

## LEGO Serious Play® Learning for SMEs

2012-1-PL1-LEO05-27421

<http://www.adam-europe.eu/adam/project/view.htm?prj=10330>

## Project Information

- Title: LEGO Serious Play® Learning for SMEs
- Project Number: 2012-1-PL1-LEO05-27421
- Year: 2012
- Project Type: Transfer of Innovation
- Status: completed
- Country: PL-Poland
- Marketing Text: The S-PLAY Project adapted an innovative learning process for the needs of SMEs. ® LEGO SERIOUS PLAY® makes learning in the workplace a participative, creative exercise that develops teambuilding and communication. Used by management consultants, the S-PLAY project brought Serious Play to SMEs and VET trainers. We talked to practitioners, trainers, business support organizations, and SMEs to determine their training needs which could be met with Serious Play. Based on this research, we designed workshop content and instructor guidelines for SME-specific modules of Serious Play. Next, we tested these modules in pilots in each of our five partner countries. Finally, we digitalized the final version of the workshops so that VET instructional designers or any other interested parties throughout Europe have access to this dynamic tool. At the end of the project a conference was held to demonstrate the results.
- Summary: SMEs are an important economic factor for the EU. According to the European commission of Enterprise and Industry 99% of all European businesses are having 250 or less employees and fall therefore in the category "SME". But SMEs in EU have less productivity and grow more slowly than their counterpart within the United States. Therefore it is important to strengthen SMEs in their performance. One way of doing so is by encouraging employees of all age groups in life long learning. This is true for the well-educated as for the low skilled worker and independent of age, sex and working sector. Therefore providing a quality vocational education within the working sector is a topic well discussed on the academical level. But in "real life" SMEs are hardly aware of the necessity to provide such training, never to mention the idea, that learning depends on certain prerequisites, and does not happen just by enforcing employees to do so. As a consequence that also means SMEs are not reflecting on questions such as: organization change, creativity, innovation, team building, etc. S-PLAY - 24 months project prepared adaptation of Lego Serious Play method to the training needs of SMEs. The method gained worldwide recognition and is considered as a very efficient tool to foster creative thinking through team building metaphors of their organizational identities and experiences using Lego bricks. The main aim was to adapt Lego Serious Play method and LLED to the requirement of SMEs training. In particular the project had the following objectives:
- To adapt the LSP method and LLED guidelines to the needs of SMEs
  - To raise awareness and popularize LSP method among VET organizations and trainers, business support organizations, associations of enterprises, etc.
  - To raise awareness of SMEs for the need to increase competencies of owners and staff that could be done by innovative and attractive approaches (LSP)
- The project consortium that was established to meet objectives consisted of 6 organizations from 5 countries representing R&D, education and IT sector, most of them highly experienced in working on EU education projects. One of them USI has an extensive experience in LSP method. It developed Lego Learning Experience Design (LLED) white paper that was a foundation for introductory workpackages. USI also organized train-the-trainer workshop to provide knowledge about the methods to trainers from all partner countries. Through further workpackages that include adaptation of the LSP to SMEs, pilot phase and development of the final training framework of the use of LSP in SMEs training raised goals were achieved.
- Description: Project identity was established via web site, internal platform, leaflet, and a presence within the existing community of LEGO SERIOUS PLAY (LSP) practitioners. Evaluation and Dissemination Plans were created. For the development of a White Paper on the state of the art of LSP in Europe resources (44 documents, websites,

