

Certi.MenTu

Certification of Mentors and Tutors

DISSEMINATION STRATEGY



CERTI-MENTU

Certification of Mentors and Tutors

2012

DISSEMINATION STRATEGY

Project LLP-LDV-TOI-12-AT-0015

Project coordinator:

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Partners:

University of Gothenburg



GÖTEBORGS UNIVERSITET

Municipality of Tjörns



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Dissemination Strategy

Work Package 3: Dissemination

Work Package 3 Leader: Municipality Tjörns, Sweden

Audience of Document: Partners of the project “Certi.MenTu”

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1.0 Executive Summary

Dissemination *aims at promoting the creation of a framework for the effective exploitation of the results of the Lifelong Learning Programme (LLP).*¹

In the completion of the dissemination strategy three levels of dissemination have been identified and applied to the key deliverables in the project “*European Outplacement Framework*”. They are as follows:

1. Raise Awareness;
2. Create Understanding;
3. Stimulate Action.

The dissemination strategy outlined in this document provides details on the objects to be disseminated, identifies in the broader sense the key audience for dissemination and outlines all key milestones through to the completion of dissemination.

In order to reach the targeted audience the primary tools for disseminating material have been identified as the seminars, newsletters, evaluation sheets, project website, e-mails, printed brochures, articles and publications.

In addition the partnership did a stakeholder and multiplier analysis to show which products have importance and influence to all stakeholders and multipliers.

¹ http://eacea.ec.europa.eu/llp/ka4/dissemination_exploitation_results_en.php

2.0 Scope/Objective

2.1 Overview

The overall objective of the Dissemination Strategy is to identify and to organise the activities which are required to be performed in order to promote awareness of the project objectives, progress and the wider dissemination of knowledge/results from the project. The dissemination strategy outlined in this document outlines the dissemination plans for all deliverables in the Certi.MenTu project.

The dissemination strategy addresses the following areas:

- What to disseminate
- Aim of the dissemination activity
- Audience for dissemination
- Message to be disseminated
- Methods of dissemination
- Timing of dissemination
- Responsibilities for dissemination activities
- Success Measurement of dissemination activities
- Stakeholders

2.2 Purpose of Document

The purpose of this document is to inform and to gain agreement across the partnership on the detailed dissemination strategy for the Certi.MenTu project. This will form part of the understanding between partners as to their commitment to dissemination. The dissemination strategy outlined in this document will be used to promote awareness of the project objectives, progress and results to the European Commission, Executive Agency,

schools, training providers, training institutions, tutors, mentors, vocational organisations, the labour market and other interested organisations

2.3 Target group

The target group for this document is all partner organisations of Certi.MenTu project who will be actively involved in all dissemination activities. The document is also aimed at informing partner leaders as to their commitment to dissemination activities.

3.0 Levels of Dissemination

Level 1	Level 2	Level 3
Raise Awareness	Create Understanding	Stimulate Action
To make individuals aware of the activities related to this aspect of the project. They can be executed through the use of a poster or message on a website, personal contact or phone calls, information in the newsletter, brochures translated into national languages and publications.	To inform individuals to a level where they have a deeper understanding of this aspect of the project. This can be executed through brochures, documents, journal articles, conference presentations etc.	To inform to a detailed level this aspect of the project and structure the gathering of feedback to be used in furthering the work of the project. This can be executed mainly through organizing pilot seminars. Responses are required and integral to this activity.

