



The ABSA-franchise system

Project title	European Anti-Bullying Certification (ABC) project
Reference number	2017-1-NL01-KA201-035172
Act.nr.	IO-A1.14: developing EAN franchise system
Date, version	3-4-2020 (first and final version)
Title	The ABSA-franchise system
Organizing Partner	GALE, author: Peter Dankmeijer

Content

1. Introduction	2
2. Objectives.....	3
3. The franchise program	3
3.1 Dissemination of the leaflet.....	3
3.2 Registration of ABSA-consultants	3
3.3 Preparation of the training for ABSA-consultants	3
3.4 International training for ABSA-consultants.....	4
3.5 Collection of needs to update the program and training	4
3.6 Update of the ABSA-method, training of consultants and marketing.....	4
4. Annexes.....	5
4.1 Registration sheet ABSA-consultants.....	5
4.2 Feedback form for ABSA-consultants	5
4.3 Model contract for consultants	6
4.4 Model to calculate the cost covering fee for a training.....	7



1. Introduction

The ABC-project is looking for sustainability by creating a type of franchise system which supports the ownership of EAN and a continuous cost-covering way to update and market the method.

FROM THE PROPOSAL

The maintenance and marketing of the Certification Procedure will be adopted by EAN as a main activity. Part of IO1 (Certification Procedure) is the development of a sustainable strategy to market, update and maintain the quality of the Certification Procedure and the tools. This will happen in the shape of a non-profit franchise system, which sustain its own costs and quality maintenance. This franchise system will contain the following elements:

1. The resources will remain available on the EAN website. Schools can use the resources to implement a self-reflection certification procedure in their own school or as a twinning or benchmarking project with one or more other schools.
2. Part of the Certification Procedure (IO1) is the development of a Train The Trainer Training of Anti-Bullying Certification (ABSA) Consultants. This training will be offered by EAN at least once annually for a cost-covering fee.
3. Access to the Train The Trainer Training of Anti-Bullying Certification (ABSA) Consultants requires proof by presenting a EuroPass CV and documentation of skills in group facilitation and training.
4. The Train The Trainer Training of ABSA Consultants will be closed with an online test to insure objective assessment of the achieved competences. EAN issues certificates to consultants who complete the training with success. For the issuing of the certificate, a small cost-covering fee is asked. With the certification, the trainer/consultants have the right to call themselves a certified EAN-ABSA Consultant and use the EAN logo in their activities.
5. Certified EAN-ABSA Consultants can facilitate school certifications, but can also offer Train The Trainer Training of ABSA Consultants in their own country or elsewhere. They do this for a cost-covering (non-profit) fee. EAN offers a model to calculate a reasonable non-profit fee.
6. The EAN-ABSA Consultant certification is valid for two years. It can be extended for another two years on 3 conditions: (1) the EAN-ABSA Consultant documents her experiences in training and consultancy and makes recommendations to EAN for updates of the resources, (2) the EAN-ABSA Consultant evaluates each Certification Procedure and TT trainings with a short survey (for which EAN provides a model) and delivers an Excel data file with the results to EAN, and (3) the EAN-ABSA Consultant sends an annual overview of implemented Certification Procedures, TT trainings and asked fees to EAN. This information allows EAN to monitor the progress, quality and non-profit character of the certified consultants.
7. EAN updates the resources bi-annually. The European TT Training fee includes a margin to allow EAN to do this update.

When developing the proposal, the ABC-partners had the impression that the project partners could develop a full certification procedure. This turned out to be impossible, because none of the partners are an ISO-certification institute. Therefore we decided to focus on the initial self-assessment and facilitating the decision of the school management to improve policy. The franchise system we describe here is relevant for this product. We therefore call the consultants here Anti-



Bullying Self-Assessment (ABSA) consultants, also to distinguish them from possible future ISO-certification consultants.

The train the trainer manual, which includes the test for consultants, is presented in another document. This document will focus on the technical aspects of the EAN-ABSA-franchise.