## Project Information

social networks, virtual communities of practice,) were identified and analysed; an online survey was conducted which received 84 responses with links on key networks of LSP facilitators; and interviews with 8 LSP facilitators were done. This Result was disseminated via links posted on community and partner websites and direct invitations resulting in 571 downloads as of Dec. 31, 2013 (brochures had 150 downloads) (the site 1601 unique visitors and 12 news items.) Executive Summary was created. A train-the-trainer workshop was held in which 11 people were trained in LSP Resulting 6 hours of video were edited for use in later WPs. In WP3, content based on the training needs of SMEs and the applicability of the LSP method was developed for the Adaptation for SMEs. A needs analysis was carried out by each partner leading to the creation of specific workshop scenarios forming the basis of the Facilitators Guide to be piloted in WP4. Content includes Background of LSP Method, Theoretical Basis, Warm-up Tasks, tasks for building metaphors, Reporting Framework, facilitator checklist, training needs analysis tool, Evaluation Framework. Prototype workshops were developed on Identifying Training Needs, Designing Training Provision, Developing Marketing Strategy, and Nurturing Innovation. 5 project meetings were held along monthly on-line meetings. Leaflets, website and survey were translated to all partner languages. Dissemination of project goals and intentions was done within local - partner country level and international LSP community. Pilot workshops (based on Result 8 WP3) were organized in each partner country with recruitment with total of 34 SME participants. Audio/visual equipment was purchased to provide material from the pilots for the next WP 5– embedded video material in each partner language was compiled from this recording - this material was used for editing. LEGO kits were purchased for partners. Post-pilot interviews were made with participants and facilitators. Post-pilot evaluations were conducted and national level reports rolled up into a project level evaluation report. Based on this pilot validation (Result 9) – the Final Version of the LSP method for business training of SMEs (Result 10) was created - e-demonstrator. It was digitalized and it includes embedded video from the pilots and the post-pilot interviews and is available in parts in each partner language and on the partner website. It is disseminated within the communities of practice and events (Result 13). Project partners participated Knowlegde, Innovation, Enterprise Conference in Riga to promote the project (the fourth project meeting was held at the same time and venue). A project poster was created (part of result 5). A final conference (Result 11) was held in Rzeszow in November to disseminate the Final product. An exploitation plan was developed for post-project sustainability (Result 12).

Themes: \*\*\* ICT  
 \*\*\* Continuous training  
 \*\* Open and distance learning  
 \* Enterprise, SME

Sectors: \*\*\* Education  
 \*\* Professional, Scientific and Technical Activities  
 \*\* Information and Communication

Product Types: teaching material  
 website  
 modules  
 material for open learning

Product information: The following products/Results were achieved:  
 Result 1 interim project report, Result 2 final project report, Result 3 virtual communication platform, Result 4 the project website, Result 5 the project leaflet and poster, Result 6 the White Paper on the state-of-the-art of LEGO SERIOUS PLAY in Europe, Result 7 11 non-LSP people from partner countries attended the facilitator's workshop in June 2013, and Result 8 the method has been adapted to the needs of SMEs with a Resulting Facilitator's Guide, Result 9 the pilots were run in each partner country and evaluated (34 participants altogether), Result 10 e-demonstrator (facilitator's guide enriched with videos from pilot workshops), Result 11 a final conference held in Poland with 100 participants, Result 12 an Exploitation Plan, Result 13 articles and publications about the project and LSP method.

Projecthomepage: <http://www.s-play.eu/>

## Project Contractor

Name: Wyższa Szkoła Informatyki i Zarządzania z siedzibą w Rzeszowie  
City: Rzeszów  
Country/Region: Podkarpackie  
Country: PL-Poland  
Organization Type: university/Fachhochschule/academy  
Homepage: <http://www.wsiz.pl>

## Contact Person

Name: Elzbieta Szczepaniak  
Address: ul. Sucharskiego 2  
City: Rzeszów  
Country: PL-Poland  
Telephone: +48178661209  
Fax: +48178661230  
E-mail: [eszczepaniak@wsiz.rzeszow.pl](mailto:eszczepaniak@wsiz.rzeszow.pl)  
Homepage:

## Coordinator

Name: Wyższa Szkoła Informatyki i Zarządzania z siedzibą w Rzeszowie  
City: Rzeszów  
Country/Region: Podkarpackie  
Country: PL-Poland  
Organization Type: university/Fachhochschule/academy  
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Address: ul. Sucharskiego 2  
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Country: PL-Poland  
Telephone: +48178661209  
Fax: +48178661230  
E-mail: [eszczepaniak@wsiz.rzeszow.pl](mailto:eszczepaniak@wsiz.rzeszow.pl)  
Homepage:

## Partner

### Partner 1

Name: University of Lugano  
City: Lugano  
Country/Region: Ticino  
Country: CH-Switzerland  
Organization Type: university/Fachhochschule/academy  
Homepage: <http://www.usi.ch/en/index.htm>

