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Erasmus+ Programme
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PROJECT:
PRO-MOTION. Sensitive career management

Call: EACEA/34/2019: Social inclusion and common values: the contribution in the field of education and training, project number: 621491-EPP-1-2020-1-PL-EPPKA3-IPI-SOC-IN

TITLE OF DOCUMENT:
Deliverable 6.1: Evaluation report of the national workshops and events for the dissemination of final results and products

ENGLISH VERSION

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Empowering Sensitivity in the Workplace: Assessing the Impact of PRO-MOTION's Dissemination Activities"

Foreword

This evaluation report presents a comprehensive analysis of the national workshops and events organised as part of the PRO-MOTION project. Funded by the European Commission under the call EACEA/34/2019 for Social inclusion and common values: the contribution in the field of education and training, the project has the identification number 621491-EPP-1-2020-1-PL-EPPKA3-IPI-SOC-IN. Initiated with the aim of promoting social inclusion and common values through education and training, PRO-MOTION specifically targeted the empowerment of highly vulnerable individuals by equipping them with enhanced career management skills.

The project sought to fill a critical gap in the current labour market and education systems by addressing the specific needs of Highly Sensitive Persons (HSPs). Recognising the potential of HSPs to contribute significantly to various sectors if adequately supported, PRO-MOTION aimed to develop, disseminate and exploit innovative methods, tools and strategies specifically designed for career management. This initiative was expected not only to benefit HSPs directly, but also to enrich the toolkit of HR professionals, coaches, vocational and career counsellors with evidence-based knowledge and practical resources tailored to the needs of this unique population.

In order to ensure the widest possible impact and to facilitate the dissemination of the project results, a series of national workshops and events were organised in several countries. These events were crucial in sharing the project's findings, innovative strategies and practical tools with a wide audience, including stakeholders in the fields of education, training and employment.

The evaluation of these dissemination and exploitation activities forms the core of this report. It aims to assess the effectiveness of the workshops and events in achieving the project's overarching objectives of promoting social inclusion, fostering shared values and enhancing the career management skills of vulnerable individuals. The methodology for this evaluation included a survey conducted in seven languages (Italian, Polish, Romanian,

Portuguese, Norwegian, Spanish and English) through the EU survey platform from April 2023 to January 2024. This survey served as a primary tool for gathering feedback from participants and stakeholders, providing valuable insights into the impact and reach of the project's dissemination efforts.

In considering the findings of this evaluation, it is important to recognise the importance of the PRO-MOTION project in contributing to a more inclusive and empathetic society. By addressing the needs of highly vulnerable individuals and equipping them with the skills to manage their careers effectively, the project stands as a testament to the potential of targeted education and training initiatives to bring about meaningful social change.

Demographic Analysis Summary

The survey captured responses from 49 participants across Italy, Spain, and Poland. Here's a breakdown of the key demographic factors:

- **Country Distribution:**
 - Italy: 36 responses
 - Spain: 10 responses
 - Poland: 3 responses
- **Gender Distribution:**
 - Female: 34 responses
 - Male: 15 responses
- **Occupation Distribution (Top 3):**
 - Project Manager: 2 responses
 - Software Developer: 2 responses
 - Student: 2 responses
 - *Note:* Other occupations were mentioned, each by one respondent, showing a diverse set of participants.
- **Age Distribution:**
 - 51-60 years: 18 responses
 - 41-50 years: 12 responses
 - 20-30 years: 9 responses
 - 31-40 years: 6 responses
 - More than 60 years: 3 responses
 - Less than 20 years: 1 response
- **Education Level Distribution:**
 - 5-year degree: 20 responses



- Secondary school diploma or equivalent: 12 responses
- Doctoral degree: 10 responses
- Bachelor's degree: 7 responses

Demoographic Insights

- **Geographical Focus:** The majority of the respondents are from Italy, indicating either a higher level of engagement in Italian events or a targeted sampling strategy.
- **Gender Representation:** Females are more represented in this survey, comprising around 69% of the respondents.
- **Age Diversity:** There's a notable diversity in age, with a significant representation of participants in the 51-60 age group, followed by those in the 41-50 age group.
- **Occupational Diversity:** The survey participants come from a wide range of occupations, although each mentioned occupation outside the top three was only represented once, indicating a broad appeal of the event across various professional backgrounds.
- **Educational Background:** The majority of respondents have a 5-year degree, followed by those with a secondary school diploma or equivalent, highlighting a well-educated participant base.

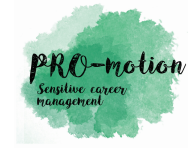
This demographic breakdown provides a snapshot of the types of individuals who are engaging with these European project events. The diversity in age, education, and professional background suggests that the events have a broad appeal. The higher representation of Italian participants and females might point to targeted outreach efforts or specific interest groups being more active or aware of these events.

The survey shows a higher engagement among female participants across the events.

The occupations of participants are diverse, ranging from Project Managers and Software Developers to educators and researchers. This diversity indicates the events attracted professionals from various fields, highlighting their broad appeal.

