



EXPLOITATION PLAN

FALEFOS - Family Learning in Foster Families
539028-LLP-1-2013-1-AT-GRUNDTVIG-GMP

WORK PACKAGE No 8: Exploitation

Author(s): DGASPC HR (RO)

Date:

.

INTRODUCTION

This document presents the exploitation strategy and plan for the FaLeFos – Family Learning in Foster Families – Project. It is a follow up of the preliminary exploitation strategy that was developed in the first period of the project.

According to the project application in this document we will analyse the dissemination and exploitation activities carried out within the project and we will summarize the concrete plans to use the project results after the project's lifetime in order to outline the future of the FaLeFos project and the use of the valuable knowledge gained from it presenting various sustainability and exploitation possibilities.

This document is structured into two parts. The first part will present general information and suggestions related to the sustainability of the project. The second part will provide more detailed information for a possible best exploitation while analysing the concrete activities that have been carried out and the future plans of the partners to achieve sustainability of the project results. Furthermore in this part suggestions for possible improvements or changes will be collected as well.

PART I – EXPLOITATION STRATEGY

OVERVIEW OF THE FALEFOS PROJECT

The aim of the FaLeFos project is to strengthen and improve, for the well-being of the children, mutual understanding and cooperation between foster parents, biological parents and social workers.

The project is based on the process of family learning, which gets a new meaning beside the traditional one, taking place in the context of foster families. In this structure two systems of families are closely related to each other, the foster child standing between the biological and the foster families.

The project provided foster parents, biological parents and social workers the opportunity to take part in the process to improve the system. At the same time, they had an opportunity to learn about the importance and the obstacles when it comes to family learning in the context of family foster care.

Target groups

In the system of family foster care we can find a triangular constellation of relationships with the child in the centre – surrounded by foster parents, biological parents and the social worker accompanying the family foster care from the side of social services.

As consequence the project focuses on the following target groups:

- Biological parents
- Foster parents
- Social workers

Project outcomes

One of the main aims of the project is getting to understand the processes, the challenges of the cooperation between the two family structures of the foster and biological families and to improve the family foster care system while providing the actors with the most important role (biological parents, foster parents, social workers) the opportunity to learn.

To achieve this objectives the project accomplished following outcomes:

- Needs' Analysis
- Curriculum and Workshop material (one for each group of the biological parents, foster parents and social workers)
- Three implemented workshops, one for biological parents, foster parents and social workers
- Practical guidebooks (one for each group of the biological parents, foster parents and social workers) – *under development* -

WHAT IS EXPLOITATION AND WHY DO WE NEED IT?

Exploitation activities aim to ensure the sustainability of the project, even after its lifetime. It is strongly linked to dissemination activities in the sense that publicity facilitates the usage of the project results by stakeholders and key actors. Dissemination and exploitation are closely linked, yet they imply different activities. While dissemination is about making project results visible and available to end-users, exploitation concerns making the possible use of the project results and to transfer what has been learnt, developed into new policies and improves practices.

Exploitation consists of 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. Multiplication is the planned process of convincing individual end users to adopt and/or apply the results of programmes and initiatives*”¹

Even if exploitation concerns the usage of project end-results, activities that facilitate the long-term sustainability usually start early at the beginning of the project. Exploitation focuses on the following main issues:

- Early engagement of key stakeholders into project activities
- Exploitation activities: exploitation seminars, final conference, workshops, website that is available after the project's lifetime, multimedia presentation, etc.
- Management of Intellectual property rights

HOW TO ASSURE SUSTAINABILITY?

Exploitation is closely associated with the sustainability of the project after its end, since exploitation activities should ensure that the results of the project are used by its target groups and possibly are transferred to other contexts.

¹ ec.europa.eu/dgs/education_culture/.../why_en.htm [16.12.2013]

There are several pathways that one can choose, however one crucial element for a successful sustainability is the development of good quality results (development process, professionalism of the partners) and the awareness of the stakeholders and target groups about the project products (dissemination). Once these have been achieved partners can look for the following strategies² to sustain activities:

- building network of stable relationships (distribution of project results within the network)
- finding an institutional home (organisations, etc that will adopt the results)
- integrating the results into national systems (influencing policy making)
- finding new funding opportunities (local or European funding for continuing development of materials or application of activities)

The FALEFOS team presented high professionalism during the development of the project products, and as the evaluation of workshops show (see workshop implementation reports) these were well received by the target groups. So partners have only to further promote and to choose the right strategies for a successful exploitation.

