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Exploitation and Sustainability plan

Int@E UG Team



Promoting youth employment in remote areas in Jordan -(Job Jo)

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SUSTAINABILITY PLAN

Sustainability, is the ability to manage and coordinate the environmental, social and financial responsibilities and concerns to ensure accountable, ethical and ongoing success of the funded BSNB Bureau after the ending of the project.

In a another terms, social, environmental and economic demands are referred to as three pillars of sustainability or the triple bottom line.





Exploitation and Sustainability plan

The ESP will complement the dissemination materials produced in dissemination plan and set the targets, indicators and milestones for ensuring the **BSNB Bureau** continue to function after the completion of project. It will also specify the parameters, targets beneficiaries, and actions for the exploitation and transfer of project results outside the original project network and duration.





Deliverable document

- Work with target audience (Training for professors, training for trainers, training of students);
- Channels to be used for Exploitation and Sustainability (indirect and direct);
- Activities to ensure the future motivation of all the partners of the project “Job-Jo” to continue the productive work after the end of the project lifetime (website, development of the training courses, technical workshops, national seminars, international conferences, online strategies and possibilities for the future joint projects and private investments)
- Training materials: The developed training for faculty training on modern education methods were collected as resources to be used in the BSNB Bureau for future training.
- Evaluation of provided project activities in terms of sustainability including the methodology (questionnaires and interviews)



Long-term Viability

The sustainability or long-term viability of the BSNB Bureau depends on their capacity to permanently **respond to the new trends, needs and expectations of the community and their stakeholders**. To ensure that capacity, it is important to have a long-term vision, based on a result oriented approach and to monitor continuously that all previous choices ensure the accessibility unit to be fit for its ambitions.





Introduction

The work package leader UJ and Int@E propose the sustainability and exploitation plan. **The responsibility of each partner in the project about sustainability and exploitation will be to prepare specific and local dissemination concepts in accordance to the policies described in the dissemination strategy**, and the correct development of these actions. There is a relation between external communication and dissemination, sustainability and exploitation.



Relation between external communication and dissemination, sustainability and exploitation

1. External communication and dissemination are an essential part of the project. It is crucial in helping the project to become sustainable after the funding has finished.

External communication can also help to achieve a wider and more long-term impact both during and after the funding period. So, external communication and dissemination are about making project results available.

2. Sustainability is the capacity of the project to continue to exist and function beyond the end of the funding. The project results are usage and exploited continuously.

3. Exploitation means ensuring that the results currently be used by the target groups: institutions, professionals and learners within and beyond the project partnership. External communication, dissemination and exploitation are therefore distinct but closely related to one another.



Sustainability strategy's objectives

The sustainability & exploitation plan is constructed around three axes, all of which are linked together by our three central sustainability objectives. These axes are:

- ❑ A set of sustainability mechanisms, accompanied by a division of labour between partners;
- ❑ The identification of institutions and groups, which the sustainability strategy is primarily aiming to reach;
- ❑ A timeline for progressive implementation of the mechanisms.



Sustainability strategy's objectives

1. **Training sustainability in long-term perspective, update of equipment and staff development**
2. **Cooperation networks and exchanges the knowledge between students and staff**
3. **Sharing activities and results**

Target Groups

- **Internal (direct):** Teaching staff, Students, Trainees, Administrative staff, Technical staff universities and associated partners.
- **External (indirect):** Other national, regional and international HE, Decision maker groups, Stakeholders from Local Authorities, NGOs, Companies and Enterprises in the partner countries, representatives of other universities and other users of the project outcomes



Channels for Sustainability

Channels to be used for sharing learning objects of diverse clusters to ensure exploitation and sustainability:

- **Indirect channels:** project's site, flyers/leaflets, posters, newsletters, social networking sites like Facebook, discussion groups, mailing lists, common working space using website www.dropbox.com and e-Twinning platform, Networking and external cooperation
- **Direct channels:** Trainings, conferences, workshops, exhibitions, seminars, information sessions

The surveys are called to control the use of the channels and sustainability tools in order to indicate, do they serve the project in the most productive way.



Key performance indicators KPI

A good practice is the development of Key performance indicators KPI and monitoring instruments from the start, evaluating at regular times, efficiency and effectiveness of the BSNB Bureau and its service(s).

This along with the regular feedback from the stakeholders and effected customers and community reflecting on the BSNB Bureau services and engagement, which is also a beneficial mean to increase trust.





