



## MoreThanAJob

*WP5 – Development of the MoreThanAJob portal*

*Output 5.1 – MoreThanAJob portal*

Guidelines to foster local actors'  
engagement on the portal



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## Introduction

The following document has been developed as part of the **WP5 – Development of the MoreThanAJob portal** and it aims at **supporting the partner organisations in fostering the active engagement of local actors in the use of the [MoreThanAJob portal](#)**.

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This document will therefore provide partners with suggestions and tools on how to monitor the activities of local actors on the portal and on how to reach them in order to encourage its active use, making it a sustainable tool also after the project's end.

Indeed, the MoreThanAJob portal can bring a change on how the territorial welfare services are delivered by easing their access for the final beneficiaries and fostering cooperation mechanisms among public and private actors.

These guidelines will be updated if necessary and based on the results of the first months of implementation of the activities included in it.

## Main aim of the portal

The portal has two main objectives:

- **Providing a simple and complete overview of the existing services and opportunities** to support the social and employment inclusion in the project partners' territories. Thus, the citizens of the interested territories will have a better overview and understanding of the services offered in the areas where they live in.
- **Supporting the exchange of synergies among private and public stakeholders** for the development of new services for the socioeconomic inclusion of vulnerable groups. Indeed, the portal will allow the SSE actors and public administrations to more easily develop collaborations and co-design processes supporting the development of innovation processes and capitalization of existing opportunities as well as a general improvement of the social services' offer.

In order to fully achieve them, the active engagement of most of the local actors providing welfare and social services is crucial. By enriching the portal with their opportunities and initiatives, local actors will bring a change on how those services are delivered and on how they can answer to emerging needs of the final beneficiaries.

## Main target groups

The main target groups and users of the portal are:

- **SSE actors and public administrations** – the portal will allow them to register their organisations and institutions in order to include information on the services and opportunities delivered, their expertise and the opportunities of collaboration they are seeking.
- **Citizens** – through the portal, they will be able to access information on the services and opportunities available in their territories. The portal gives them the opportunity to enter in contact with the organisations and institutions delivering these services.

Having in mind these two main target groups, this document is aimed at outlining a strategy to foster the active engagement of the SSE actors and the public administrations as a first step to make the portal an active tool. Actively involve these two actors will allow to collect as much information as possible on the services and opportunities currently available in the partner territories.

Once this information will be uploaded and the active engagement of these actors is secured, the portal will become an information centre where citizens will find all the necessary information on the opportunities available for them and how to access to those.

## Objectives

The strategy outlined in this document for the promotion of the portal among the local actors has the following main objectives:

- To **support SSE actors and public administration in the registration phase and in the upload of content** providing them hints and inputs on how to target the description and better reach their beneficiaries.
- To **foster the active engagement of registered actors** ensuring a regular update of content.
- To **monitor on a regular basis** the information uploaded on the portal: the type and the quantity of information; the effective communication of opportunities; etc.

## Promotion and communication

The activities presented in this section will guide partners in the promotion of the portal among the local actors and in fostering their active engagement making it an effective tool in showcasing services and opportunities in the territory as well as to encourage synergies among the different actors.

### *Introductory email*

As soon as an actor from their country registers itself in the portal, partner organisations are encouraged to send an introductory email. The email will allow to provide some tips and hints since the beginning on how to upload information on the portal and on the main functionalities available to more effectively reach the final beneficiaries.

The following template can be used for this email. Partners are highly encouraged to translate it in the national languages in order to be able to better reach local actors.

In the case in which the registered actor has not included the information of the country of work, CESIE will send this email reminding also to include this information for future communication.

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### **Mail template**

*Email subject:* Welcome to the MoreThanAJob portal!

Dear <name of the institution or of the contact person>,

We would like to thank you for your subscription to the MoreThanAJob online portal.

Your participation is a valuable contribution to our community.

More than 50 organisations have already registered.

Several of these organisations have already posted content on the portal, sharing their projects in support of disadvantaged groups in the *'Portfolio'* section and promoting initiatives in the *'Services and Opportunities'* section.

Another useful feature of the portal is the *'Collaboration'* section, which allows organisations to connect and create synergies.

In this section, you can also search for specific support in the implementation of ongoing projects and develop partnerships to design new services that support the social and employment inclusion of vulnerable groups.

Over the next few weeks, we will be happy to advertise your organisation and the services you have uploaded to the portal on the official MoreThanAJob social media accounts, so that they will be visible to a higher number of stakeholders and beneficiaries.

