

Working Paper

WELCOME&CO SUSTAINABILITY PLAN

*“Working on Enhancing Liaison and
Cooperation in Mobility in Europe
Companies at the front”*

welcome





www.camaracantabria.com



www.unioncameredelveneto.it



www.upr.si



www.cornwall.ac.uk



www.berlink.eu



www.educantabria.es



www.cifp.es

www.welcomesmobility.com



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WELCOME&CO SUSTAINABILITY PLAN

*“Working on Enhancing Liaison and
Cooperation in Mobility in Europe
Companies at the front”*



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“A project is sustainable when it continues to deliver benefits to the project beneficiaries and/or other constituencies for an extended period after the Commission’s financial assistance has been terminated”

“A practical way to describe the potential or achieved sustainability of a project is to use the following two criteria: Diversity and intensity of activities/outputs maintained or developed after the end of the funding and Intensity and enlargement of the cooperation.”

(cf. <http://eacea.ec.europa.eu/tempus/doc/sustainhandbook.pdf>)

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Diversity and intensity of activities/outputs maintained or developed after the end of the funding

HOW EACH WELCOME & CO PARTNER WILL EMBED SUSTAINABILITY OF THE PROJECT IN ITS STRATEGY

Activities/outputs are maintained

i.e. the project application will be used to promote Mobility Actions (especially, those focused on international professional work placements) not only under Erasmus +, but also other programs such as Erasmus for young entrepreneurs.

Partner's contributions

Cámara Oficial de Comercio, Industria y Navegación de Cantabria

The website will remain active for at least 5 years.

It will support the implementation of mobility projects under Erasmus + Program, aligned with the Chamber of Commerce strategy as well as by supporting educational institutions or other type of organisations acting as sending institutions.

Also it will support our participation Erasmus for Young Entrepreneurs projects and it will contribute to other entities can participate.

It will support Chambers' Network in their access to mobility projects (there are many queries)

WELCOME & CO online IT tool will remain available for future projects' proposals.

The survey is transferable to other regions and Chambers.

The SMEs report contributions will be very useful for implementing projects' proposals submitted.

Unioncamere del Veneto- Eurosportello

Maintain a constant dialogue with the local initiatives on multiple level:

- **Local:** strengthening the existing relations with local stakeholders, such as CPV, Verona Innovazione, Eurocultura, as well as with Regional Institutions such as Veneto Sviluppo, to build and enforce a regional network of institutions cooperating on mobility-related projects;
- **European:** connecting WELCOME & CO with existing mobility programmes such as Erasmus for Young Entrepreneurs or E.R.M.E.S.
- **Ca' Foscari University and IUAV.**

Cornwall College

Traditionally, Cornwall College has not actively participated in international professional work placements. Welcome & Co has increased access to and knowledge of international placements and therefore is more likely to participate in the future. This includes direct access to active receiving institutions who already have significant experience.

University of Primorska

The project should be developed in the last moments of its duration towards a sustainable self-contained organism. It should not be any longer dependent on an intermediary organization, but rather it should be an open-source free platform with one straight goal: allow institutions with little resources (schools) or know-how to be equal partners in the pool of mobility projects and actions.

When the project will bow to the market-economy model it will lose its appeal.

It is why the IT tool should be designed in detail to become self-sustainable.

The University of Primorska is prepared to continue a "soft" administration of the project database after the ending of the project, but is strongly inclined towards a free platform, which will be able to work by itself in all the mobility actions, which link SMEs and Educational institutions.

Berlink ETN GmhH

BERLINK applied last year to be a recognized intermediary organization within the Erasmus for young entrepreneurs Programme. The proposal was unfortunately not successful. We will however for sure promote the Welcome & Co developed activities with partner institutions working on EU funded programs for international work placements, different from Erasmus Plus.

Among those we could for sure list the transnational initiatives for mobility experiences promoted for young unemployed people through the European Social Funds and managed by Regional Authorities.

Activities/outputs are developed

i.e. needs of SMEs (Small and Medium- Size Enterprises) are assessed, will be used to develop materials and strategies within partners institutions; how will it support employability and/or entrepreneurship strategies.

Partner's contributions

Cámara Oficial de Comercio, Industria y Navegación de Cantabria

Welcome & Co approach will become part of the internationalization strategy of the Chamber of Commerce of Cantabria.

Unioncamere del Veneto- Eurosportello

The Welcome&Co platform will be used as a database: on one side the SMEs and institutions already registered will be regarded as potential partners in future project related to mobility, on the other UCV will exploit its basin of SMEs and local stakeholder to support the platform.

