O2-A3
"EVALUATION OF THE SHORT-TERM IMPACT OF THE VIDEO"

O2.R2 – EVALUATION REPORT ON PR.E.S.T.O VIDEO

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Content

INTRODUCTION TO PR.E.S.T.O. PROJECT

PR.E.S.T.O. "Promoting pEople with disability Transnational mObility" is an Erasmus+ Strategic Partnerships project, aiming to promote the social inclusion of people with Intellectual Disability (ID) and to facilitate the transition to the labour market of people with ID thanks to their involvement in transnational mobilities. Based on these general goals, some specific objectives can be outlined:

- To define a set of standards and tools for the design of transnational mobility paths for people with ID;
- To update skills of VET providers staff in the design of transnational mobility projects;
- To promote the involvement of people with ID in work-based international mobility paths;
- To raise awareness among VET managers, operators, NGOs and families of people with ID and SMEs hosting interns;
- To promote the collaboration between VET providers, hosting companies and NGOs for the mutual design of transnational mobility opportunities.

The specific actions to achieve the expected results foresee the introduction to a unique training opportunity for VET project designers by using, enhancing and integrating partners' expertise in the fields of mobility, training and social inclusion of people with disabilities.

As a main action, the project wants to involve involve people with intellectual disabilities in international mobility projects by:

- Developing guidelines and tools to support VET Providers in the design and implementation of transnational mobility experiences for people with ID;
- Developing the design, contents and materials/tools of PR.E.S.T.O.'s Training Course;
- Piloting the PR.E.S.T.O. Training Course;
- Designing and organising Blended mobilities for VET learners;
- Raising awareness through the PR.E.S.T.O. VIDEO;

Specifically, the first project output is designed to achieve some specific objectives, named the definition of a set of quality standards and tools for the design of translational mobility projects/paths accessible by people with ID; to update the competences of VET project designers as for what regards the capacity to design translational mobility experiences fostering the participation of people with ID; to test VET Project Designers' new competencies and skills in real practice and assess the validity and effectiveness of the PR.E.S.T.O.

These practical activities will facilitate the development of concrete results as the training course for VET Providers, PR.E.S.T.O. Guidelines to support VET Providers in Europe in the design and implementation of transnational mobility experiences for people with ID, the PR.E.S.T.O. Training Course design, contents and material and, finally, 6 blended mobility projects for VET learners.

The second project output will involve directly ID learners during their mobility to record brief videos of their experiences as evidence of and best practice to be spread among European partners. In particular, this output is aimed to promote the mobility of people with ID in Europe by raising awareness of VET managers and host SMEs on how to involve people with ID in mobility paths, to tackle prejudices regarding the capacities of people with ID in mainstream workplaces, to increase the number of companies and SMEs willing to host participants with ID within mobility projects, to increase the number

of VET Providers willing to involve people with ID in their mobility projects.

INTRODUCTION TO PR.E.S.T.O. VIDEO

The second project output foresaw the design and realization of a Video (PR.E.S.T.O. Video) aimed at sensitizing VET providers' staff (and managers in particular) on the importance of involving people with Intellectual Disabilities (ID) in their mobility projects and initiatives and on how to do it.
Main objective of this Output was to promote the mobility of people with intellectual disabilities (ID) in Europe by raising awareness of VET managers and host SMEs on how to involve people with ID in mobility paths. The Video, together with the Guidelines developed with Output 1, is the main awareness raising tool of the PR.E.S.T.O. project.
Objectives pursued were:
• to correct and discourage the widespread prejudice and inaccurate ideas regarding the capacities of people with ID in ordinary work places;
• to increase the number of companies and SMEs in different professional fields willing to host people with ID within mobility projects and -subsequently – willing to hire people with ID;
• to increase the number of VET providers willing to involve people with ID in their mobility projects.