Most participants are in the 51-60 age group, suggesting the events are most appealing to or most promoted among this demographic.

A significant portion of participants holds a 5-year degree, followed by those with secondary school diplomas and doctoral degrees. This indicates a highly educated audience overall.



Event Satisfaction and Recommendation Summary

Nearly all respondents reported satisfaction with the event, indicating a positive reception and successful event execution.

- **Overall Satisfaction:**
 - Yes: 48 respondents
 - No: 1 respondent (in Italy)

- **Recommendation Likelihood (1-10):**
 - Ratings of 10: 38 respondents
 - Ratings of 9: 6 respondents
 - Ratings of 8: 3 respondents
 - Ratings of 7: 2 respondents

The majority of participants rated their likelihood to recommend the event to others as 10, showcasing a strong endorsement of the event's value and impact.

These insights provide a solid foundation for understanding the demographic composition of event participants, their overall satisfaction, and their willingness to recommend the events to others. The data suggests that the events were particularly successful in engaging a diverse, educated audience, and received overwhelmingly positive feedback.

Key Takeaways and Skill Utilization Analysis

Skill Utilization

The willingness or inclination of individuals to use a particular the skills/knowledge acquired in the events and project products was assessed through two questions:

1. **What was the biggest takeaway from the event?**
2. **Will you use one or more of the skills/knowledge acquired in this event and project products?**

The answer helped to understand the impact of the events on the participants.

All respondents (100%) indicated they would use one or more of the skills/knowledge acquired in the event. This overwhelming affirmation of the value of the events in providing applicable skills and knowledge speaks to their effectiveness and impact on participants.



Suggestions for Future Events and Open Feedback Analysis

Suggestions for future events and any other feedback that participants shared was collected through three questions:

1. **What types of events would you like to see from us in the future?**
2. **Do you have suggestions for future workshop/conference/event topics or activities you'd like to share with us?**
3. **Is there any other feedback you would like to share about this event?**

The analysis of the answers to these questions help identify patterns or common themes in the participants' feedback that can guide the planning and improvement of future events.

Suggestions for Future Events

Participants provided a range of suggestions for future events, indicating the appreciation and the desire for diverse and interactive formats:

- Topics on managing emotions, playfulness, and creativity were highlighted.
- Requests for more events using such a participatory and interactive, emphasizing experiential learning and the use of play as an engagement strategy.
- Suggestions also included more focused workshops on neuroscience, future studies, gaming, and cultural similarities and differences.
- Some participants expressed interest in contributing to or proposing topics for future workshops, indicating a strong engagement with the content and format of the events.

Open Feedback

- Feedback included appreciation for the professional and unconventional approach to discussing art, career management and sensory processing sensitivity.
- Participants praised the conversational approach and the ability to engage through stimulating prompts, encouraging critical thinking and intergenerational dialogue.
- Some feedback highlighted the desire for more space for artists to present their works and for the inclusion of more young people in future events.

This feedback underscores the positive reception of the events and provides valuable insights into areas for enhancement and expansion. The suggestions for future events reflect a diverse range of interests and underscore the importance of interactive and participatory formats. The open feedback highlights the impact of the events on fostering



critical thinking, appreciation for art as a strategy for developing career management skills, and the value of sensitivity in career management.

Unveiling Participant Insights: Thematic Exploration of Open-Ended Feedback for Future Event Planning

A more detailed textual analysis of the open-ended responses was carried out by manually reviewing the summaries of key takeaways and suggestions for future events that had been previously identified. From these summaries, common themes, sentiments and specific keywords that appeared frequently were extracted to provide a more nuanced understanding of participants' values and interests.

Common Themes Identified

Emotional Intelligence and Personal Development:

Keywords: emotions, emotional intelligence, personal growth, self-awareness.

Sentiment: Positive interest in understanding and developing emotional intelligence as a tool for personal and professional development.

Creativity and Innovation:

Keywords: creativity, innovation, creative expression, artistic.

Sentiment: A strong desire for events that encourage creative thinking and innovation, with a specific interest in how these can be applied in various professional contexts.

Interactive and Experiential Learning:

Keywords: interactive, experiential learning, participatory, engagement.

Sentiment: Participants express a preference for events that are interactive and provide hands-on learning experiences, indicating that engagement is key to their learning process.

Professional Development and Career Guidance:

Keywords: career development, professional growth, skills acquisition, networking.

Sentiment: There's a clear demand for events that support professional development, offering guidance on career paths, skill enhancement, and opportunities for networking.

Diversity and Inclusion:

Keywords: diversity, inclusion, cultural sensitivity, managing sensitivity.

Sentiment: Interest in exploring diversity and inclusion within professional environments, suggesting a need for guidance on creating more inclusive workplaces.

Suggestions for Future Topics:

Keywords: neuroscience, future studies, gaming, cultural differences, emotional intelligence, creativity workshops.

Sentiment: Curiosity and eagerness to explore a wide range of topics, with a notable emphasis on forward-looking subjects and practical workshops that stimulate creativity and innovation.

