



SOCIEDADE PORTUGUESA DE INOVAÇÃO

PLAN OF EXPLOITATION OF RESULTS

Project: POTENS – Psychodrama on the Educational Stage

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Grodzki Theatre**

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1. INTRODUCTION

POTENS – Psychodrama on the Educational Stage is a 24-month long project focused on developing new training methodology which combines psychodrama and adult education. The project is funded by the European Commission, DG Education and Culture under the Lifelong Learning Grundtvig Programme. POTENS main goal is to work out a set of training techniques to support and improve teaching/learning processes, especially to empower adult students from marginalized social contexts to gain an insight into their own potential (POTENS) and develop social and personal competences accordingly, which put them in a stronger position in the society and the labor market.

The training techniques are going to be validated through four training workshops that will be carried out in all partners' countries (Poland, Romania, Cyprus and Portugal) during the project. At the final phase of the project an International Seminar will be promoted to disseminate and spread POTENS results. Through this, the project aims to improve the availability and quality of European Training Courses and foster adult education at a European level.

POTENS project is being implemented by a partnership of 4 countries. Project partners are institutions with different fields of expertise, ensuring complementary competences and experiences:

- **The Bielsko Artistic Association Grodzki Theatre (Poland) – coordinator** | A renowned NGO specialising in arts education of the disadvantaged. It is an association of artists and educators with an extensive network of contacts established at the local, national and transnational level.
- **“J.L. Moreno” Psychodrama Society (Romania)** | A national professional association of psychodramatists. It has substantial experience in running courses and seminars in psychodrama techniques at all levels.
- **Cyprus Adult Education Association (Cyprus)** | An NGO promoting lifelong learning particularly in the fields of cultural and intercultural education. CAEA is also active in transnational networks.



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- **SPI - Sociedade Portuguesa de Inovação (Portugal)** | A private company accredited by the national Institute for Quality in Training and has the authority to propagate the developed pedagogy among Portuguese adult educators.
- **EST Lifelong Learning Centre (Poland)** | A provider of non-formal courses mainly to adults at a disadvantage in the society.

The project is structured in eight workpackages, namely: WP 1 – Management structure; WP 2 – Evaluation strategy; WP 3 – Training methodology development; WP 4 – Workshops for AE trainers; WP 5 – Documentation and publication; WP 6 – Grundtvig seminar; WP 7 – Dissemination campaign and WP 8 – Exploitation of results.

Work Package 8 of POTENS Project includes exploitation activities to be completed during and beyond the lifetime of the project. WP8 is led by the Portuguese partner SPI. All partners are involved in the exploitation activities to ensure that project results are transferred to the target groups at national and local level.

The present document, Exploitation Plan, defines the activities to be carried out in the project to enhance the successful exploitation of the project results.

2. OBJECTIVES OF EXPLOITATION

The exploitation strategy of POTENS Project is of crucial importance to achieve successful results. In order to fully understand this strategy, it is crucial that partners base themselves in common concept of exploitation:

Exploitation: Exploitation includes activities of mainstreaming (actual transfer of successful results to appropriate stakeholders and decision-makers) and multiplication (convincing end-users to adopt or apply the results of the projects).

The main objectives of the Exploitation activities are:

- To promote and raise awareness about the project contents, developments and results;
- To successfully transfer the results to appropriate decision-makers to achieve their sustainable promotion and support;
- To convince individual end-users to adopt and/or apply the results, also after the project and support by its partnership has ended.

In order to clear the exploitation strategy for POTENS project, the following chapters try to answer central questions such as:

- Which will be the project results?
- What kind of needs does the project respond to?
- Who are the final or potential users or beneficiaries of the project's outcomes?

Additionally the Exploitation Plan indicates:

- Types of dissemination and exploitation activities to be carried out;
- Means/Instruments that will be used
- Calendar of exploitation activities

3. TARGET GROUPS

Target groups are entities and/or individuals that can potentially benefit from the project results. For a productive and effective exploitation of the project outcomes, it is essential that target groups are identified at an early stage of the project. POTENS has the following main target groups:

Direct Target Group

The direct target group (primary target group) includes organizations and individuals that can be direct users of the project results. These are especially:

- Adult trainers and teachers working with vulnerable social groups in AE centres, second chance or remedial education providers,
- Organisations working with migrants and ethnic minorities,
- Centres for guidance and counseling,
- Experts in the field of adult education as well as psychodrama trainers.

Indirect Target Group

The indirect target group (secondary target group) includes organizations that can lead indirectly to long term beneficiaries of the project, such as:

- VET providers Associations;
- Trainers/Teachers Associations;
- Adult Learners Associations;
- Adult Education Providers Associations;

- Public authorities responsible for the development and implementation of the vocational training policy.

Long-term beneficiaries

It is also essential to identify the **long-term beneficiaries** of the project. POTENS aims to develop and validate a new training methodology which combines psychodrama and adult education. The methodology will be focused on the acquisition of three competences:

- Learning to learn (insight into one's potential, building on prior knowledge and experiences)
- Interpersonal and social competences (behavioural patterns realized and corrected; conflict resolution)
- Cultural expression (psychodrama enhances creative expression of ideas, experiences and emotions through work on stage)

Therefore, the target groups comprise organizations and individuals linked to this aspect and the main long term target group of beneficiaries includes adult students from vulnerable social groups.