3.1 Dissemination Strategy

WHAT TO DISSEMINATE	AIM	AUDIENCE	MESSAGE	METHODS	TIMING	RESPONSIBILITES	MEASURE
Overview of the project (general information)	Raise awareness	Potential tutors, mentors and trainers Vocational institutes and organizations Partners institutions External qualifications authorities and training organisations Local networks	To create awareness that it is necessary to help people who are unemployed or they are threatened by losing a job To create awareness what the mentoring and tutoring means and how important it is.	To prepare 4 newsletter	01.10.12-30.09.14	P2	Feedback from target groups
	Stimulate actions			To prepare and to update the webpage (www.certimentu.eu)	01.10.12-30.09.14	P0	Feedback from users
				Translate and distribute newsletters in partner countries	01.10.12-30.09.14	All partners	Feedback from target groups
				To develop and distribute the project brochure	01.12.12-31.1.13	P0	Feedback from users
				To present the project to the experts	01.10.12-30.09.14	All partners	Feedback from experts
				To distribute the e-mails to the local networks and stakeholders	01.10.12-30.09.14	All partners	Responses via e-mails
				To publish articles about the project	01.10.12-30.09.14	All partners	Feedback from users
				To organize 2 events for publishing the project	01.10.12-30.09.14	All partners	Feedback from participants
				To organize the final conference	September 2014	P1	Feedback from participants

WHAT TO DISSEMINATE	AIM	AUDIENCE	MESSAGE	METHODS	TIMING	RESPONSIBILITES	MEASURE
European competence matrix for mentors and tutors	Stimulate actions	Project partnership, external stakeholders, interested learners (trainers, advisors, teachers, supervisors, tutors and mentors)	The European competence matrix will describe in detail the identified competences required from tutors and mentors in the vocational sector on European level. The matrix is the basis for the development of the modules	Distribution to all partners.	01.02.2014	All partners	Feedback from partners
	Create understanding			To create PDF version of the matrices for download on the Certi.MenTu webpage (www.certimentu.eu)	01.02.2014		Feedback from potential tutors, mentors, trainers, vocational institutes and organisations
European report about the tutors & mentors sector-challenges and trends	Create understanding Raise awareness	Project partnership, external stakeholders, interested learners (teachers, trainers, advisors), VET providers, political decision makers	Each project partner will investigate the mentor and tutor sector in the own country according to vocational professions, trends, developments, competences needed, new challenges in the future etc. and develop a country report. The report shall inform about the current situation in the mentor and tutor sector	To create PDF version of the report for download on the Certi.MenTu webpage	01.02.2014	All partners	Feedback from potential tutors, mentors, trainers, vocational institutes and organisations
Competence certification scheme "ISO 17024 certified mentors and tutors"	Create understanding Raise awareness Stimulate actions	Project partnership, external stakeholders, interested learners (teachers, trainers, tutors, mentors, advisors, supervisors), VET providers, certifying bodies	Development of the certification process for the two professions of mentors and tutors in the vocational filed. The scheme is the basis for the certification process	To create PDF version of the certification scheme for download on the Certi.MenTu webpage	01.07.2013	All partners	Feedback from partners and certifying bodies
WHAT TO	AIM	AUDIENCE	MESSAGE	METHODS	TIMING	RESPONSIBILITES	MEASURE

WHAT TO DISSEMINATE	AIM	AUDIENCE	MESSAGE	METHODS	TIMING	RESPONSIBILITES	MEASURE
Examination and certification materials for mentors and tutors	Create understanding Raise awareness Stimulate actions	Project partnership, interested learners (teachers, trainers, tutors, mentors, advisors, supervisors), VET providers, certifying bodies	The partnership will adapt the existing materials for certification in front of ISO 17024:2003 to the requirements and competences of the mentor and tutor sector.	Adapt the existing materials for the certification process To create PDF version of the examination and certification materials	01.07.2013	All partners	Feedback from the certifying bodies
ISO 17024:2003 Certificate for mentors and tutors	Create understanding Raise awareness	Project partnership, interested learners (teachers, trainers, tutors, mentors, advisors, supervisors), VET providers, certifying bodies	To distribute them to mentors and tutors	To create PDF version of the certificates	01.07.2013	All partners	Feedback from the certifying bodies
6 pilot test beds	Create understanding Raise awareness Stimulate actions	Project partnership, interested learners (teachers, trainers, tutors, mentors, advisors, supervisors), VET providers, certifying bodies	All partner organisations will plan and implement a pilot testing and validation of the materials and approaches in the own country certifying at least 10 persons to qualified mentors and tutors according to ISO 17024:2003	To develop evaluation and feedback instruments	01.05.2014	All partners	Feedback from partners
				To apply feedback for evaluation of the test beds	01.07.2014	All partners	Feedback from the potential mentors and tutors
Report of the pilot test phase	Create understanding Raise awareness Stimulate actions	Teachers, supervisors, trainers, mentors, tutors, advisors	The report shall give feedback for improvements	To create PDF version of the report for download on the Certi.MenTu webpage	01.02.2014	All partners	Feedback from partners

