Intellectual Output 10

Awareness-raising activities

Control Sheet

Project title	Social Seducement
Programme	Erasmus+
Project n°	
Intellectual Output	10
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Date of Delivery	30.08.2017
Abstract	This document provides information about the awareness-raising strategy of the project as well as the tools for awareness-raising.
Approval Status:	
Dissemination level	PUBLIC
Available at :	
Peer Reviewer (date)	

Document Log

Version	Date	Comments	Author(s)
1.0			
2.0			
Final version			
Periodic update			
Periodic update			
Periodic update			

About Social Seducement

The Social Seducement project is co-funded by the European Commission in the frame of the Erasmus plus programme and running for 3 years (September 2014 to August 2017). It aims to develop the key competences and skills of adults with disadvantages, and in particular unemployed adults, to help them start up a collaborative enterprise.

Our approach is to set up an educational process which mobilises unknown or hidden capacities via an empowering learning process.

We will do this by:

→ **Designing an online role-play game** to develop, enhance and promote social entrepreneurial skills
→ **Enhancing collaboration among training centres, employment agencies, social economy enterprises** to test the Social Seducement online roleplay game
→ **Establishing a European network of facilitators** who will have the mission to a) guide unemployed learners through the social seducement game, supporting and mediating their learning process and b) promote the use of the Social Seducement game in Europe to foster the acquisition of social entrepreneurship skills in an innovative way.

With Social Seducement we aim to strengthen the cooperation between education and training, work and the social economy, non-profit and voluntary sectors, in a EU dimension, Social Seducement to maximise impact on individuals and our game.

To know more about the project please visit our website: www.socialseducement.net

Executive Summary

Intellectual Output 10, coordinated by REVES, aimed to implement an awareness-raising campaign on content and implementation of the project "Social Seducement" (and of its main output, the "SocialPlaNet" serious game).
The objectives of the campaign can be summarized as follows:
a) to get in direct touch with stakeholders in order to disseminate information on the online role play game, the (future) network of facilitators and other outputs/outcome of the Social Seducement project,
b) to encourage the use of the online role play game beyond test organizations, attracting the interest of potential facilitators and encouraging the involvement of the latter in the network of facilitators;
c) to collect feedback on the game and further project outputs/outcomes.

The partnership decided to concentrate the campaign on the pilot test period of the game (after finalisation of the beta-version of the game). In the preceding period (before the piloting phase), awareness-raising was basically covered by dissemination activities.
The campaign lasted from autumn/winter 2016/2017 to August 2017 and focused on five types of action:
1) European and national events
2) "Street actions"
3) "Campus actions"
4) "Spotlight actions"
5) Wider awareness-raising at European level

REVES, TIHR, UNIR, Le Mat and Coompanion contributed in different ways to their implementation.

Awareness-raising activities at EU level were mainly carried out mainly by REVES. During the whole period, REVES could draw on the support of many of its members (ca. 40 policy makers, 62 social economy organisations and one larger civil society network). In addition, three REVES members tested the entire game, and a fourth declared an interest to develop the game further in order to use it for own activities.
Coompanion contributed to the organisation of a first European awareness-raising event that was held in March 2017 in Göteborg and that preceded the final conference which was organised by REVES in June 2017 in Brussels.
TIHR, UNIR and Le Mat focused mainly on activities at national level, including a number of local events (in one case with the involvement of organisations from other European countries).
Street actions were realized mainly by REVES, THIR, UNIR and LE MAT – either through the targeted distribution of information material or through the organisation of meetings and story telling activities.
"Campus actions" involved VET institutions, universities and their students in Belgium, Italy, United Kingdom and Spain. Spotlight actions, in turn, included the publication of posts and articles in social media and on relevant websites (e.g. Open Education Europa Platform), mailings or the presentation of the project at various national and European conferences – these activities and channels appeared most appropriate given the scope and target groups of the project.

Informe sintético

El objetivo del "IO10", coordenado por REVES, era realizar una campaña de sensibilización sobre los contenidos y el desarollo del proyecto "Social Seducement" y también sobre su producto más importante (el serious game "SocialPlaNet").

La campaña apuntó a lograr estos propósitos:

a) Ponerse en contacto con las partes interesadas para divulgar informaciones sobre el juego en linea, la (futura) red de facilidadores y otros resultados del proyecto Social Seducement.

b) Alentar a organizaciones, que no habían tenido la tarea de experimentar el juego, a utilizarlo, así que otros potenciales facilidadores se interesen y fomentar su participación en la red de facilidadores.

c) Recopilar comentarios sobre el juego y los principales resultados del proyecto.

Entonces, el partenariado decidió enfocar la campaña en el período que coincidió con la fase piloto del juego (es decir, después de finalizar la versión beta). En el período precedente, es decir, antes de la acción piloto, las actividades de sensibilización coincidieron con las actividades de difusión.

La campaña de sensibilización se desaolló en el otoño - invierno 2016/2017, extendiéndose hasta el final del proyecto (agosto 2017), centrándose en 5 áreas de acción:

6) Eventos europeos y nacionales

7) "Street actions"

8) "Campus actions"

9) "Spotlight actions"

10) Acciones de sensibilización de largo alcance, a nivel europeo.

REVES, TIHR, UNIR, Le Mat y Coompanion han contribuido de manera diferente a la realización de las acciones.

Las acciones de sensibilización a nivel europeo se llevaron a cabo principalmente por la red REVES. A lo largo del proyecto, REVES se benefició del apoyo de una gran cantidad de miembros /representantes (alrededor de 40 policy makers, 62 organizaciones de la economía social y una red de la sociedad civil), para la divulgación de los resultados del proyecto. Además, 3 miembros quisieron experimentar directamente con el juego, y un cuarto expresó su interés en seguir desarrollando el juego para poderlo utilizar en sus actividades institucionales. Coompanion contribuyó, por su parte, a la organización de un primer evento europeo de sensibilización en marzo de 2017 en Gotemburgo, que precedió a un evento final organizado por REVES en junio de 2017 en Bruselas.

TIHR, UNIR e Le Mat se centraron más en las acciones nacionales, organizando una serie de eventos locales. En un evento local participaron también operadores de otros países europeos.

Las acciones callejeras fueron llevadas a cabo principalmente por REVES, THIR, UNIR y Le Mat a través de la distribución selectiva de material de información y mediante la organización de momentos de encuentro y experiencias de "narración de historias".

Les "campus actions" involucraron estudiantes en Bélgica, Italia, el Reino Unido y España, mientras que las acciones "spot-light", como el envío de material de información a las listas de correo de los miembros del partenariado, o la presentación de actividades del proyecto en conferencias nacionales y europeas, así como la divulgación a través de redes sociales y plataformas web tanto generales como específicas (como, por ejemplo, la Open Education Europa Platform), completan la campaña de sensibilización más que adecuada al propósito establecido por el proyecto.

Nota sintetica

Lo scopo del "IO10", coordinato da REVES, era quello di implementare una campagna di "awareness raising" sui contenuti e l'implementazione del progetto "Social Seducement" (e del prodotto principale del progetto, il serious game "SocialPlaNet").
Lo scopo della campagna può essere riassunto come segue:

d) Entrare in contatto con gli stakeholders allo scopo di disseminare informazioni circa il gioco online, il (futuro) network di facilitatori e altri risultati del progetto social seducement,

e) Incoraggiare l'uso del gioco di ruolo online al di fuori del novero delle organizzazioni incaricate di testarlo, in modo da attrarre l'interesse di potenziali facilitatori e di incoraggiare il coinvolgimento di questi ultimi nella rete dei facilitatori

f) Raccogliere feedback sul gioco e sui principali risultati del progetto.

La partnership ha quindi deciso di concentrare la campagna nel periodo coincidente con la fase pilota del gioco (vale a dire dopo la finalizzazione della versione beta). Nel periodo precedente, vale a dire prima dell'azione pilota, le attività di awareness raising sono coincise con quelle di disseminazione.
La campagna vera e propria ha coperto il periodo autunno/inverno 2016/2017, estendendosi poi fino alla fine del progetto (Agosto 2017), concentrandosi su 5 aree di azione:

11) Eventi Europei e nazionali
12) "Street actions"
13) "campus actions"
14) Azioni 'spotlight'
15) Azioni di awareness raising largo, a livello Europeo

REVES, TIHR, UNIR, Le Mat and Coompanion hanno contribuito in diverso modo alla realizzazione delle azioni.

Le azioni a livello Europeo sono state principalmente condotte dalla rete REVES. Durante l'intera durata, REVES ha beneficiato del supporto di un numero importante di membri/rappresentanti (ca. 40 policy makers, 62 organizzazioni dell'economia sociale ed un network della società civile), per la diffusione dei risultati del progetto. In aggiunta, 3 membri hanno voluto sperimentare direttamente il gioco, ed un quarto ha dichiarato interesse a sviluppare ulteriormente il gioco per poterlo usare nelle proprie attività istituzionali.
Coompanion ha contribuito, per parte sua, all'organizzazione di un primo evento di awareness raising Europeo, nel Marzo 2017 a Göteborg, che ha preceduto un evento finale organizzato da REVES in Giugno 2017 a Bruxelles.
TIHR, UNIR e Le Mat si sono concentrati maggiormente sulle azioni a carattere nazionale, organizzando un certo numero di eventi a dimensione locale, ed, in un caso, con il coinvolgimento di operatori di altri paesi Europei.
Le azioni di strada sono state realizzate principalmente da REVES, THIR, UNIR e LEMAT attraverso sia la distribuzione mirata di materiale informativo sia attraverso l'organizzazione di momenti di incontro ed esperienze di "story telling".
Le "campus actions" hanno visto il coinvolgimento di diversi studenti in Belgio, Italia, Regno Unito e Spagna, mentre azioni "spotlight", come l'invio di materiale informativo a mailing lists dei partners o presentazione delle attività di progetto in occasione di conferenze nazionali ed Europee, come pure la sensibilizzazione attraverso social media e piattaforme web sia generali, sia specifici, come ad esempio la Open Education Europa Platform, completano il quadro di un'azione di awareness raising più che adeguata allo scopo prefisso dal progetto.

1. About the Project

IO 10, coordinated by REVES, had the objective to develop and implement an Awareness-Raising Campaign.

The aim of the campaign was

a) to get in direct touch with stakeholders to disseminate information on the online role play game, the (future) network of facilitators and other outputs/outcome of the Social Seducement project,

b) to encourage the use of the online role play game beyond test organizations, attracting the interest of potential facilitators and encouraging the involvement of the latter in the network of facilitators;

c) to collect feedback on the game and further project outputs/outcomes.

The partnership had decided to concentrate the awareness-raising campaign as such on the period starting with the piloting of the game (i.e. after finalization of the first beta-version of the game). In the period preceding piloting, awareness-raising activities regarding the project as such coincided actually with dissemination.

The table below illustrates the target groups of the IO 10 awareness-raising campaign and the respective objectives linked to a specific group.

1.1. Table 1: Objectives

Target group	Objective
Public authorities (including agencies)	- Spreading information on the (pedagogical) model and the game - Encouraging use of the game - Collecting feedback
Policy-makers	- Spreading information on the (pedagogical) model and the game - Encouraging use of the game - Encouraging a re-thinking of policy-instruments aimed to promote job

	creation, (re-)integration into the labour market and capacity-building (i.e. highlighting the existence and - advantages of social economy collective entrepreneurship; outlining the advantages of creative instruments such as games in the framework of (work) orientation processes etc.)
Social economy organisations (and their platforms/networks)	- Spreading information on the game (incl. results of piloting demonstrating the value of the game) - Encouraging use of the game - Collecting feedback
VET education bodies (including universities)	- Spreading information on the (pedagogical) model and the game (incl. results of piloting demonstrating the value of the game) - Promoting the integration of modules on social economy entrepreneurship in traditional training schemes - Stimulating (discussion on) a new model of (work) orientation, entrepreneurship education and training - Encouraging use of the game - Collecting feedback
Trainers (to-be-facilitators), including free-lance	- Spreading information on the (pedagogical) model and the game (incl. results of piloting demonstrating the value of the game) - Encouraging use of the game and active involvement as a facilitator - Encouraging participation in the

	facilitators' network - Collecting feedback
Unemployed persons	- Spreading information on possibilities to play the game and related (training/education) opportunities
Game designers	- Spreading information on the game (incl. results of piloting demonstrating the value of the game) - Collecting feedback - Encouraging further development of the game or the development of similar instruments
Researchers	- Spreading information on the game (incl. results of piloting demonstrating the value of the game) - Collecting feedback - Reflecting on the further use/development of the game in different kind of contexts
General public	- Spreading information on the game (incl. results of piloting demonstrating the value of the game) - Spreading information on possibilities to play the game and related (training/education) opportunities - Collecting feedback (where possible)
Projects within and outside Erasmus+	- Spreading information on the game (incl. results of piloting demonstrating the value of the game) - Exploring possibilities for the integration of the game (or the pedagogical model)

	in other initiatives
	- Collecting feedback

2. Awareness-raising report

Campaign activities lasted from autumn/winter 2016/2017 until the end of the project phase (August 2017). Given the important additional time investment by partners in the development and testing of the game and given the engagement of each partner in IO 9 dissemination activities (which contributed as such to raising the awareness of different target groups on the project more in general), it appeared useful to concentrate awareness-raising activities on the beta-version of the game and the testing phase. The awareness-raising strategy (incl. description of ARC critical path and toolbox) was developed in cooperation with the partners. Following discussion *of* and agreement *on* the general strategy, including timelines and tools to be used, each partner organisation developed its specific awareness-raising plan. Based on this work, REVES created tools such as adaptable sample leaflets, youtube tutorials, a video (Torres Vedras) or an article that were put at the disposal of partners.

During the conception of the awareness-strategy, the five type of actions indicated in the project description (street actions, campus actions, cooperative actions, spotlight actions, voice actions) were revised and adapted to the concrete needs for action and their target groups. Voice actions which were supposed to stimulate dialogue with policy and decision-makers have been renamed and were realized in the framework of 'national and/or European events' and 'street actions' (which also included meetings with some policy-makers/public authorities and distribution of information on the game at the offices of public authorities). "Cooperative Actions" aiming to reach social economy were considered by the partners as an activity that was as such already part of all other types of action and should not have been considered as a separate element.

Media relations (and the related strategy) were developed and realized under "Spotlight actions" with a specific focus on social media, as partners considered this a main channel to reach out to the main target groups of the project (potential users and/or promoters of the game, including the final beneficiaries).

Campaign activities turned thus around the following five fields of action:

1. National and/or European events

The aim here was to stimulating thinking about another model of entrepreneurship education, collect feedback about the Social Seducement pedagogical model, the SocialPlaNet game and the facilitator network, as well as to stimulate use of the game/the model.
Target groups were public authorities (policy-makers and administration), social economy organizations, VET education bodies, civil society, trainers, researchers/academics and – in the case of EU-level events – their European organizations/networks.

2. Street Actions were designed to identify possible other test players or future players (including 'community leaders' able, for example, to launch and facilitate/accompany gaming processes), i.e. to stimulate test/use of the game and, more in general, to raise the awareness of different type of persons or organisations on social economy entrepreneurship and orientate persons towards organizations/agencies working on/with social economy entrepreneurship. They targeted mainly social economy organizations, VET education bodies, civil society organizations in general (community organizations etc.), trainers (to-be-facilitators) and unemployed.

3. Campus Actions focused on awareness-raising in the academic field, targeting representatives of universities and other VET education bodies, social economy organizations active in the field of work orientation, training etc., students (not only of universities)/trainees and youth organizations.
Their objective was to spread information on the (pedagogic) model and the game as well as to identify, if possible, shadow facilitators and other test players/future players.

4. Spotlight Actions (media relations) were to target specialized media linked to the social economy sector, entrepreneurship, education and the different target groups. Moreover, they included awareness-raising through social media.
Their aim was to reach higher awareness of the existence of the game, but also of the features of social economy and of the pedagogical model underlying the game. Furthermore, they were to serve further dissemination of information on the game etc.
At the same time, specific actions were developed to foster exchange and social networking within the community of facilitators/players (meetings, skype calls, facebook …).

5. Wider awareness-raising activities at EU level had the objective to spread information on the game and its pedagogic model, to stimulate test and use of SocialPlaNet, to identify and recruit possible facilitators, discuss the effective scaling-up of the model and to launch a discussion on existing employment policies/policies to promote entrepreneurship/education policies. Main targets were European social economy

platforms, networks/platforms of public authorities, European (civil society) organizations, including ILO and OECD, other European (Erasmus) projects focusing on similar topics as well as EU institutions and bodies (incl. EP and different intergroups, CoR, EESC …).

REVES, TIHR, UNIR, Le Mat and Coompanion contributed to the implementation of awareness-raising actions.

