

WP 6 – Dissemination strategy



New job opportunities for inactive women in tourism sector

2012-1-SK1-LEO005-04198

This project has been funded with support from the European Commission.

This publication (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.

WP6- DISSEMINATION STRATEGY

by

COOP Institute of Education



TABLE OF CONTENTS

INTRODUCTION 4

OBJECTIVES OF DISSEMINATION STRATEGY 5

DISSEMINATION PROJECT PHASES 7

TARGET GROUPS..... 8

DISSEMINATION TOOLS 9

SUSTAINABILITY OF THE PROJECT AND EXPLOITATION OF ITS OUTCOMES..... 15

CONCLUSIONS.....17

INTRODUCTION

„Valorisation” is originally a French term and represents a concept which is now widely used and accepted in the European educational and training community. It can be described as the process of **disseminating and exploiting** the results of projects with a view to optimising their value, strengthening their impact, transferring them, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European levels (http://ec.europa.eu/dgs/education_culture/valorisation/doc/def_en.pdf).

Dissemination is a key aspect of the Lifelong Learning Programme Leonardo da Vinci, as it is an essential element in making projects sustainable beyond the funding period. The concept of dissemination is relatively straightforward. It can be defined as ‘the process of information-giving and awareness-raising’. The answer to the question ‘Why disseminate?’ is simple – it is to enable others to benefit from project outcomes.

Dissemination and exploitation of project results will aim to make the results achieved by the different research Work Packages during the project life-cycle broadly known to a number of target audiences (the training providers, vocational training institutions, universities, trainers, inactive women, tourism companies, enterprises and other interested subjects).

An effective dissemination strategy consists in using or creating all resources I-NEW partnership (SK, IT, TR, AT) has in its own in order to achieve the biggest number of people belonging to the project target sector and field. Taking in account that valorisation means also to transfer and deeply develop I-NEW projects results, profiting it at the maximum level, after the project finalization, it is important to know how the results could be disseminated: in particular, it is important to know what (I-NEW activities), who (I-NEW target groups), when (I-NEW activities timetable) and how (human and financial resources).

The concrete aim of the I-NEW project - “New Job Opportunities for Inactive Women in Tourism Sector”- is to encourage, motivate, train and provide capacities, knowledge and skills to inactive women from different partner countries, to start a promising future in the tourism field by being employed in the local tourism sector and be good examples of the theme. This follow-up project has been evolving the idea of TourEast project, which was aimed at developing the course material following informal learning methods with hidden pedagogical support in order to empower middle-aged women to lose psychological barriers to complete their skills and the feeling of being old and useless.

By using new IT technology, this project will e-train inactive women - who are neither employed nor seeking employment because of family responsibilities (housewives, women after maternity and parental leave, women looking after children and incapacitated adults, middle aged women) and have got obstacles to find a job and re-enter back into labor market. Consequently, it will improve the employability and facilitate the vocational integration of these women and give them the opportunity to use their natural "talent" and experience in the tourism sector.

OBJECTIVES OF DISSEMINATION STRATEGY

The overall objective of the Dissemination Strategy of I-NEW project is to identify and to organise the activities which are required to be performed in order to promote awareness of the project objectives, progress and the wider dissemination of knowledge/results from the project. The dissemination strategy outlined in this document forms the dissemination plans for all deliverables in the I-NEW project.

Moreover, the purpose of this document is to inform and to gain agreement across the partnership on the detailed dissemination strategy for the I-NEW project. This will form part of the understanding between partners as to their commitment to dissemination. The dissemination strategy outlined in this document will be used to promote awareness of the project objectives, progress and results to the training providers, vocational training institutions, universities, trainers, inactive women, tourism companies, enterprises and other interested subjects. Via the organisations dealing with tourism (hotels, restaurants, travel agencies, tourist information centre and etc.) in the partners countries, close contact will be maintained with employers throughout the project period and after the end of project period. We will involve them in giving us feedback about the the developed project outputs. This may be done through pilot testing, meetings, dissemination seminars and workshops, conferences or other events focused on developed modules and e-learning platform.

In this way it will be much easier to make them our supporters and promoters.

