Toolkit for a successful scaling up

ENTELIS+ Ref 612194-EPP-1-2019-1-BE-EPPKA3-IPI-SOC-IN

This toolkit belongs to WP4 Dissemination Plan being a practical tool for partners and key stakeholders to contribute to scale up and explode the project results.

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2 Introduction

Entelis+ is a project led aiming to reducing the digital divide through collaboration in the development of strategies and policies for digital skills development among persons with disabilities. Entelis+ is coordinated by the European Association of Service Providers for Persons with Disabilities (EASPD) and implemented by a consortium of 10 experienced European partners with complementary skills and knowledge working together.

Entelis+ brings together service providers from Italy, Austria, Ireland and Greece; universities from Austria and Cyprus; a leading expert organisation on accessibility and three European networks representing service providers for persons with disabilities; assistive technologies experts and regional authorities.

This toolkit belongs to WP4 Dissemination Plan being a practical tool for partners and key stakeholders to contribute to scale up and explode the project results. Exploitation on Erasmus projects is associated with the use of the project's results at different levels, during and after the project implementation. It is related to the importance of bringing visibility to the project in order to involve target groups, service providers, stakeholders and authorities and to be able to apply this results in their professional, work and even personal fields.

Exploitation is mostly related to the idea of convincing the key actors to use the main products of a project. Exploitation is also closely associated with the sustainability of the project after its conclusion, since exploitation activities should ensure that the results of the project are used by its target groups and possibly are transferred to other contexts.

Taking into account the aforementioned, the objectives of this exploitation toolkit are:
- Scale up inclusive education innovations results from Entelis+ project across the educative, research and service providers community.
- Create a European network through the membership of the project to distribute the results and to stimulate all the members to use the training materials.

The most important output of the Entelis+ project is the production of digital accessibility training materials directed towards professionals and entities that engage in or are interested to engage in themes related to accessibility for people with disabilities, particularly in the digital sphere.

The first material is a training manual on accessibility, which is complemented by 5 training modules elaborated by part of the Entelis+ staff / members. These materials aim to highlight and teach good practices in the integration and creation of accessibility strategies, in the hope that they can be replicated by the target audiences.

With the aforementioned goals in mind, the project has developed a detailed methodology of accessible education aimed for trainers, who may then put it into practice with their students. Such a methodology was developed through extensive research on techniques and good practices in the integration of students with disabilities, the creation of accessible tools, and the bridging of gaps in accessibility between students with disabilities and those without disabilities. Training has been given to numerous teachers who work with people with disabilities on a daily basis. High priority was also given to the creation of materials based on such experiences, which will allow them to be replicated in future occasions and after the project's completio

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Exploitation strategy

2.1 Context of the ENTELIS+ exploitation toolkit

One of the greatest strengths of the Entelis+ project is the diversity of the consortium members. The inclusion of different institutions with a wide array of expertises, focuses and levels (local, regional, etc) of activity guarantee a holistic and multi-faceted approach to the project's themes.

As such, input from this diverse group of participants, based on a standardised questionnaire, allows us to analyse the project's strengths and weaknesses, the tool's accomplishments and pitfalls in ensuring a more accessible and, through such an analysis, make improvements in order to further advance in our common goals of bridging the digital gap. The synthesis of such individual inputs into a number of recommendations for the programme will thus allow for more thorough and complete improvements thereto.

Regarding Entelis+ exploitation strategy, the aforementioned network of public, private and academic members ensures the possibility of a relatively quick and wide expansion of the projects outputs and facilities across interested entities in Europe. The realisation of the questionnaire is fundamental in such a strategy, as it is important for the tools to be adapted to the partner's different demands and requests in order to ensure a smoother rollout and guarantee that they are useful to the target groups.

2.2 Approach

Exploitation is related with the use of the project's results at different levels, during and after the implementation of the project. It is interconnected with the necessary action that will bring visibility to the project concerning involve the target groups, end-users, stakeholders and transfer the results/products into their professionals' scope.

In order to make the exploitation toolkit, many factors have to be taken into account. Indeed, dissemination is a crucial point for a successful exploitation plan. Bringing these results to policy makers in order to use the tools provided by the project is essential to impact on the society. For all these reason and considering the variety of the project members and the different backgrounds of all of them, the possible success is higher as it will be replicated and the different target groups that will get the information and the necessary tools.

