



European Certification &
Qualification Association

Valorisation Project (VALO)



Education and Culture DG

Lifelong Learning Programme

Valorisation of Project Results

Kerstin Siakas

ATEI Thessaloniki, Greece

Elli Georgiadou

Middlesex University, UK

Errikos Siakas

ATEI Thessaloniki, Greece

The **ECQA VALORISATION EXPERT TRAINING AND CERTIFICATION** project, 2011-1-GR1-LEO05-06789 is carried out with the financial support of the Commission of the European Communities under the Lifelong Learning Programme Leonardo da Vinci, Transfer of Innovation

www.ECQA.org

Agenda

- **Valorisation of Project Results**
 - Meaning of Valorisation
 - Projects: Research, Innovation, LLPs
- **Valorisation Competences**
 - The content of the ECQA Valorisation Job-role
 - Expected value of skills in Valorisation
- **QA of the Valorisation Project**



Valorisation Project (VALO)

Valorisation of Project Results

VALORISATION

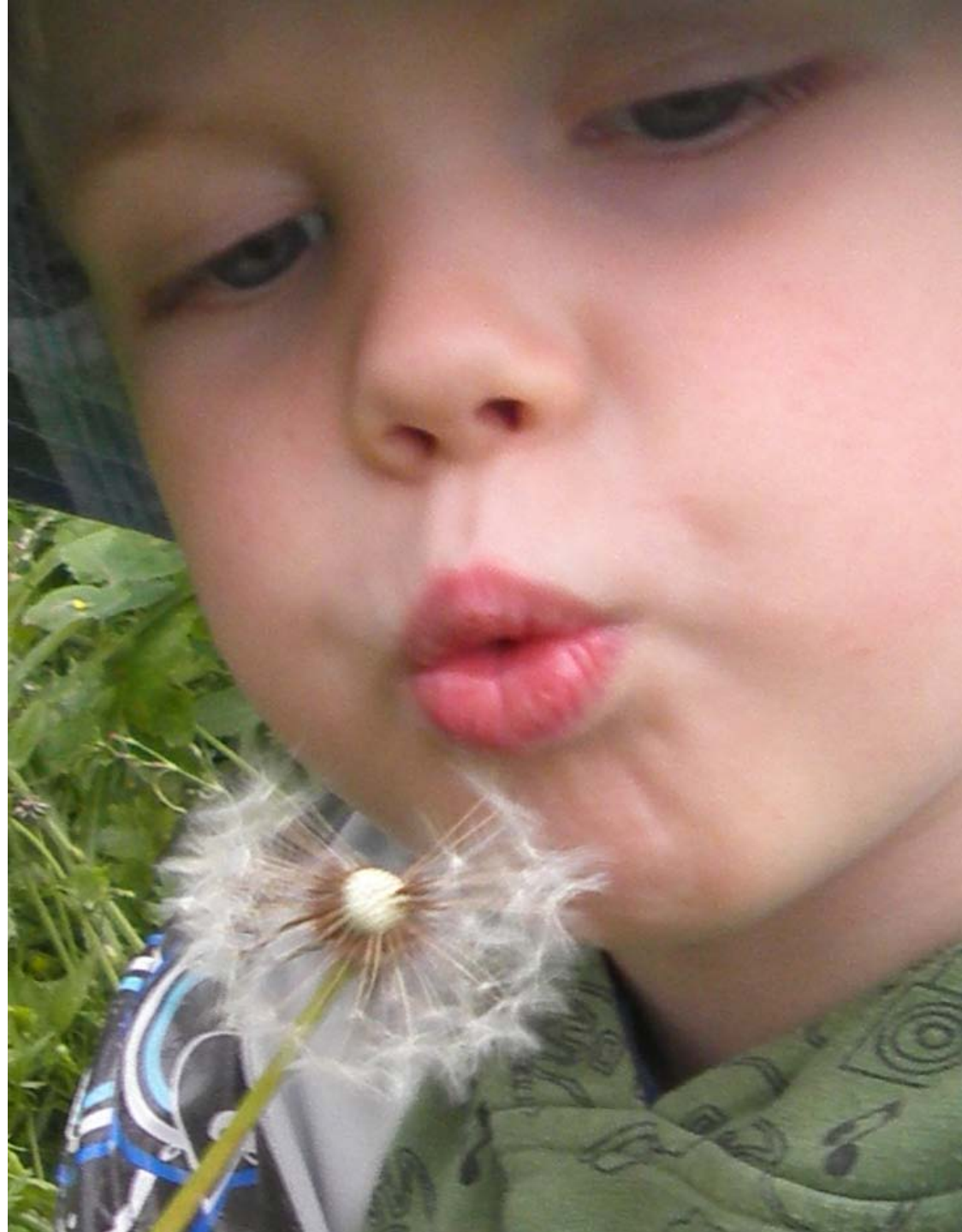
The French term for

Dissemination:

Spreading information to ensure that others benefit from experiences gained in the project

Exploitation of the results of project activities:

More people can share in the successes, experiences and lessons learned



What kind of projects need to valorise their results?

- **All projects (Research Projects, Innovation Projects, Lifelong Learning Projects)** need to **valorise** their results for
 - maximising achievements;
 - increasing sustainability after their completion;
 - optimising the value of the project;
 - boosting the impact of the project.

What is missing?

- Many European and other projects seem to be **missing a good valorisation** (dissemination, sustainability and exploitation) **strategy**
- Projects seem to be **carried out in isolation** and to **finish without essential impact**
- In addition there is a **lack of skills** for carrying out valorisation actions

Valorisation Project (VALO)

The Valorisation Project: Creating skills in valorisation

Valorisation Project (VALO)

Project Title:

**ECQA VALORISATION EXPERT
TRAINING AND CERTIFICATION**

Project Number:

2011-1-GR1-LEO05-06789

Project Leader: Kerstin Siakas



European Certification &
Qualification Association