Final conference of the project	<p>Create understanding</p> <p>Raise awareness</p> <p>Stimulate actions</p>	Partners, Tutors, mentors and trainers interested in mentoring and tutoring, local authorities	<p>To present the audience the products of the project.</p> <p>To explain the importance of mentoring, tutoring and the certification process of mentors and tutors</p>	To prepare powerpoint presentations by the partners	September 2014	All partners:	Feedback from participants of the conference
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4.0 Conclusion

The overall objective of defining a dissemination strategy for the Certi.MenTu project is to clearly identify an action plan for promoting awareness of the project objectives and to identify an audience for dissemination. To date printed brochures and folders have been developed to inform target groups about the aim of the project.

Having clearly defined all dissemination activities the next stage is to work with all partners on finalising all activities and deliverables for dissemination, clearly identify a list of names to which all material should be dissemination too and gain agreement on timelines. All partners will send quarterly dissemination reports, at the end of the project a final dissemination report will be prepared by partner 2 (municipality Tjörns).

Appendix 1: Template of the dissemination reports

DISSEMINATION ACTIVITIES UNDERTOOK BY PROJECT PARTNERS SO FAR

Report of dissemination activities carried out according to the project plan of Certi.MenTu												
Organisation:		Partner N °:		Period:		Country:						
Doc-Code ^x (e.g. AT-1)	Activities	Date	Size / number of organisations / persons reached (approximately)	Level*					Target groups of dissemination activities	Feedback, suggestions and recommendations with regard to dissemination activities and material from stakeholders or target groups	Documentation available, please describe	Already included in interim report, please tick
				L	R	N	E	O				
A) Inside your organisation												
Face-to-face activities												
Internet based activities												
Paper based activities												
Performance activities												

* ^xCountry – n° of document; e.g. AT – 1... AT – 12 etc; do not include codes for activities without documents or physical proof
 * L = local; R = regional; N = national; E = EU; O = Outside EU

B) Outside your organisation													
Face-to-face activities													
Internet based activities													
Paper based activities													
Performance activities													

Appendix 2: Stakeholder and multiplier analysis

Partner 0

Webpage. Information of the project, the work packages, the process and the results.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Training institutions, trainers, coaches, person in charge of apprenticeships, public employment service, companies, mentors and tutors, ministries, municipalities, certification bodies	Public authorities like municipalities and ministries		
Some Importance				
Little Importance				
No Importance				

Quality management handbook. Interim quality report and final quality report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partnership			
Some Importance				
Little Importance				
No Importance				Training institutions, trainers, coaches, person in charge of apprentices, public employment service, companies, mentors and tutors, public authorities like municipalities, ministries, certification bodies

Dissemination strategy. Exploitation strategy and dissemination materials.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Training institutions, trainers, coaches, person in charge of apprentices, public employment service, companies, mentors and tutors, public authorities like municipalities and ministries	Certification bodies		
Some Importance				
Little Importance				
No Importance				

<p>European competence matrix “mentor”. European competence matrix “tutor”. European report about the tutors & mentors sector – challenges and trends.</p>	<p>Significant Influence</p>	<p>Some Influence</p>	<p>Little Influence</p>	<p>No Influence</p>
<p>Significant Importance</p>	<p>Training institutions, trainers, coaches, person in charge of apprentices, public employment service, companies, mentors and tutors, ministries dealing with NQF, certification bodies</p>	<p>Public authorities like municipalities and ministries</p>		
<p>Some Importance</p>				
<p>Little Importance</p>				
<p>No Importance</p>				