ENTELIS+ project exploitation will be implemented at three different levels: Mainstreaming; multiplication; and sustainability. The following section describes different layers of commitment from the partners -

- To widening the geographic scope of project,
- To expanding to other knowledge/professional areas and
- its possible commercial exploration.

2.2.1 Level 1: Mainstreaming

Mainstreaming is a fundamental component for the exploitation toolkit. Mainstreaming consists in addressing decision-makers in order to convince them to use the results/materials

from the Entelis+ project. For that reason, the partnership with EASPD /AAATE and AEBR are crucial in this point. The following activities will help

Partner name: **EASPD**

EASPD target group:

Service providers, specifically social care & support providers working on/in cooperation with education & training settings – as immediate target group; education & training providers. As well as: Disabled Persons' Organisations (DPOs), Human rights agencies, Civil servants active at EU or Member State level and researchers.

Tools:

- EASPD monthly newsletter
- EASPD Person-centre Technology Member Forum online webinars
- EASPD annual international conference in May (Croatia) and October (Malta)
- EASPD Knowledge Café
- Social media posts
- Bulk email to ENTELIS+ Final conference participants

Actions:

- Upload and share the ENTELIS+ training modules in EASPD e-library (D-LOT)
- Promote ENTELIS+ training modules and organise digital accessibility workshops under Light house network activity 2022 involving 76+ service providers across Europe.
- Introduce the ENTELIS+ training modules to the EASPD forum of inclusive education.
- Promote the ENTELIS+ training modules through EASPD resource stand in all international conference.

Bottlenecks:

- Lack of interest in digital accessibility among the staff members of service providers for person with disabilities
- Frequent updates and introduction of new accessibility features in operating systems (windows, ios, android) makes it challenging as it outdates few sections of the training module.
- Lack of awareness of among the target group to further use the training modules.

Resources:

- Staff hours to maintain EASPD e-library (D-LOT).
- Conference/meeting venue, logistics, staff hours etc.

Indicators:

- Number of service providers/education providers/institutes/organisations using the training materials.

- Number of organisations expressing interest.
- Number of organisations actually attending project events.
- Number of approached by EASPD which gave negative feedback

Partner name: **AEBR**

AERB Target group:

Regional and subnational authorities located in border areas of European countries. Due to its wide network of such governmental authorities, AEBR would be in a position to share and promote the toolkit among departments within these governments that are responsible for policies directed towards people with disabilities.

Tools:

- AEBR newsletter.
- AEBR social media.
- Networking.
- AEBR website.

Actions:

- Advisory related with its expertise on upscaling in cross-border context and the use of EU Structural Funds to develop and implement policy innovation.
- The promotion of such tools and the project to create a positive impact in local and regional policymaking in border areas.

Bottlenecks:

- Resistance of the authorities to cooperate with the project.
- Lack of awareness. Digital accessibility is not considered a priority on a political level.

Resources:

- Website.
- Social media.
- Newsletter.

Indicators:

- Number of participants in events and training activities.
- Number of downloads of material.

- Number of events presenting ENTELIS+.
- Number of new collaborations regarding digital accessibility.
- Number of online or in-site training activities.

Partner name **AAATE**:

AAATE Target Group: The target groups for the ENTELIS+ results are AAATE members (approximately 200 individuals and 40 institutions across Europe). Other envisaged target group members are participants in the ICCHP-AAATE 2022 conference that will be held in Italy in July 2022.

Tools:

The project outcomes will be released to the general public through the following means:

- Bimonthly newsletter which will contain a link to the project outcomes
- News about the end of the project and the results will be disseminated through our website.
- Biannual conference during which we will organise a Special Thematic Session and a workshop on the ENTELIS+ results, as well as a policy session.

Actions:

- AAATE will promote a call for papers for a special thematic session on digital inclusion as a contribution to the ICCHP-AAATE 2022 conference. Once the session is confirmed we will write an article for the open access compendium.

