

DEvEA

(Developing Employability via
Environmental Action)

Project Dissemination Plan

1. Introduction

This document details the aims, key messages, methods and target groups relating to the delivery of this Leonardo Transfer of Innovation project Developing Employability via Environmental Action (DEvEA). It is of interest to all of those involved in the management, delivery and auditing of the DEvEA project.

The overall aim of the project is to transfer a range of innovative mechanisms for supporting learners in building, validating and valorising their employability skills developed in the context of environmental action to other European countries via partner organisations in the Netherlands, Poland and Spain.

The rationale of the project is based around the need to provide enhanced employability support for people in the labour market who are engaged by and involved in environmental issues. In each of the participating countries there is significant youth unemployment alongside large numbers of young people participating in environmental activism and volunteering, which provides an excellent context to support them in developing their employability, both in terms of skills for the environmental sector and 'soft' transferable skills.

Objectives of the Project

The main initial aim of the DEvEA project is to facilitate the adaptation and transfer of mechanisms and materials designed to support learners engaged in environmental action in enhancing their employability from the UK to other EU Member States. The intention is to create closer links between the world of work within 'green economy' and VET for the environmental sector. This will be achieved through the transfer and development of bespoke employability and work preparation programmes that are vocationally specific and respond to the skills needs and employer requirements and expectations within key sub-sectors within the green economy.

This aim will be achieved through two main phases of project activity:

- 1) Adaptation, transfer and testing of the materials via pilot projects delivered by partner organisations in Poland, the Netherlands and Spain.
- 2) Reflection on and analysis of the transfer processes to produce recommendations and guidelines for wider transfer to other Member States and, if appropriate, other sectors of the economy.

Within the context of the overall aims of the project, DEvEA will also achieve concrete objectives in the following areas:

Needs Analysis: Assessments of the different contexts in which the partners will deliver the pilot projects, taking into account their national and regional contexts, sectoral focus and the needs and aspirations of their target groups and of employers

Adaptation: Co-operation between the project partners to translate and transfer the materials so that adapted versions are prepared for use by each of the partners

Testing: Delivery of pilot projects in the Netherlands, Poland and Spain in which the adapted materials will be used by the partners to support learners engaged in environmental action in developing their employability for following sectors: horticulture and grounds maintenance; environmental impact assessment; and solar energy.

Evaluation: The DEvEA project will incorporate an external evaluation that will review impact achieved and potential future benefits, provide an independent assessment that will add credibility to recommendations for further use of the materials generated by the project.

Exploitation of the results: Development of guidelines for further adaptation, both within other EU countries and across the green economy that will be disseminated at local, national and EU level to support wider take-up of the transferred materials and maximise future impact.

Partnership

Groundwork London, United Kingdom
Fundacja Partnerstwo dla Srodowiska, Poland
Stadsdeel Amsterdam Nieuw-West, Netherlands
Gestion Integral de Energias Renovables S.L., Spain

2. Objectives of the Dissemination Plan

Objectives of dissemination set out in the project plan:

- To communicate project activities and progress in print and online to the relevant target audiences: including project partners; members of their networks; beneficiaries from the target groups; employers; and other local, national and European level stakeholders
- Creation of a multi-lingual website that functions as a comprehensive project resource for partners, organisations in their networks and other actors across the wider environmental sector
- Integration of project results within the broader activities of the project partners and their immediate networks
- Engagement of key stakeholders and decision makers within the environmental sector to promote the wider use of materials developed via the project

Aims of the dissemination plan:

- To provide potential beneficiaries and stakeholders with accurate and reliable information about the project and the partnerships work in this area
- To help raise awareness of the project and generate new partnerships amongst potential beneficiaries for future work in this area
- To promote the benefits and added value of European cooperation to the general public
- To encourage active dissemination of project work, outputs and results by partners and their networks

Dissemination Plan Expected Audience:

- Project Partners
- Regional Partner delivery organisations
- Potential future working partners
- Leonardo managing authority
- Project Evaluators

3. Key Dates for Dissemination Activities

- Project website live – April 2013
- Partner National Level Plans for exploitation of project results available – March 2014
- Adapted materials adopted by minimum 40 tutors / support staff working within the target groups – June 2014
- Adapted materials adopted by minimum 15 organisations working with the target groups – June 2014
- Project results disseminated at the European level – September 2014

4. Key Messages and Methods

Key Messages:

The key messages will emerge out of the four core pieces of work being delivered by the project

- Needs Analysis – assessments of the differing contexts in which partners operate and the challenges they face
- Regional Adaptation of Materials – the process followed by each partner in adapting the core documents to their own context and their own pilot project
- Delivery of Regional Pilot Projects – the results and impact of these projects
- Results of Evaluation work – messages coming out the evaluation work

Methods / Tools:

- Project website
- Project information folder / presentation
- Local Pilot Project materials
- Evaluation Report
- National Level Plans

5. Targets Groups & Country Context

The target groups for the project will have a number of levels from the local, which will be focused on the beneficiaries of the regional pilot projects, through to the national and European network level which will be the focus of the dissemination of results and shared learning (see table below).

To complement this document each partner will produce a National Level Plan that will set out the specific country context for each partner and how their pilot projects fits into this context.

Partner Organisation (Operating country)	Primary Target Groups (these groups would include those that are directly engaged through the delivery of the project, for example the participants in the Pilot Projects)	Secondary Target Groups (these groups would include relevant wider networks perhaps that your organisation has working links with or would be interested in our work)
Gienal (Spain)	<ul style="list-style-type: none"> • Former workers in the construction industry 	<ul style="list-style-type: none"> • Networks of organisations working in solar energy installation • Local funders / supporters • Environmental practitioners / training providers
PEPF (Poland)	<ul style="list-style-type: none"> • Recent graduates in environmental studies 	<ul style="list-style-type: none"> • Employment and training agencies • Environmental practitioners / training providers • Local funders / supporters
SANW (Netherlands)	<ul style="list-style-type: none"> • Local unemployed individuals • Employment and training agencies • Social housing providers 	<ul style="list-style-type: none"> • Regional Authority departments • Regional Authority local delivery organisations • Environmental practitioners / training providers
Groundwork London (UK)		<ul style="list-style-type: none"> • Local Authorities • Employment Agencies • Training providers • European networks

6. Roles and Responsibilities

Lead Partner – Groundwork London

- Support partners in the delivery of those tasks listed below
- Report on dissemination work to the National Agency
- Identify and pursue opportunities for wider dissemination
- Disseminate project work to Groundwork London partners

Work Package Lead – Gienal

- Create and manage the project website
- Coordinate the collection of project materials for the partnership and the posting of relevant documents on the website
- Updating the dissemination plan and target group details when required
- Support partnership reporting on dissemination to the National Agency
- Produce and share a Project Information Folder or Powerpoint Template
- Produce a European Level Action Plan building on the National Level Action Plans

All Project Partners

- Produce a national level action plan which will take the form of a short report listing the organisations you have or will be engaging through the project
- To collect and provide samples of any relevant regional information relating to the delivery of the project, particularly Pilot Project publicity materials
- To monitor and record any feedback to the key issues being explored by this project