This project is carried out with the financial support of the
Commission of the European Communities under the Lifelong
Learning Programme Leonardo da Vinci Transfer of Innovation

www.ECQA.org



UNIVERSITY OF APPLIED SCIENCES

European Certification &
Qualification Association

ISON
International Software
Consulting Network

YOUTH AND LIFELONG LEARNING FOUNDATION -
IEK THERMI

THESSALONIKI CHAMBER OF COMMERCE AND INDUSTRY



Vaasan yliopisto
UNIVERSITY OF VAASA

Valorisation of project results

- launching of the results (innovation) to market;
- transfer of results and best practices to different and broader contexts;
- potential tailoring to the needs of others;
- continuation after the funding period has finished;
- influences on policy and practice;
- serving the public good.

The general aims and objectives

- To create a new **certified Valorisation Expert job-role** adding to the 27+ existing certifications in the European Certification and Qualification Association (ECQA)
- The Valo Project: **01.10.2011-31.12.2013**

The project's main objectives

- develop an **online accredited programme of study** for **the job role of a Valorisation Expert**
- **pilot** the programme in the **participating organisations/member states of the project partners**
- refine the programme based on systematic feedback

Valorisation Competencies

Development of Training Material

- A set of **skills and best practices** required to
 - analyse,
 - define and
 - implement
- **potential valorisation strategies**

The content of the valorisation qualification

- measurements of **quality and effectiveness** of valorisation activities
(administrative/managerial competencies)
- assessment of the **impact** of results and valorisation actions
(administrative/managerial competencies)

The content of the valorisation qualification

- **promotion and dissemination of project results**
using innovative web-based electronic means,
including digital media (**internet marketing, social
media marketing, mobile marketing**)
(technical competencies)

Skill Card Units

- VAL.U1 Understanding the importance concerning valorisation of innovation and EU project results
- VAL.U2 Dissemination
- VAL.U3 Exploitation
- VAL.U4 Valorisation Methods