Description of the 6 modules tutors/mentors. Marketing strategy. Evaluation sheets for pilot seminars. Final seminar programme, Report of the pilot test phase	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Training institutions, trainers, coaches, person in charge of apprenticeships, public employment service, companies, mentors and tutors	Public authorities like municipalities and ministries		
Some Importance				
Little Importance				
No Importance				Certification bodies

Competence certification scheme ISO 17024 certified mentors and tutors. Examination and certification materials for mentors and tutors. ISO 17024 certificate for mentors and tutors. 6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Training institutions, trainers, coaches, person in charge of apprentices, public employment service, companies, mentors and tutors, certification bodies, examiners	Public authorities like municipalities and ministries		
Some Importance				
Little Importance				
No Importance				

6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Training institutions, trainers, coaches, person in charge of apprentices, mentors and tutors		Public employment service, companies	
Some Importance				
Little Importance				
No Importance				Public authorities like municipalities, ministries and certification bodies

Convergence Strategy ISO and EQF	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Training institutions, trainers, coaches, person in charge of apprenticeships, public employment service, companies, mentors and tutors, ministries dealing with NQF, certification bodies			
Some Importance				
Little Importance				
No Importance				

Progress and final report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners			
Some Importance				
Little Importance				
No Importance				Training institutions, trainers, coaches, person in charge of apprentices, public employment service, companies, mentors and tutors, public bodies like ministries, municipalities, certification bodies

Partner 1

Webpage. Information of the project, the work packages, the process and the results.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Mentors participating in the project Tutors participating in the project			
Some Importance		Policy makers		
Little Importance				
No Importance				

Quality management handbook. Interim quality report and final quality report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners			
Some Importance				
Little Importance				
No Importance				

Dissemination strategy. Exploitation strategy and dissemination materials.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Mentors participating in the project Tutors participating in the project			
Some Importance				
Little Importance				
No Importance				

<p>European competence matrix “mentor”. European competence matrix “tutor”. European report about the tutors & mentors sector – challenges and trends.</p>	<p>Significant Influence</p>	<p>Some Influence</p>	<p>Little Influence</p>	<p>No Influence</p>
<p>Significant Importance</p>	<p>Project partners Mentors participating in the project Tutors participating in the project</p>			
<p>Some Importance</p>		<p>Policy makers</p>		
<p>Little Importance</p>				
<p>No Importance</p>				

Description of the 6 modules tutors/mentors. Marketing strategy. Evaluation sheets for pilot seminars. Final seminar programme, Report of the pilot test phase	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Mentors participating in the project Tutors participating in the project			
Some Importance		Policy makers		
Little Importance				
No Importance				

Competence certification scheme ISO 17024 certified mentors and tutors. Examination and certification materials for mentors and tutors. ISO 17024 certificate for mentors and tutors. 6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Mentors participating in the project Tutors participating in the project			
Some Importance		Policy makers		
Little Importance				
No Importance				

6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Mentors participating in the project Tutors participating in the project			
Some Importance		VET-providers		
Little Importance				
No Importance				

Convergence Strategy ISO and EQF	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Mentors participating in the project Tutors participating in the project			
Some Importance				
Little Importance			Policy makers	
No Importance				

Progress and final report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners	Policy makers		
Some Importance		VET-providers		
Little Importance				
No Importance				

Partner 2

Webpage. Information of the project, the work packages, the process and the results.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Mentors participating in the project Tutors participating in the project	Policy makers		
Some Importance				
Little Importance				
No Importance				

Quality management handbook. Interim quality report and final quality report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Partners			
Some Importance				
Little Importance				
No Importance				

Dissemination strategy. Exploitation strategy and dissemination materials.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Mentors Tutors Policy makers Headmasters Directors	Schools Companies		
Some Importance				
Little Importance				
No Importance				