Therefore, we kindly ask you to publish all your information in both your mother tongue and English to reach a wider audience.

We remain at your disposal for any further clarification and information.

Best regards,

## Reminder

Based on the experience of the first months of the portal activities, it will be helpful to send a reminder to the registered actors that have not uploaded all the information on their organisation and/or that are not regularly updating the opportunities provided.

During the monitoring phase, if the partner organisation identifies an empty profile among the local actors in their region, it can use the following template to send a reminder via mail on how to improve the profile and which sections to update in order to provide final beneficiaries with needed information on available services as well as to enlarge the organisation's opportunities of creating new synergies with other actors.

### Reminder template

*Email subject:* MoreThanAJob online portal: enrich your profile!

Dear <name of the institution or of the contact person>,

we hope this email finds you well.

We would like to share with you some tips to make the most out of this interactive space and to make your profile more attractive for final beneficiaries and other actors:

- **Avoid to use acronyms** and include the full name of your organisation so that it will be clearer and easier for other users to identify you.
- Include a **short description** of your organisation including your mission, main activities and anything you think is relevant to share with others.
- In the Portfolio section of your profile page, **describe the social inclusion projects managed by your organisation** that are relevant for developing synergies with the MoreThanAJob themes and that include specific services and opportunities for the socioeconomic inclusion of disadvantaged groups.
- **Share your expertise** to one or more of the identified categories in the relevant section.
- **Upload services and opportunities** that you are delivering to support the social and employment inclusion of vulnerable groups.
- **Remember to use the Collaboration section** in case you are designing a new service or you need support for the implementation of an ongoing one. It is a great opportunity to open new collaboration opportunities!
- **Include your contacts** to allow others to further discover your reality and stay updated on your activities.
- **Upload your logo and a cover image:** your profile will look greater!
- Remember to **upload your content both in English and in your national language.** It will allow you to reach a higher number of people!

We remain at disposal for any further clarification and information.

Best regards,

## Meetings

The organisation of meetings and/or events involving local public and private actors can support the promotion of the portal as well as these actors' engagement in using it. As part of these meetings, partners can present in a more detailed way the portal and its functionalities as well as providing a moment in which these actors can share their experiences as a first step to create synergies among them.

Along with meetings involving different actors, **also bilateral ones should be organised** to allow a more direct contact with potential actors for the portal providing more targeted support in the registration phase and the uploading of content. Indeed, these meetings will be a further opportunity for local actors to ask for any doubt and to have further information that can be useful for an effective use of the portal. During these meetings, partner organisations can also give their availability in supporting the local actors in the first phases of content upload. This can be a further way to foster local actors' interest in actively use the portal.

Each partner organisation is highly encouraged to organise such meetings.

## Identification of a national facilitator

Partner organisations should identify **a national facilitator who will support local actors in the registration process and in the uploading of the content**. The national facilitator will be in charge of monitoring the information uploaded on the portal in order to be able to identify potential content to be modified and/or updated. This will allow also to check how many local actors are registered and to identify any communication and promotion strategy to further promote the portal.

The national facilitator **will be a reference point for the registered actors** providing them with the needed support in the first phases following their registration. Indeed, they might need a support in better describing their opportunities, in more effectively communicate with final beneficiaries and in using the portal to its most.

National facilitators will also be the main reference contact for CESIE in the communication strictly related to the portal content and potential changes that should be made by actors in their partner countries. Once partner organisations identify their national facilitators, their names and contacts should be shared with CESIE so to be able to contact them whenever needed.

## Monitoring tool

CESIE shared with partner a [Drive spreadsheet](#) to support the consortium in **collecting information on the activities carried out to promote the portal and monitoring its implementation in the different countries**. It is a useful tool to keep an overview of the state of the art and being able to identify

potential changes to be made or mitigation measures to be implemented in order to improve the commitment on the portal.

CESIE will upload and update the information on the spreadsheet providing all partner organisations with an updated overview on the activities carried out by the registered actors. In this way, all partner organisations will have an overview of the activities carried out by local actors on the portal.

All partner organisations will check the file on a monthly basis and will contact the local actors in their countries to foster their active engagement on the portal. The partners will share with them suggestions and advices on how to use the portal at its most, creating new opportunities and synergies for the development of innovative social services as well as for facilitating the services' access to all citizens.

All partners have to update the cell "*Last contact*" with the date in which they have contacted the registered actors. The cell will turn orange if the actors has not been contacted for over 40 days. This will allow all partners to monitor if it is the case of contacting again the actor and/or sending a reminder for completing sections on the portal.