategy

A. Description

Deliverable number	D1WP4
Title	Valorisation strategy
Type of outcome / product / results	Electronic publication
Delivery Date	13 th month
Dissemination level	Public
Nature	Service/Product
Language Version(s) ¹	EN
Target language(s) ²	
Description	Dissemination and exploitation are the most important activities of the project. Therefore, all actions connected with valorisation of the project and its results will be realized according to the schedule appointed by the partnership.

B. Action

What	The preparation of the valorisation project strategy
Who	Mescomp Technologies
When	01.12.2011-31.01.2012
Where	Extranet system
How	Electronic publication

5.3. Dissemination

5.3.1. Dissemination activities

A. Description

Deliverable number	D2WP4
Title	Dissemination activities
Type of outcome / product / results	Web publication, press publication
Delivery Date	30 th month
Dissemination level	Public
Nature	Service/Product
Language Version(s)	Languages of the project and English version
Target language(s)	
Description	2 streams of dissemination. 1 st - will be of a general character and will assume the preparation and distribution of general information concerning the project. 2 nd - will be devoted to the popularization of project results and will be of a product character. The dissemination strategy will cover 3 ways of reaching the end users through: the Internet, branch publications

¹ Language version" the language(s) of publication / the language(s) in which materials can be read

² Target language' relates only to projects developing products for 'language' learners and concerns the language(s) being learned

	and scientific magazines, distribution of leaflets. All possible information will be distributed through the Internet + WEB 2.0.
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B. Action

1.

What	Banner exchange (Internet based popularization activities)
Who	Mescomp Technologies, EduActive, Fondazione Italia Cina International Certificate Conference, Soros International House Antwerp Management School
When	01.01.2012-30.06.2013
Where	Internet environment
How	Exchange

2.

What	Registration within the web search engines (Internet based popularization activities)
Who	EduActive
When	01.01.2012-30.06.2013
Where	Internet environment
How	Registration

3.

What	Registration upon websites, portals as well as within the databases (Internet based popularization activities)
Who	EduActive
When	01.01.2012-30.06.2013
Where	Internet environment
How	Registration

4.

What	The placement of texts upon various subject oriented websites (Internet based popularization activities)
Who	Mescomp Technologies, EduActive, Fondazione Italia Cina International Certificate Conference, Soros International House Antwerp Management School
When	01.01.2012-30.06.2013
Where	Internet environment
How	Activity in the Internet by placing texts about C4eu

5.

What	The placement of the information upon Internet based forums (Internet based popularization activities)
Who	Mescomp Technologies, EduActive, Fondazione Italia Cina International Certificate Conference, Soros International House Antwerp Management School
When	01.01.2012-30.06.2013
Where	Internet environment
How	Dissemination of the project by placing texts on forums

6.

What	The construction of internet based societies centered around the project (WEB 2.0 tools)
Who	EduActive, Soros International House Antwerp Management School
When	01.03.2012-30.06.2013
Where	www.chinese4.eu
How	Writing blogs, encouraging the society to write comments under modules.

7.

What	The placement of information upon internet websites owned by the project partners
Who	Mescomp Technologies, EduActive, Fondazione Italia Cina International Certificate Conference, Soros International House Antwerp Management School
When	01.01.2012-30.06.2013
Where	Partners' Internet websites
How	Placing information about the project and its status, success, etc.

8.

What	Publishing the information (articles) about the project in the press
Who	Soros International House, Antwerp Management School
When	01.02.2012-30.06.2013
Where	Media oriented in cooperation between Europe and China
How	Press releases, media patronage

5.3.2. Bulletins

A. Description

Deliverable number	D3WP4
Title	Bulletins
Type of outcome / product / results	Electronic publications
Delivery Date	3 rd month
Dissemination level	Public
Nature	Service/Product
Language Version(s)	EN, BE, DE, IT, LT PL
Target language(s)	
Description	A bulletin is prepared every month. The bulletin has a form of an electronic publication and is distributed by electronic means among companies and institutions cooperating with our project and among the course participants. The bulletin informs about the project, but also discusses the issues connected with the realization of the project products. The bulletin contains issues relating to the topics raised in the project, including: learning a language, business cooperation among the European Union and China, the students' exchange, tourism etc.

