

Exploitation and Sustainability Plan Peer-Act

Exploitation of Peer-Act results and outcomes has two goals:

- Ensuring the sustainability of these core project results and outcomes through an appropriate exploitation planning and managing,
- continuously adjusting of the existing project services and results, developing business cases and further development as well as adaptation to new scenarios by actively involving of the target and customer groups

All results and outcomes of the project shall be sustainable and useful for further generations in ecological, social and economic approach. For this purposes an exploitation and sustainability strategy has been developed and implemented.

Sustainability of the outputs is depended on different criteria, which are supposed to be considered:

- Keeping the information as accessible as possible for each target group (also easy not just academic language)
- Ensuring the visibility of the project by spreading the results and the learnings from this project
- Integrating all the stakeholders that are supposed to support the project's vision and implementation
- Making the products and outcomes to regular and integrated services and offers of the participating partners
- Gaining new followers using the results and outcomes as well as joining the partnership of Peer-Act network

We can differentiate in results and outcomes which shall be more main- and sustained and other results and outcomes which shall be exploited:

Project results which shall be sustained are e.g.:

- The Peer-Act Website and Facebook-Site
- The Peer-Act Methodology (IO1)
- The Peer-Act Training Centres (IO3)
- The Peer-Act Videos and Tutorials (IO5)

The **Peer-Act methodology** gives a deep background to the way the Peer-Act project facilitates inclusion and the equal involvement of people with disabilities as experts in their own best interests in accessible - or, as we prefer to say - in inclusive tourism in the countries of the five project partners.

Each partner has implemented one **Peer-Act Training Centre** in their city or home-region based on a marketing strategy, which is published in the Peer-Act Methodology. In this training centre a mixed training team has been matched and established by implementing a specific matching training with Peer-Act Peer trainer and tourism experts.

The **Peer-Act Videos and Tutorials** has been produced to explain the Peer-Act project, the methodology and to be used in the three different training courses. The videos and tutorials have

subtitles in different languages also some of them in easy language. After it's project end some partners want to raise new funds to make all of them accessible also with sign-language.

To make the Project results sustainable the project will have as outcome also a new **Network of accessible tourism**, which will hold the project outcomes available in electronic format and accessible via the project website, which should be online for minimum 5 years after the project ends.

For this purposes a common **Memorandum of Understanding of Peer-Act** was agreed at the final transnational project meeting in Bossolasco, Italy.

Project results which shall be exploited are e.g.:

- The Peer-Act Peer-Expert Training (IO2, face to face and moodle-course)
- The Peer-Act Matching concept and trainer course of Peer-Act trainers and tourism experts (IO3)
- The Peer-Act accessible/inclusive tourism training (IO4)
- The Peer-Act Handbook (IO 6)

The **Peer-Act Peer Expert Training** is intended to train people with disabilities to become peer advisors and mentors for inclusive tourism. It contains 13 modules and has been calculated for a 5 day training face to face or via E-Learning through a Moodle course. The project supports the inclusion process of people with disabilities and special needs. Peer Counsellor will further on use their competences. Better information and coordination will increase the quality of tourism in general.

The **Peer-Act Matching concept and trainer course of Peer-Act trainers and tourism experts** brings our Peer-Act Peer Counselor together with tourism experts. By running a 3 days matching trainings course both groups are learning from each other expectations, positions and expertise. Together they are forming an adult trainer team on eye level, which is providing then our Peer-Act accessible/inclusive tourism training.

The **Peer-Act Accessible/Inclusive Tourism Training** is to develop and implement inclusive and accessible tourism opportunities through new awareness, better understanding and knowledges/skills and cooperation in tourism chains as well as common better and accessible information. Fewer barriers are useful for all users and especially for the next generations facing demographic changes.

The **“Peer-Act Summarizing report of implementation activities - Handbook and Marketing/Exploitation Strategy”** will be developed to gain new Peer-Act partners, peer-counseling and accessible tourism training centres, new destinations and customer groups and to sustain impact of the activities and results of Peer-Act.

To make the **Peer-Act Online Courses, webinars and tutorials** available for longer time the **Moodle E-Learning Platform**, as an already existing E-Learning Platform on European level, is used for hosting the content and the courses.

