



ISSA - Internationalization for Social and Innovative Start Up's and Entrepreneurs

Piloting Methodology

January 2021



I. Introduction

The ISSA Piloting methodology includes the necessary information and activities for conducting the piloting with samples of users that will gather recommendations and suggestions before the final versions of the outputs will be prepared. The piloting will be conducted with the support of professionals and entrepreneurs who possess the required expertise, knowledge, and experience and are competent to provide adequate feedback about the products' quality and usefulness.

The piloting is a process of reviewing and evaluating the elaborated by the project team platforms and content. The piloting concept includes a form of testing of the targeted users' acceptance by providing the final draft version to them together with a set of assessment instruments and reporting templates. Based on the gathered recommendations and suggestions, if any, the project partners will finalize the products.

The piloting aims to test the MOODLE educational platform for self-training, the 3D virtual world learning platform where the users can practice the knowledge gained through the self-learning modules and the platforms' content. Part of the piloting are also set of instruments that will include semi-structured feedback questionnaires and will aim to find out:

- the main advantages and benefits of the developed products
- the relevance of the products
- the learning outcomes
- the potential mistakes, difficulties, and gaps
- the potential improvements and suggestions for better internationalization

Partners will collect all the results provided through the assessment of the pilots and the tools. All the evaluation information will be analyzed, and an evaluation report will be produced as a set of recommendations that will help improve the



scenarios and training modules.

II. Guidelines for Piloting

1. General recommendations

The piloting will occur in all partners' countries – Norway, Spain, Greece, Cyprus, and Bulgaria. The piloting with users will be organized after the partners' internal testing will conduct with 3 participants per organization and will include ten external users per country. The total number of participants will be 50 for the whole partnership.

Together with the tasks related to piloting the self-training MOODLE platform and 3D virtual world learning platform, the participants will be asked to review the content of the materials and scenarios that the partnership has prepared.

2. Duration and schedule of the piloting

The overall duration of the piloting is February- September 2021.

3. Preparation of the Piloting

The preparation of the piloting will include several phases:

a. Elaboration of the Piloting methodology and instruments

The Bulgarian partner Business Foundation for Education will elaborate a draft version of the Piloting methodology and send it for feedback and recommendations from the partners. Once validated by the partnership, the Piloting methodology will be considered final. **(January- February 2021 for the first draft, April for the final draft)**



b. Internal testing

Before finalizing the piloting methodology, the Moodle self-learning platform and 3D virtual world learning platform will be tested among partners. Each partner will conduct this testing with 3 internal participants as following per partner: 1 internal participant will test the EN version and the 2 will test the translated versions. **(February-March 2021)**

c. Preparation of the assessment instruments

BFE will prepare a set of assessment instruments for the evaluation of the products. The aim of the piloting instruments is to find out:

- the main advantages and benefits of the developed products
- the relevance of the products
- the learning outcomes
- the potential mistakes, difficulties and gaps
- the potential improvements and suggestions for better internationalization

They will be based on the instruments used for internal testing and will cover the MOODLE and 3D virtual world learning platforms and their content. They will be sent for feedback and recommendations from the partners. Once validated by the partnership, the assessment instruments will be considered final. **(March-April 2021)**

4. Piloting

The piloting will be organized by each partner and will take place between May and June 2021.

a. Selection of participants

As foreseen in the approved project proposal, the piloting will be conducted with samples of users selected with the assistance of business associations, local authorities, educational centers with relation to internationalization or



social entrepreneurship. The potential participants are social entrepreneurs, teachers, individuals working on social problems (who might be potential entrepreneurs), entrepreneurs (who might get inspired to pursue social entrepreneurship), entrepreneurship incubator/accelerator officials, entrepreneurship counselors, and etc.

