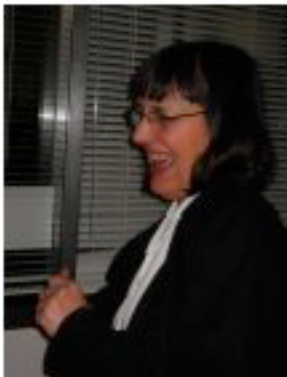


COMMUNITY OF PRACTICE OF INNOVATION MAINSTREAMING

FEBRUARY ACTIVITIES REPORT

ongoing development

- operation and support



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General activities

February began with a productive Steering Group meeting on the 1st day of the month at Racine in Paris. Preparations for the seminar in Warsaw were underway in the google group, a telephone conference and the opening of a group in Polish.

Discussion in google group - overview

Most of the discussion was in preparation for the Warsaw seminar and in relation to dates, content and who should be invited. The external evaluator sent a questionnaire to all members to be returned by 18th December (annex 1). John Neill sent a guidance note on the implementation of Development Path Analysis in Northern Ireland for comments and Piotr Stronkowski bid farewell as he takes up a position in the private sector.

Other movement

A discussion was started in the Polish group.

Telephone conference

There was a phone conference to prepare for the Warsaw seminar (notes: <http://innovation.esflive.eu/node/305>)

Site movement

Six new members registered onto the site:

- Marek Swistak, Kraków, Poland
- Katarzyna Werner, Gdansk, Poland (Marshal Office of the Pomorskie Voivodeship)
- Agnieszka Pidek-Klepacz, Lublin, Poland
- Małgorzata Półtorak, Białystok, Poland (Wojewódzki Urząd Pracy)
- Jerzy Siekiera (Poland)
- Laura Velasco, Zaragoza, Spain (Gobierno de Aragón)
- Eva Bunbury, Zaragoza, Spain (Instituto Aragonés de Servicios Sociales)

Three new tools were added to the site:

- Guide for the evaluation of social inclusion in the context of entrepreneurship (ES)
- Gender perspective in EQUAL projects: Context and good practices (ES)
- Implementing social clauses in procurement processes: Good practices (ES)

Site Statistics

If we compare the site movement in February with site movement in January we see that:

- new visits to the site have risen (24.76%) while all visits, page views, and average time on the site have fallen.
- the bounce rate (number of people who only look at the front page) has slightly fallen.

We also see that in February:

- most visits came from Poland (followed by Portugal, UK, Spain, USA, Belgium, Italy, Czeck Republic, Luxembourg, Germany - in that order).
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- the most visited page is the Resources directory, followed by the directory of groups and then a post by Anna Zubka entitled "Innovative Approaches in Social Projects - a debate".
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- Key words used in search engines that brought people to the site were: innovation mainstreaming (21), rickter scale (6), innovation mainstreaming esflive (3), evaluation innovation equal (2), "best practices" mainstreaming (1), "face-to-face" communities of practices (1), "online faciltiation tips" (1).

See attached **Annex 2** for the full site statistics report.

Conclusions and Next Steps

Redesigning the site (innovation.esfliveeu)

The year started with more activity than in previous months, particularly as more tools are being entered as resources. As the number of resources increases it becomes clear that they need to be presented in ways that are going to attract attention. This will be done by

- organising the categorisation by domain names;

- preparing an introduction to the resources directory and domains, using a visual;
- re-entering the resources, using catchy titles and visuals where possible;
- presenting the tools under domains.

A sub-group, including Bev Trayner, Maria do Carmo and Ignácio Tornei will be responsible for the suggestions for the redesign of the site.

Newsletter

A newsletter will be published in March with articles from each country represented in the Steering Group. A newsletter is a very good way of keeping in touch with members and of producing interesting content in the site.

Reflecting on ongoing design elements of the CoP

Role of national facilitators. Making people feel welcome and connecting different people up with each other is a fundamental aspect of being a community of practice. It was foreseen that this practice would be a part of the role of a facilitator but it does not have to be. Such an important role should be re-evaluated in the light of the dynamics of the way the CoP is developing.

