

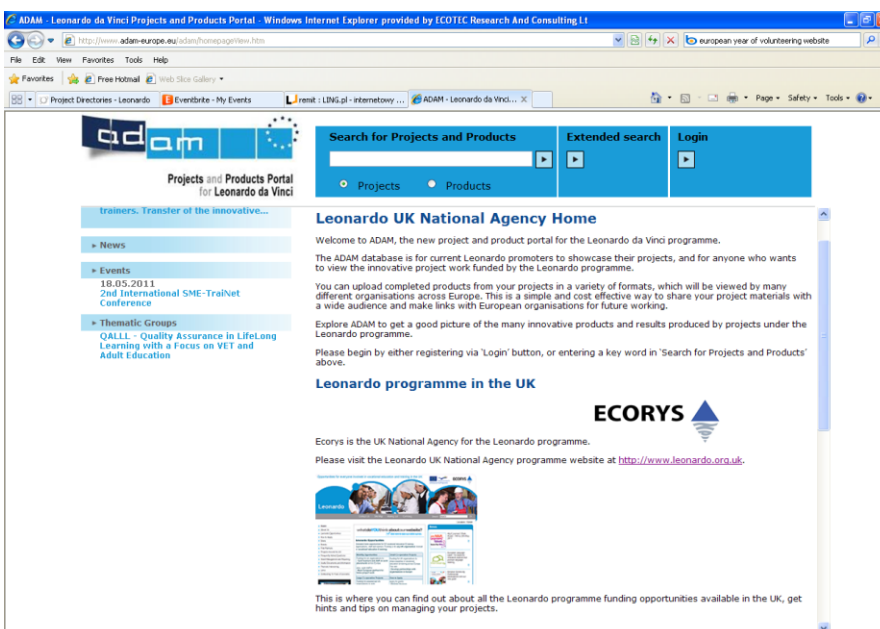
'ADAM' Projects and Products Portal for Leonardo Projects

A Guide to Completing Contractual Requirements for 2013 Call Transfer of Innovation Promoters

A. What is ADAM?

The ADAM – Advanced Data Archive Management – Projects and Products Portal is a database designed to act as a marketing and dissemination tool for Leonardo projects, and to provide others with a comprehensive electronic reference tool on Vocational Education and Training projects. Created by the German and Austrian National Agencies, the ADAM database is available for any Leonardo project to register its details. There are over 5,000 projects from across 40 countries currently published on ADAM, funded under various different measures of the Leonardo programme. Although the database is primarily aimed at project coordinators running Development or Transfer of Innovation projects or Network projects, it is also available for any type of Leonardo project to be registered (e.g. Partnerships or Mobility). As well as offering project and product information, ADAM also offers the opportunity to display or search news and events articles, and to be nominated 'Project of the Month'!

See below for a screenshot of the ADAM UK homepage:



B: What will I gain from being registered on the ADAM database?

Designed as a dissemination tool, it is a very simple and cost-effective way for you to showcase your innovative project work to an extensive audience, and even to make links with European organisations for future projects.

With an average of 16,000 visits per month, registration on the ADAM database makes reaching a wide audience across Europe much easier. Furthermore, ADAM is linked with an overarching information tool 'EVE'. EVE provides a single access point for European project results of all DG EAC programmes: from the Lifelong Learning Programme, to Culture, Youth and Citizenship. All information registered on ADAM will be exported into EVE, thus extending the potential audience without the need to register twice.

With the specific search functions available on the ADAM database, it facilitates the ability for anybody interested in the theme / field of your project to locate your work. This also helps the ability of the portal to work as an effective way to locate potential partners or organisations for future projects, with search functions such as country, contractor type, region, project type, and project theme.



The screenshot shows the ADAM database search interface. At the top, there is a search bar with the text 'Search for Projects and Products' and a search button. Below the search bar, there are tabs for 'Projects' and 'Products'. The main search area is titled 'Extended project and productsearch' and contains a form with various search criteria. The form includes fields for 'Text search', 'Project number', 'Year', 'Country', 'Project type', 'Project status', 'Can individuals participate', 'Project theme', 'Project contractor organization type', 'Project contractors country', 'Region of the project contractor', 'Coordinator organization type', 'Country of coordinator', 'Region of coordinator', 'Partner organization type', 'Country of partner', 'Region of partner', and 'Product language'. There are also 'Search' and 'Reset' buttons at the bottom of the form.