- AAATE will promote during the same conference an interactive workshop around accessibility training and a policy session for which we will start to invite representatives of European bodies early 2022.

Bottlenecks:

AAATE is an international organisation that aims at the sharing of knowledge and resources. As such AAATE will not use the produced materials ourselves, just promote their existence and replicability. They do not foresee real bottlenecks, if not the time we can dedicate to this activity.

Resources:

- They joined the Right to Connect project application which has been approved. They will have additional resources to keep the Right to Connect campaign up and running.
- They have a communication officer dedicated to mainstreaming project results in our day to day communication activities.

Indicators:

- Number of events presenting ENTELIS+.
- Number of new collaborations regarding digital accessibility.
- Number of online or in-site training activities.
- Numbers of participants in events and training activities.
- Numbers of downloads of material.
- Numbers of engagement in posts in social media.
- Numbers of new projects relevant to the topic of ENTELIS+.
- Numbers of new training tools developed for the update of ENTELIS+.

2.2.2 Level 2: Multiplication

For the exploitation toolkit, multiplication is an essential component. Multiplication is focused on persuading individual end-users to adopt those products/results. This usage can be within partnership and outside, at local, regional, national or European level. In terms of multiplication, AIAS, ATEMPO, SJoGCS and MARGARITA are necessary for the exploitation of Entelis+ project. Thus, these are associations that works with education professionals, and professionals who work directly with disabled people, therefore they are a fundamental channel to be able to transmit and spread the effects of the project.

Partner name: **AIAS**

Target group:

- Professionals and educators working with persons with disabilities mainly involved in training activities and capacity development for education and employment.
- Persons with disabilities active in the community.
- Service providers.
- Formal education teachers.
- Policy makers.
- Academics/Universities.

Tools:

- Press releases.
- AIAS Newsletter.
- Social media posts (twitter, facebook and linkedin).
- Presentations in conferences/webinars.
- Presentations in daily care centres.

Actions:

- Helpdesk in AIAS office dedicated to the digital accessibility to help users to develop their skills on this topic and related problems.
- Deliver specific training based on ENTELIS+ training materials to teachers and educators.

- Deliver specific training based on ENTELIS+ training materials to AUSL employees.
- Deliver specific training based on ENTELIS+ training materials in the network of Public Library of Comune di Bologna.
- Presentation in International conferences (i.e. ICCHP-AAATE Conference 2022).
- Presentation in national events (i.e. Accessibility days congress).
- Link of the ENTELIS+ final training material in the AIAS website Introduce the work of ENTELIS+ to policy makers (e.g. Azienda Unità Sanitaria Locale Emilia Romagna, Disability Manager Comune di Bologna).

Bottlenecks:

- To achieve digital accessibility, organisations need to analyse their existing online content and rebuild in compliance to the new standards. Developers must study the rules & guidelines, receive training.
- To create digital accessible contents requires more time and competences inside the organization/companies. They consider persons with disabilities a small target to invest in.
- Common shared online tools provide low accessibility features in Italian (ex. automatic captions).
- Lack of specific training courses on digital accessibility.
- Digital accessibility is not considered a priority on a political level.

Resources:

- Website and social media.
- AIAS' IT developers team including digital accessible guidelines in software development.
- Daily centres and educators.
- Assistive technology centre and training courses.

Indicators:

- Number of new collaborations regarding digital accessibility.
- Numbers of downloads of material.
- Numbers of engagement in posts in social media.
- Numbers of new projects relevant to the topic of ENTELIS+.

Partner name: **ATEMPO**

Target group:

- Professionals who work in the disability field.
- People with disabilities of all ages.
- Service providers.
- Policy makers.
- Anyone interested in the topic accessibility.

Tools:

- Social media.
- Newsletter.
- Website.
- On Site trainings at organisations.
- Online presentations about the Entelis+ project.
- Personal meetings.

Actions:

- Outcomes will be provided and published on the ATEMPO website.
- Materials will be used and distributed during workshops either offline or online.
- Materials will be partially used during related workshops or courses.
- Presentation during the next meeting of the "Behindertenbeirat" of the city of Graz.