ACTIVITIES:
O2-A1: DESIGN OF THE PR.E.S.T.O. VIDEO (Lead: SGP). SGP and INCOMA have collaborated on the following steps from September 2021:
1. Analysis and definition of the objectives and targets to reach;
2. Planning of the contents of the video ensuring that the key messages can be declined in several forms of communication;
3. Choice of channels and methods for the implementation of the video, considering the objectives, target, and budget available. The message of the video and the technical details were presented to partners in occasion of the TPM in Seville in November 2021. The selection of the detailed communication channels started with a clear vision of the target audience (VET providers and companies in EU countries). After a preliminary background research, the best channels to reach the target group were identified during a workshop in occasion of the TPM Meeting in Seville. SGP trained the partners on how to shoot their video pills during the JSTE in Seville in Spring 2022.

O2-A2: REALIZATION OF THE PR.E.S.T.O. VIDEO (Lead: INCOMA): The VIDEO is the result of the editing of many video pills shot in all partner countries during the PR.E.S.T.O. Mobilities C2-C7, using instructions tools and formats developed in O2-A1 by SGP. SGP collected the videos shot by partners during the mobilities involving ID learners and developed a final video edited them in a final version in English or with English subtitles when the participants talked in their national language.

O2-A3: EVALUATION OF THE SHORT-TERMIMPACT OF THE VIDEO (Lead: SGP)
SGP developed a list of indicators to assess the short-term impact of the Video and used them to assess strengths and weaknesses of the Video and of its potential impact in the medium term. SGP also examined the implementation of the Video, measuring efforts and direct outputs of all partners - what and how much was accomplished. This activity resulted in O2-R2: "Local and European Video evaluation report". SGP developed a questionnaire starting from the indicators set and it submitted it to all partners. SGP then drafted this Report based on the results of the questionnaires.

RESULTS OF THE QUESTIONNAIRES

The project consortium created a range of dissemination activities that were aimed at maximizing the outreach of the project video audience. This report summarizes these activities. After a short overview at the beginning, the next sections discuss dissemination with respect to the project goals.

Table 1 provides an overview of the dissemination activities, with counts of different activities.

	Total
Organisation of a Conference	7
Organisation of a Workshop	0
Press release	3
Non-scientific and non- peer-reviewed publica- tion (popularised publi- cation)	2
Exhibition	0
Flyer	1
Training	0
Social Media	170
Website Relases	13
Communication Cam- paign (e.g. Radio, TV)	0
Participation to a Conference	255
Participation to a Workshop	0
Participation to an Event other than a Conference or a Workshop	1
Video/Film	1
Brokerage Event	0
Pitch Event	0
Trade Fair	0
Participation in activities organized jointly with other H2020 projects	0
Other	0

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Table 1: Number of Dissemination Activities per Category

Table 2 shows the estimated reach of the dissemination activities. These numbers are in some cases difficult to estimate, as certain dissemination activities, such as social media posts, are not very clearly targeted at specific stakeholder groups and can reach different communities.

	Total
Mobility organisers	46
NGO	135
ID organisations/schools	200
General Public	1260
Policy Makers	5
Media	5
ID persons	75
Customers	0
Other	0