Monitoring the needs of the registered SMEs, we will address them to the institution who might better suit their needs: i.e., if a company prefers to maintain contact with a specific Country, we will facilitate a fast-track connection with the partner institution of that country. When it is possible.

Connect the results, i.e.: the database with new project proposals, such as those already implemented under the Erasmus + programmes – UCV will thus ensure the quality of VET mobility contributing to its validation.

Cornwall College

Cornwall College has extensive experience working with SMEs within the western peninsula of England (Cornwall). There are over 25,000 VAT registered businesses, the majority of which are SMEs. The College has a clear understanding of employers needs and works actively with over 10,000 SMEs in Cornwall.

Cornwall College delivers 3,000 apprenticeship programmes annually, has an extensive graduate placement (Higher Education) work placement programme and actively places learners studying further education programmes with employers.

Enterprise and employability are embedded in all of our learning programmes. We have developed a number of case studies which will be available via Welcome & Co and embedded in the website for use beyond the project.

University of Primorska

In view of the self-sustainability of the project, each project partner should begin a period of “education” of both parties, SMEs and Educational institutions. It should be clear to both that each mobility partnership should be undertaken with a dialogue between both partners and not just for the financial aspect of the project.

It is thus necessary to develop a “culture” of communication between the needs and offers of both parties, practice and theory.

It is why the intermediary institutions should try to explain (directly or indirectly) the advantages of the database to both partners, making it clear that the statement of preferences and needs is crucial for a good match.

Berlink ETN GmhH

The analysis carried out through Welcome&Co has been used to identify the needs of our partner host companies and to define a strategy to consolidate the relationship with our partners.

We will organize annual informal meetings with the host companies, as occasion for networking and opportunity to discuss new cooperation initiatives, also enhancing the establishment of links between the companies.

Activities/outputs can be disseminated

i.e. the website will be a useful tool for partners to maintain or to develop their strategy regarding mobility in Europe, it could be used as a platform to collect information on all mobility programs in an SMEs' friendly way

Partners contribution

Cámara Oficial de Comercio, Industria y Navegación de Cantabria

The case studies will serve as examples to show schools what could be the possible ways to participate in mobility schemes, as well as for SMEs

The website will be used for dissemination of activities addressed to SMEs, as one of main target group of the project.

The results of the report will be a useful dissemination tool to be addressed policy makers.

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Permanent link on UCV website.

Provide information related to WELCOME & CO programme when meeting entrepreneurs interested in mobility.

Provide information related to the registering procedure of Welcome&Co to those entrepreneurs who requires information on other mobility programme, such as Erasmus for Young Entrepreneurs.

Cornwall College

Cornwall College has developed a number of case studies. We expect these to be available on the Welcome & co website as a useful resource.

University of Primorska

The website should and must be a tool also for the project partners as a means of information. Due to the work invested in the project and the preparation of the database, it is clear that project partners should maintain insight into the database, also as a means of further project starting from the Welcome&Co database.

Berlink ETN GmH

Links to the project website will be permanently shown on BERLINK website. The section of our website dedicated to the project description and full details will remain fully accessible also after the end of the project funding.

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Intensity and enlargement
of the cooperation

HOW EACH WELCOME & CO PARTNER WILL EMBED SUSTAINABILITY OF THE PROJECT IN ITS STRATEGY

The international network is maintained

i.e. how will partners take care of the follow-up. How will each partner identify networks in which they participate to disseminate results (i.e. EEN, EYE, etc.)

Partners contribution

Cámara Oficial de Comercio, Industria y Navegación de Cantabria

Liability and assumption of leadership by Chamber of Commerce of Cantabria.

Participation in other on-going joint projects.

Participation in networks such as Erasmus for Young Entrepreneurs (EYE) Program, in which we also cooperate as partners and for which the application is a support tool.

Commitment to the SME strategy through the Enterprise Europe Network (EEN)

Unioncamere del Veneto- Eurosportello

UCV will take advantage of its multiple network:

- Enterprise Europe Network
- APRE
- Erasmus for Young Entrepreneurs

These will ensure an international exposure to the projects outcomes.

Cornwall College

Cornwall College has a responsive business facing team, Cornwall College Business. If queries are received from businesses, these will be followed up by Cornwall College Business.

University of Primorska

The University of Primorska is willing and ready to promote and maintain the activities and the database of the Welcome&Co projects as a medium for the sustainability of the project, especially through Enterprise Europe Network.