² Based on Tilkin, Guy et al (2007): The Art of Networking. http://www.networks-in-education.eu/fileadmin/images/downloads/art_EN.pdf

PART II – PROJECTS RESULTS AND THE PARTENRS’ INDIVIDUAL EXPLOITATION PLANS

The Sustainability & Exploitation Plan has been developed in collaboration with all project partners. An invitation was sent to all partners to fill out a questionnaire so they could present their thoughts and opinions about the exploitability of the projects’ outcomes (annex).

In this part of this document we will present the results of the data received from the partners concerning opinion on the whole project, its results, we will present the exploitation outcomes and most importantly the individual exploitation plans the partners foresee to support the sustainability of activities.

OPINIONS RELATED TO PROJECT PRODUCTS

In this part of the document we’ll analyse the partners’ satisfaction with the cooperation between the partnership related to the development and implementation process of project outcomes, with the quality of the project products and we’ll present some suggestions for improvement.

Strengths and weaknesses of the project

Based on partners’ feedback we can assert that the project was successful from more aspects.

From a holistically point of view the project concerned a less mainstream topic which is associated to a segregated part of the activities of the R&D. The project, through its implementation and dissemination activities raised awareness and brought the topic of foster care and the significant relation of the child in foster care in light.

Partners appreciated that through the cooperation and exchange of experiences of different, international experts in the field of child welfare and foster care they complemented their knowledge about information on different cultural-national conditions.

The partnership succeeded in developing professional and practical tools for doing workshop with the target groups identified by the project, consider the partners. The workshop programs are functional and can be offered also as professional trainings for staff working in the area of foster care. Beside the workshop materials the Needs analysis is mentioned as a further strength of the project, providing a scientific approach of the topic of maintaining relation relationships in the foster care between the main actors.

The workshops provided for biological parents of children placed in foster care (not a general way of approach) made the partners realise that BP’s build a group possible to work with and these kinds of interventions are well received. Although it wasn’t explicitly mentioned by the partners still, based on their written responses, we consider that this aspects contributes to the positive outcomes of the project and as such it must be mentioned among the strengths listed above.

On the other hand the aspect that was mostly mentioned by the partners as one positive experience, the diversity of the consortium was also mentioned as one difficulty to overcome during the project. The diverse national contexts challenged the development of project products that fit all national needs, and as such it was considered by the majority of partners as weakness.

The size of the partnership was mentioned secondly among the negative aspects of the project that raised management and communication issues influencing the development process of project materials.

Some partners found it difficult to reach out to biological parents while others considered that the potential of the project was not enough exhausted.

In conclusion we can observe that the partnership considers the FALEFOS project quite successful beside the difficulties encountered. During the collaboration partners gained more inside into the national contexts of foster care, useful materials were developed and knew directions of work with target groups were recognized which could led to new activities and collaborations.

Further use of project results

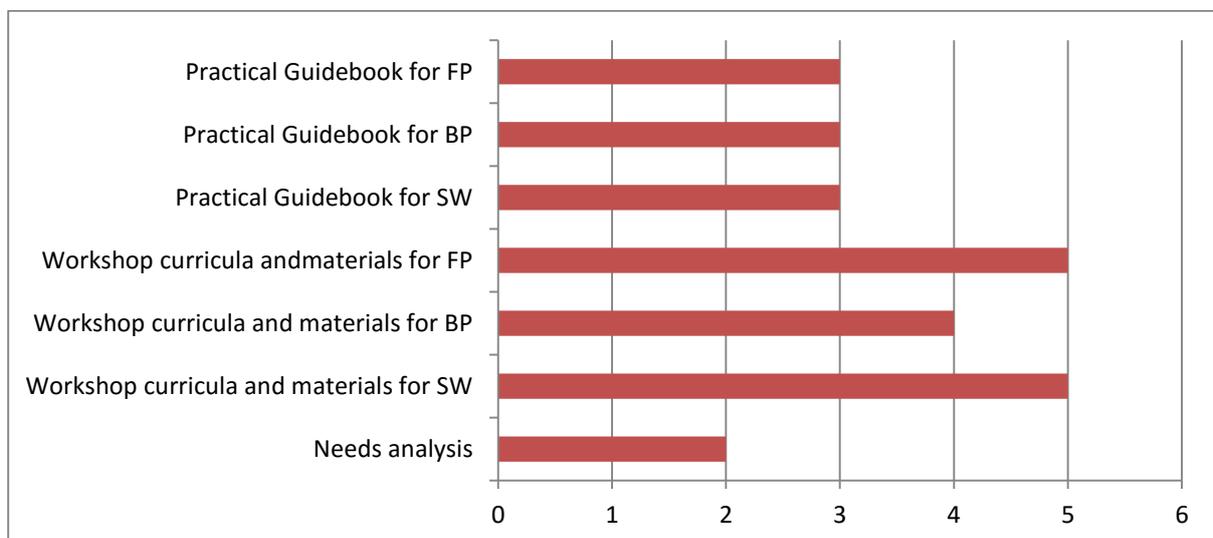
Analysing partners intention for a future application of project results we can observe that all partners intend to use some/all parts of project results in various ways depending on their professional orientation and access to target group:

- Project outcomes, in general, will be used as base for other projects, but also to raise awareness on the topic of the project
- Needs analysis will be used on conferences, in studies and as base for other projects.
- Workshop materials: partners plan to use extracted or adapted parts of parts of the training material, modules and to apply them within the work with the specific target group

As the majority of the partners have no direct access to the target groups a further use of the materials developed during the partnership is planned in cooperation with other organizations, like training and counselling centers for target groups or social welfare centres, social service providers.

Sustainability of project product

The chart below represents the opinion of the partners about the project products with the most potential of sustainable use



We can observe that partners consider all project products have potential to be used in a future. Especially the workshop materials are favoured for future work, while the guidebooks, the core element of the project results are hanging behind. It can be argued that at the moment of filling the questionnaire the guidebooks weren't available to test their impact on the target group members, while in case of workshops there were documented results.

Improvement of the project results

Examining the possibilities to improve the project results project some partners rejected the need for improvement considering having developed successful materials, while others stated different suggestions to increase the project's impact based on the outcomes. However these shouldn't be regarded as comments or lack of the already developed output but more as ideas to increase the project materials impact on the target group. Here we present some suggestions for each project outcome.

- *Needs analysis* should be further differentiated with the increase of number of the studied group member to decrease the deviation percentage.
- *Workshop materials* in general should be made accessible online for download
 - Workshop material for SWs present a possibility to be integrated into the accredited professional training programs which should be exploited
 - Workshop materials for FPs should be extended to include more topics and issues related to maintenance of relations.
 - Workshop materials for BPs : the different needs of the target group (literacy in the national language, communication skills) should be taken into account and materials should be adapted. Furthermore the topic of creating self-helping groups should be reevaluated.
- *Guidebooks* in general should be extended more, while in particularly the guidebooks for biological parents should be adapted to the specific skills of the target group.

DISSEMINATION AND EXPLOITATION SUMMARY REPORTS

Dissemination is one of the conditions for an effective exploitation and as such it is important to analyse the impact of the activities undertaken to promote the projects progress and results. In advance, at the beginning of the project partners were asked to identify stakeholder and prioritize them based on their importance and influence. For the purpose of the analysis partners were asked to fill in their dissemination activities according to the stakeholders' groups mentioning the communication channels, the communicated topics and the impact.

Partners used different channels to engage stakeholders. Mostly they were engaged via newsletters, flyers were distributed on different occasions. The project was included in different presentations at conferences, seminars and in the social media. Important stakeholders were engaged mostly in face-to-face meetings.

Partners in general presented information about the project and it's progress.

The number of the engaged stakeholders varies from partner to partner based on the access and profile of the partners. It is important to mention, however quantity is important in disseminating information about the project, the quality and impact of the disseminated message is important as well. This way a more detailed analysis of the partners' dissemination activities is not possible.

INDIVIDUAL EXPLOITATION PLAN OF EACH PARTNER

In this section of the document we present the individual plans of the partners for the project's future application. The planned exploitation activities of the partners cover all main pathways that can assure the sustainability of the project results.

In summary we can say that based on their resources partners have different approaches on how to maximize the potential of project results. Partners who have activities and access to the target groups intend to further implement the project results. Partners with activities in the field of research and development use the project as a base for further studies, while social welfare organisation intend to include the project and its results into national systems.