2. Objectives

The objectives of the EAN-ABSA-franchise are to sustainability market and update the ABSA-procedure. It does this by training consultants who can offer to facilitate the procedure in schools.

To make the system sustainable, this proposal describes how EAN can implement this in a cost-covering way. The costs should ideally not only cover the marketing, ongoing training of consultants but also a periodic update of the ABSA-materials.

3. The franchise program

The franchise program consists of 6 elements. We present the elements in a chronological way, which makes them also readable as a task list. The presented actions are proposed as an action plan to be implemented after the closing of the ABC-project.

3.1 Dissemination of the leaflet

During the project lifetime, a promotion leaflet for the ABSA-procedure has been developed and translated in four languages. The leaflet introduces the ABSA-procedure and refers schools and trainers to a contact address where they can opt in for facilitation of the self-assessment or to become an ABSA-consultant.

The leaflet will be disseminated in its digital form online by the partners and distributed on paper in meetings with schools and potentially interested consultants.

3.2 Registration of ABSA-consultants

Interested consultants are registered in a database which is managed by EAN. An example of such a database is given in Annex 4.1. The database has names, contact information and information about the period for which the consultant is licensed.

The database is managed with regards to the EAN-privacy policy.

3.3 Preparation of the training for ABSA-consultants

EAN works with the interested consultants and partners to apply for Erasmus+ KA1 mobilities. This allows interested consultants and partners to do the training for a low fee.

EAN organizes a training for ABSA-consultants. This involves choosing a date, checking with the candidates if they are able to make the date, securing a training room and hiring a trainer.

In principle, this training takes place once a year during one day planned after the annual EAN-conference. The interested consultants are invited to take part in the training on their own costs (travel, accommodation and fee) but possibly they can make use of KA1 funding.



3.4 International training for ABSA-consultants

In the training, the draft program made during the project is used. The program is updated by the EAN trainer(s) every two years based on the experiences in the self-assessment procedures and the feedback from previous trainings.

At the end of the training, the participants get a certificate of attendance and a contract. The contract allows them to be a certified consultant to facilitate the self-assessment procedure on behalf of EAN and outlines a number of right and obligations that come with it (Annex 4.3).

The course materials distributed to the ABSA-consultants includes a section for the consultant on how to calculate their fee (see Annex 4.4, also available in Excel).

3.5 Collection of needs to update the program and training

The consultant contract requires consultants to deliver a feedback form for every facilitated ABSA-procedure (see Annex 4.2).

EAN appoints an ABSA-officer (preferably the same as the trainer) to collect the feedback forms and to use the data to make a report on how to improve the ABSA-procedure, the training and marketing of the ABSA-procedure.

The report is discussed in the EAN-Board of Directors.

3.6 Update of the ABSA-method, training of consultants and marketing

The EAN-Board of Directors decides which recommendations are adopted and who should carry them out. Preferably, the task to update the ABSA-procedure and training is given to one ABSA-trainer or a team of ABSA-trainers. The recommendations for the marketing are given to the Secretariat to carry out.

4. Annexes

4.1 Registration sheet ABSA-consultants

ABSA-consultant registration list	
First name	
Surname(s)	
Address	
E-mail	
Phone	
Experience	(Summary of previous experience with training and antibullying consultancy, attach your EuroPass CV as an Annex to this form)
Date of first registration	
Licensed until (date)	(2 years after initial or updated training)

4.2 Feedback form for ABSA-consultants

ABSA-procedure feedback form

This feedback form should be filled in after each facilitation of an ABSA-procedure. The purpose is to give EAN on how to continually improve the ABSA-procedure, the training of consultants and the marketing of the ABSA-procedure. This form is also available online and we preferred a consultant to fill it in online to make our analysis easier.