### Partner 2

Name: University of Durham  
City: Durham  
Country/Region: North East  
Country: UK-United Kingdom  
Organization Type: university/Fachhochschule/academy  
Homepage: <http://www.dur.ac.uk>

### Partner 3

Name: Wirtualis Bartomiej Szymaski  
City: Przeworsk  
Country/Region: Podkarpackie  
Country: PL-Poland  
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)  
Homepage: <http://www.wirtualis.pl>

### Partner 4

Name: Foundation for Research and Technology Hellas  
City: Heraklion  
Country/Region: Kriti  
Country: EL-Greece  
Organization Type: research institution  
Homepage: <http://www.forth.gr>

## Partner

### Partner 5

Name: IHK-Projektgesellschaft mbH  
City: Frankfurt (Oder)  
Country/Region: Brandenburg  
Country: DE-Germany  
Organization Type: chamber  
Homepage: <http://www.ihk-projekt.de>

## Project Files

### leaflet-x2-final-DE.pdf

<http://www.adam-europe.eu/prj/10330/prj/leaflet-x2-final-DE.pdf>

project leaflet in German

### leaflet-x2-final-EN.pdf

<http://www.adam-europe.eu/prj/10330/prj/leaflet-x2-final-EN.pdf>

project leaflet in English

### leaflet-x2-final-GR.pdf

<http://www.adam-europe.eu/prj/10330/prj/leaflet-x2-final-GR.pdf>

Project leaflet in Greek

### leaflet-x2-final-IT.pdf

<http://www.adam-europe.eu/prj/10330/prj/leaflet-x2-final-IT.pdf>

project leaflet in Italian

### leaflet-x2-final-PL.pdf

<http://www.adam-europe.eu/prj/10330/prj/leaflet-x2-final-PL.pdf>

Project leaflet in Polish

### Ulotka konferencja.pdf

<http://www.adam-europe.eu/prj/10330/prj/Ulotka%20konferencja.pdf>

Conference leaflet PL



## Products

- 1 S-PIAY White Paper on LEGO SERIOUS PLAY A State of the Art of its applications in Europe
- 2 Interim report
- 3 Virtual Communication platform
- 4 Project website including Project logo
- 5 Project flyer and poster
- 6 Train-the-trainer workshop
- 7 LSP method adapted to the business needs of SMEs
- 8 e-demonstrator - final LSP method for business training of SMEs
- 9 Final conference
- 10 5 national workshops with participation of SMEs (pilot phase)
- 11 Final Report
- 12 Exploitation plan
- 13 Media articles, scientific publications, conference presentations

## Product 'S-PIAY White Paper on LEGO SERIOUS PLAY A State of the Art of its applications in Europe'

Title: S-PIAY White Paper on LEGO SERIOUS PLAY A State of the Art of its applications in Europe

Product Type: others

Marketing Text: This report shows the results of a European-wide survey of LSP facilitators, a literature review, and interviews with LSP facilitators throughout Europe.

Description: White Paper - state of the art report

Target group: Business trainers/facilitators

Result: Result in spreading knowledge to those interested in an innovative training technique

Area of application: To learn about the usage of LSP in Europe

Homepage: <http://s-play.eu/en>

Product Languages: English

### product files

s-play\_White\_Paper\_.pdf

[http://www.adam-europe.eu/prj/10330/prd/1/1/s-play\\_White\\_Paper\\_.pdf](http://www.adam-europe.eu/prj/10330/prd/1/1/s-play_White_Paper_.pdf)

White Paper on

LEGO®SERIOUS PLAY®

A state of the art of  
its applications in Europe

## Product 'Interim report'

Title: Interim report

Product Type: others

Marketing Text: N/A

Description: Project Interim Report

Target group: Project partners, National agency, Commission

Result: N/A

Area of application: N/A

Homepage:

Product Languages: English

### product files

A26 R1 Interim\_1year\_Report popr po uwagach.pdf

[http://www.adam-europe.eu/prj/10330/prd/2/1/A26%20R1%20Interim\\_1year\\_Report%20popr%20po%20uwagach.pdf](http://www.adam-europe.eu/prj/10330/prd/2/1/A26%20R1%20Interim_1year_Report%20popr%20po%20uwagach.pdf)  
Interim report