Here an overview of the initiatives carried out by each partner at the European/ national level (supporting documents and proofs will be attached at the end of this report):

2.1 European events

A **first European event** in the framework of the Social Seducement project was organised by Coompanion, with support from REVES, on 2 March 2017 in Gothenburg. The objective here was to present the Social Seducement project, the beta-version of the game, to recruit possible additional facilitators and test players, and to provide participants with an impression of the local/regional context (Gothenburg/West Sweden) in which the game was to be tested. Approximately 35 participants from seven EU Member States and Palestine took part in the seminar. As a very concrete results, three REVES members (an Italian consortium of social cooperatives, a Portuguese city and a Greek development agency), which had been mobilized by the REVES network to attend the seminar, signaled their interest to test the game.

The **Social Seducement final conference**, organized by REVES aisbl on 7 June 2017, involved about 60 participants representing social economy organizations, development agencies, public authorities, universities and other education/training institutions, think tanks and (European) networks from different EU Member States and Montenegro. The event has been the occasion for presenting the final outcome of the project, providing an insight into the Belgian context concerning the creation of social economy enterprises, discussing the usefulness of online role play games to promote social economy entrepreneurship, and of course to distribute relevant info materials (mostly leaflets – approximately 50). The success of the SocialPlaNet idea has been once more confirmed by the interest, from 5 participants (legal persons), including an organisation from Montenegro that came on purpose to learn more about SocialPlaNet to test the game within their own organizations (a test session with the organisation from Montenegro was held some days after the conference). Damnet, a workers' cooperative that figured among the speakers of the morning, reflected on the possibility to use the game as an instrument in the training of newly arrived team members.

2.2 National events

Two events organized by Le Mat took place in Riva del Garda (Italy) and Perugia (Italy), in September 2016 and April 2017. For the first occasion – the annual meeting of IRIS Network - the actors involved were social enterprises (100), social economy research organizations (30), training organizations (20), young university students (50); during the second event - Innamoratevi dell'Impresa Sociale -, several Social Enterprise development agencies (3), Universities (5), young and elder unemployed people (25), associations (4), social enterprises and experts (10) participated. Lots of people asked for more information about the project and showed an interest in using the game (about 60 in total).

In March 2017, Universidad Internacional de la Rioja (UNIR) hosted, in Madrid, the event "Juegos serios para la inclusion social" involving 15 representatives (in addition to 7 internal UNIR staff) of small companies, social entrepreneurs, policy makers, teachers and public universities: participants showed a great interest for the project and the game, asking about the possibility to test and further develop the latter.

2.3 Street actions

From May to July 2017 REVES distributed, in Brussels and Wallonia, a number of leaflets at the premises of employment agencies, training organizations etc., targeting therewith policy makers at local level (1), public authorities (11), social economy organizations/NGOs (10), and – indirectly (through the abovementioned bodies) – unemployed people.

In April 2017, REVES also organised a meeting with the city administration of the city of Kortrijk (responsible for social economy and for employment and training) in order to present the project and the game.

In Italy, Le Mat carried out street actions and storytelling activities in order to keep persons and social enterprises updated about the game, the piloting and progress of players and the theme of social entrepreneurial training: this way, 300 people, 50 training and development agencies and 100 social enterprises and others have been reached via social media channels, meetings and through the distribution of informative material. Lots of them have showed an interest in a further development of the game, as well as to test the same.

UNIR organised additional street actions and a presentation of the game within a roundtable in June 2017 in Spain (Tenerife) June. This was done in the frame of the V Congreso Internacional de Videojuegos y Educacion, addressing 106 representatives of higher education institutions with expertise in games for learning and game designers,

some of which (2) asked for more information and about the possibility to test the game. The event has been widely disseminated via social media channels and some informative materials (e.g. 40 t-shirt carrying the logo of the project) have been distributed.

In England, TIHR – the Tavistock Institute of Human Relations carried out some street actions and storytelling activities addressing via email a series of actors, including social investment organizations (2), a relationship and investment manager, an entrepreneur and philanthropist, (1) Hatch enterprise programme manager and 38 contacts (been emailed twice) across all target groups from London Seminar, held in November 2017. Some experts among them expressed their interest to discuss further the project and attend the final event in Brussels. One of them also provided advices on running enterprises, on the barriers organizations might see to taking up the game and using it sustainably, and on generally what supports successful entrepreneurship. Hatch Enterprise also proposed Tavistock to participate in the Summer of Change festival, London 3-15 August 2017, to discuss the future of 'Social Business' and to raise awareness of and promote the SocialPlaNet game through a panel discussion and the distribution of informative material.

TIHR had the possibility to encourage 1 contact in local council (government), in locality of Hatch Enterprise (Southwark), to collaborate with Hatch to support social enterprise business start ups.

Finally, TIHR organized a video installation in central London including a ca 10-minute clip of the SocialPlaNet game, accompanied by the distribution of Social Seducement leaflets and results brochure.

2.4 Campus actions

During the period May-June 2017, some university teachers, trainers and students (35 in total) from the Vrije Universiteit Brussels and schools for social workers in Belgium have been encouraged by REVES via e-mails and leaflets to spread information about and use the game: 4 VUB students and 1 student from the school for social workers have tested the game; 1 person teaching social economy entrepreneurship from the latter school requested to do the same.

From July 2016 until the end of the game, REVES also mobilised persons representing VIVES College (Kortrijk) who finally tested the game. The positive impact of this activity will be translated in the inclusion of the game in the social economy course scheduled for the autumn/winter semester 2017/2018.

From October 2016 to March 2017, REVES has carried out a conversation and e-mail exchange with the French association and training provider Arobase, which finally

attended the Social Seducement final conference and is considering to integrate extracts of short videos of the event (filmed by Arobase) into a MOOC on social economy which is currently being created.

In May 2017, SocialPlaNet has been presented during the International Training Week, organized in Rome by the Italian Centre for Permanent Learning (CIAPE), following the contact built by REVES with 2 people employed in the organization: 26 adult education professionals from Italy, Namibia, Spain, Poland and UK have been reached during that event and some of them expressed their interest in testing the game.

In May, REVES also published an article on the Open Education Europa Platform, targeting in general education and training providers (the platform's users).

In Italy, Le Mat organized several campus actions in Perugia, Ravenna and Belluno (Italy), reaching and involving 4 training organizations, 14 social economy enterprises and 70 students/locals.

Further campus actions were realized by UNIR in Spain in order to raise awareness among UNIR staff (professors and researchers) about the project and the possibility to take part in the piloting phase: one person showed interest in collaborating, but dropped off when explained the tasks to be carried out.

THIR (Tavistock Institute of Human Relations) gave a formal slide presentation to University of Tennessee State psychology students, including a presentation of the Social Seducement project and the game SocialPlaNet, and organized a lunchtime talk on 'Social Seducement: a new support for creating social economy enterprises', attended also by a young adult's employment services organization staff member, interested in using game. SocialPlaNet has also been presented to the Council members of the Tavistock Institute at a council meeting for their expertise and feedback on the game: after the presentation, Pro vice chancellor of University of Hertfordshire invited Tavistock to present the game to their Careers Advisory Service staff.

2.5 Spotlight actions

From September 2016 to July 2017, several spotlights actions (mainly via email, websites and social media) were implemented by REVES in order to encourage media and media users to spread information on/test the game (data and other details in annex). REVES also published an interview with a facilitator taking part in the piloting phase on the Open Education Europa Platform.

Also TIHR, UNIR and Le Mat have been spreading information around piloting in their countries, different events etc. in social media.

2.6 Wider dissemination at EU level

Activities in this field were mainly carried out by the REVES network. During the whole project duration, REVES has been supported by a number of members/representatives (policy makers – 40; social economy organizations – 62; civil society networks – 1) in spreading the project and its outputs. Moreover, three of its members have tested the game; 1 member wishes to further develop the game and use it for its training purposes.

Following awareness-raising activities among non-members, the project had a great echo also among non-members (e.g. organizations and network such as Social Economy Europe, Social Platform, various Italian social cooperatives – members of DIESIS), which invited REVES to present the game in the frame of conferences/seminars (e.g. "Social Keys" or "Social Entrepreneurship in training and education: Developing skills for social entrepreneurs and breaking barriers to migrants' entrepreneurship"). These interventions have been followed by the requests of other organizations to be kept informed on the development of the game and further events (Montenegro) and to test the game (Young Foundation, UK; Caritas Gdynia, PL); an invitation by OECD LEED programme to join task force for development of another online tool; the request by an Italian social cooperative/consortium working on an online tool to share experiences.

Partners from the EMISE+ Erasmus+ project took part in the final conference of the Social Seducement project, organized by REVES aisbl. They used the occasion to film parts of the intervention in order to eventually spread extracts in the framework of a MOOC on social economy which is currently being designed.

Moreover, REVES used the occasion of the REVES Excellence Award conference (8 June 2017), involving also VET education bodies and the European Entrepreneurship Education Summit (11-12 June 2017) to distribute information leaflets on the SocialPlaNet game (respectively 65 and 75 leaflets).

Le Mat Europe Assembly has been the occasion for the Le Mat network to put in place a European level event, involving 14 social co-operatives from 5 EU countries, showing a great interest in the subject and declaring to be potential users of the game. Further scaling-up events have been organized with the presence of social enterprises (50), experts in training and job creation (20) and development agencies coming from Sweden, UK, Slovenia, Bosnia-Herzegovina, Hungary, Austria, Germany and Greece.

TIHR – Tavistock Institute of Human Relations - introduced the SocialPlaNet game in a private consultation followed up with email with relevant material and web links, to Legacoop Toscana, Florence, Italy; they run a training and acceleration programme with 3 business ideas to be turned into 3 co-operatives.

The meeting with Euro-com, a global translation business, helped to evaluate the possibility of taking the game into other markets, exploring the role of culturally appropriate translation of the content. This led to the identification of Germany (migrants) as a possible market in which to raise awareness of the game.

TIHR also took part in the Social seducement final event in Brussels and led a presentation of learning about making the game and the Social seducement project; about piloting the game and the learning from facilitator's feedback and the evaluation findings; and about the social investment funding climate in the UK. The intervention made it possible to achieve a comparative awareness of differences in social enterprise context in UK compared to co-operative context in Europe.

3. Monitoring and evaluation

Throughout the whole campaign REVES organised short phone calls, skype calls, meetings or sent out e-mails to partners and relevant stakeholders in order to gather

a) feedback from awareness-raising activities (from partners) and

b)   perceptions on the project, the usefulness of the game and open questions (from external organizations.

In the case of the final conference in Brussels an online evaluation was realized by REVES.

These activities were complemented by evaluation actions carried out by TIHR.

The awareness-raising campaign ended in August 2017. It is therefore difficult to gather more detailed quantitative data.

However, in general, the campaign showed the following results:

1. It led to the recruitment of additional facilitators.

2. A number of organizations considered (further) testing and/or use of the game and asked for access/help/'guided tours' on the gaming platform.

3. At least one organisation showed its interest to develop the game further and use it in its activities.

4. The project, game and campaign led, in a number of organizations and public authorities, to a re-thinking of concepts of and tools for (social economy) entrepreneurship education, but also to a review of instruments for intra-organisational exchange and participation.

Annex 1 - General IO 10 Strategy

Questionnaire on awareness-raising activities carried out by the partner organisation

Name of the partner organisation:

1. **National events:** Are you organizing a national event? If so, please fill in the table below.

When	Where	Title and objectives (including main points on the agenda)	Target groups	Means of communication used

2. **European events**: Are you organizing a European event? If so, please fill in the table below.

When	Where	Objective (including main points on the	Target groups	Means of communication used

		agenda)		

3. **Street actions** (and Storytelling): What are you planning (or already doing)?

When	Objective (e.g. encouraging institutions/organisations to use the game; encouraging unemployed persons to get in touch with organizations using the game)	Target group(s)	Means of communication used (including participation in external events)	Where (e.g. at the premises of a training organisation; at a community centre; waiting room of an employment agency…)

(Add rows if necessary)

4. **Campus Actions:** What are you planning (or already doing)?

When	Objective (e.g. encouraging training institutions to use the game; encouraging students/trainees to play the game…)	Target group(s)	Means of communication used	Where (e.g. at the premises of a training organisation; in a university…)

(Add rows if necessary)

5. **Spotlight Actions:** What are you planning (or already doing)?

When	Objective	Media to contact	Means of communication used

(Add rows if necessary)

6. **Wider dissemination at EU level:** What are you planning (or already doing)? *(…even though this point concerns mostly REVES)*

When	Objective	Target group(s)	Means of communication used (including participation in external events)	Where (if applicable)

(Add rows if necessary)

7. Could you please indicate how many contacts you are already sure to reach (for example with mailings) per target group?

Target group	Number

Public authorities (administrative level, including employment agencies, VET organizations and other type of public training agencies…)
 	
   a) at local level
 	
   b) at regional level
 	
   c) at national level
 	
   d) at European level	

Policy and decision makers
 	
   a) at local level
 	
   b) at regional level	

c) at national level d) at European level	
Social economy organizations (and their platforms) a) at local level b) at regional level c) at national level d) at European level	
VET education bodies (and their platforms/networks) a) at local level b) at regional level c) at national level	
Other organizations (active in the field of work orientation, enterprise creation and training)	
Trainers (to-be-facilitators)	

Game designers (and their platforms)	
Researchers (and their platforms)	
Relevant projects within and outside Erasmus+ a) national b) European	
Other (please specify)	

8. Do you know of any other (Erasmus+) project at European or national level that might be interested in receiving information on Social Seducement and the game that is being developed? If so, do you perceive any opportunities for collaboration (beyond exchange of information) that should not be missed?

O10 - Social Seducement – Awareness-Raising Campaign

Duration: -31/08/2017

The Social Seducement Awareness-Raising Campaign is embedded *in* and has thus been developed *in coherence with* the General Dissemination Plan for the project (IO9).

The **general objective** of the campaign is

a) to get in direct touch with stakeholders to disseminate information on the online role play game, the (future) network of facilitators and other outputs/outcome of the Social Seducement project,

b) to encourage the use of the online role play game beyond test organizations, attracting the interest of potential facilitators and encouraging the involvement of the latter in the network of facilitators;

c) to collect feedback on the game and further project outputs/outcomes.

Objective/Target groups:

1. Public authorities (administrative level), including employment agencies, VET organizations and public training agencies …(and their platforms/networks)
2. Policy and decision makers at local level and EU level
3. Social economy organisations (and their platforms/networks)
4. VET education bodies in general (and their platforms/networks)
5. Other organisations active in the field of work orientation, enterprise creation and training (and their platforms/networks)
6. Trainers (to-be-facilitators), including free-lance
7. Unemployed persons
8. Game designers
9. Researchers
10. General public
11. Relevant projects within and outside Erasmus+

Table 1: Objectives

Target group	Objective
Public authorities (including agencies)	- Spreading information on the (pedagogical) model and the game

	- Encouraging use of the game - Collecting feedback
Policy-makers	- Spreading information on the (pedagogical) model and the game - Encouraging use of the game - Encouraging a re-thinking of policy-instruments aimed to promote job creation, (re-)integration into the labour market and capacity-building (i.e. highlighting the existence and advantages of social economy collective entrepreneurship; outlining the advantages of creative instruments such as games in the framework of (work) orientation processes etc.)
Social economy organisations (and their platforms/networks)	- Spreading information on the game (incl. results of piloting demonstrating the value of the game) - Encouraging use of the game - Collecting feedback
VET education bodies (including universities)	- Spreading information on the (pedagogical) model and the game (incl. results of piloting demonstrating the value of the game)

	- Promoting the integration of modules on social economy entrepreneurship in traditional training schemes - Stimulating (discussion on) a new model of (work) orientation, entrepreneurship education and training - Encouraging use of the game - Collecting feedback
Trainers (to-be-facilitators), including free-lance	- Spreading information on the (pedagogical) model and the game (incl. results of piloting demonstrating the value of the game) - Encouraging use of the game and active involvement as a facilitator - Encouraging participation in the facilitators' network - Collecting feedback
Unemployed persons	- Spreading information on possibilities to play the game and related (training/education) opportunities
Game designers	- Spreading information on the game (incl. results of piloting demonstrating the value of the game)

	- Collecting feedback - Encouraging further development of the game or the development of similar instruments
Researchers	- Spreading information on the game (incl. results of piloting demonstrating the value of the game) - Collecting feedback - Reflecting on the further use/development of the game in different kind of contexts
General public	- Spreading information on the game (incl. results of piloting demonstrating the value of the game) - Spreading information on possibilities to play the game and related (training/education) opportunities - Collecting feedback (where possible)
Projects within and outside Erasmus+	- Spreading information on the game (incl. results of piloting demonstrating the value of the game) - Exploring possibilities for the integration of the game (or the pedagogical model) in other initiatives

	- Collecting feedback

ACTIVITIES (MEDIA RELATIONS ARE INTEGRATED IN THE SCHEME BELOW):

Given the different type of context partners work in and their different roles and networks, awareness-raising activities will differ from partner to partner.