B. Action

1.

What	Bulletin No 1: Introduction to the project
Who	Mescomp Technologies
When	30.01.2012
Where	chinese4.eu website
How	Pdf publication

2.

What	Bulletin No 2: Bulletin dedicated to tourists
Who	EduActive
When	29.02.2012
Where	chinese4.eu website
How	Pdf publication

3.

What	Bulletin No 3: Bulletin dedicated to children / parents of children learning Chinese
Who	Fondazione Italia Cina
When	30.03.2012
Where	chinese4.eu website
How	Pdf publication

4.

What	Bulletin No 4: Bulletin dedicated to entrepreneurs, especially to SMEs
Who	Antwerp Management School
When	30.04.2012
Where	chinese4.eu website
How	Pdf publication

5.

What	Bulletin No 5: Bulletin dedicated to people who have started learning Chinese
Who	Soros International House
When	30.05.2012
Where	chinese4.eu website
How	Pdf publication

6.

What	Bulletin No 6: Bulletin dedicated to all target groups to show benefits of learning Chinese
Who	International Certificate Conference
When	30.06.2012
Where	chinese4.eu website
How	Pdf publication

7.

What	Bulletin No 7: Bulletin dedicated to students
Who	Mescomp Technologies
When	30.07.2012
Where	chinese4.eu website
How	Pdf publication

8.

What	Bulletin No 8: Topic to the consultation with the partnership
Who	EduActive
When	30.09.2012
Where	chinese4.eu website
How	Pdf publication

9.

What	Bulletin No 9: Topic to the consultation with the partnership
Who	Fondazione Italia Cina
When	30.11.2012
Where	chinese4.eu website
How	Pdf publication

10.

What	Bulletin No 10: Topic to the consultation with the partnership
Who	Antwerp Management School
When	30.01.2013
Where	chinese4.eu website
How	Pdf publication

11.

What	Bulletin No 11: Topic to the consultation with the partnership
Who	Soros International House
When	30.03.2013
Where	chinese4.eu website
How	Pdf publication

12.

What	Bulletin No 12: Topic to the consultation with the partnership
Who	International Certificate Conference
When	30.05.2013
Where	chinese4.eu website
How	Pdf publication

5.4. Exploitation

5.4.1. Exploitation activities

A. Description

Deliverable number	D1WP5
Title	Exploitation activities
Type of outcome / product / results	Direct contact, meetings, events
Delivery Date	30 th month
Dissemination level	Public
Nature	Service/Product
Language Version(s)	EN, BE, DE, IT, LT PL
Target language(s)	
Description	The most important elements for exploitation are individual meetings with companies and universities. That is why among such activities, these will be dominant which are aimed at the starting of the cooperation with 4 project recipient groups (with the institutions, which teach Chinese as well as with the companies and societies which co-operate with China, with tourist companies, which organize trips to China) as well as with the institutions promoting the Chinese culture & language.

B. Action

1.

What	Preparation of printed informative materials
Who	Mescomp Technologies
When	29.02.2012
Where	Extranet system
How	Pdf publications

2.

What	The distribution of informative materials
Who	Mescomp Technologies, EduActive, Fondazione Italia Cina International Certificate Conference, Soros International House Antwerp Management School
When	01.03.2012-30.06.2013
Where	Belgium, Poland, Italy, Germany, Lithuania
How	Distribution during events, meetings, conferences, etc.

3.

What	Starting of co-operation with institutions which teach Chinese to children
Who	Fondazione Italia Cina
When	01.03.2012-30.06.2013
Where	Schools
How	Signing agreements related to the process of evaluation and dissemination of the project

4.

What	Starting of co-operation with universities which execute co-operation from the field of students' exchange with China
Who	Mescomp Technologies
When	01.03.2012-30.06.2013
Where	Universities
How	Meetings and exchange of information related to the process of evaluation and dissemination of the project

5.

What	Starting of co-operation with companies and associations which associate companies which co-operate with China
Who	Antwerp Management School
When	01.03.2012-30.06.2013
Where	Companies
How	Meetings and exchange of information related to the process of evaluation and dissemination of the project

6.