Table 2: Estimated Number of Persons Reached

PR.E.S.T.O VIDEO DISSEMINATION

The project aimed at disseminating the findings beyond the ID community and creating visibility among the general public, policy makers, civic actors, and the *ID organizations and schools*. To reach these audiences, several targeted dissemination channels were used. The main dissemination channel was the project website (https://www.euprojectpresto.eu/), which curated both the ongoing activities as well as the results in the form of the reports. The project website will stay online after the end of the project for archiving purposes and in order to give interested stakeholders an overview of the achievements.
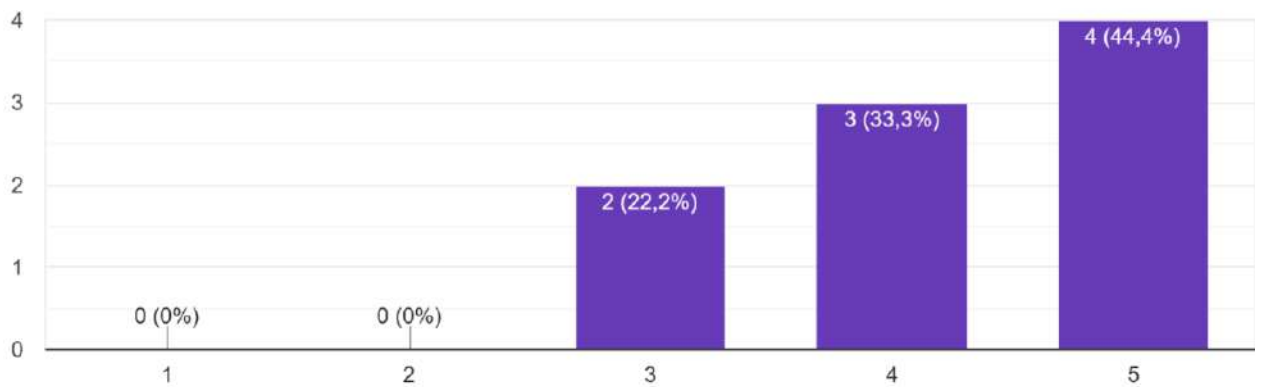
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PR.E.S.T.O VIDEO EVALUATION

What is your role in mobilities organisation?
9 odpowiedzi

- ● VET manager
- ● host SMEs
- ● umbrella organisation
- ● VET mobility intermediary officer - Outgoing
- ●
- ● Project manager
- ● VET providers
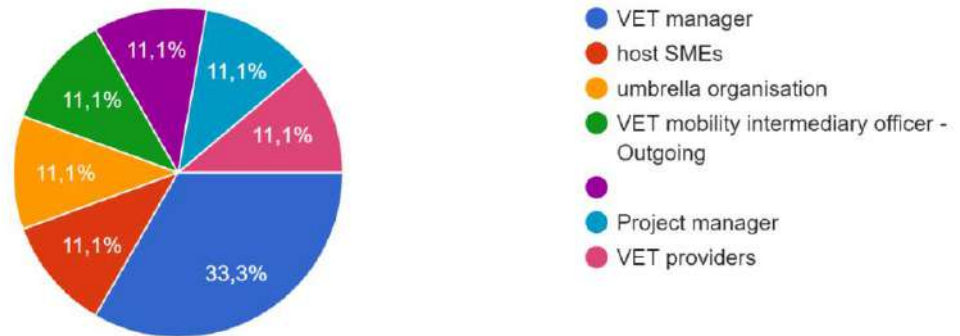
1. Introduction generates interest
9 odpowiedzi

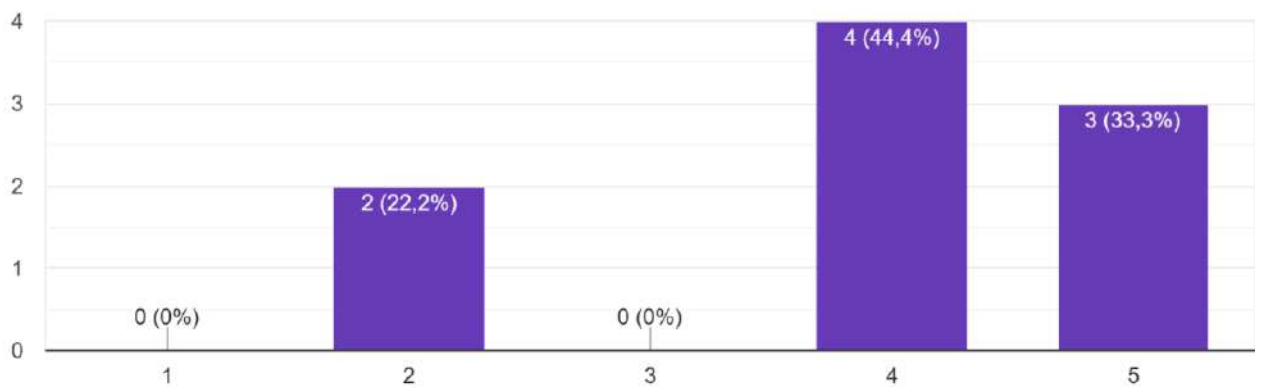## 2. Instructional goals and learning outcomes are clearly stated