## Product 'Virtual Communication platform'

Title: Virtual Communication platform

Product Type: others

Marketing Text: N/A

Description: <http://s-play.eu/en> In the upper right hand corner click on the icon with people . next your login will be: frse (password will be send only upon notification)

Target group: Partners, training facilitators, SMEs involved in pilot

Result: N/A

Area of application: N/A

Homepage: <http://s-play.eu/en>

Product Languages: English

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## Product 'Project website including Project logo'

Title: Project website including Project logo

Product Type:

Marketing Text: At <http://s-play.eu/en> we inform the public about the project activities in the form of news items (10 in 2013). Here we also make available downloads of tangible Project results - as of Dec. 31, 2013 the Project leaflets in all partner languages (150 downloads) and the White Paper - Result 6 (571 downloads).

Description: The website provides a channel for interested parties to reach us. Through Dec. 31, 2013 there were 1601 unique visitors

Target group: 1. Project target groups (beneficiaries)  
- SMEs (employees + entrepreneurs)  
- Chambers  
- Business support organizations  
- VET training centers and trainers  
2. Project partners

Result: 1601 unique visitors (Dec 31, 2013)  
571 whitepaper downloads (Dec 31, 2013)  
150 leaflet downloads (Dec 31, 2013)

Area of application: Project dissemination, communication with target groups

Homepage: <http://s-play.eu>

Product Languages: Greek  
Italian  
Polish  
English  
German

## Product 'Project flyer and poster'

Title: Project flyer and poster

Product Type: others

Marketing Text: N/A

Description: Project flyer (leaflet) to promote the project from its start in a simple manner (produced in the first months of the project in all partner languages) and project poster to be produced by Feb. 28 2014 in order to promote the project at events and the workshop pilots. (See Annexes A8 -A11 R5 Project Leaflet)

Target group: Project target groups (beneficiaries)  
- SMEs (employees + entrepreneurs)  
- Chambers  
- Business support organizations VET training centers and trainers  
2. Project partners

Result: N/A

Area of application: Project dissemination

Homepage:

Product Languages: German  
English  
Polish  
Italian  
Greek

## product files

A10 R5 Italian leaflet.pdf

<http://www.adam-europe.eu/prj/10330/prd/5/1/A10%20R5%20%20Italian%20leaflet.pdf>

A11 R5 Polish leaflet.pdf

<http://www.adam-europe.eu/prj/10330/prd/5/1/A11%20R5%20Polish%20leaflet.pdf>

A24 Dissemination Poster.pdf

<http://www.adam-europe.eu/prj/10330/prd/5/1/A24%20%20Dissemination%20%20Poster.pdf>

A7 R5 English leaflet.pdf

<http://www.adam-europe.eu/prj/10330/prd/5/1/A7%20R5%20English%20leaflet.pdf>

A8 R5 German leaflet.pdf

<http://www.adam-europe.eu/prj/10330/prd/5/1/A8%20R5%20German%20leaflet.pdf>

A9 R5 Greek leaflet.pdf

<http://www.adam-europe.eu/prj/10330/prd/5/1/A9%20R5%20Greek%20leaflet.pdf>

## Product 'Train-the-trainer workshop'

Title: Train-the-trainer workshop

Product Type: program or curricula

Marketing Text: At least 10 people from UK, PL, EL, and DE trained in the LSP method during a training workshop

Description: Training Workshop - experienced LSP practitioners project partner USI facilitated a training workshop so that 11 trainers representing the remaining partners could learn the LSP method. (See Annex A13 R7 Workshop Attendance List, , Annex A14 R7 Program, Annex A15 R7 Information on Participants, Annex A16 R7 Workshop Report).

Target group: Project partners, external trainers where partners did not have trainers in their organisations

Result: It appears that the workshop was very well organized, practical to trainees' interests and needs while the allocation of time between theory and activities was excellent. The trainers were very knowledgeable, well prepared and provided adequate time for questions and answered them satisfactorily. This information is shown within the project's internal 1st Evaluation Report (See Annex A17 R7 Project Evaluation Report 1).

