

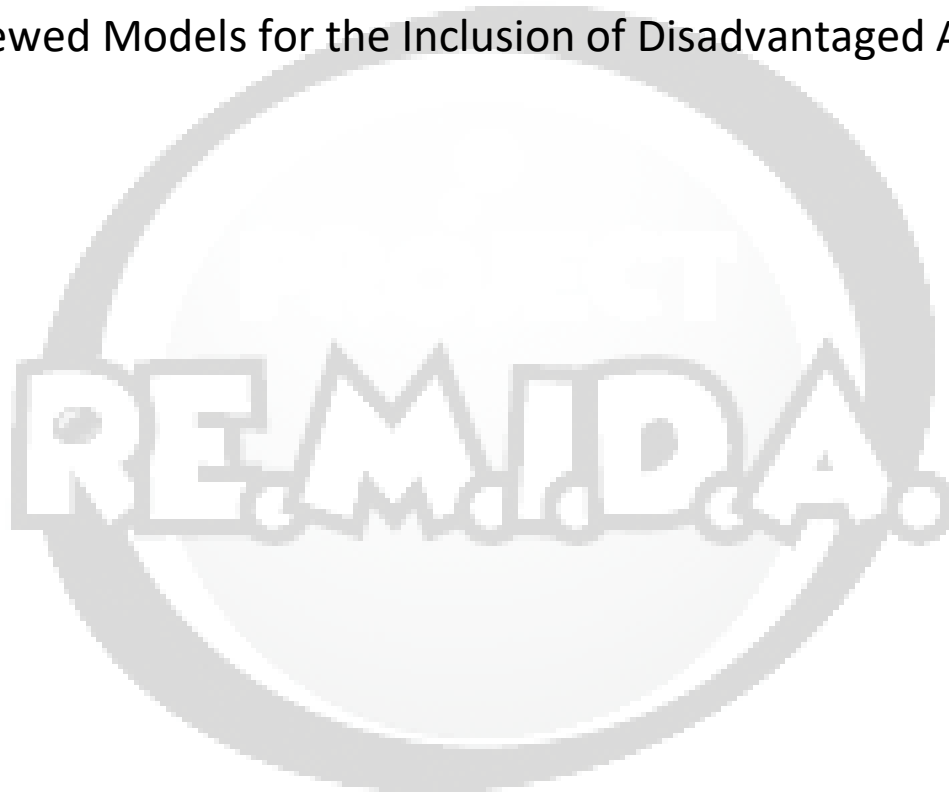


RE.M.I.D.A. Exploitation and Marketing Plan

RE.M.I.D.A.» project

Erasmus+ KA2 Strategic Partnership (2019-1-IT02-KA204-063171)

Renewed Models for the Inclusion of Disadvantaged Adults



Author: Inercia Digital

Date: 22 July 2022

Result no: R13





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1. EXPLOITATION OR SUSTAINABILITY PLAN

Sustainability is an important aspect of successful implementation of the project. Sustainability is for the capacity of the project to continue and use its results beyond the end of the funding period. The project will maintain its activities, services and benefits during its projected lifetime and after the project follow up.

To assure the long-term perspective of the project outcomes, a strategy to support sustainability was worked out to be maintained after the end of EU funding. The activity of achieving sustainability was discussed during every coordination meeting and implemented by all partners, involving the associate partners. The consortium analyzed the strategy and adapted it according to the level of implemented activities and new initiatives arising from the project.

Project results can be used and exploited in the longer-term, especially project **HANDBOOK** and **WEB PLATFORM** (website) with materials about **SUCCESSFUL EXAMPLES OF SOCIAL ENTERPRISES** - best practices from the consortium, associated partners, good EU practices (local, national, EU level) with focus on youth work. Though the methodology was explicitly developed to foster over 45 disadvantaged adult re-engagement and inclusion in society and labor market, the easy to adapt RE.M.I.D.A model to wider target group provides great potentials of exploitation and sustainability into other fields of education (see R16 to deepen methodology strengths).

The project Facebook page, Instagram page which do not require financial resources will be active after the project and will offer to project partners and all interested in the topic a useful way of communication, sharing ideas, documents and best practices. Therefore, the project materials will be available, first, in all project partners languages.

Materials, results and outputs will be integrated in every-day work within partner organizations current activities. The materials will be available also after the project ends because they are e-products.

The platform will be constantly added with new materials from project partner organizations and from other institutions.

Facebook project page will be active after the project ends. (Minimum 5 years).

On the institutional level, sustainability will be guaranteed because all partners and organizations will have a better understanding of how to use **HANDBOOK** in youth work.

They will also improve their management skills for future Erasmus+ projects and other activities. Partners will make certain that new gained competences and qualifications are better recognized.



2. SUSTAINABILITY OF THE RESULTS AFTER THE END OF THE PROJECT

The project sustainability strategy defines the percentage of project-initiated dissemination activities and services that will be delivered and maintained after five years of implementation of the project by each partner:

- Presentation of project at national conferences;
- Participation in various international conferences;
- Online webinars and workshops;
- Implementation of the regular target group and mobility projects;
- Continuation of local actions stimulated by the project;
- Generation of successor services and initiatives as a result of project initiatives.

To ensure sustainability, following factors are included in the worked-out strategy: the project fully meets academic, professional, and social needs of target countries; active participation of all target groups (teachers/professionals/students/managers) is guaranteed; high degree of inter-institutional cooperation; intensive involvement of associate partners in the project implementation.

The core indicators of sustainability of a project will be the extent and degree to which the delivery of activities and its impact on target groups that continue to receive the benefits from project activities.

Outcomes of the project that will support stability of the project: developed, implemented, and accredited new curricula/programmes on project; created learning environment, inclusively developed teaching/learning materials, e-learning courses, joint web platform; established project network; implemented innovative teaching methods; project Agreement.

Project website will be active and updated continuously after the end of the project for the further 5 years.

By the end of the project, each partner will establish a business model for further funding and maintenance after the end of the project. The developed services and training modules will be integrated in the daily educational and training activities of the partner within the established network. The representatives of the associate partners organizations will be involved in the information events and conferences more often and will comprehensively support the project by promoting its vision both within and outside their institutions.

To enhance sustainability and impact of the project, the project Agreement valid for 5 years after the end of the project will be signed. The project Agreement assures project outcomes sustainability by providing links among partners and associate partners and commercialization of project's results.

We expect that the project will have a significant impact on the educational policy level by demonstrating how the project results can play a larger role in shaping the national educational



system and social economies. The changes the project aims to stimulate will be concerned with strengthening of the social support to new educational programmes.