9 odpowiedzi
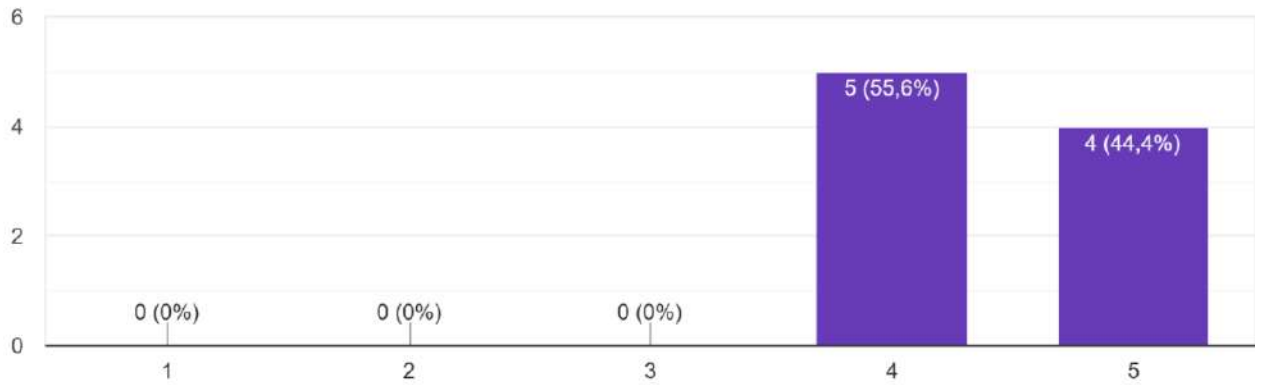
3. Video engages learners

9 odpowiedzi
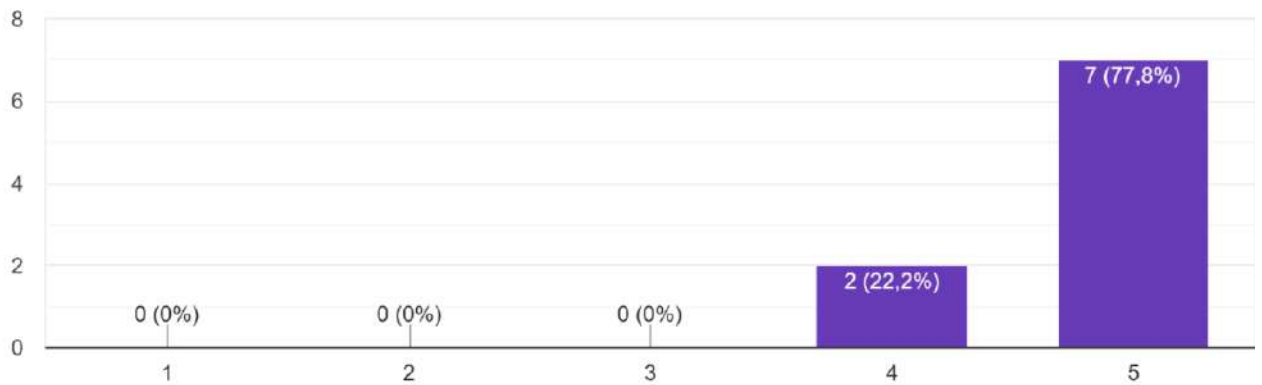
4. Summarization is done at the end

9 odpowiedzi

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5. Is the video sensitizing VET providers' staff (and managers in particular) on the importance of involving people with Intellectual Disabilities (ID) in their mobility projects?