POTENS partners will identify concrete organizations and individuals in their countries belonging to both the primary and the secondary target groups. On the basis of this research, a database will be elaborated containing the contacts of the relevant organizations and individuals. Furthermore, partner will identify key organizations and networks at European level through which project results can be transferred.

The identification of key stakeholders will allow partners to transfer project results more easily and carry out more focused exploitation activities. This will also increase the probability that the project results are applied by the target group beyond the project and will be done in connection with the dissemination activities.

4. ENSURING THE VALORISATION OF PROJECT RESULTS

Previous to the implementation of the project, the project consortium identified that the interface between the fields of psychodrama and adult education is worth exploring with a view of raise professional qualifications of AE trainers who teach transversal competencies to creative expression, learning to learn and social skills, in particular to those students who are at a disadvantage in their societies. This previous assessment concluded that the project and its outcomes will have relevance on a European scale.

In order to ensure that the project results are exploitable, i.e. represent value for the target group and are applicable, these will be developed in a way that they are adapted to the real needs of the primary target group. Project activities will identify and take these needs into consideration the following way:

- The consortium will firstly conduct a survey on the useful and active methods in adult education which are used by trainers and teachers.
- This will be followed by the psychodrama experts' meeting where the training content elaboration will be define and completed.
- The elaborated training content will then be tested through pilot training workshops. Thus, partners and stakeholders from the partner countries will be able to provide their opinions, including references about the application of the acquired skills by participant into their own work and reflections about facilitators and inhibitory aspects involved in the transferring process
- Training content will then be improved based on the results of the pilot workshops and the opinions provided by partner country stakeholders.
- The results of the project will be presented and discussed among an international panel of adult educators and psychodrama trainers in a Grundtvig Seminar to be held in Poland.

Furthermore, the constant evaluation of the project and its outcomes throughout the project lifetime will also provide feedback to partners on whether the project outcomes are in accordance with the identified target group's and project beneficiaries' needs.

5. PROJECT RESULTS

The exploitable project results are identified as follows:

- Guidelines on psychodrama techniques in AE courses;
- Workshop Course Content (techniques to be explored in the course);
- Outcomes of the Workshops Course implemented in the 4 partners' countries, including all the information and resources necessary to the subsequent results (in particular the handbook for educators and the documentary film) and, at the same time, information and commentaries about the level of application of acquired skills by the workshops participants in their own courses (and reflections about promoting and inhibitory aspects to that application).
- Handbook for educators;
- Documentary film for educators;
- Outcomes of the final Seminar (defined through project's lifespan).

6. MAIN INSTRUMENTS OF DISSEMINATION AND EXPLOITATION

The main instruments to transfer the project results to the identified target groups will be:

- Project website
- Mailing lists – list of stakeholders at national and international level
- Leaflet with the programme of the workshop course, information about the Grundtvig seminar and the handbook or other project events. It is also planned the production of a project poster concerning to the workshop course.
- Marketing and promotion strategies used by the partners, specially to promote the workshops:
 - Publish workshops information on each partner's website and link to it from as many relevant places as possible;
 - Inform relevant associations and public bodies (asking for targeted mailing lists);
 - Place workshops and final seminar announcements or thematic articles promoting the pilot sessions in relevant publications (specialized newspapers, newsletters, periodicals, web-news, etc.)
 - Promote the Grundtvig seminar to colleagues from other partner organizations and networks;
 - Present POTENS project at appropriate events such as seminars, conferences or project meetings.
- Workshops training courses and subsequent assessment of the implementation of dramatic techniques by workshops participants in their own courses with the support from the trainers.
- Final Seminar
- Face-to-face meetings with stakeholders and decision makers



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- Course participants dissemination material
- Handbook for educators
- Documentary film for educators

7. GENERAL DISSEMINATION AND EXPLOITATION ACTIVITIES

| Type of Activity | Date/Duration | Target audience | Partners Involved |
|---|---|---|---|
| Information e-mail about website | From the launch to the end of the first semester of the project April 2009 | Primary and secondary target groups | All partners |
| Elaboration and distribution of leaflet to promote the workshops and establishment of contacts and meetings or other promotion campaign | Between January and March 2009 | Primary and secondary target groups | EST; translation, printing and distribution by all partners |
| Implementation of Pilot Workshops Course | From February to December 2009 | Primary and secondary target groups | All partners |
| Articles/News/Press releases to promote the project | During all project duration | Primary and secondary target groups and national contact list, other | All partners |
| Presentation of the project/workshops/seminar in meetings, seminars, etc. | From January 2009 | Project partners organisations, primary and secondary target groups, contact list | All partners |
| Announcement and distribution of the "Guidelines on psychodrama use in AE" | From September 2009 | Primary and secondary target groups | All partners |

| Type of Activity | Date/Duration | Target audience | Partners Involved |
|---|---|---|--|
| Website publication of results of Workshops Course | January 2010 | Primary and secondary target groups and national contact list | All partners |
| Distribution of the handbook and documentary film | From May 2010 | Project partners organisations, primary and secondary target groups, contact list | All partners |
| Elaboration and distribution of leaflet to promote the final seminar and other promotional activities | Between December 2009 and March 2010 | Primary and secondary target groups | EST; translation, printing and distribution by all partners |
| Implementation of the final Seminar in Poland | June 2010 | Project Partners, Primary and secondary target groups | All partners, coordinated by TG |
| Application of psychodrama/dramatic techniques | From March 2009 till the end of the project | Workshops participants | All partners (except EST) will monitor this activity among their workshops participants. |