Exploitation plan of P1 - Jugend am Werk, Austria

	<i>Please describe the concrete exploitation activities you will take in order to achieve sustainability of the project results!</i>	<i>Nr. of persons reached</i>
Very important stakeholders	At the end of the project a presentation at the government of Styria with all results and recommendations for working on with the target groups. Also at the youth welfare offices – the offer for trainings; Guidebooks as an important instrument to hold the contact between the target groups	100 -150
Medium important Stakeholder	Organisation of events for foster parents, biological parents; round tables for this topic, presentation of the results)WS programs, needs analysis report and guidebooks at conferences on national and European level	2000-5000
Low importance Stakeholders	Training also for teachers and employees at kindergarden to be sensible with this topic and in general people in the regions – information by articles – we can installate connecting partnerships for biological parents	1000

Exploitation plan of P2 – ARIADNE, Switzerland

	<i>Please describe the concrete exploitation activities you will take in order to achieve sustainability of the project results!</i>	<i>Nr. of persons reached</i>
Very important stakeholders	With MUNTERwegs, Gubser Sozialprojekte and Lütisbach Ägeri Zug we will offer some of the moduls of the workshops for Foser Parents, Social Workers and Biological Parents also in the near future (starting spring 2016). We plan the exploitation seminar in September 15 and will invite all these stakeholders.	50
Medium important Stakeholder	In the next international meeting of an ERASMUS+ project in September 15 ARIADNE will inform the organisation Pistes Solidaires, Centre of Education about the final outcomes of the FALEFOS project and present the website. In a Skype meeting with the organisation INIT Developpments in September 15 ARIADNE will also inform this stakeholder about the final outcomes of the FALEFOS project and present the website. With the following stakeholders ARIADNE will plan workshops for Foser	10 2 30

	Parents, Social Workers and Biological Parents also in the near future (starting spring 2016): Gemeinwesenarbeit, Kinder- und Jugendförderung Risch Sozialamt Baar, Kantonsrat SP Zug Schule und Elternhaus Kanton Zug	
Low importance Stakeholders	With the following stakeholders ARIADNE will plan workshops for Foser Parents, Social Workers and Biological Parents also in the near future (starting spring 2016): Schuldienste Emmen (Luzern)	5

Exploitation plan of P3 - University of Siegen, Germany

	<i>Please describe the concrete exploitation activities you will take in order to achieve sustainability of the project results!</i>	<i>Nr. of persons reached</i>
Very important stakeholders	Furthermore presentation of the results at conferences and training events for professionals. Develop of further material (continue and complement the results)	>1000
Medium important Stakeholder	Presentation of the results at meetings/events with foster, Discussion about their experience	> 500
Low importance Stakeholders		

Exploitation plan of P4 – Sirius, Croatia

	<i>Please describe the concrete exploitation activities you will take in order to achieve sustainability of the project results!</i>	<i>Nr. of persons reached</i>
Very important stakeholders	<ul style="list-style-type: none"> - Local seminar – presentation of project results and distribution of guidebook. - Social –media (facebook) – presentation of local seminar and final results of our project - Sirius web site – project results - Organizing workshop with materials from FALEFOS workshops for some of very important stakeholders 	30
Medium important Stakeholder	<ul style="list-style-type: none"> - Local seminar – presentation of project results and distribution of guidebook. - Social –media (facebook) – presentation of local seminar and final results of our project - Sirius web site – project results - Organizing workshop with materials from FALEFOS workshops for some of very important stakeholders 	50

Low importance Stakeholders	<ul style="list-style-type: none"> - Social –media (facebook) – presentation of local seminar and final results of our project - Sirius web site – project results 	40
-----------------------------	--	----

Exploitation plan of P5 - FormAzione Co&So Network, Italy

	<i>Please describe the concrete exploitation activities you will take in order to achieve sustainability of the project results!</i>	<i>Nr. of persons reached</i>
Very important stakeholders	<p>As mentioned above, the most important stakeholder is the Municipality of Florence. A great dissemination event will take place in September 2015, the last month of the project, when the FALEFOS dissemination workshop together with the Festival of Foster Care will be organized at the Municipality. During the event the FALEFOS project will be widely disseminated and the Practical Guidebooks distributed, as well as further implementations of the workshops will be proposed.</p> <p>We intend to implement the FALEFOS workshops also in the future, in collaboration with the Municipality, especially the workshop for social workers as it received an accreditation.</p>	Approx. 200 people
Medium important Stakeholder	<ul style="list-style-type: none"> - Information and article on FALEFOS will be always available on FCN's website together with a link to the FALEFOS website - Articles on FALEFOS will be always available on Co&So's website and FB site - Project information will be shared also during future meetings through PPT presentations 	Approx. 4000 people per year
Low importance Stakeholders	<ul style="list-style-type: none"> - Information and article on FALEFOS will be always available on FCN's website together with a link to the FALEFOS website - Articles on FALEFOS will be always available on Co&So's website and FB site - Project information will be shared also during future meetings through PPT presentations 	Approx. 4000 people per year