yes
very important
Yes
Yes
excellent video
Yes I think it raises awareness and is a good means of doing that
Absolutely . It is very clarifying and shows the reality of people with special needs. It absolutely succeeds.
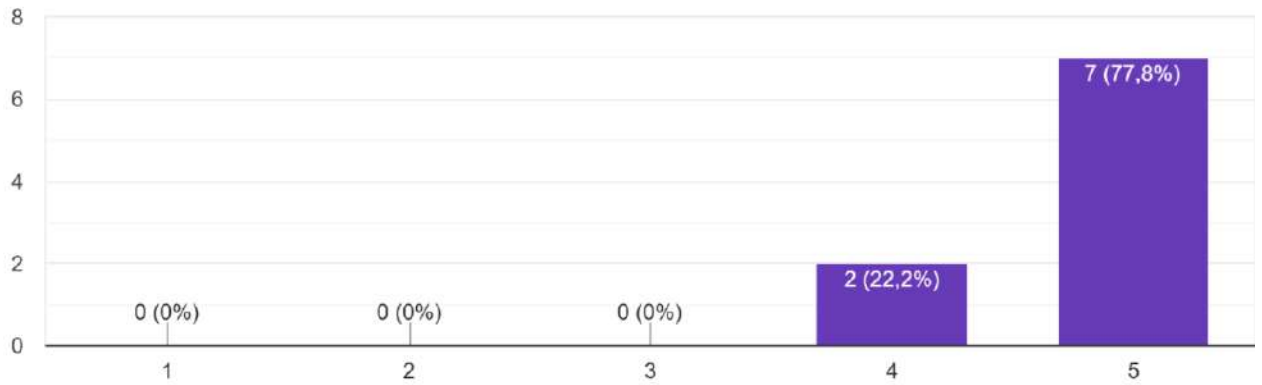
6. Content is accurate
9 odpowiedzi
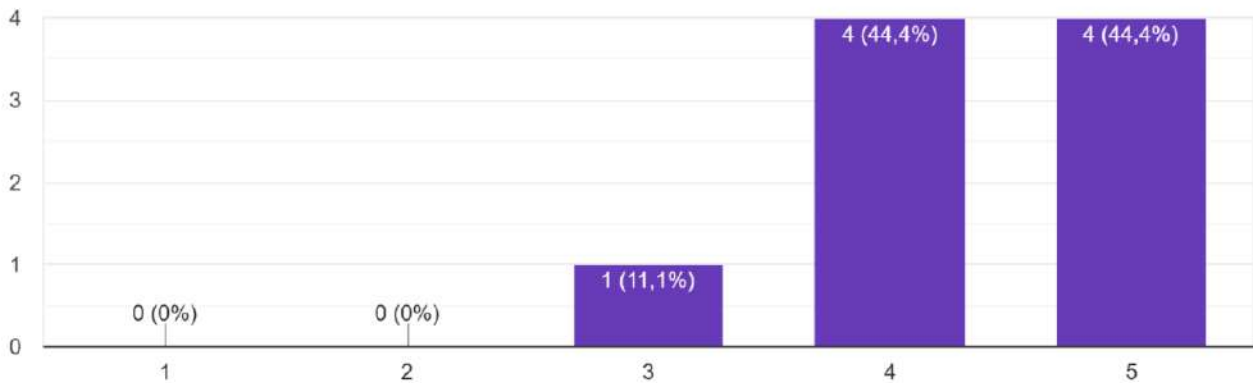
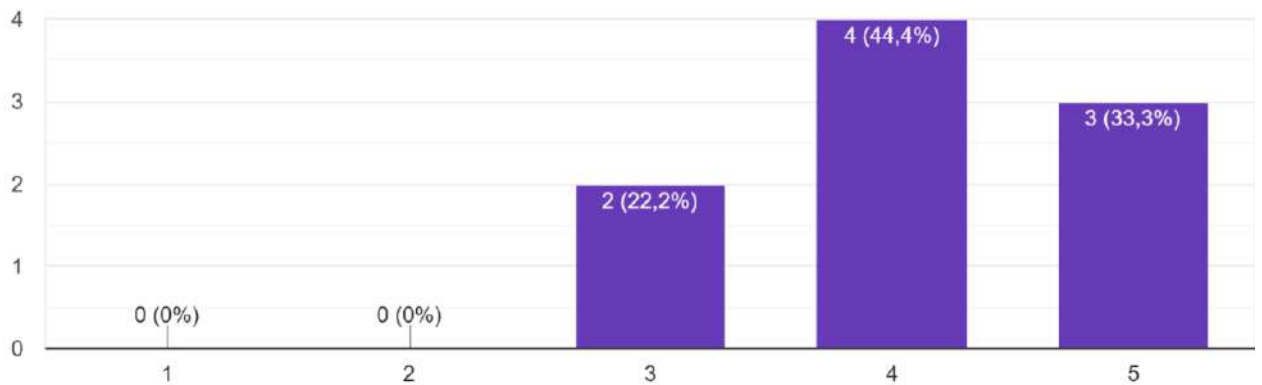7. Content is useful/relevant/update
9 odpowiedzi