Also, we should think about the marketing and business plan from the sustainability of the project. That means we will develop activities and messages that will convince representatives of these institutions (the training providers, vocational training institutions, universities, trainers, tourism companies, enterprises dealing with tourism) to adopt, use and disseminate developed e-training materials even after the project will finish.

All partners will contribute to the dissemination strategy in equal parts in order to reach a European audience as well as national audiences in the partners' languages. All partners will find their national bodies (women organizations, organizations dealing with tourism, related public authorities, training schools, professional associations, industry connections and potential inactive women, etc.) and will discuss the possibilities of cooperation on dissemination process and strategies. At the end of these discussions each partner will determine their specific dissemination strategies apart from the general strategies of the steering committee.

Concrete aims of the valorization within the I-NEW project are as following:

- Disseminate the project's approach, the methodologies and its result to wide audience
- Ensure effective and efficient dissemination of the results and encourage all project partners to fulfill all necessary tasks regarding dissemination activities
- Help to contribute to the increasing the employability of inactive women and develop a working model for similar efforts and execution of effective dissemination and exploitation

of the project aims, methods, outcomes/results and products starting from the first month of the project

- Dissemination of the project results to the I-NEW target group in national and European level at the widest possible extent
- Ensure the appliance of proposed dissemination activities in each work packages, develop an efficient feedback mechanism for overall project, web site and training modules, ensure that the project will survive after the end of funding period
- Diffuse the content to other sectors, institutions, countries in such a state of mind the more future partners will join the partnership, the more the device will be richer
- Commercialization of the project and concluding related copyright agreements with partners and further questioning of the continuation of the cooperation in the topic
- Develop systematic information and communication technique including newsletters and advertisements; make the portal “VISIBLE” in the virtual world – Internet.

DISSEMINATION PROJECT PHASES

The dissemination strategy of the I-NEW project consists of consecutive phases which require different methods and activities to be initiated in order to be able to achieve the goals and to reach project target group:

Awareness-oriented phase

The goal of the first phase is to raise awareness about I-NEW project and its objectives. This involves the setting up of the basic marketing materials and awareness-raising presentations at different related events. The main activities of this phase are:

- setting up a common project design, such as a project logo, templates for documents and presentations;
- creating and maintaining the project website;
- designing the project information materials (such as leaflets, brochures, flyers, roll-up posters);
- giving introductory presentations at conferences and dissemination workshops about the challenges and goals of I-NEW in order to raise awareness among the target group.

Result-oriented phase

The second phase aims to promote the results of I-NEW project, in order to allow potential users to get involved in e-training activities and to get familiar with e-learning platform, to get to know the achievements and the related benefits of the I-NEW project. This will be done by addressing target group in participating in testing of developed e-learning modules on e-learning platform and take the following activities in account: Display and promote public deliverables and news for viewing and downloading on the project website in order to show the liveliness and progress of the project and to keep interested parties up-to-date. Presentations at conferences and workshops introduce the findings of the I-NEW project. These presentations will still be target group-oriented. The I-NEW consortium will publish and disseminate press release after having reached important milestones. These press releases will be circulated to interested parties. In order to reach potential users of e-learning platform, project outputs could be disseminated via partners' websites, regional websites and Facebook advertising. Future dissemination campaigns will increase the interests of target group in e-training activities.

Exploitation-oriented phase

During the final dissemination phase specific activities will be undertaken in order to actually start the exploitation. The exploitation is targeted at potential users of the I-NEW platform. Specific planned activities of this phase include: Exploitation-oriented upgrade of I-NEW project website, participation at tourism and education-oriented exhibitions, fairs and workshops, where the results of the project should be presented to stakeholders, vocational training institutions, training providers, tourism associations and contacts for potential commercial projects could be built.

TARGET GROUPS

The project is focused on two main target groups.