Area of application: The workshop is well documented, including its program and evaluation reports. This might be reused by other institutions to provide train-the-trainer workshop in the area of LSP application

Homepage:

Product Languages: English

### product files

A13 R7 Workshop Attendance List.tif

<http://www.adam-europe.eu/prj/10330/prd/6/1/A13%20R7%20Workshop%20Attendance%20List.tif>

A14 R7 Workshop Program.docx

<http://www.adam-europe.eu/prj/10330/prd/6/1/A14%20R7%20Workshop%20Program.docx>

A15 R7 Information on Participants.xlsx

<http://www.adam-europe.eu/prj/10330/prd/6/1/A15%20R7%20Information%20on%20Participants.xlsx>

A16 R7 Workshop Report.pptx

<http://www.adam-europe.eu/prj/10330/prd/6/1/A16%20R7%20Workshop%20Report.pptx>

## Product 'LSP method adapted to the business needs of SMEs'

Title: LSP method adapted to the business needs of SMEs

Product Type:

Marketing Text: This Handbook provides the basis for the pilots to be run in the next Work Package. The 4 specific workshops which were created as models for SME instructional designers will be tested and validated forming the content of the final package.

Description: Based on the knowledge gained in the previous WP 2 which included the analysis of existing uses of the LSP methodology and the experience of a training workshop using this method, a Handbook for SME trainers on the use of the method among SMEs was developed which includes background material, business training needs analysis tools, and exemplary workshops developed specifically for use among SMEs and evaluation tools. (See Annex A18 R8 Pilot Facilitators' Handbook)

Target group: Project target groups (beneficiaries)

- SMEs (employees + entrepreneurs)
- Chambers
- Business support organizations
- VET training centers and trainers

2. Project partners (prerequisite for the next work packages)

Result: N/A

Area of application: Running LSP workshops

Homepage:

Product Languages: English

### product files

A18 R8 S-Play\_Facilitators\_Handbook\_20150227.pdf

[http://www.adam-europe.eu/prj/10330/prd/7/1/A18%20R8%20S-Play\\_Facilitators\\_Handbook\\_20150227.pdf](http://www.adam-europe.eu/prj/10330/prd/7/1/A18%20R8%20S-Play_Facilitators_Handbook_20150227.pdf)

LSP method adapted to the business needs of SMEs - Facilitator's Handbook



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## Product 'e-demonstrator - final LSP method for business training of SMEs'

Title: e-demonstrator - final LSP method for business training of SMEs

Product Type: program or curricula

Marketing Text: e-demonstrator is an enhanced multi-media version of the Trainers' Handbook. It is informed by feedback received from facilitators and workshop participants. Aspects of certain workshop guidelines were changed to address the issues raised in the pilot workshops by all stakeholders.

Description: This web based multimedia handbook includes a digital version of the paper based handbook, a series of videos showcasing the warm-up activities in each of the partner languages and a number of SME workshops in each of the partner languages, serving as exemplars of workshop activities and practices. These are in the languages of the pilot workshops carried out in each country.

Target group:

1. Project target groups (beneficiaries)
  - SMEs (employees + entrepreneurs)
  - Chambers
  - Business support organizations
  - VET training centers and trainers
2. Project partners (prerequisite for the next workpackages)
3. LSP communities of practice

Result: Result in spreading knowledge about LSP and LSP programmes created within the project to those interested in an innovative training technique

Area of application: Running LSP workshops - the e-demonstrator provides training programmes with example videos from pilot workshops in partner countries. It can be used by trainers who would like to try LSP methods. They can use the ready programmes and experience how the workshops look like in practice.

Homepage: <http://s-play.eu/en/e-demonstrator>

Product Languages: German  
Greek  
English  
Polish  
Italian

## Product 'Final conference'

Title: Final conference

Product Type: others

Marketing Text: The final project conference aimed at disseminating project results among target groups. By offering hands-on experience with LSP workshops, participants had a chance to get familiarized with the method and experience the benefits of taking part in LSP workshops.

Description: Final project conference took place on 18-20 November 2014. One day of the conference was devoted to presentation of LSP method as well as other innovative training methods for SMEs. Two additional days were dedicated to practical workshops with LSP and board games. Almost 100 participants representing small and medium enterprises, universities, business support organizations, vocational training institutions, partner institutions, training centres took part in the conference.