Each partner will exploit his/her respective competences, capacities and channels. Partners will outline their specific awareness-raising plan in their response to a questionnaire that will be circulated by REVES (see page 19).

Table 2: Activities

When	Activity	Target	Results (also in terms of change of behaviour)	Who (Partner)	Means	What to communicate ?
Autumn/Winter 2016/2017 ⇨ TIHR: St Luke's Community Centre, 8 December 2016 ⇨ Le MAT: 3	**National seminars**	- Representatives of public authorities (local administration and policy-makers) - social economy organizations - VET education bodies - civil society organizations in general (community	- Stimulating use of the game/the model - Stimulating thinking about another model of entrepreneurship education - Collecting feedback	- TIHR - UNIR - LE MAT - Coompanion	⇨ Mailing list ⇨ Website(s) ⇨ Social Media - Event as such - Game demo during the event(if possible)	*Before the event:* Announcing the event/Invitation *After the event:* - Short article/report resuming main results of the event (when, where, number of attendees, what came out of the discussions, how will

or 5 April 2017 ⇨ UNIR: 15 March 2017		organizations etc.) - trainers (to-be-facilitators) - researchers - (local) media				we go on…) - Important: ask participants whether they wish to further receive information on the project or even be included in project activities (e.g. testing, network of facilitators etc.)
- Start of piloting phase until 31/08/2016 and beyond (where possible)	**"Street actions" and Storytelling**	- social economy organizations - VET education bodies - civil society organizations in general (community organizations etc.) - trainers (to-be-facilitators)	- Stimulating test/use of the game - Identification of possible other test players/future players - (Higher) Awareness of persons on social economy	All partners, *with the help of facilitators and local players (organizations, agencies, local authorities, community initiatives etc.)*	-Distribution of posters and leaflets/bookmarks(in public places, waiting rooms of employment agencies; cultural and other meeting places etc.), - Storytelling (where	*Start of the piloting period:* ⇨ to 'intermediary organisations' (social economy organizations, VET education, civil society, public authorities and agencies): Send info on project, game and launch of piloting to intermediary

		- Unemployed - General public	entrepreneurship - Orientation of persons towards organizations/agencies working on/with social economy entrepreneurship		appropriate and possible, e.g. in the framework of other events already planned by partners and test organizations) - Blog on Social Seducement Website - Social Media - Local media (newspapers, radio etc.) ⇨ especially in places where piloting is ongoing - participation in external events (where possible	organizations; encourage them to join the test *April-August 2017:* ⇨ to 'intermediary organisations' (social economy organizations, VET education, civil society, public authorities and agencies): Send info on project, game and major piloting results (added value of the game) to intermediary organizations; encourage them to use the pedagogical model and the game; encourage them to cooperate on

					and appropriate)	"SocialPlaNet 2"
					- stands (where possible and appropriate, e.g. at community events)	*April-August 2017 and after having contacted relevant organizations/agencies (that could be possible facilitators):*
					- possible interaction of players involved in piloting with other potential (future) users of the game (question to be included in final evaluation questionnaire)	⇨ to unemployed persons : Distributing information on the game, possibilities to have access to the game and possibilities in general to receive more information on social economy and the set-up of a social economy enterprise
- Start of piloting phase	**Campus**	- Representatives of universities and	- Spreading information on the	All partners	-	*Start of the piloting*

until 31/08/2016 and beyond (where possible)	actions	other VET education bodies - Social economy organizations active in the field of work orientation, training etc. - Students (not only of universities)/Trainees - Youth organizations (incl. Café Babel) - Media addressing students (incl. blog "étudiants" on the website of Alternatives Economiques)	(pedagogic) model and the game - Identification of shadow facilitators - Identification of other test players and future players	with the help of facilitators, if useful and appropriate	Posters/leaflets - Posts/short articles to be published through ⇨ Mailing list ⇨ Website(s) and related blogs ⇨ Social Media ⇨ Intranet (where possible) ⇨ Students newspapers (where appropriate and possible) - Stands (where appropriate and possible, e.g. in	period : - Encouraging universities/students to follow or even join the tests End of the piloting period: Encouraging universities etc. to use the game

		the context of relevant seminars/Forum) with game demo - distribution of USB sticks?	

Two moments: *- Start of the piloting period (November/December 2016)* *- End of the piloting period (May 2016)*	**Spotlight actions**	- Media (specialized media linked to the social economy sector, entrepreneurship, education and the different target groups) - Local media (in the case of local pilot tests) - Social media - Other (if	- Higher awareness of the existence of the game, but also of the features of social economy and of the pedagogical model underlying the game - Further dissemination of information on the	- Ecobyte (towards specific media/platforms working on online games) - UNIR (towards specific media/platform working on online gaming/online	- Press releases/articles *Given the specificity of certain media, each partner is supposed to draft his/her own press release/article.* - publication of posts in relevant blogs (where	Start of the piloting period: - Inform about the project, the game and (in particular!) the piloting period End of the piloting period: - Inform about the project, the game and results of the

		appropriate and possible)	game etc.	pedagogy) - REVES (towards specific media/platform working on social economy and economic alternatives – including Spanish ones) - TIHR/Coompanion/Le Mat (towards relevant UK/Swedish/Italian media/organizations)	possible and appropriate) - FB, Twitter, Youtube etc. (depending on the media used by each partner)	piloting period (added value of the game etc.)

- As from start of the piloting period until 31/08/2016 (where possible also beyond)	**Wider dissemination at EU level**	- European social economy platforms - Networks/platforms of public authorities - European (civil society) organizations, including ILO and OECD - Other European (Erasmus) projects focusing on similar topics - EU institutions and bodies (incl. EP and different intergroups, CoR, EESC …)		- REVES	- Short info sheets on the game - project website - participation (and presentation of the project) in external events - social media	- Inform about the project, the game and (results of) the piloting period - Encourage use of the pedagogical model/the game and possible cooperation on a "SocialPlaNet 2"
March/June 2017	**European seminar(s)**	- Representatives of public authorities	- Discuss the effective scaling-up	REVES, Coompanion,	- Event as such	

		- Representatives of (European Platforms of) Social Economy organisations - Delegates of bodies representing VET education - Representatives of EU Institutions - Game designers - Trainers - Other initiatives within or outside the Erasmus+ programme (e.g. the projects "Social Innovation Community", "Social Keys" etc.)	of the model and dissemination of the game (feedback, improving and finalizing scale up handbook) - Presenting and encouraging participation in the network of facilitators (and therewith also the use of the game by other organizations/trainers) - Launching a discussion on existing employment policies/policies to	*with the support of the other partners (cc. dissemination of invitations etc.)*	-Mailing list - Game demo - Website(s) - Social Media	
- Gothenburg event: 2 March 2017 - Brussels event: 7 June 2017						

		- General Public	promote entrepreneurship/education policies			

Table 3: Indicators

	Qualitative	Quantitative
National seminars	- Diversity of stakeholder categories present during the event - Interest/appreciation/willingness to contribute to further development and test of the game: expressed in evaluation forms - Proposals/Engagement for further action to be taken (also by non-partner organisations)	- Number of participants - Number of hits (cc. website articles, posts on social media etc.) - Number of persons having asked for more information and possible participation (in test activities, further development of the game etc.)
"Street actions" and Storytelling	- Information requests by organizations or persons wishing to test the game (be it as facilitator or	- Number of posts and website articles published

	as player) -	- Number of posters/leaflets distributed - Number of participants (if the action happened in the framework of a specific event) - Number of hits (cc. website articles, posts on social media etc.) - Number of persons having asked for more information and possible participation (in test activities, further development of the game, as a player etc.)
Campus actions	- Information requests by organizations or persons wishing to test the game (be it as facilitator or as player)	- Number of participants (if the action happened in the framework of a specific event) - Number of hits (cc. website articles, posts on social media, stands etc.) - Number of persons having asked for more information and possible participation (in test activities, further development of the game,

		- as a player etc.)
Spotlight actions	- Typology of media/publication and relevance in relation to main topics covered by Social Seducement (training/gaming/social economy etc.)	- Number of articles published (by external media)
Wider dissemination at EU level	- Interest/appreciation/willingness to contribute to further development and test of the game: expressed in evaluation forms	- Number of participants (if the action happened in the framework of a specific event) - Number of hits (cc. website articles, posts on social media etc.) - Number of information requests - Number of invitations to present the project at external events
European seminars	- Interest/appreciation/willingness to contribute to further development and test of the game: expressed in evaluation forms	- Number of participants - Number of hits (cc. website articles, posts on social media etc.) - Number of persons having asked

	- Proposals/Engagement for further action to be taken (also by non-partner organizations, including EU institutions) - Articles on Social Seducement published by non-partner organizations	for more information and possible participation (in test activities, further development of the game etc.)

Key players that could have a "multiplier function" for dissemination for each target group ("champions") have to be defined by each partner (depends in our view very much on the local/national context).

Schedule for the preparation of (different stages of) the campaign:

1. **All partners/6 March 2017:** Team call on the Awareness-Raising campaign (fixing tasks, tools and budget)
2. **All partners/March 2017**: Establishing a list of organizations/bodies/persons to contact for each part of campaign
3. **All partners/March 2017**: Providing some information on ongoing and/or planned awareness-raising activities (the partner's awareness-raising plan)
4. **REVES/as of March 2017**: Providing sample version for an article on the final test version of the game and the piloting phase (article not oriented towards specialized media/organizations) – with messages adapted to different target groups

5. **REVES/all partners, in cooperation with the facilitators as of March 2017-May 2017:** Providing content on the piloting phase (for the blog and FB)
6. **REVES (and TIHR graphic designer?)/as of March/April 2017**: Developing a model for a poster and leaflet/bookmark (in ENG) which will then be translated, printed (number of copies to be confirmed) and distributed by each partner
7. **All partners/as -31/08/2017**: Continuation of awareness-raising activities following the scheme above (and the partner's awareness-raising plan)
8. **REVES/as of May 2017**: Providing sample version for an article on the results of the piloting phase
9. **All partners/as of June 2017**: Compiling a report on awareness-raising activities in the framework of IO10

During the whole period, REVES will stay in touch with all partners to remain informed about ongoing activities – also with a view to adapt actions to the results of the piloting and to propose additional actions (if appropriate!).

Risks:

- So far we cannot be sure the game fits all contexts and situations mentioned in the project application/grant agreement (it might finally be more adapted for work with unemployed that do not have prior experiences and knowledge on social economy than for a kind of re-orientation of persons working already in social economy enterprises). The piloting phase will bring more certainty on this point. However, for this reason, awareness-raising activities during the test phase might sometimes risk to address groups that might finally not be those for which the game would be most useful.
- There is a risk to generate false expectations and deception/frustration (including a loss of reputation of test and partner organizations) if the term "game" will be used during the awareness-raising activities. It would be useful to adapt the terminology used when communicating on the instrument: better to stress the 'gamification' element than to talk about a game.
- Organizations testing the game might not in every case want to make it public or already recruit new players already during the piloting period (they might want to be sure the game fits their needs and improvement, if necessary, are done according to their

suggestions and needs). Partners have to well define, together with them, whether, in which way and to whom information on the test phase can be spread.

- Concepts and terminology might differ from country to country. Translations of model press releases etc. should be done carefully in order to avoid any mistakes/misunderstanding.
- On actions targeting unemployed (part of the "street actions"): To us it makes only sense to inform unemployed about the game if they will then also have access to the game. For this, however, we need to be sure that somebody could accompany them/be a contact person/facilitator if ever they decide to play. With all the technical difficulties we met during the start of the piloting phase and the need to clarify some issues a facilitator is needed. However, we cannot be sure that all our facilitators would like or are able to do this additional job and there is not much time to search and recruit other facilitators NOW!

Annex 2 - Dissemination reports

IO 10: Report on awareness-raising activities – Monitoring and Evaluation questionnaire
(Please provide also relevant documents such as copies of attendance lists, short reports and evaluation of the events, articles you might have written, presentations you might have done etc.)

Name of the partner organisation: REVES aisbl

National events: Did you organize a national event? If so, please fill in the table below.

When	Where	Title and objectives (including main points on the agenda)	NUMBER of participants and PROFILE[1] of persons attending the event (need to report on the diversity of target groups!!)	Means of communication used	Outcome/Impact
					Next to qualitative aspects (e.g. information requests, contribution to game development, participation in

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[1] Please specify if community leaders or "grasstops" were involved/actively participated

				a test session etc.), please also include information on the following: - Number of participants - Number of hits (cc. website articles, posts on social media etc.) - Number of persons having asked for more information and possible participation (in test activities, further development of the game etc.) - number of organisations who showed an interest using the game/potential users of the game as a training tool

European events: Did you organize a European event? If so, please fill in the table below.

When	Where	Objective (including main points on the agenda)	NUMBER of participants and PROFILE of persons attending the event [2]	Means of communication used	Outcome/Impact
7 June 2017	Brussels (BE)	1. Focus session on Belgium: providing insights into the Belgian context cc. social economy and creation of social economy enterprises 2. Presenting the final outcome of the Social Seducement project (with specific focus on the presentation of the game and	60 Persons representing social economy organisations, development agencies, public authorities, university and other education/training institutions, think tanks and (European) networks from different EU Member States	- Mailing lists - REVES website/Facebook (publication of articles inviting to the conference as well as publication of conference report) - Spreading of information on the event among other European projects (e.g. inclusion of the event in the calendar	- Number of participants: 60 - 5 requests to test the game (of persons wishing to use it within their own organizations): Damnet, Person teaching social economy at a school for social workers in Liège, Les Grignoux, Montenegro, VUB student - Number of hits (cc. website articles, posts on social media etc.):

[2] Please specify if community leaders or "grasstops" were involved/actively participated

51

| | | launch of the facilitator network)

3. Discussing the usefulness *of* and key conditions of success *for* online role play games to promote social economy entrepreneurship | and Montenegro | of the [Social Innovation Community](#))

- Personalized invitations to certain persons

- Article summarizing the final conference | 275+86+385

- E-mail information spread to following number of organisations: 650 |

Street actions (and Storytelling): Please report on the activities carried out by your organisation. Use one row for each activity and/or place. Add rows, if needed.

When	Objective (e.g. encouraging institutions/organisations	Target groups reached and NUMBER of persons reached per target	Means/Tools of communication used (including participation	Where (e.g. at the premises of a training organisation; at a community centre;	Outcome/Impact

	to use the game; encouraging unemployed persons to get in touch with organizations using the game)	group	in external events)	waiting room of an employment agency…) Please list the different places!	
May-July 2017	- Encouraging institutions working with unemployed, employment orientation, entrepreneurship (training) to test/use the game - Encouraging unemployed persons to test the game	Target groups: 12. Policy makers at local level (1) 13. Public authorities (administrative level), including employment agencies and public training agencies (11) 14. Social economy organizations/NGOs (including those working specifically with disadvantaged groups/unemployed	- Info Leaflets (two types: one addressing possible facilitator organizations that could use the game as a tool, another one targeting potential players) - Conversations	Distribution of leaflets at the premises of the following organisations (employment agencies, social secretariats, public centres for social aide, organisations working with unemployed, public authorities): ACTIRIS Rue de Genève 175 1140 EVERE MAISON DE QUARTIER	Number of leaflets distributed: 75

	) (10)		Rue Joseph II, 5
			1000 BRUXELLES
	15. Indirectly (through the above mentioned bodies): Unemployed (we do not have any information on numbers)		CPAS SCHAERBEEK
			Boulevard Auguste Reyers, 70
			1030 BRUXELLES
			CPAS IXELLES
			Chaussée de Boondael
			1050 – BRUXELLES
			Monsieur Elio di Rupo
			Hôtel de Ville
			Grand-Place
			7000 MONS

			CFS ASBL	
			Collectif Formation Société	
			Rue de la Victoire, 26	
			1060 Bruxelles	
			Maison de Quartier d'Helmet	
			Square Riga, 39	
			1030 Schaerbeek	
			Mission Locale	
			Rue de l'Union 31	
			1210 Saint-Josse-ten-Noode	

			ACTIRIS Rue du Collège 30 1050 Bruxelles CPAS BRUXELLES Rue Haute, 2980 1000 Bruxelles CPAS Etterbeek Square Doc. Jean Joli 2 1040 BRUXELLES CPAS SAINT-GILLES Rue Fernand Bernier 40 1060 BRUXELLES SOVALUE ASBL	

			Rue de la Station 60 7090 BRAINE-LE-COMTE COBEFF Rue Philomène, 39 1030 Schaerbeek Duo For a Job Rue de Stassart, 48 1050 BRUXELLES CHÔM'HIER (LA) – AID AISBL Rue Fransman, 131 1020 LAEKEN	

			Services d'Orientation & Formation pour Femmes à la Recherche d'un Travail SOFFT En Feronstrée 23 4000 LIEGE CPAS LIEGE Place Saint-Jacques 13 4000 LIEGE CPAS Hannut Rue de l'Aite 106 4280 Hannut CPAS Châtelet	

| | | | | Rue du Beau Moulin, 80

6200 CHÂTELET

FEBISP

Cantersteen

Galerie Raveinstein, ¾

1000 Bruxelles

- Conversation with Stijn Tanghe, city of Kortrijk (Flanders) | |
| 7 June 2017 | - Encouraging institutions working with unemployed, employment orientation, entrepreneurship (training) to | 1. Policy-makers (local/regional)

2. VET education bodies in general

3. Other organisations active in the field of work orientation, | - Leaflets | Social Seducement final conference, Brussels | - 65 leaflets distributed |

	test/use the game - Encouraging other organizations to spread information on the game	enterprise creation and training (and their platforms/networks) 4. Universities (incl. students)			
8 June 2017	- Encouraging public authorities and social economy organisations institutions working with unemployed, employment orientation, entrepreneurship (training) to test/use the game - Encouraging other organizations to spread information on the game	1. Policy-makers (local, regional, national, European) 2. VET education bodies in general 3. Other organisations active in the field of work orientation, enterprise creation and training (and their platforms/networks)	- Leaflets	REVES Excellence Award, Brussels	- 65 Leaflets distributed

| 11 July 2017 | - Encouraging institutions/organizations working in the field of entrepreneurship education (training) to test/use the game

- Encouraging other organizations to spread information on the game | 1. Policy-makers

2. VET education bodies in general

3. Other organisations active in the field of work orientation, enterprise creation and training (and their platforms/networks)

Number: 75 | - Leaflets | Distribution of leaflets at "European Entrepreneurship Education Summit" (11-12 July, Brussels) | Leaflets distributed: 75 |

(Add rows if necessary)

Campus Actions: Please report on the activities carried out by your organisation. Use one row for each activity and/or place. Add rows, if needed.