Primary target group is represented by inactive women who have natural "talent" combined with experience but have problems to re-enter into working life because of several family responsibilities (housewives, women after maternity and parental leave, women looking after children and incapacitated adults, middle aged women). The active involvement of this target group while defining the actual educational needs and while testing and validating the interim and final results will have a strong impact on target group. They will be able to influence to content of the course of the adult education in the concerned field. Thus, the educational needs of the target groups in the area concerned will be covered by the e-training course. Promotion activities during the project will assure a better awareness of the project by them – therefore they are expected to be interested in the collaboration concerning the development of the course and its use. The long-term impact will be an increased employability of inactive women disadvantaged by their family responsibilities. New professional competences and skills not only be a competitive advantage for them when they apply for a job or when they justify competencies for their job, but it can help them crucially during the work itself (valuable intercultural competencies). The better access to such kind of vocational training through the collaboration of public bodies (chambers of commerce, employment offices, employers associations and training bodies).

The secondary target group of the project consists of employers/enterprises in tourism sector who/which are starving for such a naturally soft skilled workforce like inactive women. They will profit from (potential) employees who are skilled, trained and highly motivated to find a job. Having gone through the e-training course, inactive women not only know about tourism sector, but also about their personal strengths and how to use them effectively. Moreover, due to a constant exchange of information and experience during (and after) the project, information will be passed on to tourism organizations (e. g., about methods applied in other countries, about tourists, etc.), therefore the enterprises will also gain from a general influx of information and knowledge.

Last but not least, VET providers, professional associations, labour market authorities and related public authorities, training schools and course developers, stakeholders and individuals interested in the subject are the target groups .

DISSEMINATION TOOLS

I-NEW e-learning Web portal - In order to introduce the main topics and information related to the I-NEW project, the web portal www.inew-eu.net has been designed with the most up-to-date development technology, assuring the simplicity and the efficiency of its use, in an appealing and user-friendly environment. The web portal will provide a very effective and attractive dissemination of the project results and development of the ongoing activities. Thus, active and continuously updated dissemination will be provided within the partnership.

The main page will be in English and it will be subdivided into native language versions of the partner countries, which increases their availability and accessibility. Every partner organization will insert a link from their institutional web sites to the main page of the project. The web portal will provide a very effective and attractive dissemination of the project results and development of the ongoing activities. Thus, active and continuously updated dissemination will be provided within the partnership. Initially the page will cover introductory information about project objectives, target groups, partnership, expected outcomes, etc., and will be updated by partners according to the evolution of the project. Moreover, the website will have a link (an access) to the developed TourEast portal.

The project web site I-NEW and sub sections are the back-bone of the project. After funding period project web site will offer training package to new members free, but receive a small commission from every commercial task performed. There will be a compulsory membership period after training period to ensure the sustainability. The commercial method will be subjected to further development during actual implementation.

Partners' website– every partner organization will insert a link from their institutional web sites to the main page of the project.

Brochures, leaflets, flyers, roll-up posters will be designed by partners. The printed version of these promotional materials with the main information about the project and its activities will be distributed to the target groups, organizations, associations, companies, entities, related to the project field (all partners).

Newsletters will be developed by COOP and each partner is responsible to translate this document into their language.

Transnational face to face meetings- all partners will meet in transnational coordination meetings for face to face contact which will ensure to build up strong partnership which can be beneficial for the project development and outputs

Dissemination Workshops/Seminars - at least 1 workshop/seminar will be organized in each participating country in order to raise awareness and demonstrate the European added value of the international cooperation.

Contacting and informing regional partners about the project, **presentation** of the project ideas and the project products to the general public (all partners)

Participation on the **workshops, meetings and conferences** to promote the project. The consortium will make coordinated efforts to present the project results and progress to the wider educational and technological communities through contributions to conferences and participation in other similar events and initiatives.

Articles/advertisements on the project results in national newspapers, journals, etc. during the implementation of the project (all partners)

Direct contact (phone call, mailing, brochures will be distributed to specific target groups) and on-line dissemination activities and press-review.