Consultant	name
School	name, place
Marketing	Where did the school first hear about the ABSA-procedure? The leaflet, the website, private contacts? What you think was their reason to do the ABSA-procedure?
Start date of the ABSA-procedure	date of contract or planning
End date	date of adoption of recommendations by the school management
Did the school collect the existing antibullying documents?	Yes, no. If no, explain and if possible give recommendations to improve the procedure.
Did the school adequately implement the student survey?	Yes, no. If no, explain and if possible give recommendations to improve the procedure.
Did the school adequately implement the teacher survey?	Yes, no. If no, explain and if possible give recommendations to improve the procedure.
Did the school	Yes, no. If no, explain and if possible give recommendations to improve

adequately implement the student review?	the procedure.
Did the school adequately implement the teacher review?	Yes, no. If no, explain and if possible give recommendations to improve the procedure.
Did the recommendations generated by you (based on the surveys) and by students and teachers reflect effective elements of antibullying policy?	Yes, please note which ones. No, please explain why your recommendations or those of the students or teachers generally reflect scientific pointers.
In what way you report the findings and make recommendations?	Minimal (only recommendations reported), average (a summary of the findings and recommendations were reported), elaborate (a full report was made on all the elements of the procedure) If possible give recommendations to improve the procedure.
Did the school management decide about the recommendations?	Yes, no. If no, explain and if possible give recommendations to improve the procedure.
Did the school management ignore some of the recommendations?	Yes, no. If yes, explain why and if possible give recommendations to improve the procedure.
Do you have any other comments that EAN can use to improve the ABSA-procedure?	
Do you have feedback that can help EAN to improve the training of consultants?	
Do you have feedback that can help EAN to improve the marketing of the ABSA-procedure?	

4.3 Model contract for consultants

The European Antibullying Network (EAN), hereafter called EAN

Registration number: {}

Address: {address}

hereby licenses {name}, hereafter called the ABSA-consultant,

to facilitate antibullying self-assessments by secondary schools, under the following conditions:

1. The consultant completes the international ABSA-training every two years, and from then on his license for two years more.
2. The consultant pays the cost for the training, including travel, accommodation, subsistence and the registration fee which covers the costs of EAN for training and updating of the assessment procedure.
3. The consultant reports to EAN when a self-assessment has taken place, and delivers feedback to EAN about the experiences in order to continually improve the self-assessment procedure. For this feedback, the consultant uses the feedback form that EAN delivers for this.

Date, place

signed on behalf of EAN

signed by the consultant

4.4 Model to calculate the cost covering fee for a training

In this Annex we give an a tentative budget which calculates the costs of consultants and of EAN in order to make the franchise sustainable.

Initial costs of the consultant	pax		costs
Travel training	1	€	250,00
Subsistence training	1	€	150,00
Training fee	1	€	163,00
Two yearly costs		€	563,00
Consultant costs per ABSA-procedure	hours		costs*
Intake	4	€	100,00
Logistic meetings	6	€	150,00
Survey delivery	2	€	50,00
Survey report/recommendations	8	€	200,00
Student review facilitation	8	€	200,00
Student review report	4	€	100,00
Teacher review facilitation	8	€	200,00
Teacher review report	4	€	100,00
Preparing management recommendations	4	€	100,00
Final management review	4	€	100,00
Franchise costs (2-yearly costs/nr of ABSA)		€	140,75
Total consultant costs per procedure	52	€	1.440,75
Number of estimated ABSA-procedures facilitated in 2 years:	4		
*rate per day (based on Erasmus+ average rate)	day	hour	
	€ 200,00	€	25,00
Costs of EAN	pax/hours		costs
Logistics	16	€	400,00



Annual training			
Trainer fee	10	€	250,00
Trainer travel		€	250,00
Trainer subsistence		€	150,00
Training resources	15	€	75,00
Training room rent & catering		€	400,00
Total costs training per year		€	1.125,00
Per two years:		€	2.250,00
Bi-annual review			
Review report by trainer	8	€	200,00
Review ABSA-procedure	8	€	200,00
Review training of consultants	4	€	100,00
Reviewed marketing	4	€	100,00
Total costs updating ABSA-franchise		€	600,00
TOTAL COSTS EAN PER TWO YEARS		€	3.250,00
Number of paying consultants and minimum required fee divided by total EAN costs:	20	€	162,50