Exploitation plan of P6 - University of Lodz, Poland

	<i>Please describe the concrete exploitation activities you will take in order to achieve sustainability of the project results!</i>	<i>Nr. of persons reached</i>
Very important stakeholders	<p>Give the information to managers of stakeholders that:</p> <ul style="list-style-type: none"> - meetings with BP, FP as SW should be more often; - there is a need to make a cooperation between BP, FP and SW more effective; - more intensive work with BP should be held. 	about 50

Medium important stakeholder		
Low importance stakeholders		

Exploitation plan of the P7 - Social and Child Protection Department, Romania

	<i>Please describe the concrete exploitation activities you will take in order to achieve sustainability of the project results!</i>	<i>Nr. of persons reached</i>
Very important stakeholders	Identifying recourses (financial and human) to implement the workshops, their results in the daily work of social workers and into the work with foster parents and biological parents Engagement of other foster care provider and their information about the overall results of the project and its results.	More than 55 organisation, Child protection departments
Medium important Stakeholder	Presentation of the results on meetings, seminars (exploitation seminar) Article on the project and the seminar in the monthly newsletter.	> 70 > 2000
Low importance Stakeholders	Another strategy must be developed in order to better collaborate with this group of stakeholders (mayor's offices)	

ANNEX 1

INDIVIDUAL EXPLOITATION PLAN OF THE PARTNER

PROJECT PRODUCTS

1. What do you consider the strengths and weakness of the project?

2. Are you planning to use the FALEFOS project results after the project ends? How? In which context?

3. Which project results do you consider having the most potential for a sustainable use? Please explain shortly, why?

- Needs' Analysis
- Workshop curricula and other materials for Social Workers
- Workshop curricula and other materials for Biological Parents
- Workshop curricula and other materials for Foster Parents
- Practical Guidebook for Social Worker
- Practical Guidebook for Biological Parents
- Practical Guidebook for Foster Parents

4. Do you have any suggestions for possible improvements or changes related to content of the following project results? Please describe!

Project product	Please describe any suggestions for improvements or change!
Needs' Analysis	
Workshop curricula and materials for Social Workers	
Workshop curricula and materials for Biological Parents	
Workshop curricula and materials for Foster Parents	
Practical Guidebook for Social Worker	
Practical Guidebook for Biological Parents	
Practical Guidebook for Foster Parents	

5. Are you planning to use the FALEFOS Workshop materials and Guidebooks in cooperation with another organisation? Which organisation? Why?

GENERAL DISSEMINATION AND EXPLOITATION ACTIVITIES/INSTRUMENTS OF THE PARTNERS

6. Please describe the dissemination/exploitation activities you've carried out for each group of the stakeholders from the beginning of the project! For this activity you can consult the Multiplier Directory.

Partner _____

	<i>Please describe any dissemination/exploitation activities you arranged for this group of stakeholders!</i> Did you engage all stakeholders? if no, why not? Please explain	<i>Which dissemination activities/instruments did you use?</i> - website (project's and organisation's) newsletter - project leaflet - articles - social media presence - audio-visual media presence - face-to-face meetings - conferences - other	<i>What did you disseminate?</i> - project in general - partnership - project process - activities and milestones - outcomes and products (which products?) - benefits for target group and stakeholders	<i>Nr. of persons reached</i>
Very important stakeholders				
Medium important Stakeholder				
Low importance Stakeholders				

INDIVIDUAL EXPLOITATION PLANS OF EACH PARTNER.

7. How are you planning to engage the stakeholders and target groups in sustainable usage of the FALEFOS products after the project end?

Partner _____

	<i>Please describe the concrete exploitation activities you will take in order to achieve sustainability of the project results!</i>	<i>Nr. of persons reached</i>
Very important stakeholders		
Medium important Stakeholder		
Low importance Stakeholders		