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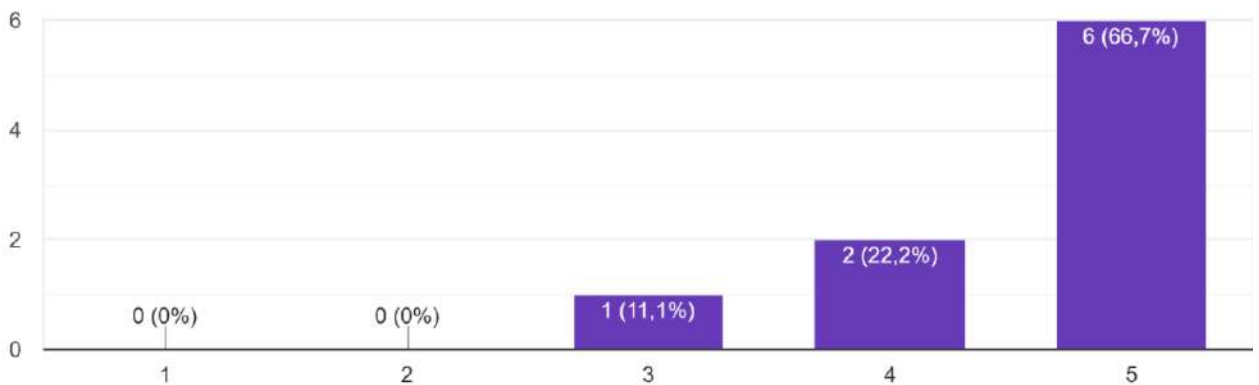
8. Content is free from bias of age, gender, religion, etc.
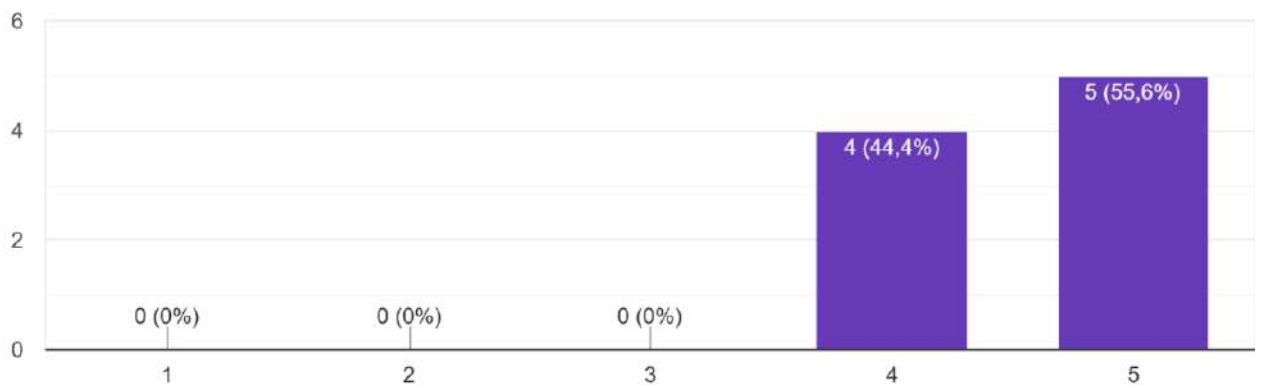
9 odpowiedzi