Bottlenecks:

- Lack of interest and funding on promoting accessibility on a national level.
- Oversaturation with digital topics after and during COVID crisis, therefore less motivation of service providers to implement yet another approach.
- Fear of service providers and/or families of people with disabilities regarding the digital world, which leads to a defensive stance against digital media and the online world in general. "People with disabilities should be protected from the internet".

Resources:

- Website, social media, newsletter.
- Broad network of organisations and companies around Europe.
- Organisational interest in providing more knowledge regarding the topic.

Indicators:

- Number of events presenting ENTELIS+ and the materials.
- Number of online or offline training events.
- Number of participants in events and training activities.
- Number of interactions with posts on social media.
- Number of requests regarding project materials.

Partner name: **SJoGCS**

Target group:

In Ireland as our expertise is in Intellectual Disabilities we focused on this target group and we concentrated on training support staff both social care workers and instructors in the area of digital accessibility. The practical training was person-centred with participants working out real assistive technology solutions for the individuals they support while on the course.

Tools:

- Newsletters.
- Webinars.
- Social media.

Actions:

We will ensure that all the resources created are available on the Entelis+ website for a wide audience.

Bottlenecks:

There is a lack of policy within Ireland to promote digital accessibility however there are some strong EU directives and protocols. The idea of digital accessibility needs leader sponsorship for it to be engrained in the culture of organisations.

Resources:

We are active members in a number of umbrella organisations including FEDVOL and Freedomtech.

Indicators:

That others find the resources helpful and it supports others to bridge the digital divide.

Partner name: **MARGARITA.**

Target group:

- People with disabilities of all ages.
- People in the third age.
- Carers, supporters, social workers, occupational therapists and educators who collaborate with people with disabilities and/or elderly people in order to develop activities and methods that will increase their self-autonomy and inclusion in the community.
- Families of people with disabilities.
- Employers and colleagues of people with disabilities;
- Policy makers.
- Academics.

Tools:

- MARGARITA's website and social media.
- Online webinars.
- Presentations in online or real events relevant to digital accessibility.
- Training visits in other organizations.

- Projects that relate to ENTELIS+ that can be benefitted by the knowledge and expertise of the project.

Actions:

- ENTELIS+ outputs will be published in MARGARITA's website.

- ENTELIS+ materials will be presented in webinars that aim to train the participants in the contents of the materials.

- ENTELIS+ materials will be used in training visits in other organizations to practice the materials together with their professionals and service users.

- MARGARITA's RDI department in collaboration with our workshop of "Educational Technology" is approaching the Ministry of Digital Governance and representatives of the technological sector to present ENTELIS+ to discuss about the accessibility issues in the accreditation of digital skills.

- MARGARITA is involved in the DI plan in Greece and accessibility is an issue that heavily impacts the institutionalization of people with disabilities. ENTELIS+ materials and MARGARITA's improved knowledge on the topic of digital accessibility can highlight the lack of policy, funding, awareness and expertise in this issue that act as barriers in the access of people with disabilities in digital services.

Bottlenecks:

- Lack of policy and relevant funding that promotes accessibility in society.
- Lack of interest from professionals representing the Digital and Technological sector in collaborating with end-users with disability or third age to understand their accessibility issues in order to propose viable solutions. Such practices require more time and budget and usually they are avoided with the excuse that the audience that doesn't have true access is small in numbers.
- Lack of interest from professionals representing the Digital and Technological sector to design truly accessible digital environments. The design of digital services answers the accessibility requirements established by the government to a minimum and rarely it is truly functional or maintained correctly.
- The several issues families and people with disabilities face relevant to their inclusion as a result they do not pay the necessary attention to the impact of not having digital access in many digital services due to accessibility issues and lack of skills.

All the above lead to a minimum demand by the people with disabilities, families, and professionals from all the relevant fields to seek actively training in Digital Accessibility in order to take the initiative to design solutions without an existing policy and funding framework.

Resources:

- Website, google classroom and social media.

- Personnel and time to run activities and develop tools depending on the needs and skills or the participants with intellectual disabilities participating in the courses.

Indicators:

- Numbers of events presenting ENTELIS+.
- Number of new collaborations regarding digital accessibility.
- Number of online or in-site training activities.
- Numbers of participants in events and training activities.
- Numbers of downloads of material.
- Numbers of engagement in posts in social media.
- Numbers of new projects relevant to the topic of ENTELIS+.
- Numbers of new training tools developed for the update of ENTELIS+.