National networks are the main dissemination channels:

Slovak National Networks:

COOP Jednota Slovensko

NOCR Nitra Tourist Board

SACR Slovak Tourist Board

AIVD Association of Adult Education Institutions in the Slovak Republic

Turkish National Networks:

<http://www.turofed.org.tr/> - Turkish Hoteliers Federation

http://www.mfa.gov.tr/turkiye-oteltciler-federasyonu-_turofed_-bunyesindeki-dernekler-irtibat-bilgileri-.tr.mfa - TUROFED Members

<http://www.takidd.org/> - Women Organisation

<http://www.turob.com/> - Turkish Hotels & Investors Association

<http://www.tkdf.org.tr/> - Federation of Turkish Women Associations

<http://www.kagider.org/> - Women Entrepreneurs Association of Turkey

Italian National Networks:

EBNT-Ente Bilaterale Nazionale del Turismo <http://www.ebnt.it>

ENIT-Agenzia Nazionale del Turismo <http://www.enit.it>

FIAVET - Federazione Italiana Associazioni Imprese Viaggi e Turismo
http://www.fiavet.it/enti_turistici.php

CNDI - Consiglio Nazionale Donne Italiane <http://www.cndi.it/>

FEDERALBERGHI <http://www.federalberghi.it/index.aspx>

ISFOL- Istituto per lo sviluppo della formazione professionale dei lavoratori
<http://www.isfol.it/>

In addition, each partner can develop other dissemination activities.

Table 1 Dissemination tools

Tools	Description of the dissemination activity	Time	Partner	Target group
<p>I-NEW e-learning web portal</p>	<ul style="list-style-type: none"> - In this way the potential participants, tourism enterprises stakeholders and the prospective users will be informed. - The web site will contain: e-learning modules and e-training itself and information about it, information and news on the project and its results, , dissemination of results, articles etc. - Dissemination of the web page by means of leaflets, references on all the partners' websites - Website will provide a very effective and attractive dissemination of the project results and development of the ongoing projects. Thus, active and continuously updated dissemination will be provided within the partnership. This will also provide inspiration of the partners from the application of the other partners and provide motivation and enthusiasm. - I-NEW applies parts of the methodologies of autonomous learning, in integrating social and language skills in an interactive setting where people 	<p>Created in December 2012 and being used during the entire project</p>	<ul style="list-style-type: none"> - Design and creating the project web - www.inew-eu.net - Every partner can come up with some information 	<ul style="list-style-type: none"> · inactive women · SME's · institutions and enterprises involved in tourism sector · VET providers · professional associations · labour market authorities and related public authorities · training schools and course developers · stakeholders and individuals interested in the subject

	are able to communicate online. - Available in 5 languages (English and languages of partner countries)			
Partners' website	Project website link will be published on the partners websites	During the entire project	All partners	<ul style="list-style-type: none"> · partner's clients and visitors of this web page (boarder audience)
Brochures, leaflets, flyers, roll-up posters	Promotional materials of the project - to inform the target group about project progress and its activities	During the entire project	<ul style="list-style-type: none"> - Design of leaflets – All partners - Translation and dissemination – All partners in their country or region 	<ul style="list-style-type: none"> · inactive women · SME's · institutions and enterprises involved in tourism sector · VET providers · professional associations · labour market authorities and related public authorities · training schools and course developers <p>stakeholders and individuals interested in the subject</p>
Workshops, meetings and conferences	- Presentation of the project ideas and the project products to the wide public during dissemination workshops, seminars, conferences, educational and tourism events, etc.	During the project and after the end of project	All partners	<ul style="list-style-type: none"> · inactive women · SME's · institutions and enterprises involved in tourism sector · VET providers · professional associations · labour market authorities and related public authorities · training schools and course developers <p>stakeholders and individuals interested</p>

				in the subject
Mass media	<ul style="list-style-type: none"> - Newspapers, magazines, webportals, etc. - Articles published during the implementation of the project - Each partner – at least 2 articles 	During the entire project	All partners	<ul style="list-style-type: none"> • broader audience
Newsletters	Each registered user and users from mailing list (list of women and associated organisations) will receive a newsletter	Entire project, after each phase	All partners in their languages	<ul style="list-style-type: none"> • inactive women • SME's • institutions and enterprises involved in tourism sector • VET providers • professional associations • labour market authorities and related public authorities • training schools and course developers <p>stakeholders and individuals interested in the subject</p>

SUSTAINABILITY OF THE PROJECT AND EXPLOITATION OF ITS OUTCOMES AFTER FUNDING PERIOD

Since all produced results will be contained and made available through I-NEW portal, all will remain available as it will be part of COOP's pool of learning sources, project results will remain available and be exploited by audience continuously.