Reflecting on domain, community and practice. After nearly six months of existence it could be helpful to revisit the domain, community and practice of the Innovation Mainstreaming CoP.

Internal evaluation. Related to the reflection on domain, community and practice is that of self-evaluation. As the CoP starts to grow it would be useful to think of how an internal evaluation of the health and sustainability of the CoP by its members would take place. A community reflection about the questions raised by the external evaluator could be one way to start a discussion about the expectations of different stakeholders and how this community chooses to define itself. The next report should focus on some of the questions of the external evaluators.

Annex 1

Paris meeting, February 1st 2008 - Bev's notes

Summary of action points from the SG meeting in Paris

- Newsletter article to be written by each MS (by end of February)
- Tools to be re-entered onto the site with catchy title and description, a picture, the document saved as "CoPIM_Toolname_PT" and categorised in the right domain (all MSs)
- M^a do Carmo will prepare introductory text and description for domains.
- Bev - look at different ways to categorise tools according to domain
- Bev - see if we can have a new text box for country when entering a tool.
- Ana to find a host for next meeting venue.
- Consider what are we bidding for in the next coP phase?

Notes

A round up: Where are we?

- **Jenny, Belgium:** First 13/14 Feb - 12 projects for validation. A lot of high level experts and participation from politicians. Able to do the validation in three levels. Article for newsletter. Idea of taskforce is a tool. We have a help desk on PCM the promoters was on mainstreaming. Steering Committee of programme - thought of two people who are external to the project. In SC we have people from big body and also politicians. We asked them to also be experts. We've had a good return from them.
- **Juan, Spain.** First meeting with facilitator. Selected first kit of tools - 9 tools. Want to present them in the monitoring committees to take place in Feb/March. 23 committees to show first kit of tools that can be mainstreamed. Through monitoring committee.
- **Rafal, Poland.** Site itself... assess potential for mainstreaming from evaluator. Posting some thing in Polish next week. Innovative projects and ..? .. writing articles. National support structures well underway. Anna will send out invitation to join discussion group on the site.
- **John, N. Ireland.** Only have 200m for this programme. How we approach CoP will be different. Some elements we haven't touched on but which are important for the Commission. Now having to pay attention to the environment. Development Path Analysis (environ-

mental analysis). Got the ToR for support structure set up. Getting info from other MSs is difficult. Estonia got politicians involved.

- **Ana Vale, Portugal.** Difficult to get a response from other countries. We tried to direct our activities at 3 levels: (1) political level (Sec of State) to get support from him and how he sees our role in future CoPs; (2) ESF Programme Managers - big difficulties are trying to launch the new regulations. Small country with significant budget - lot of work. Focusing on launch of programmes. Identify people from intermediary bodies. (3) Practices. Still working on new tools to support our innovation and mainstreaming work. Posted two new tools. Trying to give visibility to social innovation and to bring the theme to the social and political agenda. We will have an Action 3 application for mainstreaming PCM. Also have an application for empowerment coming. Some of our national EQUAL networks will apply. Bringing further the activities of the thematic networks. We have to have an EQUAL partnership.
- **Maria do Carmo, Portugal:** Purpose is to mainstream... - another one introduced on our site about a postgraduate course about managing projects in partnership. AV: In my conversation with the Sec of State I tried to convince him that we could take some practices and products of EQUAL and say you will finance those intervention on a larger scale under the next programme. Now in the context of the programme in place, we can set up roles... Taking specific examples, tools and products and try to launch applications on the basis of what we have. Launch a call for proposals ... taking very concrete examples that we are sure work. That's what we are trying to do on a small scale (John Neil). AV - if we go through what is written in our programme we'll never arrive. The application, the role doesn't fit. Have the support of the Commission if you want to do that. Take a specific example of intervention and see how you can mainstream it. Jenny - mainstreaming of methodology. We had some DPs who didn't attend the validation session and came in last December. With all the supporting tools it's easy for them to do what used to take 2 years.
- **Jean-Pierre, Belgium (Fr)** - interesting to see the way you use the task force for present programming to mainstream the last one. We have a pilot for innovation. The type of methodology for validation could be used in new programme. Certainly a link to do.
- **Fernanda, Racine, Paris.** We have built a beautiful platform of products. From two years ago to now - working on ethnic discrimination and mainstreaming on Management Authority. 22/1 we had a big article in Le Monde - a trophy. Also in EuropNews. France to be next President and there is a new programme .. mainstreaming some methodologies from South America. Interested in sharing on international level.