When	Objective (e.g. encouraging training institutions to	Target group(s) reached and NUMBER of	Means of communication used	Where (e.g. at the premises of a training	Outcome/Impact

	use the game; encouraging students/trainees to play the game…)	**persons reached per target group**	(including participation in external events)	**organisation; in a university; online activities…)** Please list the different places!	
July 2016-end of the game	- encouraging universities to use the game	- University: 5 persons reached	- Conversations (oral and e-mail) with persons representing VIVES College (Kortrijk)		- participation of VIVES college Kortrijk in game testing and inclusion of the game in the social economy course scheduled for the autumn/winter semester 2017
May/June 2017	- Encouraging professionals in the field of adult learning to spread information about and/or use the	- university teachers, trainers and students: 35 from VUB (Vrije universiteit Brussels) and	- E-mails and leaflets	Brussels (VUB), Liège (school for social workers), ULB	- Game testing by 4 students from VUB - E-mail exchange with a person

	game	schools for social workers in Belgium			teaching social economy entrepreneurship at a school for social workers in Liège – request, by this person, to test the game - Game testing by a student of the above mentioned school for social workers (together with another youngster)
October 2016/March 2017	- Encouraging organizations to spread information on the game	- Number of persons reached: 4 (working for Arobase)	Conversation and e-mail exchange with the association and training provider Arobase (FR)	Lyon/Grenoble	- Participation of Arobase in the Social Seducement final conference (Arobase made videos of a

					number of interventions and is considering using some of the material for a MOOC created in the framework of the Erasmus+ project EMISE+)
April 2017	- encouraging relevant organizations to spread information on the game	- Conversation with two persons, final number of persons reached: 26 (all adult education professionals)	- Conversation with the Italian Permanent Learning Centre (CIAPE)	Rome	- Invitation, by the Italian Permanent Learning Centre (CIAPE), to present SocialPlaNet during a European seminar (15.5. 2017 – participants: 26 adult education professionals from Italy, Namibia, Spain, Poland and

					UK)
May 2017	- encouraging relevant organizations to spread information on the game and/or use the game	Target group: users of the platform (education and training providers, incl. VET institutions, universities, NGOs and others) Number reached: We do not have this information.	- Article on the "Open Education Europa Platform"		

(Add rows if necessary)

Spotlight Actions: Please report on the activities carried out by your organisation.

When	Objective	Media contacted	Means of communication used	Outcome/Impact
September 2016 and	- encourage media and media users to spread	- Conversation journalist at	- Conversation	

June 2017	information on the game	Alternativas Economicas		
May 2017	encouraging relevant organizations to spread information on the game and/or use the game	- Open Education Europe	- E-Mail - Article	- Publication of an article on the Open Education Europe Website
September 2016-July 2017	- Encourage readers to spread information on the game and/or test the game	Dissemination on social media (mainly facebook)	- Articles	- See attached document

(Add rows if necessary)

Wider dissemination at EU level: Please report on the activities carried out by your organisation. *(…even though this point concerns mostly REVES)*

When	Objective	Target group(s) reached and NUMBER of persons reached per target group	Means of communication used (including participation in external events)	Where (if applicable)	Outcome/Impact

| Whole project duration | - encourage members to spread information on the project and its outputs

- encourage members to test the game | - Policy-makers: 40

- Social economy organizations: 62

- Civil society networks: 1 | - E-mails to REVES members

- meetings of REVES members (board, General Assembly, seminars)

- Video | | -- Game tested by three members willing to use it also in their work (City of Athens, City of Torres Vedras, Sol.Co Camunia)

- Wish to use and further develop the game by Community Foundation Messina (in particular also as a tool for the future la Scuola EuroMediterranea di Economia etica, di Bellezza e di Pace) |

| Whole project duration | - encourage organisations to spread information on the project and its outputs

- encourage organisations to test the game | - Policy-makers/public authorities: approx. 380

- Social economy organizations: approx. 90

- Social Economy networks/representative platforms: approx. 20

- European (Social) NGOs: approx. 20

- (Social Economy) Research Networks: 30

- Other organizations

- EU institutions and consultative bodies (Committee of the Regions, European Economic and Social Committee): 20 | - E-mails to other partner organizations and networks, such as Social Economy Europe, Social Platform (non-REVES members) | | - Invitation to present the game at conferences/seminar (e.g. "Social Keys" or "Social Entrepreneurship in training and education: Developing skills for social entrepreneurs and breaking barriers to migrants' entrepreneurship") |

April 2016	- Encouraging organizations/authorities to test the game	- persons/organizations taking part in game testing or showing an interest in testing the game	- development of a FAQ document guiding facilitators/potential players through the game		
January, September, December 2016		- Policy-makers (local/regional/European) - Social Economy networks/representative platforms: - (Social) NGOs - Social Economy Research Networks - Other organizations - EU institutions and consultative bodies (Committee of the	- participation in other EU project meetings and European events (DIESIS Social Keys – Multiplier event, "Social Entrepreneurship in training and education: Developing skills for social entrepreneurs and breaking barriers to migrants' entrepreneurship"), SIC launch event)		- Requests by other organizations to be kept informed on the development of the game and further events (Montenegro) and to test the game (Young Foundation, UK; Caritas Gdynia, PL) - Invitation by OECD LEED programme to join task force for development of another online tool

		Regions, European Economic and Social Committee)			- request by a Italian social cooperative/consortium working on an online tool to share experiences
- 24 January 2017 - 1 February 2017	Encouraging organizations/authorities to test the game	10 representatives of social cooperatives	- Seminar with members of the Consortium CGM (IT), presentation of REVES activities, including Social Seducement *(Standard presentation attached)* - Meeting with SG of the international GSEF Forum (specifically on topics related	Brussels Brussels	

- 31 April 2017		12 representatives of Italian social cooperatives (members of DIESIS)	to youth employment and entrepreneurship) in which we also mentioned Social Seducement	Brussels	
- 16 May 2017		15 representatives of Italian social cooperatives (members of Legacoop)	- presentation of REVES activities, including Social Seducement - presentation of REVES activities, including Social Seducement	Brussels	
April 2016-July 2017			- publication of articles and posts on Website/Facebook		For numbers, see annexed report on social media

(Add rows if necessary)

Could you please indicate how many persons/contacts you were able to reach (for example with mailings) per target group?

The figures below concern e-mails (with social media, many more could be reached, but impossible to detail.)

Target group	Number
Public authorities (administrative level, including employment agencies, VET organizations and other type of public training agencies…) e) at local level f) at regional level	- EU level: approx. 20 - Local/regional level: approx. 420

g) at national level h) at European level	
Policy and decision makers e) at local level f) at regional level g) at national level h) at European level	
Social economy organizations (and their platforms) e) at local level f) at regional level g) at national level h) at European level	- approx.150 (local, regional and European)
VET education bodies (and their platforms/networks) d) at local level e) at regional level	- approx. 25

f) at national level	
Other organizations (active in the field of work orientation, enterprise creation and training)	
Trainers (to-be-facilitators)	
Game designers (and their platforms)	- 1
Researchers (and their platforms)	- approx. 30
Relevant projects within and outside Erasmus+ c) national d) European	- 3 European projects
Other (please specify)	

Did you engage in any cooperation with other (Erasmus +)projects at European or national level? Could you provide some more details (type of exchange/cooperation, results, further perspectives…)?

- SIC

- Social Keys

- EMISE+

Additional comments/information (e.g. interesting reactions/comments you did not mention before)

IO 10: Report on awareness-raising activities – Monitoring and Evaluation questionnaire
(Please provide also relevant documents such as copies of attendance lists, short reports and evaluation of the events, articles you might have written, presentations you might have done etc.)

Name of the partner organisation: Tavistock Institute of Human Relations
……………………………………………………………………………………………………

National events: Did you organize a national event? If so, please fill in the table below.

When	Where	Title and objectives (including main points on the agenda)	NUMBER of participants and PROFILE[3] of persons attending the event (need to report on the diversity of target groups!!)	Means of communication used	Outcome/Impact
					Next to qualitative aspects (e.g. information

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[3] Please specify if community leaders or "grasstops" were involved/actively participated

				requests, contribution to game development, participation in a test session etc.), please also include information on the following:
				- Number of participants
				- Number of hits (cc. website articles, posts on social media etc.)
				- Number of persons having asked for more information and possible participation (in test activities,

					further development of the game etc.) - number of organisations who showed an interest using the game/potential users of the game as a training tool

European events: Did you organize a European event? If so, please fill in the table below. No

When	Where	Objective (including main points on the agenda)	NUMBER of participants and PROFILE of persons attending the event [4]	Means of communication used	Outcome/Impact

[4] Please specify if community leaders or "grasstops" were involved/actively participated

| | | | | | Next to qualitative aspects (e.g. information requests, contribution to game development, participation in a test session etc.), please also include information on the following:

- Number of participants

- Number of hits (cc. website articles, posts on social media etc.)

- Number of persons having asked for more information and |
|---|---|---|---|---|---|

					possible participation (in test activities, further development of the game etc.)
					- number of organisations who showed an interest using the game/potential users of the game as a training tool

Street actions (and Storytelling): Please report on the activities carried out by your organisation. Use one row for each activity and/or place. Add rows, if needed.

When	Objective (e.g. encouraging institutions/organisations	Target groups reached and NUMBER of persons reached per	Means/Tools of communicati	Where (e.g. at the premises of a training organisation; at a community centre; waiting room	Outcome/Impact

	to use the game; encouraging unemployed persons to get in touch with organizations using the game)	target group	on used (including participation in external events)	of an employment agency…) Please list the different places!	
08.05.17	Emails sent to 37 contacts from the seminar in London (November 2016) to follow up on the London seminar's findings, to update on the project and the game (piloting, evaluation).	37	Email Tavistock website news item	Emails sent to all contacts made at the London seminar in November 2016 News item on Tavistock website: http://www.tavinstitute.org/news/serious-gaming-learning-social-enterprise/	
23.05.17	Emails sent to 38 contacts from the seminar in London (November 2016) to follow up on the London seminar's findings, to update on the project and	37	Email Tavistock website news item	Emails sent to all contacts made at the London seminar in November 2016 News item on Tavistock website: http://www.tavinstitute.org/news/serious-gaming-learning-social-	

	the game (piloting, evaluation), and to invite all contacts to the final seminar in Brussels and to a lunchtime talk at the Tavistock Institute to present the results of the pilot and evaluation			enterprise/	
23.05.17	Emails sent to various Social Investment organisations to their social enterprise investment managers	2 Big Society Capital and Social Investment Business	Emails	Email to investment decision makers/managers	Expression of interest to discuss project at Tavistock and to attend Brussels seminar
01.06.17	Meeting with contact: to encourage Social Investment Business organization to attend the Brussels conference, to network with social entrepreneurs and their	1 person – Relationship Manager and Investment Manager	Emails, phone call, and a 1:1 meeting at TIHR office to demonstrate the game and	Email directly to individual contacts; Tavistock institute website (links below at bottom of document)	Expression of interest to attend Brussels seminar; information he gave on the

	training and support organisations, and to fund new start up social enterprises		describe the project		funding climate in UK for social enterprises was used in Tavistock presentation and powerpoint slides at the Brussels final project seminar
14.06.17	Meeting with key business figure: to show him the game SocialPlaNet and to get his advice on awareness raising and mainstreaming.	1 person 1 person – entrepreneur, philanthropist and television business personality from BBC's 'Dragon's Den' A highly successful entrepreneur and philanthropist who invests in 'EdTech' (educational	Introduced via the Westminster Africa Business Group; follow up emails and phone call	Tavistock Institute	Contact gave us advice on running enterprises, on the barriers organisations might see to taking up the game and using it sustainably,

| | | technology e.g. games) and supports EdTech ventures via his philanthropic organization. | | | and on generally what supports successful entrepreneurs hip.

Contact put us in touch with Enterprise, an organization that trains people to start up enterprise and social enterprise and curates events debating the social future of business. |
|---|---|---|---|---|---|
| 14.06.17 | Gave a formal slide presentation to University of Tennessee State psychology students by | 6 students and 1 lecture (see powerpoint slides attached) | Powerpoint and in person presentation | [?] | |

	the Tavistock Institute, which included presentation of the Social Seducement project and the game SocialPlaNet				
26.06.17; 27.06.17; 30.06.17	Emails re-sent to 38 contacts from London seminar (November 2016) re. a forthcoming Lunchtime Talk, the Brussels final project seminar, and with web links to Taivstock website news items to raise awareness of project and game more generally.	38 contacts across all target groups from London Seminar in November 2017 ; and 2 new social investor contacts	Emails and links to Tavistock website		Information about and invitations to forthcoming Tavistock and other project presentations at the final seminar in Brussels (See below EU actions) and to the lunchtime talk at Tavistock in July
05.07.17	5 July TIHR Lunchtime talk on 'Social	20	Powerpoint presentation;	Tavistock Institute	A young adult's

Seducement: a new support for creating social economy enterprises'

Presentation on value of game as show by pilot results, facilitator feedback and evaluation findings

(Slides attached) | | formal talk; video demonstration | | employment services organisaiton staff member attended (in follow up to the London seminar Tavistock held in November 2016), interested in using game, provide services in North London (government sector)

Talk and |

					game demo then presented to Tavistock Institute's Council Members
05.07.17	Presentation of SocialPlaNet game to the Council members of the Tavistock Institute at a council meeting for their expertise and feedback on the game; raising awareness of the game and the project	10	Video demo and informal presentation by CEO of Tavistock to the Council	Tavistock Institute	Pro vice chancellor of University of Hertfordshire invited Tavistock to present game to their Careers Advisory Service staff in late August
21.07.17	Meeting with Hatch Enterprise Programme Manager: to encourage Manager and her team to	1 person, Hatch Enterprise and Social Enterprise programmes (initation; incubation and	Introductory mails

Slides; video demonstratio | Email; in person at Tavistock Institute | Tavistock to present formally at Hatch |

take up the SocialPlaNet game and use it as a training tool in their enterprise and social enterprise	upscaling of enterprises)	n and a 1:1 meeting		Enterprise in South London, to their enterprise training and start up programmes staff
Hatch are interested in using SocialPlaNet game as a training tool for developing new ideas/ nascent enterprises in their 'Launchpad' programme (turning ideas into real plans), that would then move into their 'Incubator' and 'Accelerator' programmes (turning plans into businesses; scaling up businesses and growing them locally and nationally)				Tavistock to participate in the Summer of Change festival, London 3-15 August 2017, to discuss the future of 'Social Business' and to raise awareness of and promote the SocialPlaNet
https://hatchenterprise.org/our-story/about-us/				

				game
				Use Hatch contacts to encourage 1 contact in local council (government) in locality of Hatch Enterprise (Southwark) to collaborate with Hatch to support social enterprise business start ups
				Email and follow up phone call to introduce Hatch Enterprise/