Summary and Insights:

The analysis reveals a diverse range of interests among participants, with a strong emphasis on personal and professional development. There's a notable appreciation for interactive and experiential learning formats, suggesting that future events should prioritize engagement and practical application of knowledge. Topics surrounding emotional intelligence, diversity and inclusion, and creativity stand out as areas of significant interest.

This detailed text analysis underscores the importance of designing future events that are not only informative but also highly interactive, cater to a wide range of professional interests, and address current trends and challenges in personal and professional development.

Demographic Insights for Tailored Event Design: Bridging Participant Diversity with Feedback

Exploring demographic correlations with feedback and suggestions from the survey data involves examining how different demographic groups—such as age, occupation, and education level—relate to the types of events they prefer or the feedback they provided. While a comprehensive statistical analysis may be beyond the scope of this evaluation, we can hypothesize potential correlations based on the demographic and feedback data we have discussed. This can provide valuable insights for targeted event planning.



Hypothesized Demographic Correlations

Age and Event Preferences:

Younger participants (20-30 years) may show a higher interest in innovative and creative workshops, emphasizing skill development and networking opportunities relevant to early career stages.

Middle-aged participants (31-60 years) might prefer events focused on leadership, emotional intelligence, and diversity management, reflecting their potential roles in management and desire for personal growth.

Older participants (60+ years) could be interested in events that promote lifelong learning, cultural appreciation, and topics related to retirement planning or second careers.

Occupation and Feedback Themes:

Creative professionals (artists, designers, writers) likely value workshops that stimulate creativity, offer new perspectives, and explore the intersection of art and technology.

Educators and trainers might show a strong preference for events on innovative teaching methods, emotional intelligence in education, and fostering inclusive classrooms.

Professionals in technical fields (IT, engineering) could express interest in workshops that enhance soft skills, creativity in problem-solving, and technical leadership.

Education Level and Suggestions for Future Events:

Participants with higher education degrees (Master's, Doctoral) may seek more intellectually stimulating events that delve into research, advanced concepts in psychology, neuroscience, or future studies.

Those with undergraduate degrees or vocational training might prioritize practical workshops that offer immediate applicability, such as skill development sessions, career guidance, and networking events.



Actionable Insights for Targeted Event Planning

Tailor Event Themes to Age Groups: Consider organizing events that cater to the professional and personal development stages of different age groups, ensuring topics are relevant and engaging for each demographic.

Customize Workshops by Occupation: Design workshops that resonate with the unique interests and challenges of various professional fields, potentially collaborating with industry experts to add value.

Consider Education Levels in Event Complexity: Adjust the depth and complexity of event content to match the education levels of participants, offering both introductory sessions and in-depth discussions or research-based topics.

By exploring these hypothesized correlations, event planners can better understand the diverse interests of their audience, enabling the design of more inclusive, engaging, and valuable events.

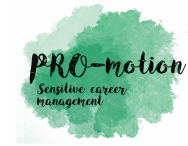
Conclusion: Shaping the Future of Impactful Events

Through a meticulous examination of survey data and open-ended feedback from participants across Italy, Spain, and Poland, we have unearthed valuable insights into the preferences, interests, and experiences of those who attended national events of a European project. This exploration has provided us with a nuanced understanding of what makes an event not only engaging but truly transformative for its participants.

Key Insights for Future Planning:

Diverse Interests, Unified Themes: Participants have expressed a wide range of interests, yet there are clear, unified themes that resonate across demographics. These include a strong desire for personal and professional development, particularly through interactive and experiential learning that incorporates emotional intelligence, creativity, and diversity.

Demographic-Specific Preferences: Our analysis suggests that tailoring events to specific demographic characteristics such as age, occupation, and education level can significantly enhance participant engagement and satisfaction. This personalized approach to event design is key to meeting the varied needs and expectations of an increasingly diverse audience.



Engagement Beyond the Event: The data underscores the importance of not just the event itself but the lasting impact it has on participants. Future events should strive for meaningful engagement that encourages practical application of learned skills and fosters a supportive community of learners and professionals.

Feedback as a Catalyst for Growth: The feedback and suggestions provided by participants are invaluable assets for continuous improvement. They highlight areas for enhancement, new topics of interest, and the crucial elements that contribute to the overall success of an event.

Moving Forward

As we look ahead, it is clear that the future of events within the project PROMOTION. Sensitive Career Management is bright with potential. The insights gleaned from this analysis should serve as a foundational element for strategic event planning, driving not only the thematic direction but also the formats and methodologies employed to deliver truly impactful experiences.

By embracing a participant-centered approach that values interactive learning, caters to diverse interests, and fosters long-term engagement, we can continue to create events that not only inform and educate but also inspire and transform.

In conclusion, the path forward involves leveraging these insights to plan and execute events that are more personalized, engaging, and impactful. With a commitment to continuous improvement and a deep understanding of our audience, we are well-positioned to elevate the quality and reach of future events, making each one a stepping stone towards building a more informed, connected, and inspired community.