<p>European competence matrix “mentor”. European competence matrix “tutor”. European report about the tutors & mentors sector – challenges and trends.</p>	<p>Significant Influence</p>	<p>Some Influence</p>	<p>Little Influence</p>	<p>No Influence</p>
<p>Significant Importance</p>	<p>Partners Mentors Tutors Policy makers Trainers Headmasters Directors</p>	<p>Learners</p>		
<p>Some Importance</p>				
<p>Little Importance</p>				
<p>No Importance</p>				

Description of the 6 modules tutors/mentors. Marketing strategy. Evaluation sheets for pilot seminars. Final seminar programme, Report of the pilot test phase	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Tutors Mentors Trainers Learners Partners	Policy makers		
Some Importance				
Little Importance				
No Importance				

Competence certification scheme ISO 17024 certified mentors and tutors. Examination and certification materials for mentors and tutors. ISO 17024 certificate for mentors and tutors. 6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Mentors Tutors Policy makers	Trainers Learners		
Some Importance				
Little Importance				
No Importance				

6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Mentors Tutors Trainers Learners Headmasters Directors			
Some Importance				
Little Importance				
No Importance				

Convergence Strategy ISO and EQF	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Mentors Tutors Schools Companies Policy makers			
Some Importance				
Little Importance				
No Importance				

Progress and final report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Partners			
Some Importance				
Little Importance			Learners Mentors Tutors	
No Importance				

Partner 3

Webpage. Information of the project, the work packages, the process and the results.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Mentors participating in the project Tutors participating in the project	Policy makers (HRDA, Ministry of Labour, Ministry of Education and Culture, VET Associations)		
Some Importance				
Little Importance				
No Importance				

Quality management handbook. Interim quality report and final quality report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Partners	Tutors Mentors Policy makers (HRDA, Ministry of Labour, Ministry of Education and Culture, VET Associations) VET providers Learners Trainers Examiners		
Some Importance				
Little Importance				
No Importance				

Dissemination strategy. Exploitation strategy and dissemination materials.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Mentors (including HR people) Tutors Policy makers (HRDA, Ministry of Labour, Ministry of Education and Culture, VET Associations)	VET training providers implementing placement programs Learners participating in placement programs		
Some Importance				
Little Importance				
No Importance				

<p>European competence matrix “mentor”. European competence matrix “tutor”. European report about the tutors & mentors sector – challenges and trends.</p>	<p>Significant Influence</p>	<p>Some Influence</p>	<p>Little Influence</p>	<p>No Influence</p>
<p>Significant Importance</p>	<p>Partners Mentors Tutors Policy makers (HRDA, Ministry of Labour, Ministry of Education and Culture, VET Associations) Trainers/ examiners</p>	<p>Learners VET training providers implementing placement programs</p>		
<p>Some Importance</p>				
<p>Little Importance</p>				
<p>No Importance</p>				

Description of the 6 modules tutors/mentors. Marketing strategy. Evaluation sheets for pilot seminars. Final seminar programme, Report of the pilot test phase	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Tutors Mentors (including HR people) Trainers Learners Partners VET providers Examiners	Policy makers (HRDA, Ministry of Labour, Ministry of Education and Culture, VET Associations)		
Some Importance				
Little Importance				
No Importance				

Competence certification scheme ISO 17024 certified mentors and tutors. Examination and certification materials for mentors and tutors. ISO 17024 certificate for mentors and tutors. 6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Mentors Tutors Examiners VET providers implementing placement programs Policy makers (HRDA, Ministry of Labour, Ministry of Education and Culture, VET Associations)	Trainers Learners		
Some Importance				
Little Importance				
No Importance				

6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Mentors Tutors Trainers Learners			
Some Importance				
Little Importance				
No Importance				

Convergence Strategy ISO and EQF	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Mentors (including HR people) Tutors VET providers implementing placement programs Policy makers (HRDA, Ministry of Labour, Ministry of Education and Culture, VET Associations)			
Some Importance				
Little Importance				
No Importance				