Evaluation of sustainability and exploitation

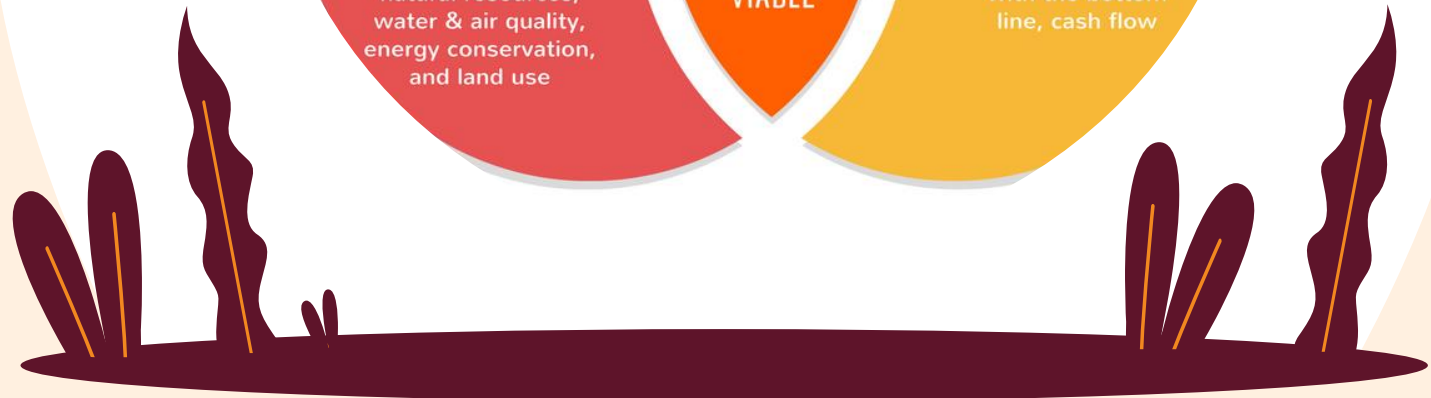
In order to assess the quality of the sustainability and exploitation activities the partners have established the following criteria:

- Leadership regarding Sustainability and Exploitation activities
- Number of events (training, workshops) to sustain and to exploit the project and its results and intellectual outputs and number of teachers and students attending this event (at least two events per partner)
- The number of training courses on the website
- Achievement of the planned Sustainability and Exploitation activities
- Visibility of the project in the community
- Quality and impact of the Sustainability and Exploitation activities
- Adequacy of exploitation methods and techniques
- The panel of the project in each partner
- The Network between partners, collaboration between partners in exploiting the project outputs,
- Number of signed agreement with business, industry and private sectors.
- Final results distributed in the partners



SUSTAINABILITY PLAN

The concept is a departure from the traditional concept of the bottom line, which evaluates all efforts in terms of their short-term effect on profits. The Triple Bottom Line. Usually, the concept uses the three "Ps", People, Planet, Profit, 3Es





SUSTAINABILITY AND IMPACT



Financial

Extend beyond the project's end date



Institutional

Investment in the human capital and structures that will last beyond the project duration



Environmental

No additional impact on the environment than from the everyday field operations



INSTITUTIONAL

1. By building the **capacities of young people**, the project represents a medium and long-term investment in the human capital and structures that will last beyond the project duration and serve as foundation for future interventions,
2. In addition, the **training manuals**, and the other curriculum and the sessions' materials will remain the intellectual property for the BSNB , which will allow the future use of these materials by other young people and non-profit organizations.
3. The participants will also continue to be able to use the **BSNB relations** formed during the project to link with each other in their area of interest. The project will be implemented directly by Universities staff with some external and voluntary assistance. However, the staff will **act in consultation** with the local NGOs and communities, the University built up in the target areas following over the years of work in the field of culture, democracy, advocacy, human rights and civic education.
4. In addition, on the institutional level the project will **cooperate** with multiple local NGOs, schools, universities, Higher education institution (HEI) and other training centres.





Environmental

The project is designed to have no additional impact on the environment than from the everyday field operations of the organisations involved. The use of non-recycled and printed materials will be governed by already used standard procedures such as. Reducing the use of paper by decreasing printing to only the most necessary documents or double-sided printing, recycling the paper when possible.





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DISSEMINATION

The project uses dissemination channels such as University and community events, social media and university advertisement boards and website to broaden as much as possible the outreach of its main messages, vision and mission. In our previous EU project, we indicated in its evaluation strong need expressed by youth themselves for more similar intervention in such areas. Consequently, it resulted in the proposed action with the aim of strengthening and multiplying the previous action's outcomes and results **while in the same time focusing on creative promoting economic gain across the community.**





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WANT MORE

SUSTAINABILITY PLAN (23 PAGES)

- ACTIVITIES**
- METHODOLOGY**
- SUSTAINABILITY AND EXPLOITATION EVALUATION**
- SUSTAINABILITY AND EXPLOITATION TOOLS**



THANKS



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Do you have any questions?

info@intate.de

+49 (0) 341-201717982

www.intate.de

