



**LEONARDO DA VINCI
TRANSFER OF INNOVATION**



**PROJECT: "CREATING VALUE AT EUROPEAN
LEVEL IN RETAIL SECTOR BY ICT BASED
VOCATIONAL MATERIALS"**

**Evaluation of the Kick-off Meeting
Ankara, 8/4/2009**

VFA – Valter Fissamber and Associates Ltd

Project: Creating Value at European Level in Retail sector by ICT based vocational material (CVs in Retail)

Evaluation of the Kick-off Meeting – Ankara 8/4/2009

Introduction

The kick-off meeting (KoM) of the Leonardo da Vinci transfer-of-innovation project 'Creating Value at European Level in Retail sector by ICT based vocational material' (herewith: CVs in Retail) was organized by the applicant organization TEZKOOP – IS and was held in Ankara on April 8th 2009.

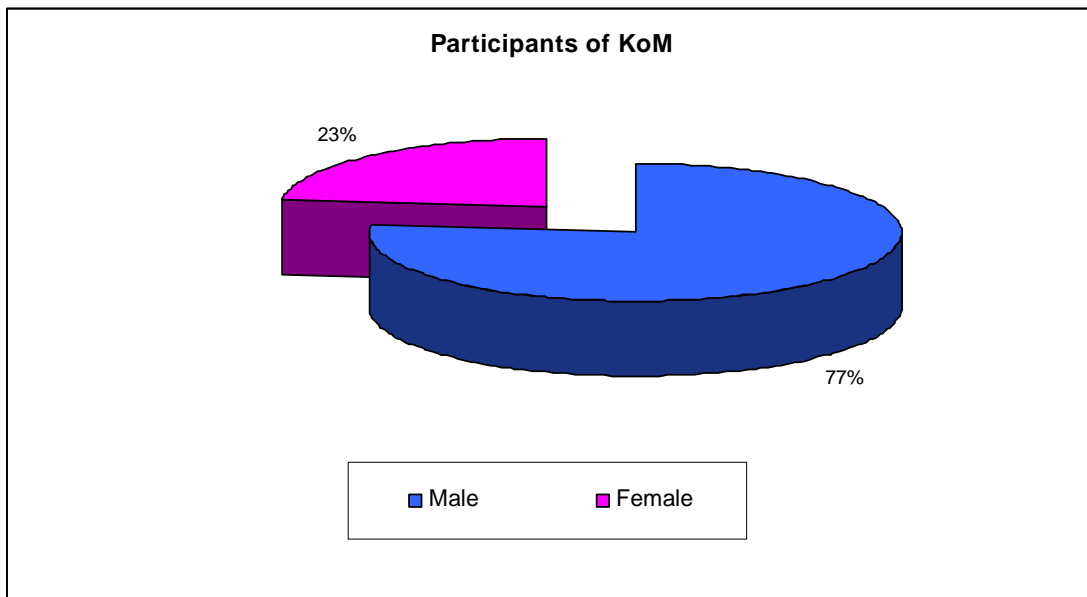
The KoM was the first opportunity to communicate the launching of the project to all interested parties of the applicant country. It was evident that the applicant organization gave particular importance to the event: the audience came from a rather wide range of organizations, the meeting room had the necessary infrastructure and facilities, the participation rate was high, the agenda was structured so as to include all parties that have an official interest in the implementation of the project and the project results (the Turkish National Agency, the Vocational Qualifications Authority, the Ministry of Labour and the Partner Organizations).

Evaluation procedure and results

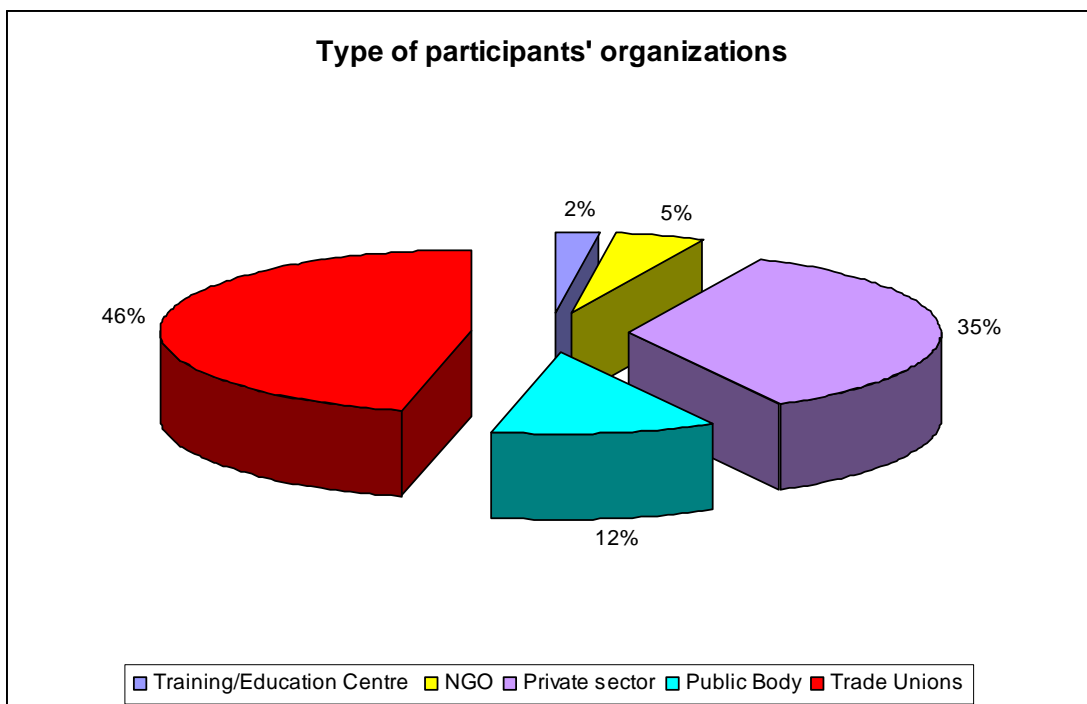
The partner responsible for the evaluation of the project is VFA – Valter Fissamber and Associates Ltd (Greece). The KoM was evaluated as a dissemination event. A questionnaire was distributed at the end of the event to be filled in by all participants (attached as Annex 1). The aim of the questionnaire was to identify the profile of the participants and measure their satisfaction as regards a number of essential issues, relevant to the organization and content of the KoM. The questionnaire was translated into Turkish, so as to allow all participants to fill it in.