SK, TR and IT project partners are committed to continuing their excellent record of maintaining and where necessary updating project resources after the end of funding. Sustainability is reinforced by the centrality of project 's work for all partners: the project and its results will make a significant contribution to their portfolio of achievements, developing strong, committed, teams in each partner. Project materials will be made available online to minimise distribution costs and achieve the widest reach and I-NEW will engage policy makers and other stakeholders in its outcomes to reinforce sustainability. The project partnership, reinforced by the partnership of its national steering groups is securely embedded in networks of stakeholders-making an important contribution to sustained demand. Dissemination seminars/workshops represent an efficient and effective way to make relevant employees and employers aware of the project and its activities in progress.

Moreover, all partners of the Consortium have the ability to maintain also the project after the funding period by:

- Project homepage with description of project process, newsletter service to all interested parties, FAQ facilities on project curricula, pedagogy and didactics,
- Dissemination events in all partner countries with invited guests of asking questions and having debates among participants. The invited guests could be e.g. inactive women, tourism companies, VET providers, mentors, policy makers and etc .
- Advertisements for course participation and articles about the project results in magazines,
- Advertisements and articles about the use of the I-NEW training course and the auxiliary tools in project topic related journals.
- E-mail and posting to target group the information leaflets, news and invitations.
- Networks of stakeholders in tourism field.

I-NEW Portal will continue offering its services and e-training to inactive women for fee. We also foresee to have some success stories, i.e. a real employment of our trainees (inactive women), so that we shall be able to advertise our system of e-training for being employed in tourism sector in a more strong way. This will definitely boost the interest to our portal.

Another essential tool for sustainability is to make the portal an attractiveness core. Although it is not that easy to become an attractive Web portal in virtual world, attractiveness can be achieved by being a meeting point valuable information that are available for interested parties.

Thus, our effort will be to collect, store and valorize correct and recent information on European level containing actual data that also include “good/real practices”. Given the social purpose of the project all materials will be made freely available online to new members, thus encouraging the widest use, but receive a small fee from every commercial task performed, such as downloading and/or printing the learning material. There will be a compulsory membership period after training period which will be against also a small annual fee which will help us to maintain the portal and to ensure the sustainability. Thus, project will “live” after the funding ends. Having the target to achieve such an alive portal is real assurance of sustainability of both project idea and the aimed results.

These will surely become multipliers of our product results and sustain the system following project end. Since the platform will continually grow, more people will visit and re-visit the platform.

After pilot testing period, the certification of attendees will be done by every partner to their audience, examining the quiz results of learners. This will be done peer to peer contact via e-mail.

We will demonstrate users’ feedback on learning content in test reports together with our visitors profile (age, gender, country, etc.). These close follow up will continue together with efforts to reach to sustainability. After reaching a steady state running portal and having sufficient feedback from users and during the next development phase of the project within the programme Erasmus +, final revisions for I-NEW course will be performed and project partners will apply to their national directories for accreditation of I-NEW Course in their countries in their language.

This phase may also be launched during the future possible extension of the project in Erasmus+ Programme. This phase will also include an automated certification of users’ based on type of accreditation will be planned and obtained.

CONCLUSIONS

The overall objective of defining a dissemination strategy for I-NEW project is to clearly identify an action plan for promoting awareness of the project objectives and to identify an audience for dissemination. I-NEW website www.inew-eu.net and published articles will be developed to inform target groups about the aim of the project.

I-NEW portal www.inew-eu.net will be commercialized after its development phase and downloadable version of online learning material will be offered against a small fee, for ensuring the maintenance of the Web site. Also "Donate" option will be available after funding period, so that interested parties who really receive a benefit from portal will have an option to donate starting from few Euros till what they think it is worthy. This model is the currently "working" model over Internet and leads to wise virtual solidarity.

Having clearly defined all dissemination activities the next stage is to work with all partners on finalizing all activities and deliverables for dissemination.

This I-NEW project will reach to a wider audience because of availability in more languages. Furthermore, developed e-learning training modules will have further ability to target groups in order to increase their skills and knowledge to get employed in tourism sector.