



*LIFE LONG LEARNING PROGRAMME*

*LEONARDO DA VINCI*

Transfer of Innovation (TOI)

**PROMETEUS**

**PRomoting Mobility Expertise of Teachers of  
EU Students**

**EXTERNAL COMMUNICATION  
PLAN**

**Work Package 8**

*Drafted by: Associazione TECLA*

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## INTRODUCTION

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### 1.1 SHORT DESCRIPTION OF PROMETEUS PROJECT, OF ITS OBJECTIVES AND OPERATIONAL METHOD

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**PROMETEUS – PROmoting Mobility Expertise of Teachers of EU Students, financed in the frame work of the LifeLong Learning Programme – Leonardo da Vinci – Transfer of Innovation**, is aimed to transfer, through the Local Administrations (In Italy) and the representative Organisations/Associations (in France and Spain), to the actors operating in the Vocational and Educational Training System, the competences necessary to design qualitative mobility projects.

PROMETEUS objective is to provide trainers, teachers, public administrators and project managers working in extracurricular training contexts tools able to promote, plan and effectively manage the mobility opportunities made available through the national and European financial resources. These opportunities, in a labour market more and more complex and competitive, can represent, if adequately included in a overall development framework of the different territories, a unique opportunity of growth and job inclusion of younger generations.

PROMETEUS is a project of transfer of innovation since it is based on an existing didactic tool, previously designed and tested within the *OUT-IN Project: Organising, Using, Transfer Innovation* ([www.outinproject.net](http://www.outinproject.net)) whose main aim was to provide teachers and administrative personnel of secondary schools with knowledge and competences useful for the design and elaboration of actions of transnational mobility.

PROMETEUS, indeed, adapts and extends contents and functions already developed with the OUT-IN Courseware, carrying out a sectorial and geographic transfer, both with respect to the target groups, no more circumscribed to the school system, than with respect to the geographical areas involved.

The partnership is composed by organisations from Italy, France and Spain. The promoter is the Province of Sassari (IT) and the transfer process is activated using the same methods in all three countries, in the three Local Administrations (Nuts 3 level) in Italy, in France, through the GRETA Network and in SPAIN through the network promoted by AFANIAS. In Italy, the three Provincial administrations share important experiences on the planning and implementation of interventions for targeting young

people. These Administrations are responsible in their own territory for managing and coordinating the active policies on labour and they use national and European financial resources (essentially deriving from the ESF) mainly for social and cultural policies destined for the mentioned category of beneficiaries.

TECLA (IT) is an association of Italian local authorities with great competences in the definition, drafting and implementation of European cooperation projects, with a considerable know how on training and labour policies as well as active citizenship issues and youth policies.

MCG, as well as promoting the proposal from which the product to be transferred derives, has consolidated experience in interventions at a European level.

In France, Greta Lorraine is part of the French Network GRETA (220 Greta with more than 6500 centres throughout the Country) responsible for professional training and Adult Education.

AFANIAS in Madrid represents 18 Social training and intervention centres in one of the largest regions of Spain.

The issue of mobility for young workers and students is crucial to make our territories more competitive.

It is an essential instrument for building an authentic European space for lifelong learning, to promote employment and reduce poverty and to contribute in promoting an active European citizenship.

The European Strategy "Europe 2020" consider "Youth on the Move" as one of its flagship initiatives, aimed at improve the quality and international attractiveness of European institutes of higher education, through the promotion of students and youth workers mobility.

During these last years, above all thanks to Erasmus and Leonardo da Vinci, the number of young Europeans who received support in learning and work experience abroad is almost 3.5 million.

The need to invest in the human capital to make grow a knowledge society, promoting the exchange and contacts with other countries, is especially felt in the areas lagging behind or, in any case, the peripheral ones, where the high unemployment rates and the obstacles to entry the labour market, can be contrasted through an overall strategy able to share information and experiences among actors, promoting the quality in

training and education, and by this way, making students and young workers more competitive in the labour market.

Transnational mobility can, for many, represent acquisition of those skills that will make the difference when it is time to enter the labour market. Not every European country has policies that concentrate investment on supporting this learning method. Far from being just a problem of scarce resources, the objective of guaranteeing better opportunities and permitting everyone to carry through this type of experience can only be reached by improving the training programmes for those who must promote, plan and manage this experience efficiently: trainers and teachers are called to take on new roles which include the ability to relate with enterprises, local administrations, social parties. These actors must be able to catalyse and facilitate the quality of projects that can be activated in this manner, becoming cooperative and sensitive allies for objectives regarding the development of people, and also the territories in which these people live, study and work.