9. Concepts clarification is done

9 odpowiedzi
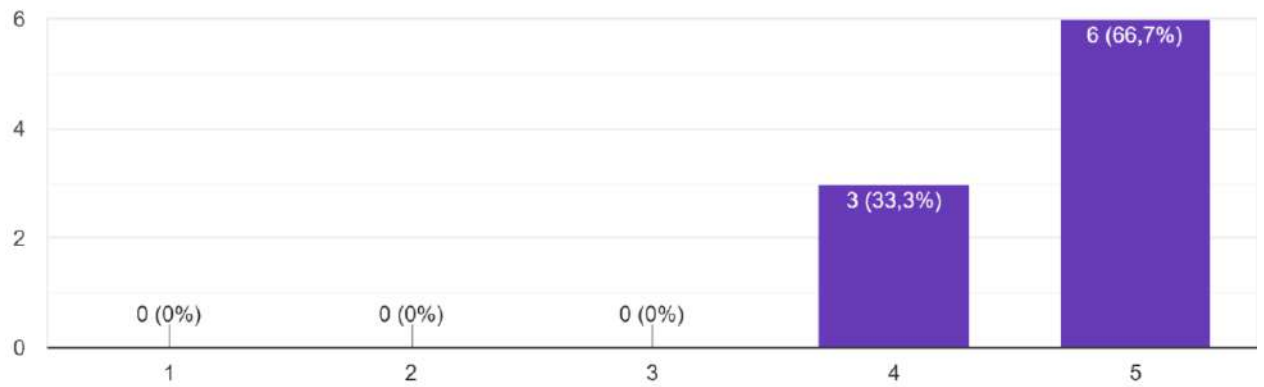

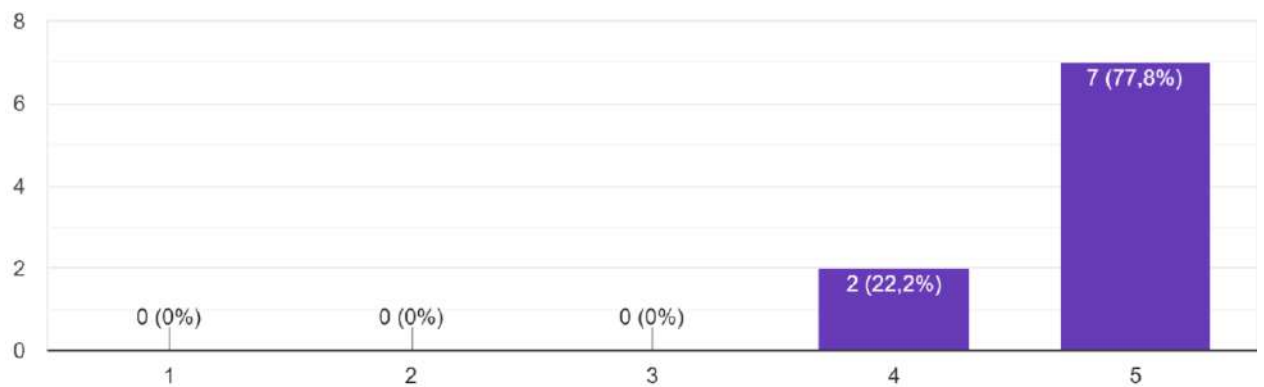## 10. Language used is in conversational style

