

Project Number LLP-LDV/TOI/2007/PT/12

WP5

Valorisation - Dissemination

Partner in charge:

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BACKGROUND

FRO (Family responsible Organisations) Curriculum is a project funded by the European Commission Leonardo da Vinci Life Long Learning programme and carried out by 7 partners representing NGOs, SMEs and chambers of commerce coming from 5 different countries: ANJAF (PT), European Movement International (BE), Centro di Iniziativa Europea (IT), European Association of Women Resource Centres (SV), Regional Association of Veneto Chambers of Commerce (IT), Business and Development Center (PL), Encounter AB (SV).

European enterprises, especially SMEs, are faced with growing global competition requiring new knowledge, skills and policies.

Studies have shown the correlation between gender equality, family friendly policies and profitability in enterprises. Gender equality has also been acknowledged in the Lisbon strategy as a "necessary condition for the achievement of the EU objectives of growth, employment and social cohesion".

VET is an important tool for reinforcing the implementation of management systems for gender equality but there is a lack of training offers in this field for SMEs, their entrepreneurs and managers. This can partly be explained by the fact that few teachers and trainers have the necessary knowledge and awareness of how work life balance influences equal opportunities.

FRO Curriculum meets the need for increased professional qualifications amongst teachers and trainers in VET within the field of gender equality and reconciliation policies in Portugal and other EU member states.

The objectives of the FRO project were to adapt a training curriculum designed within Equal for auditors to new target groups (i.e. teachers and trainers), arrange pilot training activities in order to validate the new so called FRO Curriculum, transfer the curricula and a management system for FRO designed within Equal to new member states, produce a FRO training manual, integrate the FRO Curriculum into VET systems and practices, and promote a knowledge intensive network with HR managers in enterprises and trainers.

This report presents the results from Work Package (WP) 5 in FRO Curriculum, which aimed at valorize and disseminate the results of the FRO Project.



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I - Visual and internal Communication

All through the project, efficient horizontal and vertical communication amongst the organisations involved in the project realisation was provided:

WINNET EUROPE has been involved in this work package as a supporter to EM for dissemination and promotion of the project within WINNET EUROPEs network and web portal. As a partner and supporter for EM on all materials that EM has created within the project.

- Preparation of a promotional materials package (including design of the FRO logotype, layout and templates and other material used to promote FRO Curriculum)
- Creation of internal communication package, including skype network, mailing list, contact list
- Support in creation of website: virtual platform
- Uploading documents for the FRO platform; testing links; Preparation for promotional materials.

II - Support to other work packages

Support was provided to the other work packages:

- Support WP 2 in disseminating and administering questionnaires. Interviews of potential beneficiaries of the curriculum.
- Support to partners' communication and in organising and promoting the different trainings
- Support transnational trainings (bringing trainees and participating to the two transnational trainings).
- Increase awareness of project; involvement of national actors through the EMI network.
- Multiply the impact of the project through promotion and encouraging present and future participation
- Organisation of management meetings in Brussels, in order to facilitate the smooth preparation of the future of the trainings and project in general



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III - External Communication

The European Movement and WINNET EUROPE had a significant role in the dissemination and valorisation strategy in the FRO Curriculum, since both organisations act at European level and have access to a broad European network.

à Publication of many articles on the EMI newsletter, read by about 4.000 people every week.

à Information on the project was made available on the EMI and WINNET EUROPE websites and publications (read in between 4000-8000 people every month).

à Involvement of European actors through the EMI networks and members (Trade Unions, European Association of Teachers...).

Involvement of European actors involved in WINNET EUROPE network of Women Resource Centre all over Europe and globally; South Africa and Chile. Which includes public and private actors involved in regional development and growth with a integrated gender perspective.

à European dissemination event: Organisation of the FRO final conference on the 21st of September in Brussels (European Economic and Social Committee)

At this occasion, invitations were sent to more than 12.000 people, thus providing them information on the project outcomes. WINNET EUROPE has been a support for the promotion and dissemination of the pre invitation and later the final invitation that EM wanted to spread out within Europe and in the WINNET EUROPE organisation. Outstanding speakers from the European Commission, EESC, the Swedish Ombudsman Office, and representatives from the civil society, trade unions and small and medium size enterprises participated in the conference.

Targets for the dissemination event:



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Human Resources specialists, trainers/teachers in Business schools, NGOs dealing with gender equality issues and FRO, Trade Unions, SMEs, European Institutions, Local authorities representatives, Chambers of Commerce and Industries, WINNET EUROPE's organisation of Women Resource Centres and their co-operating actors with private

companies, public, regional and local levels within gender equality and regional development and growth

All partners were involved in the valorisation process in their respective countries.



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