Target group: 1. Project target groups (beneficiaries)  
- SMEs (employees + entrepreneurs)  
- Chambers  
- Business support organizations  
- VET training centers and trainers  
2. Project partners (prerequisite for the next workpackages)  
3. LSP communities of practice

Result: The event helped to disseminate the project and LSP methodology among target groups. By offering hands-on experience with LSP workshops, participants had a chance to get familiarized with the method and experience the benefits of taking part in LSP workshops.

Area of application: Dissemination of project results

Homepage: <http://conference.s-play.eu/>

Product Languages: English  
Polish

## product files

A44 R11 Final conference program.pdf

<http://www.adam-europe.eu/prj/10330/prd/9/1/A44%20R11%20Final%20conference%20program.pdf>  
Final conference program

Ulotka konferencja.pdf

<http://www.adam-europe.eu/prj/10330/prd/9/1/Ulotka%20konferencja.pdf>  
Final conference leaflet (PL)

## Product '5 national workshops with participation of SMEs (pilot phase)'

Title: 5 national workshops with participation of SMEs (pilot phase)

Product Type: others

Marketing Text: Workshops for SMEs using Lego Serious Play Methodology

Description: Four different thematic workshops we conducted in the project. In total, 34 participants representing 24 SMEs took part. They represented various sectors such as health sector, tourism, manufacturing, IT, services, construction sector, news and media, business advisory services. The workshops were conducted according to the training framework from Facilitator's Handbook created in the project (WP3) and concerned such aspects of business operations as training needs, innovations, marketing and training provision.

Target group: SMEs

Result: The pilots were extensively evaluated by both participants and facilitators in the form of questionnaires and in-depth interviews. Practical experiences with our target group (SME) had a direct influence of the design of our final product (e-demonstrator). The feedback gathered during pilot workshops allowed to improve the workshops programmes by adjusting types of activities, timing and procedures in the Facilitator's Handbook.

Area of application: Practical use of the LSP training programmes created in the project.

Homepage:

Product Languages: Greek  
Italian  
English  
German  
Polish

### product files

#### National summary FORTH.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/National%20summary%20FORTH.pdf>  
National workshops summary - FORTH

#### National summary IHK.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/National%20summary%20IHK.pdf>  
National workshops summary - IHK

#### National summary UDUR.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/National%20summary%20UDUR.pdf>  
National workshops summary - UDUR

#### National summary UITM.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/National%20summary%20UITM.pdf>  
National workshops summary - UITM

#### National summary USI.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/National%20summary%20USI.pdf>  
National workshops summary USI

#### Summary report including information from all partners.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/Summary%20report%20including%20information%20from%20all%20partners.pdf>  
5 national workshops summary

## product files

### National summary FORTH.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/National%20summary%20FORTH.pdf>  
National workshops summary - FORTH

### National summary IHK.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/National%20summary%20IHK.pdf>  
National workshops summary - IHK

### National summary UDUR.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/National%20summary%20UDUR.pdf>  
National workshops summary - UDUR

### National summary UITM.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/National%20summary%20UITM.pdf>  
National workshops summary - UITM

### National summary USI.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/National%20summary%20USI.pdf>  
National workshops summary USI

### Summary report including information from all partners.pdf

<http://www.adam-europe.eu/prj/10330/prd/10/1/Summary%20report%20including%20information%20from%20all%20partners.pdf>  
5 national workshops summary

## Product 'Final Report'

Title: Final Report

Product Type: others

Marketing Text: N/A

Description: Project Final Report

Target group: Project partners, National agency, Commission

Result: N/A

Area of application: N/A

Homepage:

Product Languages: English

### product files

#### final-report

S-PLAY-final-report.pdf

<http://www.adam-europe.eu/prj/10330/prd/11/2/S-PLAY-final-report.pdf>

## Product 'Exploitation plan'

Title: Exploitation plan

Product Type:

Marketing Text: The exploitation plan covers partners strategy to achieve high visibility of the project and its results through proactive approach toward media partners, LSP communities of practice, social media presence and involvement of the target groups from the very beginning of the project.