a) Participants profile

The questionnaire was filled in by 43 participants. The majority were men (77%).



Participants represented a rather wide variety of organizations, mainly trade unions (46%). However, many came from private enterprises and the public sector. The participation of Vocational Training Centers was very low.



Participants were asked to evaluate the following topics on a basis of an evaluation scale that ranged from Bad to Very Good.

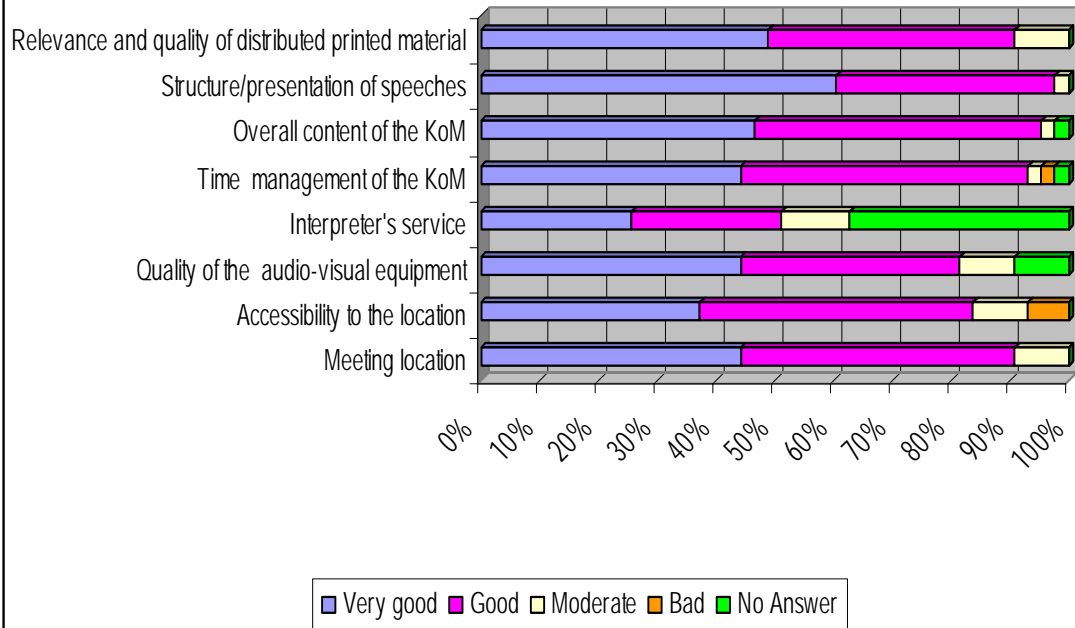
- Relevance and quality of distributed printed material
- Structure/presentation of speeches
- Overall content of the KoM
- Time management of the KoM
- Interpreter's service
- Quality of the audio-visual equipment
- Accessibility to the location
- Meeting location

In the case of five items (location, accessibility, speeches, content and time management) the vast majority of participants (over 85%) expressed their satisfaction giving a rating between 'good' and 'very good'.

Approximately 10% of the participants posed a question about the accessibility to the meeting location, giving the lowest rating.

The response rate in all questions was high, except in the case of the question about 'interpreter's service', that it was not answered by 40% of the participants.

Participants responses to evaluation questions (n=43)



Participants' comments and suggestions

Participants' comments mainly focused on the necessity to implement similar projects and to achieve sustainable results.

Their suggestions included:

- training on protection of workers' rights and benefits
- training on industrial psychology and positive thinking
- cooperation with other trade unions for the dissemination of trainings
- larger effort to disseminate project results and activities
- bottom-up oriented approaches
- better communication
- emphasis on social dialogue.

Evaluator's comments and suggestions

- The Kick-off Meeting of the project 'CVs in Retail' held in Ankara on April 8th 2009 can be characterized as a successful dissemination event. It had the expected participation, it involved interested parties, it served its purpose - which was to inform interested public about the new project and its objectives.
- Participants were satisfied by the organization, structure and content of the KoM.
- However, 'Cvs in Retail' is a project focused on vocational qualifications and training, and in this context the participation of VET organizations could have been higher.
- 'Cvs in Retail' is a transnational project for the transfer of innovation, and in this context a major topic of evaluation is transnationality. In a dissemination event where transnational partners participate, it is very important to maximize the possibilities for interactive dialogue for the exchange of views and experiences.