Categories - key domains

- Background - difficult to enter and find the tools on the site. Interesting to have the tools by key domains which are different phases in the cycle of innovation and mainstreaming. (see annex 1)
- Keep domains short.
- It's important to define very well the title of the tool
- Tool should show which country it comes from
- On the website it should show the list of tools from different countries - motivating for other member states
- Document title should be: CoPIM_Toolname_PT
- Maria do Carmo will make a document template

Newsletter

Jenny, Juan, Rafal, John and Ana agreed to produce a brief article for the next newsletter before the end of February.

Presentation of tools

- Fernanda of Racine presented France mainstreaming space
- Maria do Carmo presented the tool about terms of reference for presenting applications and the reference guide on disseminating EQUAL products.

Strategies (a tool) for enriching the CoP

- invite people to meetings and meeting lunch times;
- invite someone to host the meeting in their country
- confronting people with at least one tool from each country

Warsaw workshop

Rafal:

- Participants - we perceive the event as European and we are taking advantage of it being in Warsaw to invite people from

Poland. Main language is English. People from Poland are contact points for transnational bodies.

- 27 representatives. As discussed on phone conference - innovative projects from different member states. How can we be sure we'll have those people there? Have the ESF committee meeting as part of the event. Include the event in the agenda of the Committee. This would get over the problem of getting the right people.
- We were thinking of Environment from John Neill. Validation from Belgium (FI), Guide for Project Promoters to mainstream (PT). Estonia. People have different discussions about Validation (Belgium FI, PT and Czeck Republic) - find key points of things about validation. Tool or practice is just a source of inspiration. How have they adapted ... Have one DP who comes to say how much they have gained from it.

Discussion:

- Types of workshops - validation, mainstreaming, methodology for measuring, Rickter, Estonia, discovering capacities (ES),
- Ana Vale suggests a sketch of using the platform, interrupting Bev with questions
- What's the level? Programme or project management level?
- Workshop 1 Mainstreaming: France (vertical mainstreaming); Estonia (mainstreaming); Poland (mainstreaming potential);
- Workshop 2: Validation: Portugal, Czech Republic, Belgium (Fr);
- Workshop 3: Rickter scale; Spain - discovering capacities.

Site changes

- We need a catchy name, picture, nice intro, change name of file, put into the right domain
- Bev, Maria do Carmo, Ignácio, Jean-Paul - Website design group

Meeting Reflections

- Bev - movement, coming together, shape
- John - small face.to.face meetings are better, similar problems in Europe i.e. getting strategies down to project level

- Jean-Pierre. CoP is a good concept but not mature enough, have to put a lot of effort into improving the site. Challenge to make site alive. In theory the site is the best, but we need to make it alive.
- Rafal. If we use the site... instead of exchanging 100 emails and you end up not knowing what everyone else knows. Everyone knows the whole history. Needs some getting used to. Determined to use site more often.
- Maria do Carmo - if we do h/work on tools, succeed in making the blogs, already have some valuable tools and they will become alive with that.
- Juan - made a step forward - classification of products, visual element. Our meetings are very very live. Look how we changed the date of Poland.
- Ana Vale - used to thinking these meetings are more stimulating, more available to give ideas. Have to go and create the same habit - creating some kind of discipline. If we interact with others, we will have answers to our problems.