Through transfer, subject to the adaptation and updating of the methods and materials created during the previous OUT IN project, and thanks to the intense coaching and tutoring of those trainers and teachers which will be directly involved in the three Countries (IT, SP and FR), PROMETEUS intends to follow these objectives:

- widening the beneficiary target to involve around 300 trainers and project managers in 70 training agencies that stably cooperate with companies and workers (OUT IN was realized exclusively for schools);
- updating the linguistic aspects and references available in the existing courseware database.
- integrating didactic contents with In-depth Units or with the addition of specific Learning Objects to investigate further themes that answer the needs of the different users (both intermediate and final);
- widening the experience to include the two Italian insular Regions and two other Countries (ES and FR), in order to gather additional contribution elements deriving from the local public administration contexts (IT), social parties (FR) and social associations (SP);
- producing – together with the beneficiaries and with the help of the partnership– no less than 20 mobility and partnership projects that can be submitted to be financed.

## 1.2 PROMETEUS WORKING PLAN: ARTICULATION

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PROMETEUS project is articulated in 8 Working Packages through a linear and sequential structure, where the actions identified in each WP must be concluded to be able to start up the next phase.

This sequence do not apply to the 3 transversal WPs that concern the project management, project constant monitoring and the related communication and dissemination activities, all activities that, for their nature, need to be developed all along the project life.

Below a short presentation of each WP, as described in the Application Form, identifying the specific tasks of each one:

### ***WP 1 (Transversal) – MANAGEMENT AND COORDINATION OF THE PROJECT***

1.1 Guaranteeing regular and in keeping implementation in the respect of administrative and management procedures expected by the Programme.

1.2 Sharing the work plan with the project partners in terms of activities, tasks and responsibilities and working out of its concerned documents and tools, which support both the implementation and the accounting of the project.

1.3 Coordinating and guaranteeing the permanence of both the relations and the communicative flow into the partnership.

1.4 Working out of Interim and Final Reports, respecting procedures and deadlines expected.

### ***WP 2 - UPDATING OF COURSEWARE NAMED “To Plan Mobility Projects”***

2.1 Updating the training path by adapting it according to European politic and strategic framework, by making it available and spreading information and reference documents.

2.2 Widening the network of direct and potential users of the training path, by making it accessible and usable for the new regional contexts involved in the transfer action.

### ***WP3 - UPDATING PLATFORM AND TESTING***

3.1 Updating and implementing the support platform to supply the contents

#### ***WP4 - LOCAL AWARENESS SEMINARS***

4.1 Introduction of the project, the courseware and the on line platform.

4.2 Encourage and launch the direct exchange among the participants, and set up their involvement in the project activities.

#### ***WP5 - TRAINING "TO PLAN MOBILITY PROJECTS"***

5.1 Access to the self-training path called "To plan Mobility projects"

#### ***WP6 - TO PLAN MOBILITY PROJECTS : LABORATORIES OF PROJECT WORK***

6.1 Arrangement of 20 competitive project applications at least, by supporting their drafting with actions of coaching and technical consulting.

#### ***WP7 (Transversal) - MONITORING AND EVALUATION OF THE PROJECT***

7.1 Guaranteeing the quality, the effectiveness and the efficiency related to the implementation of project activities.

7.2 Assuring the achievement of objectives prearranged.

7.3 Evaluate the conformity between carried out and planned.

7.4 Assuring the follow-up and the evaluation of the process, the results and administrative-financial aspects of the project.

7.5 Working out and sharing of modalities, indicators and parameters for the quality control and its tools of gathering quantitative and qualitative data.

#### ***WP 8 (Transversal) DISSEMINATION AND VALORISATION***

8.1 Promoting the project and disseminating the project results throughout the systems, target groups and potential users.

8.2 Making aware and involving the actors who are interested, on different levels, on the project themes.

## OBJECTIVES OF THE EXTERNAL COMMUNICATION PLAN

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The External Communication Plan described herein is an intermediate product of the PROMETEUS project, and, specifically, of the WP 8 “Dissemination and Valorisation”.