Description: The exploitation strategy of the project described in this plan tries to achieve the following goals:

- Raising awareness for the Lego Serious Play adaptation toward SME training
- Visibility of the project and its results (white paper, e-demonstrator, final conference)
- Publication of articles
- Assuring media coverage of the project
- Presentations and lectures on fairs, symposia and conferences on regional level

Target group: - VET organizations (training centers, policy makers) and VET trainers  
- SMEs  
- Business support organizations  
- Business associations, chambers, clusters, etc.  
- LSP communities of practice

Result: Result in maintaining sustainability of the project's results.

Area of application: Plan for project partners after the project finishes.

Homepage:

Product Languages: English

### product files

A45 R12 Exploitation plan.pdf

<http://www.adam-europe.eu/prj/10330/prd/12/1/A45%20R12%20Exploitation%20plan.pdf>  
Exploitation plan

## Product 'Media articles, scientific publications, conference presentations'

Title: Media articles, scientific publications, conference presentations

Product Type:

Marketing Text: Publications on LSP methodology and LSP workshop programmes prepared in the project

Description: Publication, presentations and media coverage on the S-PLAY project, LSP methodology, LSP workshops

Target group: 1. Project target groups (beneficiaries)  
- SMEs (employees + entrepreneurs)  
- Chambers  
- Business support organizations  
- VET training centers and trainers  
2. Project partners  
3. LSP communities of practice

Result: Result in spreading knowledge about LSP and LSP programmes created within the project to those interested in an innovative training technique

Area of application: Dissemination of project results

Homepage:

Product Languages: Italian  
Polish  
English  
Greek  
German

### product files

Interview at the Swiss italian radio, Rete Tre.mp3

<http://www.adam-europe.eu/prj/10330/prd/13/1/Interview%20at%20the%20Swiss%20italian%20radio%2C%20Rete%20Tre.mp3>  
Interview at the Swiss italian radio, Rete Tre

LEGO® SERIOUS PLAY® - ciekawa alternatywa prowadzenia warsztatów.pdf

<http://www.adam-europe.eu/prj/10330/prd/13/1/LEGO%C2%AE%20SERIOUS%20PLAY%C2%AE%20-%20ciekawa%20alternatywa%20prowadzenia%20warsztat%C3%B3w.pdf>  
publication PL - LEGO® SERIOUS PLAY® - ciekawa alternatywa prowadzenia warsztatów

LSP team presentation from final conference in Rzeszow.pptx

<http://www.adam-europe.eu/prj/10330/prd/13/1/LSP%20team%20presentation%20from%20final%20conference%20in%20Rzeszow.pptx>  
LSP team presentation from final conference in Rzeszow

Poster s-play\_web.pdf

[http://www.adam-europe.eu/prj/10330/prd/13/1/Poster%20s-play\\_web.pdf](http://www.adam-europe.eu/prj/10330/prd/13/1/Poster%20s-play_web.pdf)  
Poster on LSP and S-PLAY

Presentation of LSP and S-Play at the talk show.mp4

<http://www.adam-europe.eu/prj/10330/prd/13/1/Presentation%20of%20LSP%20and%20S-Play%20at%20the%20talk%20show.mp4>  
Presentation of LSP methodology, and S-Play project at the talk show

Promotional article about the S-Play in IHK brochure.pdf

<http://www.adam-europe.eu/prj/10330/prd/13/1/Promotional%20article%20about%20the%20S-Play%20in%20IHK%20brochure.pdf>  
Promotional article about the S-PLAY in IHK brochure

## **product files**

publication Lego, Seriously - thinking through building.pdf

<http://www.adam-europe.eu/prj/10330/prd/13/1/publication%20Lego%2C%20Seriously%20-%20thinking%20through%20building.pdf>

publication LSP applications to enhance creativity.pdf

<http://www.adam-europe.eu/prj/10330/prd/13/1/publication%20LSP%20applications%20to%20enhance%20creativity.pdf>



## Events

### Final project conference - New dimensions of SMEs training

Date 18.11.2014

Description The conference aims at disseminating innovative training tools for Small and Medium Enterprises.  
The first day of the conference will be devoted to presenting various training tools and methods including Lego Serious Play, gamification, board games, simulations etc.  
During the second day participants will have a chance to experience practical workshops with Lego Serious Play and board games.  
Third day is aimed at students and will also consist of Lego Serious Play workshops.