9 odpowiedzi

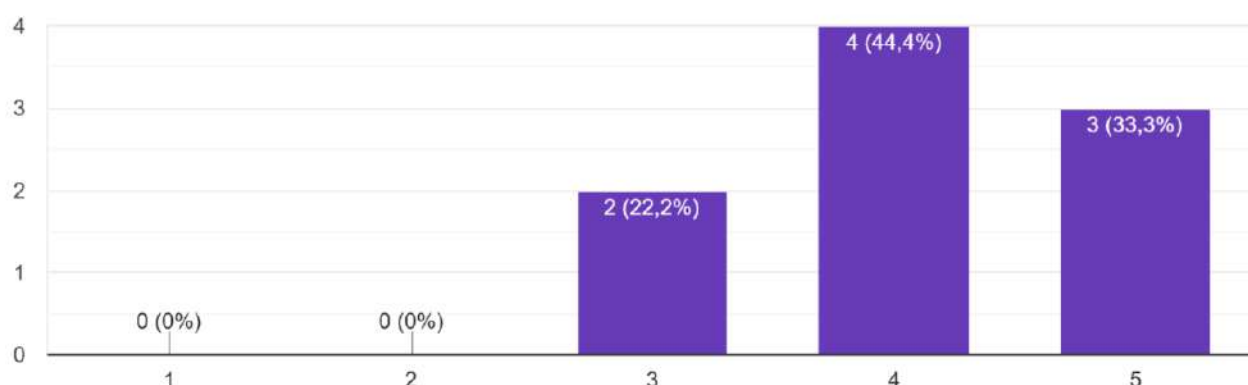## 11. Clarity of explanation

9 odpowiedzi

12. Multimedia used are appropriate

9 odpowiedzi

PR.E.S.T.O.

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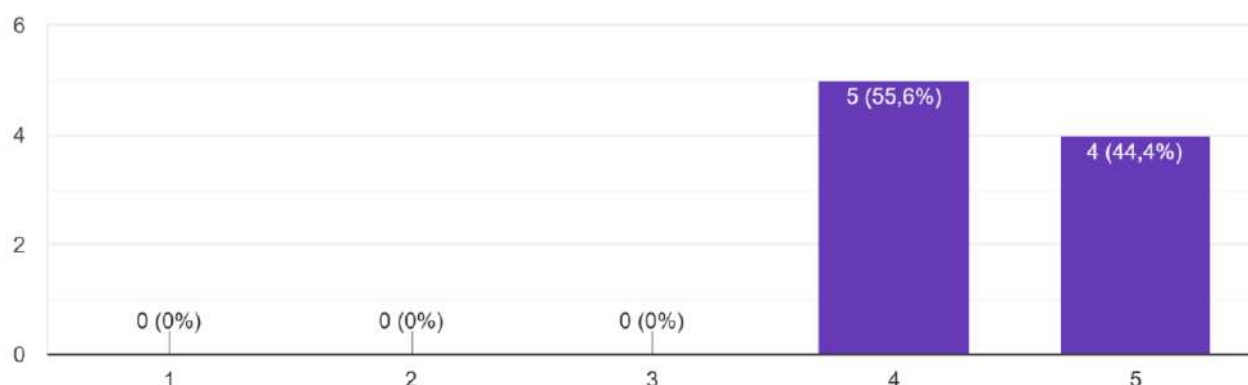of the European Union

13. Volume and quality of sound are appropriate

9 odpowiedzi

14. Voice modulation is appropriate

9 odpowiedzi

15. Overall Comments/ Remarks:
  - excellent job
  - I liked that the video shares testimonies of all the groups involved: VET providers, companies and learners. From what I understand from the video, George EELI talks about EXCLUSIVE mobility of ID learners, which confused me because I would have chosen to use INCLUSIVE. Perhaps it would also be appropriate to specify the acronym ID, which not everyone knows. Unfortunately, I could not understand Karolina and Karolina's testimony because there were no subtitles.
  - It would be useful to add subtitles to the part of the video where Polish and Italian is spoken (in the same way as it was done with the man speaking in French)
  - Subtitles are needed during the interventions