Progress and final report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Partners			
Some Importance				
Little Importance			VET providers Policy makers (HRDA, Ministry of Labour, Ministry of Education and Culture, VET Associations) Learners Mentors Tutors	
No Importance				

Partner 4

Webpage. Information of the project, the work packages, the process and the results.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Mentors participating in the project Tutors participating in the project			
Some Importance		Management and other staff of VET providers Representatives of professional associations Employers	Policy makers Local and National Authorities General public	
Little Importance				
No Importance				

Quality management handbook. Interim quality report and final quality report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners	Learners (Mentors and tutors participating in the project) Trainers Examiners	General public	
Some Importance				
Little Importance				
No Importance				

Dissemination strategy. Exploitation strategy and dissemination materials.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Mentors participating in the project Tutors participating in the project	Management and other staff of VET providers		
Some Importance			General public Representatives of professional associations Employers Policy makers Local and National Authorities	
Little Importance				
No Importance				

European competence matrix “mentor”. European competence matrix “tutor”. European report about the tutors & mentors sector – challenges and trends.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Learners (Mentors & tutors participating in the project) VET training providers Representatives of professional associations Trainers/ examiners	Employers		
Some Importance		Policy makers Local and National Authorities	General public	
Little Importance				
No Importance				

Description of the 6 modules tutors/mentors. Marketing strategy. Evaluation sheets for pilot seminars. Final seminar programme, Report of the pilot test phase	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Management and other staff of VET providers Trainers/ examiners Mentors & tutors participating in the project			
Some Importance		Employers	Policy makers Local and National Authorities General public	
Little Importance				
No Importance				

Competence certification scheme ISO 17024 certified mentors and tutors. Examination and certification materials for mentors and tutors. ISO 17024 certificate for mentors and tutors.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Management and other staff of VET providers Trainers/ examiners		National certification bodies (especially acc. to ISO 17024) Local and National Authorities	
Some Importance		Mentors & tutors participating in the project	Policy makers Employers	
Little Importance			General public	
No Importance				

6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Trainers/ examiners Mentors & tutors participating in the project as a pilot/ testing group	Management and other staff of VET providers	National certification bodies (especially acc. to ISO 17024)	
Some Importance		Employers	Representatives of professional associations	
Little Importance			General public Policy makers Local and National Authorities	
No Importance				

Convergence Strategy ISO and EQF	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners Trainers/ examiners Mentors & tutors participating in the project as a pilot/ testing group	Local and National Authorities Policy makers Management and other staff of VET providers Representatives of professional associations	National certification bodies (especially acc. to ISO 17024)	
Some Importance				
Little Importance			General public	
No Importance				

Progress and final report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners			
Some Importance			Management and other staff of VET providers Trainers/ examiners Mentors & tutors participating in the project as a pilot/ testing group	
Little Importance			General public	
No Importance				

Partner 5

Webpage. Information of the project, the work packages, the process and the results.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	VET Providers, Tutors, Mentors, Trainers, Professional Associations	Professional Associations,	General Public	
Some Importance	General Public			
Little Importance				
No Importance				

Quality management handbook. Interim quality report and final quality report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project management /Partnership / National Agencies			
Some Importance				
Little Importance				
No Importance				

Dissemination strategy. Exploitation strategy and dissemination materials.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Tutors, Mentors, Trainers, Professional Associations, VET Providers, General Public, NGOs, European partners, Policy makers			
Some Importance				
Little Importance				
No Importance				

<p>European competence matrix “mentor”. European competence matrix “tutor”. European report about the tutors & mentors sector – challenges and trends.</p>	<p>Significant Influence</p>	<p>Some Influence</p>	<p>Little Influence</p>	<p>No Influence</p>
<p>Significant Importance</p>	<p>Tutors, Mentors, Trainers, Professional Associations</p>	<p>VET Providers</p>	<p>Policy makers, European partners, NGOs</p>	<p>General Public</p>
<p>Some Importance</p>		<p>VET Providers</p>		
<p>Little Importance</p>			<p>Policy makers, European partners, NGOs, General Public</p>	
<p>No Importance</p>				