Berlink ETN GmhH

BERLINK will define a stakeholder's list with EU networks to target with exploitation activities. These could include:

- EVTA: European Vocational Training Association, counting 18 members from 12 European countries;
- EUCIS-LLL: The European Civil Society Platform on Lifelong Learning - an umbrella association that gathers 33 European organisations (with the possibility to reach 45,000 educational institutions);
- EFVET: European Forum of Technical and Vocation Education and Training - an European-wide professional association with members in most of the EU countries;
- ETDT: European Training and Development Federation- an umbrella organisation linking 12 national associations, bringing together around 146,000 members;
- EADE: European Association of Teachers - an organisation promoting understanding of EU issues amongst educators in all member states. It has a network of more than 25,000 teachers.

The local network is maintained

i.e. how will partners relate to local & regional stakeholders with the support of the project outcomes (SMEs friendly, multilingual, aware of SMEs needs with sending organisations identified)

Partners contribution

Cámara Oficial de Comercio, Industria y Navegación de Cantabria

Cooperation with Educational centers: Agreements with the Regional Ministry of Education, Culture and Sports of the Government of Cantabria and their areas of interest.

Cooperation with SMEs, thought which will continue be reported of possible cooperation and mobility opportunities Chamber of Commerce of Cantabria's newsletters.

Unioncamere del Veneto- Eurosportello

UCV will make use of the WELCOME & CO database and will update companies and institutions with UCV bi-monthly newsletter. This will allow the SMEs and institutions to be constantly updated on relevant initiatives.

On the other hand, UCV will use the database of the project to have an available source of potential beneficiaries of other European projects or business missions.

Domino effect among the regional stakeholders – thanks to the strong liaisons UCV developed on the territory, such as Regional Network or Women Entrepreneurship through the seven Chambers of Commerce and the regional coordinator that is UCV.

UCV can also count on the existing communication activities which are normally carried out by the office (newsletter, participation to national conferences etc.) to keep on promoting the website.

Cornwall College

Cornwall College currently participates in local networks in which we can disseminate Welcome & Co. e.g. GradCornwall, Unlocking Potential, Cornwall Training Provider Network, Cornwall Chamber of Commerce, Cornwall & Isles of Scilly Local Enterprise partnership, University Partners.

University of Primorska

The University of Primorska, as a part of the Enterprise Europe Network, is in constant relationship with a large amount of SMEs, but also with other institutions, especially educational ones. The Welcome&Co database is thus a perfect tool for the growing of the network and can also be implemented in the day to day work of our local network as a means of the sustainability of the project.

Berlink ETN GmH

We will organize annual informal meetings with the host companies, as occasion for networking and opportunity to discuss new cooperation initiatives, also enhancing the establishment of links between the companies.

Finally, the initial network can be enlarged to incorporate other domains or entities

i.e. Intermediary organizations of the private sector will be included in the management system to assure sustainability in countries where the project partners are not present and/or where the partners do not cover all services involved in mobility necessary for sending institutions

Partners contribution

Cámara Oficial de Comercio, Industria y Navegación de Cantabria

Intermediary Organizations that meet quality standards are welcomed in the project, by registering on the online platform.

Other Chambers of Commerce are encouraged to participate.

The International Campaign for Youth Employment Decade 2013-2016: The Novia Salcedo Foundation and an Advisory Committee of public and private entities coordinate this international Campaign. Official Chamber of Commerce, Industry and Navigation of Cantabria is member of the Advisory Committee for the International Campaign for the Youth Employment Decade, a group of public and private organisations and entities, working in the fields of youth, employment and education.

Through the existing cooperation with the University of Cantabria: There are currently several lines of partnerships and new ones are expected to be opened.

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SMEs and Sending Institution could promote the project and their participation in it promoting Welcome & Co adding in the footnote of their e-mail the link : www.welcomesmemobility.com

Cornwall College

Cornwall College will signpost intermediary organisations to the Welcome & Co website where they can complete an online form to become part of a database of intermediary organisations.

University of Primorska

It is contrary to the project aims and scope to regulate the database on the market. The University of Primorska proposes to, as mentioned above, proceed with “educational” activities, maybe also with the development of a special guide to users (SMEs, Educational institutions).

Berlink ETN GmhH

This does not apply to Berlink

Factors that support and favour sustainability, and even impact, are the following:

AT PROJECT LEVEL

- Quality of project design meeting the needs of target group/s and/or sector/s
- Involvement of partners: sense of ownership and motivation
- Effective management and leadership
- Active participation of the target group/s and/or sector/s
- Capacity for securing adequate resources for continuation

AT CONTEXT LEVEL

- Institutional support
- Public authority and political support
- Socio-economic support

(cf. <http://eacea.ec.europa.eu/tempus/doc/sustainhandbook.pdf>)