2.2.3 Sustainability

Sustainability is the capacity of the project to continue its existence and functioning beyond its end. A project is sustainable in time when the results are used and exploited in a long term after the end of EU funding. A project can therefore be considered as sustainable if relevant results are pursued and products are maintained or developed after the end of the EU funding (i.e. duration of new courses, up-dating of new tools).

To ensure the sustainability of the project, the project is supported by FUNKA and JKU that their target groups are principally: service providers, policy makers, academic community and individuals with disabilities which will ensure that the project will have continuity over time.

Partner name: **FUNKA**

Target group:

- Representatives of disabled persons organisations.
- Individuals with disabilities.
- Representatives of public administrations.
- ICT and design students we regularly train.

Tools:

Funka will include an article about the ENTELIS+ results in our monthly newsletter, which is produced in English, Swedish and Norwegian and has a total of 18,000 subscribers.

Furthermore, we will also use social media channels, such as twitter, to promote the results of the project.

Actions:

Funka has already actively promoted the project and its results at four different events throughout the lifecycle of the project:

- ICCHP 2020: ENTELIS+: Accessibility skills for a technology enhanced learning in an inclusive society – 09.09.2020.

- EASPD Conference: To inclusive education and beyond – 06.05.2021.
- Forum #RightToConnectNow: Digitization, an opportunity for the formation of an inclusive society – 16.06.2021.
- EASPD 25th Anniversary Conference: Workshop 3: Digital skills for service providers and persons with disabilities – 13.10.2021.
- Accessibility Update with the European Disability Forum and potentially also the Swedish equivalent – 09.06.2021.

In addition to the dissemination activities that will be carried out through the Funka newsletter and social media channels, Funka also brought attention to the ENTELIS+ training materials in a webinar that was held on the 01.10.2021 focussing on "How to improve the impact of EU-funded projects through accessibility".

Funka will also highlight the ENTELIS+ results at future conferences and events when discussing accessibility training and the digital divide.

Sustainability:

The training manual and module will be made available to staff members and will be shared with Funka's contacts, focussing mainly on the aforementioned target groups.

Bottlenecks:

- The content is in English.

Resources:

Continued promotion of the project outputs and ENTELIS+ network in future activities related to accessibility training.

Indicators:

- Number of people attending trainings carried out.
- Number of organisations who make use of the material internally.

Partner **JKU:**

Target group:

- Academic community (students, teachers, support teachers, researchers, professionals, universities, education providers, volunteers).
- Person with disabilities.
- Service providers.
- Administration / policy makers.

Tools:

- IIS- JKU website.
- IIS –JKU Facebook page.
- IIS- JKU Twitter page.
- Accessibility & Assistive Technology Awareness (Facebook page).
- Accessibility & Assistive Technology Awareness (Twitter page).

- Promotion in AAATE/ICCHP 2022 conference.
- Lectures.
- Presentations.
- Events.

Actions:

- Share ENTELIS+ final training material link and videos in:

    o   IIS- JKU website.

    o   IIS- JKU social media (Facebook and Twitter).

    o   Accessibility & Assistive Technology Awareness (Facebook and Twitter).

- Using ENTELIS+ training materials for updating and refreshing own teaching materials for university courses.

- Using ENTELIS+ training materials for conceptualising and preparing courses for educators, trainers, therapists, service providers, formal and informal care givers.

- Using ENTELIS+ training materials for updating and renewing courses for support teachers for students with disabilities.

Sustainability:

- As outlined above: Include results in:

    o   Teaching,
    o   Research, and
    o   Service & support center work.

Bottlenecks:

- Lack of awareness about accessibility and assistive technology among people with disabilities and senior citizens, student with disabilities, employers, job seekers with disabilities, service provider to promote the results.
- Resistance in changing curricula and traditional educational paths.
- Lack of resources (time) for education besides the job, missing integration in established education channels.