Target audience SMEs, trainers, students

Public Event is open to the public

Contact Information [eszczepaniak@wsiz.rzeszow.pl](mailto:eszczepaniak@wsiz.rzeszow.pl)

Time and place 18-20 November 2014  
Rzeszów, Poland

### 5th partners meeting at final conference

Date 17.11.2014

Description The meeting agenda included: 1. Project management issues; 2. Quality management overview; 3. Progress on WP5 (e-demonstrator); 4. Final report – overview of the content, guidelines, distribution of tasks; 5. Action plan for remaining months; 6. Participation in the final conference

Target audience Project partners

Public Closed event

Contact Information Elbieta Szczepaniak, [eszczepaniak@wsiz.rzeszow.pl](mailto:eszczepaniak@wsiz.rzeszow.pl)

Time and place November 17-21, 2014, Rzeszów, Poland

## Events

### 4th partners meeting at KIE Conference

Date 21.07.2014

Description The meeting agenda included: 1. Administrative and financial issues; 2. Interim report feedback; 3. Progress on WP5 (e-demonstrator - content, functionality, layout & final conference); 4. Progress and achievements in the context of WP4; 5. Dissemination – achievements and further plans; 6. Action plan for remaining months; 7. Participation in KIE Conference

Target audience Project partners

Public Closed event

Contact Information Elbieta Szczepaniak, [eszczepaniak@wsiz.rzeszow.pl](mailto:eszczepaniak@wsiz.rzeszow.pl)

Time and place July 21-25, 2014, Riga, Latvia

### Pilot workshops for SMEs

Date 05.04.2014

Description Pilot LSP workshops using training programmes created in the project and included in the Facilitator's handbook on innovation, training provision, training needs and marketing strategy

Target audience SMEs

Public Event is open to the public

Contact Information Elbieta Szczepaniak, [eszczepaniak@wsiz.rzeszow.pl](mailto:eszczepaniak@wsiz.rzeszow.pl)

Time and place 05.04.2014, Frankfurt, Germany  
29.04.2014, Lugano, Switzerland  
09.05.2014, Durham, Great Britain  
09.07.2014, Heraklion, Greece  
17.07.2014, Rzeszów, Poland

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## Events

### 3rd partners meeting

Date 17.12.2013

Description The meeting agenda included:  
1. Progress and achievements in the context of WP3 (UDUR)  
2. Workpackage 4 (IHK)

Target audience Project partners

Public Closed event

Contact Information Maciej Piotrowski, mpiotrowski@wsiz.rzeszow.pl

Time and place 17-18 December, 2013, Durham

### 2nd partners meeting / Train-the-trainers workshop

Date 19.06.2013

Description The meeting/workshop agenda included:  
1. Progress and achievements in WP2  
2. Outline and Strategy for Workpackage 3  
3. Internal project evaluation  
4. Dissemination  
5. Administrative and financial issues

Target audience Project partners / trainers

Public Closed event

Contact Information Maciej Piotrowski, mpiotrowski@wsiz.rzeszow.pl

Time and place 19-20 June, 2013, Serpiano-Lugano, Switzerland

## Events

### **Train-the-Trainer Introduction to S-PLAY adaptation of LEGO SERIOUS PLAY for SMEs**

Date 17.06.2013

Description Trainers from project partner countries attended an introductory workshop on the principles of LSP and the project's approach. These trainers continue to work with the project in the design and pilot of project materials.

Target audience Business trainers

Public Closed event

Contact Information Catherine Lockhead-Strzeka  
cstrzeka@wsiz.rzeszow.pl

Time and place June 18-19, 2013 Serpiano, Switzerland

### **1st partner meeting**

Date 06.02.2013

Description The meeting agenda included the following topics:

1. Introduction to the Partnership
2. Project outline
3. Workpackages Review
4. Dissemination and exploitation
5. Internal project evaluation
6. Proposal evaluation
7. Administrative and financial issues
8. Introduction to LEGO Serious Play

Target audience Project partners

Public Closed event

Contact Information Maciej Piotrowski, mpiotrowski@wsiz.rzeszow.pl

Time and place 6-7 February, 2013, Lugano