Drawn up by TECLA Association and shared by all project partners, the Plan aims at a systematic presentation of the external communication and dissemination strategy and activities<sup>1</sup> envisaged for the whole duration of the project (October 2011-September 2013) and at detailing, among other aspects, its objectives and related actions, the tools to be used, the target groups, the available time frame and the partners responsible and involved.

As such, the Plan is a key document primarily oriented towards the project partners that acts as a Guideline for the effective and efficient planning and implementation of all envisaged dissemination and valorisation activities.

On another level, the Communication Plan is useful in providing all subjects outside the partnership, stakeholders and project beneficiaries with an organic reference framework of the objectives, tools and methods of implementation of PROMETEUS project communications activities.

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<sup>1</sup> Communications activities *within* the partnership will be performed via the following tools: private area on the project website, 4 partnership meetings, phone, fax, e-mail and Skype.

## STRATEGY

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Effective and efficient communication is a key component for the success of a project. This particularly applies in the case of a Multilateral Project for Innovation Transfer as PROMETEUS project is.

Indeed, projects of this type aim to make operative innovative solutions previously tested, so to produce a real impact on education and training systems and on the organizations involved.

For these reasons the dissemination and diffusion activities both to direct recipients and to the various stakeholders that can support their integration at system level are crucial elements in attaining the objectives of the project.

For this reason, an entire WP has been devoted to communications activities, transversal to the all project duration, coordinated by TECLA Association, and in which all partner organizations play a significant role.

In general, the purpose of the external communication activities is to promote the broad dissemination of project results and products to sectors/target groups as well as to raise awareness among potential users and the various stakeholders in the project issues (including the general public) in order to increase their involvement and contribute in the long-term to the steady-state operational implementation of PROMETEUS results.

The communication strategy is aimed at guaranteeing and supporting the effectiveness of the services dedicated to the actual and potential beneficiaries of the final results of the project. The idea is to reach and, progressively, widen the target to amplify the relative impact on the involved territories. In terms of dissemination, there are different channels, tools and activities that can answer the specific communication characteristics of the different systems and groups identified.

Specifically, the objectives of the communication activities are to:

- Disseminate information about both the project in general and on specific activities and products developed within it, highlighting their added value and innovation
- Strengthen and extend the involvement and participation of systems/target groups

- Raise the awareness of all other stakeholders regarding the issues addressed by the project
- Inform the general public about what is happening in their territories
- Provide the project with a “claim”, namely an image that becomes familiar hence easily and immediately recognisable
- Publicise financing by the European Commission thus what it is doing for the development of local areas and citizens

The communication strategy involves three phases of implementation.

During start-up and the first months of the project, the specific objective will be to provide information about the project and its products/results to be transferred, illustrating their potential and innovative character in order to build consensus and support concerning the project – elements necessary for the development of subsequent project activities.

Once PROMETEUS is in the implementation phase, ongoing updates will be provided on the state of progress and the activities and the products developed, in order to strengthen and extend participation and interest in the project.

Lastly, in the final phase of the project it will be important to disseminate the lessons learned, best practices developed and the results achieved in order to ensure the sustainability of PROMETEUS after its conclusion.

Given that the sustainability of a project presupposes its valorisation, PROMETEUS is characterised by the proposal of activities that in themselves are already configured as interventions of "valorisation", in other words, actions aimed at targets that are not directly involved in the activities. PROMETEUS has structured the work packages (WPs) in such a manner as to alternate moments of actuation and production with moments of evaluation and validation, in order to guarantee the application and concrete adoption of the proposed innovation. Among these activities the following are important: Local Awareness Seminars, promoted by the Provinces in the partnership; free access to the didactic contents of the platform, Training and Laboratories of Project Work: even though the “immaterial assets” (methods and knowledge) are not considered as being dissemination products, in terms of value they offer the advantage on the one hand of being set according to the specific needs of the target groups and on the other of promoting the creation of cooperation and transfer networks (local, national, transnational) among subjects working in the same sector.