Description of the 6 modules tutors/mentors. Marketing strategy. Evaluation sheets for pilot seminars. Final seminar programme, Report of the pilot test phase	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Training institutions, VET providers, trainers, coaches, person in charge of apprenticeships, public employment service, companies, mentors and tutors	Public authorities like municipalities and ministries		
Some Importance				
Little Importance				
No Importance				

Competence certification scheme ISO 17024 certified mentors and tutors. Examination and certification materials for mentors and tutors. ISO 17024 certificate for mentors and tutors. 6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Training institutions, VET providers, trainers, coaches, person in charge of apprenticeships, public employment service, companies, mentors and tutors, certification bodies, examiners	Public authorities like municipalities and ministries		
Some Importance				
Little Importance				
No Importance				

6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Training institutions, VET providers, trainers, coaches, person in charge of apprenticeships, mentors and tutors		Public employment service, companies	
Some Importance				
Little Importance			Policy makers, NGO's	
No Importance				Public authorities like municipalities, ministries and certification bodies

Convergence Strategy ISO and EQF	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Training institutions, VET providers, trainers, coaches, person in charge of apprenticeships, public employment service, companies, mentors and tutors, ministries dealing with NQF, certification bodies			
Some Importance				
Little Importance				
No Importance				

Progress and final report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Project partners			
Some Importance				
Little Importance				
No Importance				Training institutions, VET providers, trainers, coaches, person in charge of apprentices, public employment service, companies, mentors and tutors, public bodies like ministries, municipalities, certification bodies

Partner 6

Webpage. Information of the project, the work packages, the process and the results.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance		✓ The information shows that the project is serious and worth attending to. But does not in itself stimulate action. There is much competition from other projects and websites.		
Some Importance				
Little Importance				
No Importance				

Quality management handbook. Interim quality report and final quality report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance				
Some Importance				
Little Importance			✓ These are reports internal to the project and have little interest or impact for external stakeholders	
No Importance				

Dissemination strategy. Exploitation strategy and dissemination materials.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	✓ If successful, these are important, because without them stakeholders would not be aware of the project, and their quality and relevance make them influential			
Some Importance				
Little Importance				
No Importance				

European competence matrix “mentor”. European competence matrix “tutor”. European report about the tutors & mentors sector – challenges and trends.	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance			✓ These are vital to the project results; but stakeholders would expect them to be done (in some form) as a matter of course.	
Some Importance				
Little Importance				
No Importance				

Description of the 6 modules tutors/mentors. Marketing strategy. Evaluation sheets for pilot seminars. Final seminar programme, Report of the pilot test phase	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Marketing strategy. Final seminar programme			
Some Importance		Description of the 6 modules tutors/mentors	Report of the pilot test phase	
Little Importance			Evaluation sheets for pilot seminars	
No Importance				

Competence certification scheme ISO 17024 certified mentors and tutors. Examination and certification materials for mentors and tutors. ISO 17024 certificate for mentors and tutors. 6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	Competence certification scheme ISO 17024 6 pilot test beds	Examination and certification materials for mentors and tutors. ISO 17024 certificate for mentors and tutors		
Some Importance				
Little Importance				
No Importance				

6 pilot test beds	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance	These are essential to proving the viability and effectiveness of the project.			
Some Importance				
Little Importance				
No Importance				

Convergence Strategy ISO and EQF	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance				
Some Importance				
Little Importance				Our stakeholders will not give weight to these matters in deciding whether to use the certification in future.
No Importance				

Progress and final report	Significant Influence	Some Influence	Little Influence	No Influence
Significant Importance				
Some Importance			Important to the project and partners	
Little Importance			less important to external stakeholders	
No Importance				