					Southwark council to contact at Social Investment Business, to consider financing starts ups that may be generated and incubated at Hatch, ideally using SocialPlaNet as one of the programme training tools
11.08.17; 12.08.17; 13.08.17	'Summer of Change Festival: Work and Social Business': we are attending panel discussions, networking	To meet with social business, social enterprise and enterprise trainers and trainees at various activities over	Participation in a Social Business panel discussion	Invited by Hatch Enterprise, and festival organizer

Email and online booking via website | |

	meals and participatory workshops around the theme of 'Social Business', during which we will raise awareness of the project, distribute leaflets to potential game players and game support/facilitators; and also distributing leaflets to enterprise and social enterprise training organisations and individuals to encourage them to use SocialPlaNet as a training tool in their work.	three days including participation in an expert panel; in a networking dinner; and in a workshop aimed at freeing up ideas and creativity – at all activities leaflets will be distributed (one for potential enterpreneurs/ trainees to play the game; one for entrepreneurship trainers to use the game as a tool in their social enterprise and enterprise building programmes More generally to raise awareness of game and project amongst an interested audience (trainers, potential entrepreneurs, people with ideas looking for how to apply them and how to	(11 July), Canvas, Shoreditch, London; Participation in a networking dinner, Karma Café, Shoreditch, London; Participation in a participatory workshop 'Committing to Freedom', Canvas, Shoreditch, London Leaflets will be distributed for players	http://www.thecanvascafe.org/festival	

| | | find and/or create work) – numbers to be confirmed | Leaflets will be distributed for trainers

A document with 'frequently asked questions' and links to the Social Seducement website will also be distributed upon request to any interested users (trainers; players; player support) | | |
|---|---|---|---|---|---|
| Early | Hatch Enterprise: | Hatch staff: numbers to | Tavistock | | Hatch may |

| September | Presentation of SocialPlaNet game as a social enterprise and social business training tool to be used in Hatch programmes | be confirmed but expect 9 people

https://hatchenterprise.org/our-story/about-us/ | staff to go to Hatch Office in Southwark (London) to make a formal presentation (powerpoint slides and game video demo; distribute leaflets) | | use the game as a training tool in their enterprise and social enterprise training and development programmes

Tavistock to make email and follow up call to contact at Southwark council responsible for seeding start ups (Hatch is in Southwark) |
| 17.10.-20.10.20 | Video installation in central London including a 10-minute clip of the | Members of the public, public and private sector organisations as well as | | Central London venue as part of TIHR festival | Wider awareness of the game |

| 17 | SocialPlaNet game, accompanied by distribution of Social Seducement leaflets and results brochure | charities. Numbers to be confirmed. | | | among the public and potentially relevant organisations |

(Add rows if necessary)

Campus Actions: Please report on the activities carried out by your organisation. Use one row for each activity and/or place. Add rows, if needed.

When	Objective (e.g. encouraging training institutions to use the game; encouraging students/trainees to play the game…)	Target group(s) reached and NUMBER of persons reached per target group	Means of communication used (including participation in external events)	Where (e.g. at the premises of a training organisation; in a university; online activities…) Please list the different places!	Outcome/Impact
End of August	Encouraging the Career's Advisory Service staff to use	Hertfordshire University, Careers Advisory Service	Tavistock Institute are going to the University of	University of Hertfordshire,	Next to qualitative aspects (information

| | the game in their work supporting students and graduates/alumni into work. | staff | Hertfordshire campus to give a presentation to the Careers Advisory team (Powerpoint presentation) and demonstrate the game (video demo)

Invited by Pro Vice Chancellor, University of Hertfordshire, following presentation of SocialPlaNet game to the Council of the Tavistock Institute 05.07.17 (see above, street actions) and following the Lunchtime Talk. | Hatfield, UK | requests, participation in a test session etc.), please also include information on the following:

- Number of participants (if the action happened in the framework of a specific event)

- Number of hits (cc. website articles, posts on social media, stands etc.)

- Number of persons having asked for more information and possible |

				participation (in test activities, further development of the game, as a player etc.)

(Add rows if necessary)

Spotlight Actions: Please report on the activities carried out by your organisation.

When	Objective	Media contacted	Means of communication used	Outcome/Impact
				Next to qualitative aspects (information requests, etc.), please also include information on the following: Number of articles published (by external

				media)

(Add rows if necessary)

Wider dissemination at EU level: Please report on the activities carried out by your organisation. *(…even though this point concerns mostly REVES)* **No**

When	Objective	Target group(s) reached and NUMBER of persons reached per target group	Means of communication used (including participation in external events)	Where (if applicable)	Outcome/Impact
[?]	SocialPlaNet game introduced in a private consultation followed up with email with relevant material and web links, to Legacoop	1	Private consultation and then email	Legacoop Toscana, Florence, Italy www.legacooptoscana.coop	Next to qualitative aspects (information requests, etc.), please also include information on the

	Toscana, Florence, Italy				following:

Toscana, Florence, Italy

They run a training and acceleration programme with 3 business ideas to be turned into 3 co-operatives

Column 6:
following:

- Number of participants (if the action happened in the framework of a specific event)

- Number of hits (cc. website articles, posts on social media etc.)

- Number of information requests

- Number of invitations to present the project at external events

16.3.2017	Meeting with euro-com, a global translation business to explore the possibility of taking the game into other markets, and role of culturally appropriate translation of the content.	1 IT / translation / education stakeholder	Face to face meeting	Tavistock Institute	Identified Germany (migrants) as a possible market in which to raise awareness of the game.
31.3.2017	Meeting with member of Southwark Council employment division to talk through vision and method of the game and give brief demo	1 Local Authority Employment division	Face to face meeting	Tavistock Institute	Expressed an interest in the game for local authority employment and suggested schools as a possible audience.
07.06.17	Final project seminar in	[Number of people attending Brussels	Powerpoint slides and formal	National Library, Brussels, Belgium	Comparative awareness of

	Brussels	seminar]	presentation		differences in social enterprise context in UK compared to co-operative context in Europe
	Presentation of learning about making the game and the Social seducement project; about piloting the game and the learning from facilitator's feedback and the evaluation findings; and about the social investment funding climate in the UK				

(Add rows if necessary)

Could you please indicate how many persons/contacts you were able to reach (for example with mailings) per target group?

Tavistock sent out follow up emails (detailed above in street actions) with feedback from the London seminar and an update on the project and invitations to forthcoming events: to the final project seminar in Brussels on 7 June; and to the Lunchtime Talk at the Tavistock Institute in London on July 5 to present the piloting results and evaluation results.

These emails (on 23 May; and on 26, 27 and 30 June) were sent to all the same 37 contacts given in the previous table submitted to Reves (Awareness Raising Plan) in April, which were listed by stakeholder category. These are the 19 contacts who participated in the London seminar, and 18 further contacts made by running the London seminar, who didn't participate in the seminar but asked to be sent further information.

The breakdown of these 37 contacts in number per target group was specified in the previous Awareness Raising Plan table. **In addition to** these emails to these 37 contacts, the following individual follow ups were made:

Target group	Number

Public authorities (administrative level, including employment agencies, VET organizations and other type of public training agencies…)
 	
   i)   at local level
 	
   j)   at regional level
 	
   k)   at national level
 	
   l)   at European level
	Connexions, Camden, London: 1 person, local level

Policy and decision makers
 	
  i)   at local level
 	
  j)   at regional level
 	
  k)   at national level
 	
  l)   at European level
	Southwark Council, London: 1 person at local council level

Social economy organizations (and their platforms)
 	
  i)   at local level
 	
  j)   at regional level
 	
  k)   at national level
 	
  l)   at European level
	Social Investment Business (a national investment body lending to social enterprise): 1 person, national level

VET education bodies (and their platforms/networks)
 	
  g)   at local level
 	
  h)   at regional level
 	
  i)   at national level
	Westminster Adult Education Service, Tower Hamlets, London (a VET organization) : 1 person, local level

Other organizations (active in the field of work orientation, enterprise creation and training)	Nick Jenkins Foundation (philanthropic investor in Educational technology): 1 person, national / international level	
Trainers (to-be-facilitators)	Hatch Enterprise, social enterprise and social business trainers: 1 person so far (we will meet more of their staff in early September), local level	
Game designers (and their platforms)	0	
Researchers (and their platforms)	0	**Did you engag e in any coope ration with other**

Relevant projects within and outside Erasmus+
 	
   e) national
 	
   f) European
	Westminster Adult Education Service have previously run relevant Erasmus+ projects: 1 person, local level	

Other (please specify)	0	

(Erasmus +) projects at European or national level? Could you provide some more details (type of exchange/cooperation, results, further perspectives…)?

Phone conversation with and emails to an adult vocational trainer at WAES (Westminster Adult Education Service), London; and follow up emails to him with further information: Invitation about the project and website; information about the game; feedback from the London seminar held in November 2016; invitation to a lunchtime talk presentation at the Tavistock Institute, including

feedback on the value of the game from the Pilot and its evaluation. However, whilst Chris initially expressed interest, no further response was given.

Additional comments/information (e.g. interesting reactions/comments you did not mention before)

Powerpoint slides of talks are attached

Links to articles written:

http://www.tavinstitute.org/news/serious-fun/

http://www.tavinstitute.org/news/serious-gaming-learning-social-enterprise/

IO 10: Report on awareness-raising activities – Monitoring and Evaluation questionnaire

(Please provide also relevant documents such as copies of attendance lists, short reports and evaluation of the events, articles you might have written, presentations you might have done etc.)

Name of the partner organisation: ……Universidad Internacional de La Rioja - UNIR

National events: Did you organize a national event? If so, please fill in the table below.

When	Where	Title and objectives (including main points on the agenda)	NUMBER of participants and PROFILE[5] of persons attending the event (need to report on the diversity of	Means of communication used	Outcome/Impact

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[5] Please specify if community leaders or "grasstops" were involved/actively participated

			target groups!!)		
15.3.2017	UNIR premises, Calle Almansa 101, Madrid, Spain	"Juegos serios para la inclusion social" (Serious gaming for social inclusion) – the event was aimed at presenting the project and the game, and discuss about the potential of serious gaming for social inclusion	15 (+7 internal UNIR) including representatives of small companies, social entrepreneurs, policy makers, teachers and public univerisities	Invitation by email+ publicity via web site. Press release following the event: http://research.unir.net/blog/showing-to-stakeholders-the-serious-game-social-planet-developed-by-social-seducement/	The event was well received. Participants showed general interest on the idea of the project. Unfortunately the unavailability of a final version of the game to be shown prevented for a higher impact in terms of recruitment for the piloting. - Number of participants: 15 EXTERNAL, 7 INTERNAL - Number of hits (cc. website

					articles, posts on social media etc.): NA - Number of persons having asked for more information and possible participation (in test activities, further development of the game etc.): TWO - number of organisations who showed an interest using the game/potential users of the game as a training tool: ONE

European events: Did you organize a European event? If so, please fill in the table below.

When	Where	Objective (including main points on the agenda)	NUMBER of participants and PROFILE of persons attending the event [6]	Means of communication used	Outcome/Impact
					Next to qualitative aspects (e.g. information requests, contribution to game development, participation in a test session etc.),

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[6] Please specify if community leaders or "grasstops" were involved/actively participated

					please also include information on the following:
					- Number of participants
					- Number of hits (cc. website articles, posts on social media etc.)
					- Number of persons having asked for more information and possible participation (in test activities, further development of the game etc.)
					- number of organisations who

					showed an interest using the game/potential users of the game as a training tool

Street actions (and Storytelling): Please report on the activities carried out by your organisation. Use one row for each activity and/or place. Add rows, if needed.

When	Objective (e.g. encouraging institutions/organisations to use the game; encouraging unemployed persons to get in touch with organizations using the game)	Target groups reached and NUMBER of persons reached per target group	Means/Tools of communication used (including participation in external events)	Where (e.g. at the premises of a training organisation; at a community centre; waiting room of an employment agency…) Please list	Outcome/Impact

				the different places!	
Tenerife (Spain) June 7-9, 2017	Raising awareness about the social seducement game and its pedagogical model	Representatives of HEIs with expertise in games for learning and game designers, 106 participants	Participation in a roundtable in the frame of the conference **V Congreso Internacional de Videojuegos y Educación**	Hotel Sol Costa Atlantis, Tenerife (Congress organized by Universidad de la Laguna)	During the event UNIR presented, in the frame of a roundtable on Culture and Society, the pedagogical model of the Social PlaNet game. - Number of posts and website articles published: a paper was sent to the conference organizer about the pedagogical model of the game. The paper was accepted and we were invited in the roundtable. On the congress web site, the programme is available and shows our intervention in the roundtable Cultura e Sociedad. Tweets were made during the event - see https://twitter.com/cive2017/status/873210539610189824 - Number of posters/leaflets distributed: we distributed 40 t-shirts carrying the logo of the project - Number of participants : 106 - Number of hits (cc. website articles, posts on

					social media etc.). NA - Number of persons having asked for more information and possible participation (in test activities, further development of the game, as a player etc.): two

(Add rows if necessary)

Campus Actions: Please report on the activities carried out by your organisation. Use one row for each activity and/or place. Add rows, if needed.

When	Objective (e.g. encouraging training institutions to use the game; encouraging students/trainees to play the game…)	Target group(s) reached and NUMBER of persons reached per target group	Means of communication used (including participation in external events)	Where (e.g. at the premises of a training organisation; in a university; online activities…) Please list the different places!	Outcome/Impact

May 2017	Enhance more participation in the Spanish social seducement piloting	UNIR professors and researchers	http://research.unir.net/blog/call-for-testers-of-socialplanet-the-social-entrepreneurship-learning-platform/		One person showed interest in collaborating but dropped off when explained the tasks to be carried out.
Periodic	Raise awareness among UNIR staff about the developments and achievements of the project	UNIR professors and researchers	UNIR Revista	Online	The online journal reaches all UNIR teaching and researchers staff members (around 700)

(Add rows if necessary)

Spotlight Actions: Please report on the activities carried out by your organisation.

When	Objective	Media contacted	Means of communication used	Outcome/Impact
June 2017	Raise awareness about the project throughout all potential stakeholders communities		Distribution of the social seducement labeled t-shirts in relevant events (CIVE congress, UNIR researchers' meeting, Spanish pilot participants)	Next to qualitative aspects (information requests, etc.), please also include information on the following: Number of articles published (by external media)

(Add rows if necessary)

Wider dissemination at EU level: Please report on the activities carried out by your organisation. *(…even though this point concerns mostly REVES)*

When	Objective	Target group(s) reached and NUMBER of persons reached per target group	Means of communication used (including participation in external events)	Where (if applicable)	Outcome/Impact
					Next to qualitative aspects (information requests, etc.), please also include information on the following: - Number of participants (if the action happened in the framework of a specific event) - Number of hits (cc. website

					articles, posts on social media etc.) - Number of information requests - Number of invitations to present the project at external events

(Add rows if necessary)

Could you please indicate how many persons/contacts you were able to reach (for example with mailings) per target group?

Target group	Number
Public authorities (administrative level, including employment agencies, VET organizations and other type of public training	Around 20 at local level (Madrid/Granada)

agencies…)	

m) at local level
 	
   n) at regional level
 	
   o) at national level
 	
   p) at European level	

Policy and decision makers
 	
   m) at local level
 	
   n) at regional level
 	
   o) at national level
 	
   p) at European level
	10, at local level (Madrid/Granada)

Social economy organizations (and their platforms)
 	
   m) at local level
 	
   n) at regional level
 	
   o) at national level
 	
   p) at European level
	20 at local level (Madrid/Granada)

VET education bodies (and their platforms/networks)	/
j) at local level	
k) at regional level	
l) at national level	
Other organizations (active in the field of work orientation, enterprise creation and training)	/
Trainers (to-be-facilitators)	/
Game designers (and their platforms)	50
Researchers (and their platforms)	100
Relevant projects within and outside Erasmus+	/
g) national	
h) European	
Other (please specify)	/

Did you engage in any cooperation with other (Erasmus +) projects at European or national level? Could you provide some more details (type of exchange/cooperation, results, further perspectives…)?

No.

Additional comments/information (e.g. interesting reactions/comments you did not mention before)

In the frame of the Spanish piloting in the Granada area UNIR signed 3 memorandum of understanding for cooperation with the following entities:

- University of Granada

- Granada municipality

- Social enterprise

Below a list of the papers published by UNIR is provided.

