Get the Best out of Your Project Page

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What is ADAM?

The ADAM – Advanced Data Archive Management – Projects and Products Portal is an exciting new database designed to act as a marketing and dissemination tool for 'Leonardo da Vinci' projects, and to provide others with a comprehensive electronic reference tool on Vocational and Educational Training projects. Created by the German and Austrian National Agencies, the ADAM database is available for any Leonardo da Vinci project to register its details. There are over 4 200 projects and 6 000 products from across 32 countries currently published on ADAM funded under various different measures of the Leonardo programme, so why not register now and add your project to this creative new compendium!

Although the database is primarily aimed at project coordinators running Development or Transfer of Innovation projects or Networks, it is also available for any type of Leonardo project to be registered (e.g. Partnerships, 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'!

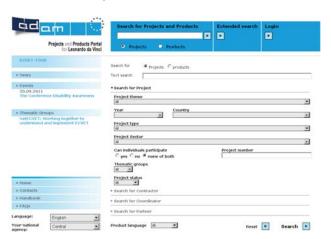See below for a screenshot of the ADAM homepage:

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 nearly 12 000 visits per month, registration on the ADAM website makes reaching a wide audience across Europe much easier. Furthermore, ADAM is linked with the overarching information tool 'EVE'. EVE provides a single access point for European project results of all programmes of the European Commission's Education & Culture Directorate-General: from the Lifelong Learning Programme, to Culture, Youth and Citizenship. All information registered on ADAM will be entered into EVE, thus extending the potential audience without the need to register twice.

With the specific search functions available on the ADAM site, 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.

Do I have to register?

If you have a Leonardo Development or Transfer of Innovation project or a Network project awarded following one of the LLP Calls for Proposals, it is a contractual obligation for you to register and update your project details.

It is a contractual obligation to register in order for the first pre-financing payment to be made, and to update project information regularly. This will be monitored by the Executive Agency respectively the National Agencies and checked at certain stages.

How can I use ADAM to work best for my project?

✦ The ADAM "Handbook for Users" is a practical guide explaining how to register and fill in your project information available to download from the ADAM website: http://www.adam-europe.eu/adam/homepageView.htm?pageSeq=241. Almost each field is equipped with an information icon, containing clear instructions. If you follow them, it is easy to present your project in the European portal.

But here are a few tips to help you get the best out of your ADAM page.

✦ **Project Number**: Since this is an important search criterion it is crucial that you indicate the European code (ex.: 2008-1-GR1-LEO05-00635 or 509929-LLP-1-2010-1-DE-LEONARDO-LMP). If you do not know it please ask the Agency with which you have concluded the grant agreement .

✦ **Year**: Here you should indicate the year in which your proposal has been selected (it is part of the project code, and in our examples above 2008 and 2010). Also this is an important search criterion. Therefore precision is required.

✦ **Project Information**: 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. Please note that it is compulsory that the title and the marketing text are available in the data base in English, French and German. However, the more information is translated, the more chance you will have of attracting a wider audience. The Marketing Text is limited to 1000 characters.

The *Summary* should then expand on this to give a general overview of the project, and its aims and objectives. At the beginning of your project you should explain the context of the project (project rationale, problem the project intended/s 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 text of the application form into this section. The reader will get tired of your text and will stop reading it. 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 of course use **past tense only**[1] except when writing about the longer term impact you expect to achieve. The summary is limited to 2 500 characters.

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[1] Although many projects have already been closed, many summaries in ADAM are still in future tense because they have been copied from the application form and not updated.

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 were/are taken to ensure the sustainability of the main results. Here you give more detailed and comprehensive project information. What was said above on **past** and **future tense** applies here as well! Please keep a balance between the level of detail and the length of the text.

In the *Product information* you should present tangible project results (products) or describe intangible project results such as know-how transfers. As the Description and the Product information are often very long, there is no limit regarding the number of characters here.

Please **always** keep the *Project homepage* updated in ADAM.

Project Contractor, Coordinator, Partners: *E*nter the **complete** data of your organisation and **all** your partners.

Files, Products, Events: If products are available for the public and are not commercialised, it is **compulsory** to upload them on the *Products* page where you will find an extra download space. Otherwise the National Agency can refuse to approve your report. Promoters can also upload any news or events information relating to their project. This will then also be listed in the 'news' or 'events' sections linked to the homepage.

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 do **rate their relevance** for the project as explained in the technical "Handbook for Users".

Project Sectors: Please select the **economic** sector/s from the scroll-down menu **on which** your project will have an **impact**. Since all Leonardo da Vinci projects target the educations sector anyway, please, if possible, do **not** just select "Education".

Upload' Facility: This is available to allow projects to upload specific information and documents under several different categories. *Files* could include partner meeting minutes, or research documents used to prepare final products. '*Products'* is an area for promoters to upload any tangible outcomes from the project. The size is limited to 5 GB (provided you use the upload application), so it is even possible to upload content that has been produced in DVD format.

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