The Peer-Act Business-and Marketing Ideas after the project ends

The training methodology shall also be transferred to other cases in which inclusion and peer counseling is needed and useful, like public transport, construction, school, leisure activities. In the

exploitation strategy of the project, developed beside IO 6, the transfer of the results to other branches will be further described below.

This marketing concept includes also a study how to run the local/regional training centres and the Online/E-Learning content financed after end of the project and beside a project. This includes an analysis and proposals concerning the customers and the marketing channel, a draft of financial calculation. This plan includes proposals how to organize and collaborate the partnership or a network of peer counseling and accessible tourism (e.g. as FairShares Business) further on.

This makes the results visible and usable for wider range of user and gives the partnership the opportunity to adapt changes and new tools without the development and administration costs of a complete proprietary solution. And it offers also the opportunity to implement a charging system for new content and for the time after the end of the project.

What the Peer-Act partners are concrete doing to exploit the Outcomes:

The partners of Peer-Act has developed first concrete business ideas and follow-ups how to integrate the Peer-Act results in the always running services or how to create new ones:

Unione Montana (Italy, Bossolasco)

They want to use the results to make the municipalities and the touristic offers of Unione Montana stronger and better in the regional competition. They want to continuing providing training to their staff and touristic providers. Using training and communication materials to make people more aware of the need for inclusion and inclusiveness. Working on the level of Unione Montana, Alta Langhe, to make the region more competitive in comparison with others and be more inclusive. If other regions approach Unione Montana, they are collaborating. They can include, as a public authority, all public services in their training efforts.

Zöld-Aktiv, (Hungary, Pécs)

Zöld Aktiv will continue the cooperation between the researchers (University of Pécs) and people with disabilities. They want to create more publication and Hungarian wide sharing of experiences starting with Budapest.

People First as strategic local partner from Zöld-Aktiv will run more Peer-Act trainings. They will take an important part in developing accessible tourism in the country and future job opportunities.

SLAP, (Croatia, Osijek)

Slap will develop a follow-up project to open a tourism agency that is more open and inclusive and will be able to offer an inclusive service chain. They want to implement the Peer trainers in this process. So they will combine the Peer-Act project with the new project, aiming at offering paid services. They want to offer small packages for smaller groups to discover accessible Croatia, as there is no such project on the market nowadays.

PROBENS, (Spain, Barcelona)

Probns has strengthened the good contact with the tourist agency of Catalunya and some of the regions within the region during and with the Peer-Act project. All of these public agents are open to collaboration. They will be the multipliers. The public agents offer different services to the professionals all over Catalunya. PROBENS doesn't work directly with disabled people itself, but is in touch with associations for disabled people. They started to apply for fundings to contain the Peer-Act centre in Barcelona and to create a second one in Terrassa (the 2nd biggest city in the region). Because the public service doesn't have experts of disability in their team, they will have to ask for external services like Peer-Act.

VSBI, (Germany, Merseburg and Erfurt)

VSBI will develop the accessible tourism in the Saale-Kreis, Merseburg, by applying to new funds e.g. at Aktion Mensch, a foundation financed by the ZDF lotteries (Second German TV). They have a positive feedback from some tourism offices in the region. The idea is to offer an inclusive network, paid for by the tourism card. So a share of what tourists pay for as a daily fee in the region, will go to accessible tourism. Similar ideas shall be generated at other branches of VSBI in Bad Muskau (Saxony) or Wartburgkreis (Thuringia).

VSBI will also transfer the Peer-Act training to other topics like inclusive and accessible housing/living, adult education or local retail trading together with the regional self-advocacy organization of people with disabilities in Thuringia.

Kopf-, Hand & Fuss gGmbH, (Germany, Berlin)

Museums and other places are asking KHuF for consultancy in accessibility. They always go as a group of people with different starting points that work together as a group for inclusion. The heterogeneity of the group is opening up a lot of business possibilities. By offering direct feedback from the group, the impact created on the responsible people in the tourism destinations is a lot bigger. KHuF will also further develop the inclusive learning platform LAYA and will bring it to the regular market. LAYA could host in the future the Peer-Act E-Learning content instead or in combination with Moodle