TITLE	NAME OF JOURNAL/ PORTAL WHERE IT WAS PUBLISHED	Web link	PARTNER

N. Padilla-Zea, S. Aceto & D. Burgos, "Social Seducement: Towards the Foundations of a Pedagogical Model", *Ingeniería Solidaria*, vol. 13, no. 21, pp. 45-52, January 2017. doi: http://dx.doi.org/10.16925/in.v13i21.1728	Ingegneria Solidaria (10k visitors to the online journal)	https://revistas.ucc.edu.co/index.php/in/article/view/1728	UNIR
N. Padilla-Zea, S. Aceto & D. Burgos, "Social Seducement: Empowering social economy - entrepreneurship"	Paper being proposed to Computers in Human Behaviour Journal (deadline for submission August 31, 2017)	https://www.journals.elsevier.com/computers-in-human-behavior	UNIR
Natalia Padilla-Zea, Aceto Stefania and Burgos Daniel "Social Seducement: an experience of gamified social entrepreneurship" - paper presented in the CIVE conference 2017	paper presented in the CIVE conference 2017 (106 participants)	https://eventos.ull.es/event_detail/7679/news/v-congreso-internacional-de-videojuegos-y-educacion.html The paper will be published in the conference proceedings, not yet available.	UNIR

IO 10: Report on awareness-raising activities – Monitoring and Evaluation questionnaire

(Please provide also relevant documents such as copies of attendance lists, short reports and evaluation of the events, articles you might have written, presentations you might have done etc.)

Name of the partner organisation: Le Mat

1. **National events:** Did you organize a national event? If so, please fill in the table below.

When	Where	Title and objectives (including main points on the agenda)	NUMBER of participants and PROFILE[7] of persons attending the event (need to report on the diversity of target groups!!)	Means of communication used	Outcome/Impact
15-16/09/2	Riva del Garda (TN)	Annual meeting IRIS-Network – Social	Social enterprises (100), social	The event is well known all over Italy	Next to qualitative aspects (e.g.

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[7]   Please specify if community leaders or "grasstops" were involved/actively participated

| 016 | Italy | Seducement: serious gaming for collective social economy enterprise | economy research organizations (30), training organizations (20), young university students (50) | and Iris network provides the communication. In addition we used our channels and a printed booklet was edited | information requests, contribution to game development, participation in a test session etc.): people were interested in the project, they asked a lot about the future use of the game after the end of the project and about the partnership.

Nr 1 website article.

- Number of participants: 200

- Number of hits (posts on social |

				media etc.): 20
				- Number of persons having asked for more information and possible participation (in test activities, further development of the game etc.): 30
				- number of organisations who showed an interest using the game/potential users of the game as a training tool: 20
07/04/2017	Perugia - Italy	Innamoratevi dell'Impresa Sociale – We presented the main social enterprise business models as a result	Social Enterprise development agencies (3), University (5),	The event took place in the center of Perugia and has been spread through	Number of participants: 42 Number of hits

		of the piloting actions explaining through concrete examples and results the functioning of the game	young and elder unemployed people (25), associations (4), social enterprises, experts (10)	the official channels of the co-operative movement, through facebook, twitter, other social networks, direct mailing	(posts on social media etc.): 40 Number of persons having asked for more information and possible participation (in test activities, further development of the game etc.): 30 Nr of organisations who showed an interest using the game: 30

2. **European events**: Did you organize a European event? If so, please fill in the table below.

When	Where	Objective (including main points on the agenda)	NUMBER of participants and PROFILE of persons attending the event [8]	Means of communication used	Outcome/Impact
29-30-31 May 2017	Pieve di Cadore (Belluno) Italy	Le Mat Europe Assembly	Social co-operatives from Italy (10) and other countries (4)	Mailing list, webside, social networks	- Number of participants: 16 - Number of hits (posts on social media etc.): 30 - Number of persons having asked for more information and possible participation (in test activities, further

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[8] Please specify if community leaders or "grasstops" were involved/actively participated

					development of the game etc.): 14
					- number of organisations who showed an interest using the game/potential users of the game as a training tool: 14

3. **Street actions** (and Storytelling): Please report on the activities carried out by your organisation. Use one row for each activity and/or place. Add rows, if needed.

When	Objective (e.g. encouraging institutions/organisations to use the game; encouraging unemployed persons to get in touch with organizations using the game)	Target groups reached and NUMBER of persons reached per target group	Means/Tools of communication used (including participation in external events)	Where (e.g. at the premises of a training organisation; at a community centre; waiting room of an employment agency…) Please list the different places!	Outcome/Impact
Since 2015 we tell about the progress of the project on our Social network channels as facebook Le Mat -	We want people to follow the progress of the players and participate encouraging them	People (300), training and development agencies (50), social enterprises (100)	Social networks	Social Networks, facebook, twitter etc and all our meetings with other social entrepreneurs: University of Perugia, Legacoop	- Number of posts and website articles published: 200

| Europe | | | | Roma, Urban centre Perugia, Centro Formazione Regione Umbria, Biblioteca comunale Perugia. | - Number of posters/leaflets distributed: 300

- Number of participants (if the action happened in the framework of a specific event)

- Number of hits (cc. website articles, posts on social media etc.): 400

- Number of persons having asked for more information and possible participation (in test activities, further development of |

					the game, as a player etc.): 50
In January 2017 we started the piloting and opened a fb page SocialSeducement_It	Encouraging people to use the game	Friends and colleagues of players (50), interested organizations (40), other facilitators (5)	Web+social networks,	Social Networks, facebook, twitter etc and all our meetings with other social entrepreneurs	Number of hits (cc. website articles, posts on social media etc.): 300 Number of persons having asked for more information and possible participation (in test activities, further development of the game, as a player etc.): 20
Le Mat network	encouraging institutions/organisation, social enterprises and people o become curious about the theme of social	Social enterprises (20)	Meetings + mailing + social networks	web, social networks, meetings: Cadore (Italy), Perugia – Biblioteca	Number of persons having asked for more information and possible participation (in

	entrepreneurial training			comunale, università, centro formativo Superficie8	test activities, further development of the game, as a player etc.): 20

4. **Campus Actions:** Please report on the activities carried out by your organisation. Use one row for each activity and/or place. Add rows, if needed.

When	Objective (e.g. encouraging training institutions to use the game; encouraging students/trainees to play the game…)	Target group(s) reached and NUMBER of persons reached per target group	Means of communication used (including participation in external events)	Where (e.g. at the premises of a training organisation; in a university; online activities…) Please list the different places!	Outcome/Impact

Our piloting actions have been on in three different areas: Perugia, Ravenna, Belluno. In order to organize the piloting we met many different organizations and proposed the game to them.	Spreading the knwoledge of the project and game. Stimulate to use it.	Social enterprises (15), training organizations (4), local (70)	Mailing, meeting	In many different places where the organizations are located: Perugia: biblionet, Superficie8, Villa Urbani. Belluno: cadore; Ravenna: Fare Comunità	- Number of participants (if the action happened in the framework of a specific event): 100 - Number of hits (cc. website articles, posts on social media, stands etc.): 200 - Number of persons having asked for more information and possible participation (in test activities, further development of the game, as a

					player etc.): 50
					-

(Add rows if necessary)

Wider dissemination at EU level: Please report on the activities carried out by your organisation. *(…even though this point concerns mostly REVES)*

When	Objective	Target group(s) reached and NUMBER of persons reached per target group	Means of communication used (including participation in external events)	Where (if applicable)	Outcome/Impact

					- Number of participants (if the action happened in the framework of a specific event):50 - Number of hits (cc. website articles, posts on social media etc.): 300 - Number of information requests: 100 - Number of invitations to present the project at external events: 5

	To scale-up			
Le Mat is a European organization and we participate in many other European Networks and meetings. Since the game is ready we are informing and involving all our contacts		Other social enterprises (50), experts in training and job creation (20), development agencies: 20	Participation in external events, mailing, social networks, study groups	Sweden, UK, Slovenia, Bosnia and Herzegovina, Hungary, Austria, Germany, Greece

(Add rows if necessary)

5. Could you please indicate how many persons/contacts you were able to reach (for example with mailings) per target group?

VET: 60
Policy and decision makers: 30
Social economy organizations: 200
VET education bodies: 0
Other organizations: 50
Trainers: 40
Game designers: 5
Researchers: 10

Target group	Number

Public authorities (administrative level, including employment agencies, VET organizations and other type of public training agencies…)
 	
  a) at local level: 15
 	
  b) at regional level: 6
 	
  c) at national level: 4
 	
  d) at European level: 5	

Policy and decision makers
 	
  a) at local level: 3
 	
  b) at regional level
 	
  c) at national level
 	
  d) at European level	

Social economy organizations (and their platforms)
 	
  a) at local level: 100
 	
  b) at regional level: 20
 	
  c) at national level: 6
 	
  d) at European level: 10	

VET education bodies (and their platforms/networks)
 	
  a) at local level
 	
  b) at regional level
 	
  c) at national level	

Other organizations (active in the field of work orientation,	

6. Did you engage in any cooperation with other (Erasmus +)projects at European or national level? Could you provide some more details (type of exchange/cooperation, results, further perspectives…)?

7. Additional comments/information (e.g. interesting reactions/comments you did not mention before)

Annex 3 - Conference report (European conference)

"Promoting social economy enterprise creation as a key tool for empowerment and active citizenship: The added value of online (learning) games"

On 7 June 2017 a conference on the social economy and SocialPlaNet, a newly developed online role play game on the social economy, brought together approximately 60 persons representing social economy organisations, development agencies, public authorities, university and other education/training institutions, think tanks and (European) networks from different EU Member States and Montenegro. The event was organised in the framework of "Social Seducement", an Erasmus+ project co-financed by the European Commission.

The event consisted of two parts:

The morning session gave participants the occasion to develop a deeper understanding of the values and the broad range of activities of social economy enterprises.

Canelle, Les Grignoux and Damnet – three Belgian social economy enterprises operating in the sectors of work integration, IT and culture - shared their experiences of setting-up and running this type of enterprise. They explained how they dealt with challenges such as fundraising, democracy&participation at the enterprise, training of employees etc.

The following session focused on training/education on social economy entrepreneurship, the legal context and support schemes in Wallonia, Brussels-Capital region and (partially) Flanders. Discussions around related opportunities and needs made participants agree on the fact that broad alliances are needed to make social economy and the Social Business Model Canvas become one concept next to others present in (university) education, management courses, business support, labour market integration initiatives and entrepreneurship orientation courses for unemployed and other target groups. Entrepreneurship online tools such as SocialPlaNet were perceived to be able to contribute to this.

The SocialPlaNet game, test results and upscaling perspectives stood at the centre of the **afternoon session**. Project coordinator Kerstin June (Tavistock Institute of Human Relations, UK) gave participants an insight into the game (beta version), its story board and functioning.

Her colleagues presented test results including criticism but also rather encouraging outcomes, shared experiences concerning game facilitation and reported on first exchanges (e.g. with social impact investors) about the future use and upscaling of the game.

Together with Renate Goergen/Le Mat, Kerstin Junge then introduced and launched the SocialPlaNet facilitator network which will serve interested current and future facilitators as a platform for exchange, further dissemination and recruitment.

The conference concluded with a panel discussion bringing together

- Giannis Vikas, from the Athens development and destination management agency (GR), Gio Lodovico Baglioni, representing Sol.Co Camunia, a consortium of social cooperatives (IT) and Ana Umbelino, a city councilor in Torres Vedras (PT) who had already taken the opportunity to test the game, as well as

- Laurent Staner, a SocialPlaNet facilitator and gaming expert and Patricia Martinez, a delegate of the European network AEIDL (representing at the same time the Social Innovation Community initiative).

When discussing the added value of the game, most speakers and participants agreed on the following:

- The game fills a gap, as existing programmes of (social economy) entrepreneurship education lack interaction and possibilities to simulate practical experiences.
- SocialPlaNet can be a means to help isolated individuals getting out of their isolation and meeting other (unemployed) persons to exchange on their current situation and possible ways out.
- SocialPlaNet has the potential to give unemployed, disadvantaged persons 'some power', the possibility to be empowered instead of feeling patronized and sub-ordinated to indications by public authorities (e.g. agencies in charge of unemployment benefits etc.).
- Players see what they have created which is encouraging and a main condition to feel "able to" and self-confident…

On risks or motivation not to play, speakers and other conference participants had the following thoughts:

- Some people, especially unemployed, might feel somewhat "tired" of experiments.

- Not everybody might want to share such an experience with others, interact, set-up a joint initiative, co-decide…
- Some persons, when playing the game with other, might be tempted to follow more or less blindly the ideas of their 'playmates' without coming up (or daring to come up) with their own thoughts.
- Persons wishing to further improve and implement their business plan after having played the game might not be able to do this – e.g. due to a lack of finance.
- It is important to ensure an appropriate follow-up (players that have finished the game and created their Business Plan should have the occasion to be directed to organizations/institutions helping them to realize their plan if this is what they would like to do).

Would you like to test the game? Please have a look at www.socialseducement.net and/or contact … (to be filled in by each partner according to his/her needs)

Would you like to get to know more about the facilitator network? Please have a look at http://www.socialseducement.net/facilitators-network *and/or contact … (to be filled in by each partner according to his/her needs).*

Annex 4 - Interview

Entrepreneurship education: Social economy and the added value of online role play games

SocialPlaNet is an online game, designed as a gamified learning platform which is currently being developed by a European partnership around the Erasmus+ project "Social Seducement".

It has the objective to train and entertain players supporting them in the acquisition of knowledge, skills and attitudes to create and run successfully a Social Economy Enterprise.

Jef Tavernier is one of the 16 facilitators running test sessions on the beta-version of the gamified learning platform. He does this together with a group of students at the VIVES University College in Kortrijk, Belgium.

In the following short interview the former teacher of economics, politician and civil society activist shares some of his thoughts on social economy, training and the potential of online tools used in training courses on (social economy) entrepreneurship…

1. What was your motivation for teaching social economy?

Throughout my whole life – in particular during my work for FEBEA (European Federation of Ethical and Alternative Banks) and as a local and national politician - I have been working on topics related to sustainable development and social aspects, including the social economy. It does not make sense to work *on* or *in* economy and entrepreneurship without considering social aspects. This applies both to the research field and to practice on the ground.

With FEBEA we published an atlas of good practices of social economy enterprises. It was in that period that VIVES, for which I already gave lectures on another subject matter, came up to me with the proposal to offer specific courses on social economy.

I started giving my first lectures on "social economy" in 2010, in the framework of the "International Business programme" of the VIVES university college - at that time for Erasmus students and students coming from third countries.
Later I also started teaching social economy at the University of Lille (France).

With the growing interest, at EU and the national level, in the single social entrepreneur, decreasing funds for everything which is "social" and increasing budget headings for entrepreneurship, we enlarged the title of the lectures to "Social economy and social entrepreneurship".

2. Did social economy now find its place in education and training curricula of Belgian universities, VET institutions and other educational institutions?

No. In existing curricula the subject "social economy" is still very much sidelined.

It is part of the training of social workers - here, however, with a focus on work integration enterprises, their legal context and possibilities to support these enterprises.

Specific chairs or Centres of Social Economy such as the one at Liège University are an exception.

In courses on economy, management and entrepreneurship 'social economy' is usually presented and discussed more 'at the periphery' and in a not very structured manner.

3. For which reasons do students choose to attend your lectures? Have they usually already been in touch with social economy enterprises?

Each semester I work with approximately 20 students from different European and non-European countries. Some of them know or have already had experiences with social economy – this is, however, a minority. Others are simply interested in the subject matter.

I always seek to create a link between the content of the course and the situation (of social economy) in the countries of origin of my students. Some of them discover for the first time what is actually happening "at home". In the end of the course I ask my students to write a paper on their own country in order to enlarge their knowledge and interest and – maybe – opportunities to work in social economy once they have finished their studies.

4. You accepted to test SocialPlaNet with your students. What could be, in this context, the added value of a gamified learning platform such as SocialPlaNet?

Also at university, we should not only *talk* about entrepreneurship and its theory, but *show examples*. Yet, examples are not enough. Students should have the opportunity to *simulate*.

On the other hand, there are a number of business games, but more or less nothing on social economy and social entrepreneurship. Many business games use the Business Model Canvas. However, in the case of social economy we need a different Business Model Canvas which integrates, in each of its elements, considerations on social aspects and impact. This also requires new methodologies and tools.

It appeared interesting and worthwhile to contribute to the creation of a game that does not have profit as its core idea, but the social objective.

5. Some think the game character of SocialPlaNet could be lost due to the lack of competition between the players who are supposed to develop their business idea collectively. Do you share this opinion?