At all stages, the communication strategy will take into account the following principles in order to ensure that the actions of dissemination and their implementation have effective impact:

- avoid conveying too many messages at the same time (information overload produces confusion and dispersion)
- ensure the transparency of the messages to be conveyed
- use tools of different types (both “media” and “non-media”)
- model the language to the target groups in order to make the message interesting, personalised and relevant to each of them
- use at all times a language which, although technical, is clear, understandable, direct and accessible
- disseminate the messages at local level in partner territories and/or national level and/or European level, and promote as far as possible, a two-way approach that involves the dissemination of information about the project on the one hand at local level and within the territories themselves (from top to bottom and diffusely at the base) and, on the other, from the territories towards, and for the attention of, national and European systems and towards other European countries and territories (from bottom to top).
- adhere to the guidelines on the visibility of the Programme and in particular include in all project-related communications and products the logo of the LLP, where possible that of the National Agency Leonardo da Vinci and where necessary the disclaimer of liability.<sup>2</sup>

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<sup>2</sup> The PROMETEUS project is financed with support of the European Commission. This (publication, document, communication) reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## TARGET GROUPS

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Listed below are the target groups/recipients of the communication and dissemination actions of the PROMETEUS project, divided into direct target groups/recipients and other stakeholders to be reached.

### ***Direct target groups/recipients:***

- Training Agencies/Centers in the partner territories in Italy, France and Spain
- Administrators/decision-makers in matters related to youth policies, training and labour policies (Administrative level NUTS 3 e 4)
- Organisations, Associations and actors involved in local development and active in social matters and lifelong learning
- Project managers and planners acting in extracurricular training contexts
- Media (local newspapers/ TV and radio stations etc.)

### ***Other recipients:***

- Training Agencies/Centers in other territories in Italy, France and Spain
- Trade Associations and companies
- Young workers
- Universities
- Teachers and administrative staff of secondary schools of the territories involved
- Organisations and local/national associations dealing with international mobility of workers
- Other LdV projects at European and national level
- The general public

## TOOLS

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Illustrated below are the tools identified for communication and dissemination actions in the PROMETEUS project, including the specific objectives and targets, the time frame and the partners responsible and involved.

## COORDINATED GRAPHIC LAYOUT

<i>Specific Objective</i>	identify the project and its objectives in a clear, immediate and highly evocative manner
<i>Target Groups</i>	All
<i>Description</i>	<p>The graphic design intends to create a unique and evocative image of the project, through distinctive colours and images and a project claim, able to convey in a clear and direct way, the project objectives and its innovative character.</p> <p>The Graphic Layout primarily includes the logo, as the project image, which is inserted in all project documents, communications and products.</p> <p>Along with logo, a standardised letterhead, format for presentations in .ppt is designed so to ensure, among partners, homogeneity in the presentation and diffusion towards external actors of the project information.</p> <p>In the same way the layout of brochures and newsletter is defined.</p>
<i>Language</i>	---
<i>Medium/mode</i>	Web
<i>Implementation date</i>	April 2012
<i>Partner responsible</i>	TECLA Association
<i>Partner involved</i>	All Partners for its validation

## WEBSITE

<i>Specific Objective</i>	provide specific and constantly updated information on the project and its progress
<i>Target Groups</i>	All. In particular, the general public, the main target groups identified and stakeholders
<i>Description</i>	<p>The website is particularly useful as a tool for disseminating information about the project and its objectives, its activities and expected results. It allows to constantly update information on work in progress and to provide information and news on related issues.</p> <p>The website will be registered to an identification domain that will evoke its name, according to the available options.</p> <p>It will include a public and private area. The public one will be structured in different sections, containing information at different level:</p> <ol style="list-style-type: none"> <li>1. General description of the project and of its objectives</li> <li>2. Activities and description of the workplan with the related expected results</li> <li>3. Results and products to be “downloaded” (communication materials, reports, publications etc.)</li> <li>4. Partnership, with a short description of each partner, of the on going project activities, contacts, and links to the partners website</li> <li>5. News and Events containing information about project events and relevant news on issues related with international mobility</li> <li>6. Links to national and european sites of interest related to project issues (LdV Program, European Commission, Program “Youth on the Move”, ISFOL etc.).</li> </ol> <p>The private area, used only by project partners, will allow partner to work in remote, sharing project technical documents, information and proposals. The private area will be accessible through an ID and a Password supplied to each partner and, by way of a common management software, will allow to each subject to archive and therefore share all the operation documents produced (minutes of meetings, reports, management and administrative documents, etc.).</p>

	The website will include a direct and visible link to the online platform supplying the self-training path
<i>Language</i>	Italian/English
<i>Medium/mode</i>	Web
<i>Implementation date</i>	April/May 2012
<i>Partner responsible</i>	TECLA Association
<i>Partner involved</i>	All partners will provide contents