C. Contractual requirements at Contracting Stage – how to complete your project profile

The Leonardo UK National Agency will register your project on the ADAM database on your behalf. Information about you and your partners will be taken from your application form. We will provide you with login details to access your profile. It is then a contractual requirement for you to complete your project profile within **two months of your project start date**.

To complete your profile please follow the steps below:

1. **Login:** Use the login details provided by the UK National Agency to access your pre-registered project profile. If you have managed a Leonardo project in the past, you can use your current login details.
2. **Check project contractor, coordinator and partner information:** Check the information about your organisation and that of your partners is complete and correct.

3. **Complete Project Information section:** This section allows you to fill in any information about your project that you feel may be interesting or useful to read.
 - The **Marketing Text** should ideally be two to three lines maximum. It should be a poignant, pithy and short presentation of the project that should allow the reader to understand the main content of the project quickly. Try to draft the text as an "appetizer" or "teaser" that induces interest in the reader to learn more about your project.
 - The **Summary** should then expand on this to give a general overview of the project, and its aims and objectives. You should explain the context of the project (e.g. the project rationale and the problem the project intends to solve), the objectives and impact that the project wants to achieve. This basic description is required at contracting stage. Please avoid being lengthy by, for example, copying the complete summary text of the application form into this section. The reader may get tired of your text and stop reading it. The summary is limited to 2,500 characters.
 - The **Description** can then be used to add anything else you feel may be relevant, that has not been included in the summary. You could for example describe the work programme, work packages and milestones (main results) as well as which measures will be taken to ensure the sustainability of the main results. Here you can give more detailed and comprehensive project information. Please remember to keep a balance between the level of detail and the length of the text.
4. **Translate the Title and Marketing Text into French and German:** Please note that it is compulsory that the title and the marketing text are in English, French and German. However, the more information that is translated, the more chance you will have of attracting a wider audience.
5. **Select Project Sector/s:** Please select the **economic** sector/s on which your project will have an impact from the scroll-down menu. Since all Leonardo projects target the education sector, please, if possible, do **not** just select "Education".

Further information can be found in the ADAM handbook - a practical guide explaining how to fill in your project information - available to download from the ADAM website: <http://www.adam-europe.eu/adam/homepageView.htm?pageSeq=241>.

D. Contractual requirements at Interim Report and Final Report stages

As well as completing your profile at contracting stage it is a contractual requirement for you to update the information on your ADAM project profile at Interim and Final report stages. This will be monitored by the National Agency and checked before payment is made.

At Interim and Final Report stage please ensure the following:

1. **Partner details:** Make sure these are up to date; that you have removed any partners that have withdrawn from the consortium and updated it with new partner details if necessary. You should also make sure your contact details are correct.
2. **The Marketing Text, Summary, and Description sections** need to be updated so that they reflect the situation at the current project stage. At Interim Report stage, depending on what has already been achieved and what still lies ahead, you will need to use the **past** and **future tense**. At Final Report stage you should use **past tense only**, except when writing about the longer term impact you expect to achieve.
3. **Translation:** Check that the project title and marketing text are available in English, French and German.
4. **Project website:** Ensure that the project website link is available on the ADAM database and is working.
5. **Sector:** Check the appropriate economic sector is selected, other than “Education”, on which the project will have an impact.
6. **Describe all products and upload all public products:** It is compulsory to describe all tangible outcomes of the project. **It is also a contractual requirement to provide access to the products if they are available to the public and are not planned to be commercialised.** This can be done either by providing a web link to the products or uploading them onto the “Products” page. In addition you can also upload any news or events information relating to your project. There is also the opportunity to upload “Files” such as meeting minutes, or research documents used to prepare final products. There is **no file size limit** on the ADAM Database so it is possible to upload content that has been produced in DVD format.
 - When you are logged into your profile click on “Products” on the left hand side.
 - Click “Create” and enter general information on the product. Click “Save”
 - Click on “Products” again.
 - Click “Uploads”, create a name for the folder, “Upload”, “Create”.
7. **Select relevant project themes:** ADAM automatically links projects with the same fields, so by ensuring you fill this in accurately, your project will be much more easily available to those interested in your project field. Please select only those themes from the scroll-down menu that are **really** addressed by your project. If you select several themes please **rate their relevance** for the project as explained in the handbook.

The more information you include on your ADAM profile, and the more often you update it, the more exposure it will get!

For more information:

ADAM Helpdesk: adam@oead.at
Leonardo Helpline: 0845 199 2929