VAL.U1 Understanding the importance concerning valorisation of innovation and EU project results

- VAL.U1.E1 Introduction to valorisation (terms such as: broad and deep dissemination – exploitation: sustainability, value creation and mainstreaming)
- VAL.U1.E2 Innovation – the role of creativity, invention and innovation management

VAL.U2 Dissemination

- VAL.U2.E1 Broad & Deep Dissemination
- VAL.U2.E2 Dissemination Strategy



VAL.U3 Exploitation

- VAL.U3.E1 Creating Stakeholder Value
- VAL.U3.E2 Sustainability
- VAL.U3.E3 Mainstreaming
- VAL.U3.E4 Exploitation Strategy



VAL.U4 Valorisation Methods

- VAL.U4.E1 Diffusion
- VAL.U4.E2 Communication to potential stakeholders
- VAL.U4.E3 Valorisation channels - formal and informal valorisation
- VAL.U4.E4 Valorisation tools
(cluster building, open innovation etc.)
- VAL.U4.E5 Intellectual Property Rights (IPR)

VALORISATION VISION

To create awareness of the needs for an integral mechanism for the quality of a project in order to maximize its dissemination, exploitation and sustainability for added value and high quality outcomes

VALORISATION OBJECTIVE

To create high quality learning material that meets the needs of trainees and industry for added value through dissemination, exploitation and sustainability of all kinds of projects, including innovation, research and lifelong learning projects.

Valorisation Project (VALO)

AIM 1: to ensure high quality of deliverables

AIM 2: to ensure accreditation of the VALO course within the ECQA training scheme (Accreditation report with audit results).

AIM 3: to gain awareness of the need of valorisation skills in projects and companies

Valorisation Project (VALO)



In order to achieve the above aims we use
Principles from :

- ISO9000
- Total Quality Management (TQM)
- Balanced Scorecard (BSC)
- Goal Question Metric (GQM)

ISO 9000

- Management Responsibility
- Resource Management
- Process Management
- Analysis and Improvement





European Certification &
Qualification Association

Valorisation Project (VALO)



Education and Culture DG

Lifelong Learning Programme

TQM

- Empowerment
- Consultation
- Trust
- Knowledge Sharing



BSC

Placing emphasis on:

- customer satisfaction
(trainees, labour market, EU agency)
- internal processes
- learning and growth
- financial perspective



GQM

In order to measure success both hard and soft performance indicators are used.

The **Goal Question Metric (GQM)** methodology is used for designing and implementing **Performance Indicators**.

Example of KPIs

Direct Impact easy to measure

- ☐ Number of Trainees
- ☐ Number of Certificates
- ☐ Number of elements passed

Desired impact - difficult to measure

- ☐ Increased employability due to VALO certification
- ☐ Increased sales due to valorisation
- ☐ Added value due to valorisation

Voluntary action by 4 VALO experts

- **2 case studies** / member companies of **Thessaloniki Chamber of Commerce and Industry** will be chosen to apply Valorisation principles in company (knowledge acquired in the trainings) with coaching/consulting of 4 trainers/VALO experts.
- Training + Certification of participants
- Application of Valorisation principles in 2 companies - **Report / Publication of results**

Conclusion

- VALO training – can address the lack of Valorisation Skills
- Valorisation is a process and as such it needs to be managed
- **Valorisation MUST NOT BE AN AFTERTHOUGHT**
- Valorisation Plan, Quality Plan and Sustainability Plan MUST be integral to the Project Plan
- **Valorisation Experts can help improve**
 - the quality of project outputs and
 - the impact of project outcomes



THANK YOU FOR YOUR ATTENTION!

Free Pilot trainings finish in end of 2013

If you are interested, please contact

Kerstin Siakas

siaka@it.teithe.gr

Elli Georgiadou

e.georgiadou@mdx.ac.uk

Errikos Siakas

esiakas@gmail.com