In my view, elements of competition between the players are not essential. The process of developing an idea *together, in a different (virtual) environment,* by using different types of tools (including the possibility to use a different kind of identity) is as such already fairly rich and diverting. (*ek*)

Jef Tavernier holds a Master in Economics as well as a Master in Town and Country Planning from the University of Ghent. During eighteen years he taught economics in a secondary school. After this period he became professional politician and was successively member of the Belgian Senate, member of the Belgian House of Respresentatives, Federal Minister of Public Health, Flemish Minister of Environment, Agriculture and Cooperation and Development, and member of the Flemish Parliament.

From September 2009 to the end of 2013 Jef worked as Secretary-General for FEBEA (European Federation of Ethical and Alternative Banks).

He is chairman of the Ghent school for basic-education (school for adults) and coordinator-promoter of social economy in higher education in Flanders for In-C (Flemish umbrella organisation for social economy).

As lecturer 'social economy and social entrepreneurship' for Erasmus-students at VIVES (University college in Kortrijk, Belgium) and at the University of Lille (France) he follows-up the European programs on 'entrepreneurship in education'.

The SocialPlaNet game, developed by the Social Seducement project, is now being tested across Belgium, Italy, Spain, Sweden and the UK! The game is available in English, French, Italian, and Spanish.

If you would like to be involved in the piloting or are interested in knowing more about the game, please contact us at the following email addresses:

U.K. and other countries: K.junge@Tavinstitute.org

Italy: renate.goergen@gmail.com

Spain: Stefania.aceto@unir.net

Sweden: Joachim.keim@coompanion.se

Belgium: eka@revesnetwork.eu

Annex 5 – Awareness-raising tools

IO10 - Social Seducement Awareness Raising Campaign turned around 5 fields of action: European and national events, Street Actions, Campus Actions, Spotlight Actions; wider dissemination activities at European level. The campaign toolkit includes: a planning and monitoring device (see Annex 1), an evaluation tool (see Annex 1), , web tutorials, sample leaflets, a video that gives potential users/players additional information on the game and the perspective of different type of test users; a Q&A document as well as short web tutorials produced by REVES provided clear support to test players/test organizations and can be used to promote the game beyond the time limits of the project.

Name of the partner organisation: REVES aisbl

9. **National events:** Are you organizing a national event? If so, please fill in the table below.

When	Where	Title and objectives (including main points on the agenda)	Target groups	Means of communication used

10. **European events**: Are you organizing a European event? If so, please fill in the table below.

When	Where	Objective (including main points on the agenda)	Target groups	Means of communication used
7 June 2017	Brussels	- Provide an overview on the Belgian context in which SocialPlaNet is tested - Present the project, the game and other outputs to a larger public - Discuss (future) perspectives for using the outputs of the projects	- Local/regional authorities - Social economy - Universities (VET organizations) - Policy-makers at European level	- Social media - Website - Mailing

11. **Street actions** (and Storytelling): What are you planning (or already doing)?

When	Objective (e.g. encouraging institutions/organisations to use the game; encouraging unemployed persons to get in touch with organizations using the game)	Target group(s)	Means of communication used (including participation in external events)	Where (e.g. at the premises of a training organisation; at a community centre; waiting room of an employment agency…)
April-July 2017		- Policy-makers - Public administration - Employment agencies - Centres for social action - Training institutions - Unemployed	- Leaflets - Meetings with public administrations - Attendance of conferences	- Premises of public authorities and their agencies - Community centres - Conference venues

(Add rows if necessary)

12. Campus Actions: What are you planning (or already doing)?

When	Objective (e.g. encouraging training institutions to use the game; encouraging students/trainees to play the game…)	Target group(s)	Means of communication used	Where (e.g. at the premises of a training organisation; in a university…)
April-July	- Encouraging institutions to use/test the game - Recruiting potential test players and (shadow) facilitators	- Universities/VET institutions	- E-mails - Meetings	Kortrijk university/ULB/School for Social Workers Liège/
April-July	- Encouraging relevant players to use/test the	Relevant online platforms	Articles	Relevant online platforms (to be

	game			identified)

(Add rows if necessary)

13. **Spotlight Actions:** What are you planning (or already doing)?

When	Objective	Media to contact	Means of communication used
April-July 2017	- Spreading information on the project and the game - Recruiting potential test players and (shadow) facilitators	Alternativas Economicas? Café Babel?	Article
April-July 2017	- Spreading information on the project and the game - Recruiting potential test	Various Social Media	Articles, short posts

	players and (shadow) facilitators		

(Add rows if necessary)

14. **Wider dissemination at EU level:** What are you planning (or already doing)? *(…even though this point concerns mostly REVES)*

When	Objective	Target group(s)	Means of communication used (including participation in external events)	Where (if applicable)
March-June 2017	- Encouraging test and use of the game - Ask for feedback	- Local/regional authorities in various EU member states - Social economy organizations and training organizations in different EU member states	Presentations of the project and the game at REVES board and General Assembly	Gothenburg/Brussels
March-July 2017	- Spreading information on	- (European) social	Presentations of the project and the game	Brussels and

	the (pedagogical) model and the game (incl. results of piloting demonstrating the value of the game) - Encouraging test and use of the game	economy platforms, -networks/platforms (of public authorities), - European (civil society) organizations, - ILO and OECD, -EU institutions and bodies (incl. EP and different intergroups, CoR, EESC …).	at diverse conference organised by other organizations and institutions (DIESIS, Social Economy Europe, EESC etc.)	elsewhere
March-July 2017	- Encouraging test and use of the game	- other European (Erasmus) projects focusing on similar topics	Presentations of the project and the game at meetings of other (Erasmus+) projects	Brussels and elsewhere
April-August 2017	- Encourage test/use of the game	REVES members and others (local/regional authorities, social economy organizations, civil society organizations in different EU Member States and other	Organise demonstration sessions/test sessions	online

		countries)		

(Add rows if necessary)

15. Could you please indicate how many contacts you are already sure to reach (for example with mailings) per target group?

Target group	Number
Public authorities (administrative level, including employment agencies, VET organizations and other type of public training agencies…) q) at local level r) at regional level s) at national level t) at European level	420
Policy and decision makers q) at local level r) at regional level s) at national level t) at European level	420 (420 local/regional) + 30 (EU level)
Social economy organizations (and their platforms) q) at local level	150

r) at regional level s) at national level t) at European level	
VET education bodies (and their platforms/networks) m) at local level n) at regional level o) at national level	10
Other organizations (active in the field of work orientation, enterprise creation and training)	60
Trainers (to-be-facilitators)	- are among the above mentioned participants
Game designers (and their platforms)	
Researchers (and their platforms)	
Relevant projects within and outside Erasmus+ i) national j) European	- Social Innovation Community - Social Keys - EMISE+

Other (please specify)	

16. Do you know of any other (Erasmus+) project at European or national level that might be interested in receiving information on Social Seducement and the game that is being developed? If so, do you perceive any opportunities for collaboration (beyond exchange of information) that should not be missed?

- Social Innovation Community: Publish info on project website/possibly include reference to the game in a kind of project toolbox?

- Social Keys: encourage partners to test/use the game

- EMISE+: Cooperation in the framework of the MOOC?

Name of the partner organisation: TIHR

17. **National events:** Are you organizing a national event? If so, please fill in the table below.

When	Where	Title and objectives (including main points on the agenda)	Target groups	Means of communication used
08/12/16 May 2017	London Seminar, St Luke's Community Centre, London	Serious Fun: 'Serious Gaming' as a Pedagogical Approach to Developing Collective Social Enterprise and Employability Skills	VET organisations; employment agencies and organisations; social enterprise development organisations; pedagogical game developers and researchers; those training people experiencing barriers in the employment market 75 organisations were contacted. Of these 75, **37 remain in contact with project:** - **19 seminar participants** confirmed attendance & all	Email; Social Media (Facebook, LinkedIn, Twitter – TIHR FB page and TIHR Twitter feed, Social Enterprise Organisations' FB pages/Twitter feeds (e.g. Social Enterprise Society FB page listing 'Events'); TIHR mailing list; TIHR newsletter; two news items posted on the TIHR website: one before seminar

follow up			will be re-contacted with project updates and invite to lunchtime talk - **18 organisations expressed interest in future activities** (but could not attend seminar) & will be re-contacted with project updates and invite to lunchtime talk	(Nov 2016) to promote; one after seminar (Jan 2017) reporting on outcomes. Social Seducement project website and newsletter reposted TIHR website; Social Seducement website; Invitation to lunchtime talk at TIHR office May 2017

18. **European events**: Are you organizing a European event? If so, please fill in the table below.

When	Where	Objective (including main points on the agenda)	Target groups	Means of communication used

19. **Street actions** (and Storytelling): What are you planning (or already doing)?

When	Objective (e.g. encouraging institutions/organisations to use the game; encouraging unemployed persons to get in touch with organizations using the game)	Target group(s)	Means of communication used (including participation in external events)	Where (e.g. at the premises of a training organisation; at a community centre; waiting room of an employment agency…)
Summer 2017	Encouraging people to get in touch with organisations using the game	Waltham Forest residents	Stall at festival, leaflets, game demo. TBC	'Waltham Forest Get Together' public festivals
Spring/Summer 2017	Gauging interest in game among Social Investment experts, and its relevance to their	UK Social Investment organisations and training organisations funded by social investment capital	Emails; where possible follow up meetings / face-to-face conversations;	Lunchtime talk at TIHR office (May 2017) Meeting with Resurgo &

	initiatives and expanding the social investment market more broadly (UK)	(At least these 10: Big Society Capital; Responsible Finance; Access; Social Investment Business; Shared Interest Society; Co-operatives UK; Sustainable Investment & Finance Association; Ecumenical Council for Corporate Responsibility; Centre for Social Justice; Resurgo; ThinkForward)	& invitations to next TIHR lunchtime talk (May 2017); we will select 1 or 2 to invite to Brussels conference	Impetus-PEF at TIHR office 22 May 2017 Meeting with ThinkForward (London) TBC Invite 1 or 2 key investors to Brussels Seminar (June 2017)
February 2017 11 May 2017	Gauging interest in game among government ministers and business investors	Organisations training refugees, migrants and 1st+ generation UK/EU citizens of immigrant parents in social enterprise skills and job creation; businesses and social entrepreneurs interested in 'venture philanthropy'	Westminster Africa Business Group Dinner; Emails to follow up with interested parties; invitation to Lunchtime talk; face-to-face conversations	Westminster Africa Business Group; Houses of Parliament (London); Inner Temple (London)

Spring/Summer 2017	Raise awareness of game's utility for job creation	Government ministers & relevant policy makers	Email	Office of Minister for Education / Secretary
12/10/16	Raise awareness of game amongst social entrepreneurs & gauge interest	Balloon (a Social Enterprise support via online tool)	In person conversations and emails to follow-up	

(Add rows if necessary)

20. **Campus Actions:** What are you planning (or already doing)?

When	Objective (e.g. encouraging training institutions to use the game; encouraging students/trainees to play the game…)	Target group(s)	Means of communication used	Where (e.g. at the premises of a training organisation; in a university…)

TBC	encouraging training institutions to use the game; encouraging students/trainees to play the game exploring the scope of the game as an experiential learning tool.	Universities Business students	TBC	Canterbury Business School
April & May 2017	Encourage interest in game in future bids for projects in education and development	Researchers and bid writers interested in making education accessible to marginalized groups and using the game	Email and then a face to face meeting Follow up emails to discuss potential use of game in development work; invitation to TIHR lunchtime talk	London School of Hygiene and Tropical Medicine TIHR office meeting TIHR lunchtime talk in May 2017
May 2017	Follow up on 'multiplier' contacts generated at the London seminar (December 2016)	Gaming for Civic Engagement research expert, Digital Families Research project; Educational software	Email project update; invitation to TIHR lunchtime talk; possibly invite to Brussels seminar?	Email and ideally in person conversation follow up

		research experts; UCL; Bournemouth University CEMP; MAGiCAL Enterprise (UCL)		

(Add rows if necessary)

21. **Spotlight Actions:** What are you planning (or already doing)?

When	Objective	Media to contact	Means of communication used
08/02/17	Raise awareness of game amongst policy makers; social entrepreneurs and venture philanthropists; other business interests; and government Scope out general interest and potential	Various via WABG Direct contact with interested parties: DIFID Ugandan High commissioner Nigerian Universities	In person conversations at WABG dinners and lunches and emails and face to face meetings to follow-up

	uptake of game e.g. to teach migrants in UK and potential to use internationally to address job creation needs and high unemployment	Commission	
03/04/17	Raise awareness of the game amongst social entrepreneurs and gauge their interest	Email contacts with other interested social entrepreneurs	In person conversations and emails to follow-up
19/01/17	Training of 'natural facilitator'	The Last Elm (nascent social enterprise)	Email & participant in London seminar 08/12/16
May 2017: Webinar on the game with people interested in using the game	To encourage uptake of the game	Social media advertising via TIHR twitter feed	Social media and email
16/03/17: Meeting with Andrew Hickson, Euro-com	To explore potential for wider exploitation of the game		Email and face to face meeting
31/03/17: Meeting with	To explore and	N/A	Face to face meeting and email follow up

Strategy Officer (Local Economy) from Southwark Council	encourage use of the game at Local Authority Level			Invite to Brussels conference (June 2017); & to lunchtime talk (May 2017)
TBC: Islington Council	To explore and encourage use of the game at Local Authority Level	Emails sent to relevant staff, awaiting response		Email, phone call and ideally face to face meeting to follow Potentially invite to Brussels conference; invite to TIHR lunchtime talk

(Add rows if necessary)

22. **Wider dissemination at EU level:** What are you planning (or already doing)? *(…even though this point concerns mostly REVES)*

When	Objective	Target group(s)	Means of communication used (including participation in external events)	Where (if applicable)
13/04/16 & 14/04/16 Attendance at Reves Conference, Tulln, Austria	Raise awareness of game amongst delegates and gauge interest in its use	Organisations focused on migration; social enterprise organisations	Face to face conversation	Austria, Finland

| November 2016 Greenleaf Leadership Conference, London

March 2017 Emails	Raise awareness of game amongst experts working in refugee/migrant education and employability	Organisations who train displaced people into work/social integration, who might take up the game in their work e.g. (Greenleaf conference)	Email and phone conversations, face to face conversations, and through networking at a leadership conference	Europe

(Add rows if necessary)

23. Could you please indicate how many contacts you are already sure to reach (for example with mailings) per target group?

Target group	Number
Public authorities (administrative level, including employment agencies, VET organizations and other type of public training agencies…)

   u) at local level

   v) at regional level

   w) at national level

   x) at European level | 7:

Ealing Council Government Employment Services

Waltham Forest LA, Adult Learning Service

Westminster Adult Education Service, Erasmus Projects Manager

Whitechapel Innovation Centre and Whitechapel Enterprise Support Centre, Tower Hamlets, London ran Erasmus project for women and young people in social enterprise

Connexions, London youth employment service (public sector) – |

	various sites Southark Council Islington Council (Community Learning)
Policy and decision makers u) at local level v) at regional level w) at national level x) at European level	4: Ugandan Embassy London Nigerian Embassy London
Social economy organizations (and their platforms) u) at local level v) at regional level w) at national level x) at European level	7: School for Social Entrepreneurs UnLtd (Social Entrepreneurship training) Emmaus Assist Social Capital Nick Jenkins Foundation Social Start-up Labs The Open Co-Op

VET education bodies (and their platforms/networks)	3:
p) at local level	British Library (Business and IP centre)
q) at regional level	Christchurch Business School Canterbury
r) at national level	Wellcome Trust – Gaming and Learning
Other organizations (active in the field of work orientation, enterprise creation and training)	9:
	London Youth Support Trust (Peckham)
	Learning Solutions (Adult Learning Training Provider)
	The Young Foundation
	Joseph Rowntree Foundation
	Resurgo
	Impetus-PEF
	Cool Tan Arts (Mental Health Charity)
	St Luke's Community Centre London
	Happy Ltd (London) – training for employability (e-learning)

Trainers (to-be-facilitators)	2: Creator of 'The Last Elm', a nascent social enterprise in Tottenham, London who we are currently training as a 'natural facilitator' Flow Associates – use play in learning – may be interested
Game designers (and their platforms)	2: Doctoral researcher on gaming for learning, Bournemouth University Practify - serious gaming developers – possibly interested
Researchers (and their platforms)	5: Gaming as pedagogy expert, Bournemouth University CEMP Bournemouth University, Digital Families Project, Civic Engagement via Gaming Platforms project gaming as pedagogy research expert MAGiCAL, UCL London Business School, Leadership London School of Hygiene & Tropical Medicine

Relevant projects within and outside Erasmus+ k) national l) European	1: Erasmus+ adult education projects at Westminster Adult Education Service (London, national)
Other (please specify)	2; and many more in the TIHR professional network: Commercial linguistic translation service, Euro-com international SOLCo (Start-up loans to enterprise) TIHR newsletter and Lunchtime Talks Series invitations go out to the whole TIHR professional mailing list

Do you know of any other (Erasmus+) project at European or national level that might be interested in receiving information on Social Seducement and the game that is being developed? If so, do you perceive any opportunities for collaboration (beyond exchange of information) that should not be missed?

