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VALORISATION: a buzzword or just another buzz?



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What is Valorisation?

A process of

 **disseminating**, and

 **exploiting**



the **outcomes/results** of projects

Valorisation = dissemination + exploitation

of projects results

Aim ?

To ensure the wider **application**
of completed **project results**
in response to a **real demand**
for **innovative materials** and **best practice.**



Why ?

- 1) To **optimise** their **value**
- 2) To **strengthen/enhance** their **impact**
- 3) To **implement/integrate** them in
 - a) **existing**, and
 - b) **new contexts** (target groups, sectors, training institutions and systems, etc.)



What are the main prerequisites for a successful valorisation?

- 1) Valorisation must be based on the **analysis** at an early stage of the **requirements** which a project must meet.
- 2) It is also essential to ensure the active **involvement of potential end-users** and target groups during projects developments.



In short, "valorisation" involves:

- 1) **Disseminating** and **piloting** the most innovative **practices** and **results**
- 2) **Exploiting** them
- 3) **Developing** them in **different contexts**, and
- 4) **Incorporating** them into **formal and informal systems** of education and training, into the **methods** used by organisations, and into the **learning experience** of every individual.

What does Valorisation require to be effective?

- a **focus** on end user group **needs**;
- **dissemination** of innovative products and results;
- **selection** and **analysis** of their **suitability** for **transfer** to **meet** identified new **needs**;
- **translation/adaptation** to **new contexts**;
- **piloting** and **experimentation**;
- full **integration** into the new **context**.

At what level ?

This process can take place at

- 1) **micro** project level,
- 2) **mezo**, and
- 3) **macro** level



with the aim of **achieving full and sustainable integration** into

- 1) **local**
- 2) **regional**
- 3) **national** and/or **European** educational and training systems and practices

Valorisation activities and tools:

1) **VALORISATION STRATEGY**



2) **VALORISATION PLAN**





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THE VALORISATION PLAN



SOME USEFUL TIPS

C.4. Valorisation (Dissemination + Exploitation of Results)

1. How will your **valorisation strategy** ensure that the project results will be used as regards the target group(s), target sector(s) and potential users?



2. Please provide a detailed **valorisation plan** indicating:

- The timetable
- All activities planned during and after the end of the project in order to make results properly disseminated and exploited, including activities involving target groups, stakeholders, potential users, social partners, ...
- The human and financial resources assigned to valorisation activities
- Any commercialisation, if foreseen



3. Please demonstrate that the partnership has the capacity and necessary experience to carry out the valorisation activities outlined above.



The Valorisation Plan in brief:

To explain how during and after the end of the project the results will be disseminated and exploited so as to make them “sustainable” (= the results continue to be deployed in different educational and training contexts).



The Valorisation Plan in brief:

N.B. Projects outcomes can be:

- **tangible** (training products, course materials etc., and
- **intangible** (training methodologies, processes or experiences).



The Valorisation Plan in brief:

Before drafting a valorisation plan, the promoters must have already come up with clear answers to three key questions:



- 🖼️ **What** will be the **final outcome** of the project?
(anticipation of result)
- 🖼️ **What learning/training needs** does it meet?
(ex-ante analysis of needs)
- 🖼️ **Who** will be the **user** and/or end (and potential) **beneficiary** of the project's results?
(sustainability of results).

The Valorisation Plan in brief:

In addition, a Valorisation Plan must give details of:

- 🖨️ the dissemination and exploitation activities (what?)
- 🖨️ the most adequate means (how?)
- 🖨️ the most appropriate and efficient timetable (when?)
- 🖨️ the resources available (human and financial).

The Valorisation Plan in brief:

-  The Valorisation Plan is intended to be a **flexible tool** which can be adapted in the course of a project to ensure that it satisfies the latest needs of the partnership or the users.
-  Valorisation is a **shared responsibility** which falls to all the project partners; they must take an active part in bringing into effect the measures set out in the valorisation plan.



In other words this plan should:

- 🖥️ **identify the needs** of interested sectors, domains and end users;
- 🖥️ **define** clearly the **end users** of the project's **results**;
- 🖥️ ensure that these **end users** will be **consulted** during the life of the project;
- 🖥️ **explain how** during and after the end of the project, the **results** will be **disseminated** and **exploited**;





In other words this plan should:

- 🖼️ **explain how** how they will **reach these objectives** both during and after the development of the project, and
- 🖼️ which outside **players and bodies** will be **involved**.

On completion of their projects promoters should make the results of their projects available to the public, e.g. by setting up a web site as a show case for their work.

The Dissemination Plan in itself:

THE FOUR BIG QUESTIONS:

-  ***What** are you disseminating?*
-  ***How** are you going to disseminate it?*
-  ***When** are you going to undertake your various dissemination activities?*
-  ***Who** are you going to disseminate to?*



The Dissemination Plan in itself:

THE FOUR BIG QUESTIONS:

What are you disseminating ?

- project aims
- project progress
- project outcomes



The Dissemination Plan in itself:

THE FOUR BIG QUESTIONS:

 *How are you going to disseminate it* 



The Dissemination Plan in itself:

THE FOUR BIG QUESTIONS:

- 📄 *When are you going to undertake your various dissemination activities ?*



The Dissemination Plan in itself:

THE FOUR BIG QUESTIONS:



Who are you going to disseminate to



Dissemination: WHO TO

- ❏ **End-users** (*who wish to learn the less widely used languages covered by the project*)
- ❏ **Language providers**, both in-country and abroad
- ❏ **Partners' counterparts and networks**
- ❏ **Mass media**: media agencies provided with at least press releases, placed on the website



Dissemination: Tools

- 🖥️ *Your project **website***
- 🖥️ ***Links** to and from **other** relevant websites*
- 🖥️ ***Links** to and from other language **projects***
- 🖥️ ***Links** from **partners'** websites to the **project website***
- 🖥️ ***Forums** (project and other)*



Dissemination: Tools




- Project **blurbs** and **updates** regularly sent out to partners' counterparts
- Partners' **counterparts** and **networks** mailing lists and other external and internal channels
- Promo materials**, etc. such as stationery leaflets, posters, bookmarks, calendars, etc.
- Press releases, interviews and other **info tools** for the **media**

The Lingua Connections Guide




THE ROAD TO SUCCESS

The successful disseminators

 *are **convincing** when promoting their product: i.e. they can sell a refrigerator to the Eskimos*



 ***fish where the fish is:**
i.e. they fish in the lake and not in the bathtub*





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