What	Starting of co-operation with tourist companies, which organize trips to China
Who	EduActive
When	01.03.2012-30.06.2013
Where	Travel agencies
How	Meetings and exchange of information related to the process of evaluation and dissemination of the project

7.

What	Starting of co-operation with educational institutions preoccupied with the promotion and teaching of Chinese language in Europe
Who	International Certificate Conference
When	01.03.2012-30.06.2013
Where	Institution related to the education of Chinese
How	Meetings and exchange of information related to the process of evaluation and dissemination of the project

8.

What	Starting of co-operation with institutions pre-occupied with the promotion of the Chinese culture in Europe
Who	Soros International House
When	01.03.2012-30.06.2013
Where	Institution related to Chinese culture
How	Meetings and exchange of information related to the process of evaluation and dissemination of the project

5.4.2. Printed informative materials

A. Description

Deliverable number	D2WP5
Title	Printed informative materials
Type of outcome / product / results	Paper publications
Delivery Date	29.02.2012
Dissemination level	Public
Nature	Service/Product
Language Version(s)	EN, BE, DE, IT, LT PL
Target language(s)	
Description	During the execution of the project various printed informative materials are to be prepared (posters, leaflets, cases etc.), which shall be distributed during various meetings with the representatives of institutions, students as well as other final project users. The materials shall also present the basic information about all of the products, as well as the basic didactic materials.

B. Action

1.

What	The preparation of the informative materials
Who	Mescomp Technologies
When	31.01.2012
Where	Extranet system
How	Preparation of the content and layout

2.

What	Printing informatyce materials
Who	Mescomp Technologies, EduActive, Fondazione Italia Cina International Certificate Conference, Soros International House University of Antwerp Management School
When	29.02.2012-30.06.2013
Where	Each partner prints his/her material in his/her country
How	Subcontracting to professional company

5.4.3. The conference

A. Description

Deliverable number	D3WP5
Title	The conference
Type of outcome / product / results	Event
Delivery Date	June 2013
Dissemination level	Public
Nature	Service/Product
Language Version(s)	[EN]
Target language(s)	
Description	During the final phase of the project, international conference: "China. Language - Culture -Business" will be organized. The conference shall be organized by one of the project partners (determined during the partnership meetings). The aim of the conference is to determinate few factors connected to the co-operation between the EU and China (trade exchange, scientific co-operation, students' exchange, the European tourism in China) + presentation of the project results.

5.4.4. Post-conference publications

A. Description

Deliverable number	D4WP5
Title	Post-conference publications
Type of outcome / product / results	Paper publications, e-publications
Delivery Date	June 2013
Dissemination level	Public
Nature	Service/Product
Language Version(s)	[EN]
Target language(s)	
Description	The conference will be followed with the publication of a book, which shall host the articles of individuals, which took part in the conference or other authors proposing interesting articles..

6. Implementation

Implementation

- All activities related to the valorization must be consistent with assumptions, pre-established deadlines and assignment of specific tasks
- Each partner is responsible for dissemination and exploitation of the project outputs, especially all activities mentioned in point 5.
- All valorization activities must be carried out regularly.
- One person from each partner institution should be responsible for these activities.

Proofs

- All valorization activities must be documented.
- Each meeting, conference, etc. must be documented with pictures, lists of participants and short note with description of agenda of particular meeting and its results.
- All activities in the Internet must be documented with picture, print screen and links.
- Activities in the Internet will involve site visits in geographical areas with focus on target groups.
- Report of activities in the Internet should contain information on how many people were reached with information on the project.

Roles and responsibilities	Company	Person
Project Manager responsible for valorisation	Mescomp Technologies SA	Małgorzata Jendryczka
Project Manager responsible for valorisation	Antwerp Management School	Inge Salden
Project Manager responsible for valorisation	International Certificate Conference e.V.	Robert Williams
Project Manager responsible for valorisation	Fondazione Italia Cina	Francesca Bonati
Project Manager responsible for valorisation	Soros International House	Gileta Kieriene
Project Manager responsible for valorisation	Edu Active	Mateusz Czepielewski