- Westminster Adult Education Service, Erasmus Projects Manager who ran recent Erasmus+ project 'Creating Enterprising Futures' is someone to follow up with who expressed interest in project but was unable to attend London seminar. TIHR are sending him an invitation to our Lunchtime Talk (street action) and to the forthcoming Brussels seminar (7 June)

Name of the partner organisation: UNIR

24. **National events:** Are you organizing a national event? If so, please fill in the table below.

When	Where	Title and objectives (including	Target groups	Means of

		main points on the agenda)		communication used
15.03.2017	Madrid	Title: "Serious games for social inclusion" Objectives: - to present the innovative approach of Social Seducement for training on social entrepreneurship and discuss about its potential contribution to employability - to present the main features of the game	Policy makers Decision makers Companies Social enterprises Universities	Before the event: - Mailing list - Publication of information about the event on the UNIR research web page During the event: Social media (Twitter)

25. **European events**: Are you organizing a European event? If so, please fill in the table below. NO

When	Where	Objective (including main points on the	Target groups	Means of

		agenda)		communication used

26. **Street actions** (and Storytelling): What are you planning (or already doing)?

When	Objective (e.g. encouraging institutions/organisations to use the game; encouraging unemployed persons to get in touch with organizations using the game)	Target group(s)	Means of communication used (including participation in external events)	Where (e.g. at the premises of a training organisation; at a community centre; waiting room of an employment agency…)
June-august 2017	encouraging institutions/organisations to use the game	VET and employment centres; social economy stakeholders	Distribution of promotional material and gadgets	At the premises of the employment centres; mailing to VET centres and social economy stakeholders.

27. **Campus Actions:** What are you planning (or already doing)?

When	Objective (e.g. encouraging training institutions to use the game; encouraging students/trainees to play the game…)	Target group(s)	Means of communication used	Where (e.g. at the premises of a training organisation; in a university…)
June-August 2017	Encouraging students to test the game	UNIR students	Mailing and promotion on UNIR research web site	online

(Add rows if necessary)

28. **Spotlight Actions:** What are you planning (or already doing)?

When	Objective	Media to contact	Means of communication used

The paper has already been accepted, we are awaiting notification of the publication	To disseminate the outcomes of the project to the scientific community	Publication of the paper: "Social Seducement: towards the foundation of a pedagogical model" on the Journal Ingegneria Solidaria http://science.thomsonreuters.com/cgi-bin/jrnlst/jlresults.cgi?PC=EX&Word=solidaria	

29. **Wider dissemination at EU level:** What are you planning (or already doing)? *(…even though this point concerns mostly REVES)*

When	Objective	Target group(s)	Means of communication used (including participation in external events)	Where (if applicable)

(Add rows if necessary)

30. Could you please indicate how many contacts you are already sure to reach (for example with mailings) per target group?

Target group	Number

Public authorities (administrative level, including employment agencies, VET organizations and other type of public training agencies…)
 	
  y) at local level
 	
  z) at regional level
 	
  aa) at national level
 	
  bb) at European level
	See below

Policy and decision makers
 	
  y) at local level
 	
  z) at regional level
	8 (local level) mixed policy makers and public authorities

aa) at national level bb) at European level	

Social economy organizations (and their platforms)
 	
   y) at local level
 	
   z) at regional level
 	
   aa) at national level
 	
   bb) at European level
	6 (local level)

VET education bodies (and their platforms/networks)
 	
   s) at local level
 	
   t) at regional level
 	
   u) at national level
	/

Other organizations (active in the field of work orientation, enterprise creation and training)	5
Trainers (to-be-facilitators)	
Game designers (and their platforms)	5

Researchers (and their platforms)	20
Relevant projects within and outside Erasmus+ m) national n) European	2-3
Other (please specify)	/

Do you know of any other (Erasmus+) project at European or national level that might be interested in receiving information on Social Seducement and the game that is being developed? If so, do you perceive any opportunities for collaboration (beyond exchange of information) that should not be missed?

http://www.ses-project.eu/en/

http://www.seforis.eu

Name of the partner organisation: LE MAT

31. **National events:** Are you organizing a national event? If so, please fill in the table below.

When	Where	Title and objectives (including main points on the agenda)	Target groups	Means of communication used
15-16/09/2016 07/04/2017	Riva del Garda PERUGIA	Annual meeting IRIS-Network – Social Seducement: serious gaming for collective social economy enterprise Innamoratevi dell'Impresa Sociale – We presented the main social enterprise business models as a result of the piloting actions	Social enterprises, social economy research organizations, training organizations, young university students Social Enterprise development agencies, University, young and elder unemployed	The event is well known all over Italy and Iris network provides the communication. In addition we used our channels and a printed booklet was edited The event took place in the center of Perugia and has been spread through the official channels of the co-

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		explaining through concrete examples and results the functioning of the game	people, associations, social enterprises, experts	operative movement, through facebook, twitter, other social networks, direct mailing

European events: Are you organizing a European event? If so, please fill in the table below.

When	Where	Objective (including main points on the agenda)	Target groups	Means of communication used
29-30-31 May 2017	Pieve di Cadore	Le Mat Europe Assembly	Social co-operatives from Italy and other countries	Mailing list, webside, social networks

Street actions (and Storytelling): What are you planning (or already doing)?

When	Objective	Target group(s)	Means of	Where

			communication used	Social Networks, facebook, twitter etc and all our meetings with other social entrepreneurs
Since 2015 we tell about the progress of the project on our Social network channels as facebook Le Mat - Europe	encouraging institutions/organisations, social enterprises and people o become curious about the theme of social entrepreneurial training;	People, training and development agencies, social enterprises	Social networks	Social Networks, facebook, twitter etc and all our meetings with other social entrepreneurs
In January 2017 we started the piloting and opened a fb page SocialSeducement_It	We want people to follow the participating and the progress of the players and the groups starting to use the game	Friends and colleagues of players, interested organizations, other facilitators	Social Networks	Facebook, twitter
Newsletter www.socialsedicement.net	Information about what is going on	Interested organizations	Web+social networks	Web, facebook, twitter
Le Mat network	Informing and discussing with members and other social entrepreneurs	Interested organizations	Meetings + mailing + social networks	Meetings, web, social networks

(Add rows if necessary)

Campus Actions: What are you planning (or already doing)?

When	Objective	Target group(s)	Means of communication used	Where
Our piloting actions are going on in three different areas: Perugia, Ravenna, Belluno. In order to organize the piloting we met many different organizations and proposed the game	Encouraging training institutions to use the game; encouraging students/trainees to play the game…	Social enterprises, training organizations, local development organizations, job agencies Unemployed elder women, young students searching work, migrants, refugees, unemployed people, aspèiring social entrepreneurs	Mailing, meeting	In many different places where the organizations are located, social centers, public places
The piloting now is going on and we meet new people and organizations during the work in the three different areas	Collecting feedbacks, involving new people interested	Social organizations, unemployed people, social cooperatives	Meetings, social networks, mouth to mouth,	Many different places, wherever they call us

(Add rows if necessary)

Spotlight Actions: What are you planning (or already doing)?

When	Objective	Media to contact	Means of communication used
From now on we know more or less how the game works and we can start to offer the game to others	To scale-up and multiply the users of the game	We are asking many social cooperatives if they maybe interested to use the methodology of SocialPlaNet	Mailing, social networks, phone calls, participation in events organized by others

(Add rows if necessary)

Wider dissemination at EU level: What are you planning (or already doing)? *(…even though this point concerns mostly REVES)*

When	Objective	Target group(s)	Means of communication used (including participation in	Where (if applicable)

				external events)
Le Mat is a European organization and we participate in many other European Networks and meetings. Since the game is ready we are informing and involving all our contacts	To scale-up	Other social enterprises, experts in training and job creation, development agencies	Participation in external events, mailing, social networks, study groups	Sweden, UK, Slovenia, Bosnia and Herzegovina, Hungary, Austria, Germany, Greece

(Add rows if necessary)

Could you please indicate how many contacts you are already sure to reach (for example with mailings) per target group?

Target group	Number
Public authorities (administrative level, including employment	

agencies, VET organizations and other type of public training agencies…)
 	
  cc) at local level
 	
  dd) at regional level
 	
  ee) at national level
 	
  ff) at European level
	Local level: 15
	
	Regional Level: 6
	
	National level: 4
	
	European level: 5

Policy and decision makers
 	
  cc) at local level
 	
  dd) at regional level
 	
  ee) at national level
 	
  ff) at European level
	
	Local Level: 3
	
	No
	
	No
	
	?

Social economy organizations (and their platforms)
 	
  cc) at local level
 	
  dd) at regional level
 	
  ee) at national level
 	
  ff) at European level
	
	Local level: 100
	
	Regional level: 20
	
	National Level: 6
	
	European Level: 10

VET education bodies (and their platforms/networks)
 	
   v) at local level
 	
   w) at regional level
 	
   x) at national level	

Other organizations (active in the field of work orientation, enterprise creation and training)	Self-help organizations and volunteer organizations of citizens 30
Trainers (to-be-facilitators)	20
Game designers (and their platforms)	2
Researchers (and their platforms)	2

Relevant projects within and outside Erasmus+
 	
   o) national
 	
   p) European
	National level: 3
	
	European level: 4

Other (please specify)	Many people are asking to know the serious game and maybe we have to organize presentations in many different places. We as a social cooperatives are often searched directly by unemployed people, facilitators or consultancy organizations to know better the game. We don't have to

	much contacts to policy and decision makers.

Do you know of any other (Erasmus+) project at European or national level that might be interested in receiving information on Social Seducement and the game that is being developed? If so, do you perceive any opportunities for collaboration (beyond exchange of information) that should not be missed?

We are thinking about this and will communicate as soon as we know something more.

Name of the partner organisation: Coompanion

32. **National events:** Are you organizing a national event? If so, please fill in the table below.

When	Where	Title and objectives (including main points on the agenda)	Target groups	Means of communication used
Sept 2016	Gothenburg	Stora Sociala Företagsdagen. Using the event to meet and promote Social Seducement to as many as possible. Find faciclitators	Actors working with WISE	Verbal at the event

33. **European events**: Are you organizing a European event? If so, please fill in the table below.

When	Where	Objective (including main points on the	Target groups	Means of communication used

		agenda)	
1-2 March 2017	Gothenburg	Showing up the game and potentially find more Facilitators. WISE in a Gothenburg contest. Show the Game. Discussion on how the game can support replication of WISE, LE Mat as an example.	

34. **Street actions** (and Storytelling): What are you planning (or already doing)?

When	Objective (e.g. encouraging institutions/organisations to use the game; encouraging unemployed persons to get in touch with organizations using the	Target group(s)	Means of communication used (including participation in external events)	Where (e.g. at the premises of a training organisation; at a community centre; waiting room of an employment agency…)

	game)			
Continuously	Finding users and faciclitators	WISE, organisations and people working with support to WISE	Verbal, talking to potential in meetings, at events and conferences	Meetings, conferences, online

(Add rows if necessary)

35. Campus Actions: What are you planning (or already doing)?

When	Objective (e.g. encouraging training institutions to use the game; encouraging students/trainees to play the game…)	Target group(s)	Means of communication used	Where (e.g. at the premises of a training organisation; in a university…)

(Add rows if necessary)

36. **Spotlight Actions:** What are you planning (or already doing)?

When	Objective	Media to contact	Means of communication used

(Add rows if necessary)

37. **Wider dissemination at EU level:** What are you planning (or already doing)? *(…even though this point concerns mostly REVES)*

When	Objective	Target group(s)	Means of communication used (including participation in external events)	Where (if applicable)

(Add rows if necessary)

38. Could you please indicate how many contacts you are already sure to reach (for example with mailings) per target group?

Target group	Number
Public authorities (administrative level, including employment agencies, VET organizations and other type of public training agencies…) gg) at local level hh) at regional level	Approxamitly 2.500 through mailing list of Coompanion. Arround 2 .000 through Facebook These includes loal to national level with a emphsises on local to regional

ii) at national level jj) at European level	

Policy and decision makers
 	
   gg)at local level
 	
   hh)at regional level
 	
   ii) at national level
 	
   jj) at European level
	See above

Social economy organizations (and their platforms)
 	
   gg)at local level
 	
   hh)at regional level
 	
   ii) at national level
 	
   jj) at European level
	See above

VET education bodies (and their platforms/networks)
 	
   y) at local level
 	
   z) at regional level
 	
   aa)at national level
	See above

Other organizations (active in the field of work orientation, enterprise creation and training)	5
Trainers (to-be-facilitators)	10
Game designers (and their platforms)	none
Researchers (and their platforms)	5
Relevant projects within and outside Erasmus+ q) national r) European	none
Other (please specify)	

39. Do you know of any other (Erasmus+) project at European or national level that might be interested in receiving information on Social Seducement and the game that is being developed? If so, do you perceive any opportunities for collaboration (beyond exchange of information) that should not be missed?

Name of the partner organisation: EcoByte

40. **National events:** Are you organizing a national event? If so, please fill in the table below.

When	Where	Title and objectives (including main points on the agenda)	Target groups	Means of communication used
No one				

41. **European events**: Are you organizing a European event? If so, please fill in the table below.

When	Where	Objective (including main points on the agenda)	Target groups	Means of communication used
No one				

42. **Street actions** (and Storytelling): What are you planning (or already doing)?

When	Objective (e.g. encouraging institutions/organisations to use the game; encouraging unemployed persons to get in touch with organizations using the game)	Target group(s)	Means of communication used (including participation in external events)	Where (e.g. at the premises of a training organisation; at a community centre; waiting room of an employment agency…)
From 1st March 2017 to 20th July 2017 (as it results from the timesheets, But I am still working on it speaking of the game, for example, to the students of my training group)	- explaining to collegues of "PA group" (the holding of which Ecobyte Technology is part) the game and its use - encouraging partner institutions/organisations to use the game - encouraging unemployed persons to get in touch with organizations using the game	Unemployed people	Direct and informal speech	- At the premises of a training organization - at a community centre

(Add rows if necessary)

43. Campus Actions: What are you planning (or already doing)?

When	Objective (e.g. encouraging training institutions to use the game; encouraging students/trainees to play the game…)	Target group(s)	Means of communication used	Where (e.g. at the premises of a training organisation; in a university…)
From 1st March 2017 to 20th July 2017 (as it results from the timesheets, But I am still working on it speaking of the game, for example, to the students of my	- explaining to collegues of "PA group" (the holding of which Ecobyte Technology is part) the game and its use - encouraging partner institutions/organisations to use the game - encouraging	Unemployed people	Direct and informal speech	- At the premises of a training organization, - In two high schools

training group)	unemployed persons to get in touch with organizations using the game			

(Add rows if necessary)

44. **Spotlight Actions:** What are you planning (or already doing)?

When	Objective	Media to contact	Means of communication used

(Add rows if necessary)

45. **Wider dissemination at EU level:** What are you planning (or already doing)? *(…even though this point concerns mostly REVES)*

When	Objective	Target group(s)	Means of communication used (including participation in	Where (if applicable)

			external events)	

(Add rows if necessary)

46. Could you please indicate how many contacts you are already sure to reach (for example with mailings) per target group?

Target group	Number

Public authorities (administrative level, including employment agencies, VET organizations and other type of public training agencies…)
 	
    kk) at local level
 	
    ll) at regional level
 	
    mm) at national level
 	
    nn) at European level	

Policy and decision makers
 	
    kk) at local level
 	
    ll) at regional level
 	
    mm)   at national level
 	
    nn) at European level	

Social economy organizations (and their platforms)
 	
    kk) at local level
 	
    ll) at regional level
 	
    mm)   at national level
 	
    nn) at European level	

VET education bodies (and their platforms/networks)
 	
    bb) at local level
 	
    cc) at regional level
 	
    dd) at national level
	2
	
	1

Other organizations (active in the field of work orientation,	

enterprise creation and training)	
Trainers (to-be-facilitators)	
Game designers (and their platforms)	
Researchers (and their platforms)	
Relevant projects within and outside Erasmus+ s) national t) European	
Other (please specify)	

47. Do
you know of any other (Erasmus+) project at European or national level that might be interested in receiving information on Social Seducement and the game that is being developed? If so, do you perceive any opportunities for collaboration (beyond exchange of information) that should not be missed?

Annex 5.1 Sample Leaflets

Annex 5.2 Web tutorials and Q+A documents, video

These can be found in the game resources section of the Social Seducement website: http://www.socialseducement.net/game-and-resources

The video that gives potential users / players additional info and perspectives on the game in on the Social Seducement home page:
http://www.socialseducement.net/