## BROCHURE

<i>Specific Objective</i>	provide a clear, short and easily understandable presentation of the project
<i>Target Groups</i>	All
<i>Description</i>	<p>The multilingual brochure will provide short information to present the project, its objectives, activities, expected results and a short partnership description. To provide information in an ordered way, the brochure will be produced in 10x21 format, in 3 pages (four-color process, paper 110gr) and will describe the project answering the following questions:</p> <p>What is PROMETEUS? Why a project like PROMETEUS? How does it work? Which methodology does it follow? How is it structured? Which are the expected results? Who are the partners?</p>
<i>Language</i>	Italian, French, Spanish, English
<i>Medium/mode</i>	Paper and PDF
<i>Implementation date</i>	May 2012
<i>Partner responsible</i>	TECLA Association for the contents and printing in italian and english
<i>Partner involved</i>	AFANIAS and GRETA for the translation in spanish and french and for its printing

## NEWSLETTER

<i>Specific Objective</i>	provide updated information on the project development and offer in-depth presentation on European, national and local policies related to international mobility of young people and workers and provides “food for thought” on the experiences and initiatives carried on in the involved territories on such issues.
<i>Target Groups</i>	Trainers, teachers, project managers and planners, local decision makers and administrators, schools, training agencies/centers
<i>Description</i>	<p>The contents of the Newsletter will be structured on the basis of an Editorial Plan where it will be indicated for each number: structure and number of articles, number of characters, contribution requested to each partner, deadlines.</p> <p>In general terms, the Newsletter format will be based on a catchy graphic layout with not too long news and information and links to deepening information provided in other websites, so to keep high the attention of readers. It will be structured in 4 key sections:</p> <ul style="list-style-type: none"> <li>- WORK IN PROGRESS: Update of project activities</li> <li>- THEMATIC FOCUS: Focus on a specific issue, with particular attention to the european and national policies of reference and the related financing programmes</li> <li>- NEWS FROM THE TERRITORIES</li> <li>- HIGHLIGHT (section containing news or specific initiatives to be highlighted)</li> </ul> <p><b>4 thematic issues</b> of the newsletter will be produced in PDF format. They will be uploaded to the public area of the website and sent to the target groups (<u>mailing list made up by each partner</u>).</p>
<i>Language</i>	English + Italian + French + Spanish
<i>Medium/mode</i>	Electronic/web
<i>Implementation date</i>	June, November 2012 and April, September 2013

<i>Partner responsible</i>	TECLA Association for the graphic layout, for the proposal of the Editorial Plan, for the collection of contributions and for the upload to the website
<i>Partner involved</i>	All partners for providing the different contributions required in english on the basis of the Editorial Plan agreed.

## PRESS RELEASES & PRESS CONFERENCES

<i>Specific Objective</i>	spread information about the project at local level in order to strengthen participation and raise awareness on the project among the various stakeholders and the general public
<i>Target Groups</i>	Trainers, Teachers, Project managers and planners, Local Administrators, Schools, Training Agencies/Centers, media, General Public
<i>Description</i>	<p>The 5 territories operationally involved in the project will disseminate, at local level, basic information about the project, its overall progress, its achieved results through the diffusion of <i>ad hoc</i> releases.</p> <p>Press releases will be issued by the Partners at key phases in the project such as the start-up of activities, organisation of training activities and laboratories of project work.</p> <p>News containing basic information on the project (objectives, activities, etc.) and its state of the art will be assured by project partners also through the following channels of communication: partner websites, reports, e-mailing lists, the ADAM European portal of projects and products developed within the Leonardo da Vinci Programme.</p>
<i>Language</i>	Italian, French, Spanish
<i>Medium/mode</i>	Electronic/Paper
<i>Implementation date</i>	All the project life
<i>Partner responsible</i>	Province of Sassari, Province of Messina, Province of Ragusa, AFANIAS, GRETA
<i>Partner involved</i>	MCG, TECLA