Resources:

- Teaching: Courses on Assistive Technology and Accessibility, Accessible Software and Web Design, Human Computer Interface.
- Research: Research in the area of Accessiblity and Assistive Technology.
- Support for Student seminar work, Bachelor Thesis, Master Thesis and PhD Dissertation.

- Service and Support Center: Supporting integration or inclusion of students with disabilities and / or chronic diseases is participation in education and training. *Integriert Studieren* tries to identify barriers that hinder the learning and participation of students with disabilities and / or chronic diseases in order to eradicate inequality and establish educational equity.
- Involvement and organisation of courses for practitioners, teachers, special teachers, educators, service providers, care providers, NGOs, policy makers and administration.

Indicators:

Quantitative:

1. Number of organisations / individuals got information about ENTELIS+ Project in the form of Digital Media/ other sources.
2. Number of organisations / individuals using ENTELIS+ output like training material.
3. Number of organisations / individuals have given feedback.
4. Number of organisations / individuals have shown interests.

Qualitative:

- Positive and negative feedback.

3 Transfer and follow-up projects

The ENTELIS+ is a successful follow up of ENTELIS project that enlarged the European dimension and languages covered by 10 European partners co-founded by the European Commission under the Lifelong Learning program.

After the success of ENTELIS+ the consortium decided to expand the scope of what has already been achieved. In 2022, 'Right To Connect' is a follow-up project of ENTELIS+ which has been already approved and will be transferred to 12 European countries with 12 consortium partners.

4 Conclusion

A thorough analysis of the project allows for some conclusions regarding the actions that were taken and the materials produced in its framework. Firstly, the exploitation kit ought to be recognised as one of the project's flagship achievements, given its key role in the dissemination of the project's ideas and results. The toolkit is intended to outlast the project's chronological framework, and is aimed at promoting the good practices and methods identified by Entelis+ with as many interested people and institutions as possible. Likewise, its use by institutions that work with people with disabilities may itself further disseminate the ideas contained therein, and, as a consequence, further expand their use by other entities.

The methods and good practices identified by the project and included in the toolkit are the product of a thorough, extensive research effort by Entelis+ staff, and were selected based on the potential demands of the project's target audiences. The project is sustainable insofar as its outputs are not limited to the project's duration and/or direct beneficiaries themselves. The elaboration of a toolkit, manuals and training modules guarantees continuity beyond the project's closure, and their translation into other languages, in accordance with the demands of the target audiences, further expands its potential reach. These materials, being accessible to a wide range of entities and available in several languages, may play an important role in the expansion of accessibility strategies and policies across Europe, provided that they are distributed accordingly.

5 Annex

Model of toolkit questionnaire:

Toolkit Questionnaire

Name of the partner:
Please explain briefly about your involvement in the project

Introduction

Entelis + Exploitation Plans are based on two tools: a toolkit questionnaire and a policy paper. The toolkit will be distributed among the partners. It consists of a questionnaire for the partners to share among their target group and, in this way, disseminate the action plan. The aim of Exploitation toolkit is to specify concrete actions for: I. Ensuring that project results come to the attention of national decision-makers. II. Convincing end-users to adopt the project's results. III. Ensuring the sustainability of the project outcomes.

Please tell us briefly about your target group

Key elements: Tools
Question: What **TOOLS** are you going to use to promote the project outcomes within your target group after the end of the project? (E.g. newsletters, webinars, etc)
Answer:

Key elements: Actions
Question: What concrete **ACTION** are you going to use to make the project outcomes available to your target group after the end of the project? (*E.g, training courses, networking events, etc*)
Answer:

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Key elements: **Bottlenecks**
Question: What **BOTTLENECKS** do you foresee in your country to promote the project outcomes within your target group after the end of the project? (e.g. lack of favourable policy, lack of human resource etc.)
Answer:

Key elements: **Resource**
Question: What **RESOURCES** does your organisation have to contribute towards the maintenance or provision of exploitation activities beyond the project's funded phase or scope?
Answer:

Key elements: **Reach**
Question: Which partners/stakeholders can reach the project results?
Answer:

Key elements: **Indicators**
Question: Which **indicators do** you believe are key to assess the project exploitation to be carried out by you? How could we connect these indicators with the ones in the ENTELIS project?
Answer:

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