The partnership already has agreed that the piloting will include at least 10 participants per country or overall for the partnership – 50 people. The obligatory requirement for piloting participants is to have sufficiently experienced in order to:

- to be able to provide adequate and valuable feedback
- to demonstrate interest and use the participation in the project piloting as a basis for further upgrade and enhancement of their knowledge and skills. **(April 2021)**

b. Logistics/organization

The next step is the selection of a suitable and feasible approach for conducting the piloting. As all materials are designed for self-training and learning, the piloting will be conducted online. The partners will organize the piloting internally and will be available for online support to the participants. The selected participants will receive via email guidelines and instructions on how to approach the self-learning materials and how to install and navigate in 3D virtual world learning platform. The participants will also receive the assessment instruments they will be asked to fill after testing the products to provide their feedback to the ISSA team. **(April 2021)**

c. Conduction of the actual piloting

Following the identification and selection of the participants and the approach, partners will conduct their national pilots. They will go through the following activities:



- provide relevant information about the project and guidelines for testing to the selected participants
 - provide links to the ISSA platforms
 - explain the aim of the piloting
 - provide the assessment instruments
 - offer online support to the participants and make sure they follow the deadlines
- finalize the national pilots on time in order to allow the partnership to study the collected information. **Annex 1** offers a template for approaching the piloting potentials that each partner can translate and adapt.

(May-June 2021)

5. Feedback and Report

Each partner will collect feedback from the national pilot. BFE will get all the evaluation information and will analyze the results from each country. Based on the country reports, Business Foundation for Education will prepare the overall piloting report that will work as a set of recommendations that will help the partnership improve the scenarios and training modules and make changes, if any, in the platforms. The final piloting report will be finalized by the end of August 2021. The final products will include the implemented changes suggested from pilot testing within the ISSA project framework.



Annex 1 Suggestion for communication with the potential participants in the ISSA piloting

Dear ISSA piloting participants,

Welcome to the ISSA project, Internationalization for Social and Innovative Start Ups and Entrepreneurs. It is designed to identify core and innovative learning methods that encourage success in international activities for social start-ups and entrepreneurs. We aim to help develop and upgrade the competencies and information needed to internationalize social businesses. That is why we have developed a self-training course on ISSA Moodle with four modules:

- Spotting opportunities;
- Abilities to identify social problems;
- Mobilizing Resources;
- Cultural Awareness.

Please be aware that the course's primary goal is to help social start-ups and entrepreneurs in the efforts to expand their activities internationally. The self-training course is complemented with ISSA Virtual world learning environment where participants can test how the modules' key concepts can be applied in realistic situations. This practice completes the overall learning experience, and then the participants can pass to the final stage to answer the self-assessment test of each module.

Before start, please review the steps that need to be followed for successful completion of the course:

1. Read the general information for the course;
2. Review the learning outcomes;
3. Read about the competence themes;
4. Read the additional learning material (it is optional, but it is strongly suggested);
5. Follow the link and the instructions to be connected with the 3D virtual



world so you can practice the knowledge by playing the related scenarios (when you finish the game, you will receive a code that you need to keep);

6. Take the code from the scenario and return it to Moodle. Put the code in the box. Only then you will have access to the self-evaluation questionnaire;

7. Answer the questions of the questionnaire. If the success rate is 80% and up you have completed the course;

8. If the questionnaire's success rate is lower than 80%, you can try again.

9. You have to complete all the modules in order to finalize the course.

Bellow, you can see the steps you need to take during your journey:

- Use the Moodle [user manual](#) from the website to register and explore the four courses of the MOODLE. Pay attention to both the design of the platform as well as the learning content quality. Pay also attention to the self-evaluation questionnaires; you will be asked to answer them only for evaluation purposes (you don't have to pass the courses). You will then have the opportunity to evaluate these in the sections "ISSA Moodle e-learning platform" and "Learning Content of ISSA Moodle" of the online questionnaire.
- Use the 3D virtual world user manual from the [website](#) and watch this [video](#) to configure the ISSA 3D Virtual Word Environment and then enter the environment to play the four scenarios. Pay attention to both the design of the environment (attractiveness of the buildings, easiness of access etc) as well as the scenarios (questions, instructions etc.). You will also have the opportunity to evaluate these in the sections "ISSA 3DVW Environment" and ISSA scenarios content".

As you participate in the ISSA project's piloting, we kindly ask you to fill the evaluation [questionnaire](#) to finalize the self-training course before offering it to other social start-ups and entrepreneurs.



If you face any technical or other problems while you pilot the course or you would like to ask a question, do not hesitate to approach us. During the project's piloting phase, our role is to support you and make the experience valuable and fruitful.

We highly appreciate your time and efforts supporting us!