## INFORMATIVE SEMINARS

<i>Specific Objective</i>	To introduce the project, its objectives and actions to the local actors of the concerned territories, highlighting the potential of the initiative for the territories involved
<i>Target Groups</i>	Trainers, teachers, project managers and planners, decision makers and local administrators, schools, training agencies and centers, public in general, youth associations
<i>Description</i>	In each territory involved an informative seminar will be organised, with the aim to provide the interested actors and, more in general, the territorial actors directly or indirectly involved in transnational mobility, with detailed information about PROMETEUS initiative, its objectives, and potential to build up and promote effective paths of transnational mobility
<i>Language</i>	Italian, french, spanish
<i>Medium/mode</i>	Meeting
<i>Implementation date</i>	June 2012
<i>Partner responsible</i>	Province of Sassari, Province of Messina, Province of Ragusa, AFANIAS, GRETA
<i>Partner involved</i>	TECLA, MCG will share the structure of seminars

## FINAL CONFERENCE

<i>Specific Objective</i>	Disseminate, at national and european level, information on the results achieved by the project and reflect, together with the members of the partnership and the various stakeholders directly involved, as well as the potential ones, their sustainability and possible follow-up actions
<i>Target Groups</i>	National and european Institutions, experts on international mobility, trainers, teachers, decision makers and local Administrators, schools, training agencies and centers
<i>Description</i>	<p>The Final Conference will be the occasion to present project achieved results, the working methodology adopted and tested and to discuss about the way to guarantee the sustainability of the achieved results.</p> <p>The Conference will be attended by all project partners, the direct beneficiaries, the local Administrations involved, the potential beneficiaries as well as representatives of national and European Institutions and Agencies working on youth policies and issues and on international mobility programs.</p> <p>It will be held in Sassari, during a whole day, and will probably divided into <b>two distinct sections</b>.</p> <p>The <b>first section</b> will focus the attention on the national and European policies favouring workers mobility. It will stress, in the light of the new European programming period, the attention devoted by the European and National Istitutions to such a issue, in a more wide and comprehensive framework represented by the active labour market policies and labour inclusion.</p> <p>During this first section, the main financial opportunities to support mobility of young people will be presented.</p> <p>The <b>second part</b> of the Conference will draw the attention on the achieved results of PROMETEUS project and, in particular, on the Laboratories of Project Work activated, on the best practices developed and lessons learned and on the approach developed to present project proposals and to sustain, in the future, the path and working methodology acquired.</p>
<i>Language</i>	Italian, English

<i>Medium/mode</i>	Meeting
<i>Implementation date</i>	September 2013
<i>Partner responsible</i>	Province of Sassari for organisation and logistics
<i>Partner involved</i>	TECLA and MCG for the support in the definition of speakers

## FINAL INFORMATIVE PUBLICATION

<i>Specific Objective</i>	Disseminate the achieved results of the project and offer operators and experts in the issues addressed by the project a practical guide to elaborate project proposal of international mobility
<i>Target Groups</i>	Trainers, teachers, project managers and planners
<i>Description</i>	<p>The Final Informative Publication represents a compendium including, in a syntetic but well structured way, the project path, the achieved results and the output produced, with special attention to the proposals of mobility projects worked out during the Laboratories of Project Work.</p> <p>The Publication will be organised in distinct sections.</p> <p>A <b><u>first section</u></b> summing up the project results, properly described according to the characteristics and features of the places where the project has been implemented.</p> <p>A <b><u>second section</u></b> with a Focus on the results of the Laboratories of Project Work organised so to search out approaches, lessons learned and operational approaches adopted.</p> <p>A <b><u>third section</u></b> instead will contain a proper “<b><i>Mobility’s users Guide</i></b>”, an easy and friendly tool that will describe the whole self training path proposed by the project, providing the operators working on the issues addressed by the project with useful informative tools to define and present project proposal on transnational mobility of good quality.</p>
<i>Language</i>	Italian, English, French, Spanish
<i>Medium/mode</i>	Paper/Pdf
<i>Implementation date</i>	September 2013
<i>Partner responsible</i>	TECLA Association for the definition of the structure and contents, for the layout and printing
<i>Partner involved</i>	MCG for the support in the definition of the contents. All other partners for providing some contents and for translating it in the language of reference.

## TIMEFRAME FOR THE RELEASE OF THE COMMUNICATION TOOLS

WORKPROGRAMME	2011			2012												2013									
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUI	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUI	AUG	SEPT	
Coordinated Graphic Layout																									
Website																									
Brochure																									
Newsletter																									
Press Releases/Press Conference																									
4 Informative Seminars																									
Final Conference																									
Final Informative Publication																									