

Dissemination Strategy

I2E – From Idea to Enterprise

Work Package 8

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ANNEXES

1. INTRODUCTION

The aim of the project dissemination is to disseminate the transferred ResEUr program in Czech Republic, Cyprus, Italy, and Portugal. Broad dissemination also includes informing other European countries via the ECQA (18 countries) and EMIRAcle (16 countries).

Broad Dissemination will be done via all project partners, associated partners, press and other classic and electronic media and it will cover most of the EU countries using each partner's associate national and international network.

All activities will be based on a focussed dissemination plan.

Marketing materials will build on marketing materials created in ResEUr. They will include, but will not be limited to:

- logo
- leaflets
- flyers
- banners
- project website
- conference articles
- video clip

Marketing activities will include, but will not be limited to:

- designing of marketing materials (general, for partners, for conferences)
- distribution of leaflets and brochures during seminars, conferences and mail
- informing associates partners of ECQA
- distribution of mailing newsletters
- informing target group organisations via all project partners (and their websites)
- presenting the project and its results on various conferences including the EuroSPI and ECQA conference series
- dissemination using web-based business social networks and interest groups, etc.

ISCN organise the annual EuroSPI conference which is established since 1994 and is held in different European countries. This addresses some thousand managers in the marketing, and events of some 200 managers every year. ISCN is a founding member and provides the vice president for the ECQA (www.ecqa.org) which involves 45 training bodies in 18 countries. The annual ECQA Conference assembles approximately 100 invited training bodies.

RPIC-ViP organize the annual KARIERA conference since 2008 (it is focused on students' employability and its support). Students, representatives of schools and employers take both passive and active participation in this conference. However, the main dissemination activities will take place at the end of the transfer of ResEUr into Czech Republic, when schools, business incubators and other relevant subjects will be informed about this product and it will be offered to them.



Other focussed national and international dissemination events will be identified by each partner and included in the dissemination plan according to their particular relevance and impact.

2. DEFINITIONS

This document represents guidance for **dissemination activities** in order to achieve the project objectives as stated in the initial project proposal:

1. To disseminate the project's objectives and its results regionally and nationally ensuring the commitment of local educational and training authorities, VET experts and other stakeholders
2. To disseminate the project's objectives and results at European level through VET experts and VET associations/institutions
3. To encourage eventual mainstreaming of project findings as guidance

As described in the online guide¹ of the European Commission on dissemination and exploitation of results the results of projects funded through EU programmes and initiatives need to achieve maximum impact: they should radiate as widely as possible so that the valuable lessons and experience gained by one group can benefit others. Moreover, what is learnt from a project should inform future policy. All this can happen only if connections are made between the organisers of the project and the wider community. The key means of connecting with a target audience is the process of dissemination and exploitation.

The aim – by developing the full potential of a project's results – is to create a virtuous cycle of influence making results more sustainable, maximising their impact, optimising investment, improving systems, pooling knowledge to avoid overlap of effort, and then feeding back into policy-making.

Although dissemination and exploitation are closely related, we can find here some distinctions. Dissemination, which also means including information provision and awareness raising, can take place from the beginning of a project and intensify as results are becoming available, but full exploitation can happen only when it becomes possible to transfer what has been learnt into new policies and improved practices. Furthermore, all project partners need to view exploitation as a process that reaches beyond the life of the project so that its results are sustained. In the following you will find a description of the relevant key concepts².

¹ Online Guide: http://ec.europa.eu/dgs/education_culture/valorisation/guide_en.htm; March 2012.

² Handbook for Dissemination, Exploitation and Sustainability of Educational Projects; http://www.diva-project.eu/images/stories/Public_Downloads/dhandbook.pdf; Project DiVa - Key Activity 4 (KA4) project in LLP; 2011.

2.1. DISSEMINATION

In terms of communication, dissemination can be explained as broadcasting a message to the public. It is also known as the process of promotion and awareness raising that should occur throughout the project. This process should be planned and organised in the beginning of the project through a methodological document (e.g. Dissemination Strategy). Dissemination means rendering comprehensible all the activities and main results associated with a project close to all interested key actors and it is related to making the results / products of a project visible to others, specially the end-users, the target groups and the key-actors that can implement its use.

2.2. EXPLOITATION

Exploitation is mostly related to the idea of convincing the key actors to use the main products of a project. Exploitation is closely associated with the sustainability of the project after its conclusion, since exploitation activities should ensure that the results of the project are used by its target groups and possibly are transferred to other contexts (e.g. other countries; other pedagogical areas, other sectors). It is associated with the use of the project's results at different levels, during and after the implementation of the project. It is related with the necessary action that will bring visibility to the project in order to involve the target groups, end-users, stakeholders and transfer the results/products into their professionals' scope.

The exploitation consists of 2 parts: mainstreaming and multiplication. Mainstreaming meaning to address the decision-makers in order to convincing them to introduce/take into account the results/products of a project, while multiplication is more focused on persuading individual end-users to adopt those products. This usage can be within partnership and outside, at local, regional, national or European level.

2.3. VALORISATION

Valorisation is a term that includes dissemination and exploitation, and it aims to make the project result / product more valuable to everybody, meaning make "others" use the product. Valorisation is the sum of both dissemination and exploitation activities. The overall objective of valorisation activities is to promote the project and its results and foster their use by different individuals and organisations, with the attempt of constantly spread and improve the usage and the content of the results. It means planning in such a way that the resources affected to a project generate results that can be used and exploited on a large scale, with the view of benefiting as many individuals and organisations as possible. The two main benefits of valorisation are the return enhancement on public and private investments in the area of training/education as well as innovation in training and educational systems. These benefits easily explain why it is recognised a clear and increased political importance of valorisation in Europe. It is assumed that valorisation should be based on a meticulous ex ante analysis of needs to be fulfilled by a project as well as on a clear identification of the results expected and this from the right beginning.

2.4. SUSTAINABILITY

A project can be considered as sustainable if its outcomes continue after the end of EU funding. As the sustainability of project outcomes may be difficult to anticipate and to describe – most are not tangible; this Handbook focuses on the sustainability of products and results. Sustainability is the capacity of the project to continue its existence and functioning beyond its end. The project results are used and exploited continuously. Sustainability of results implies use and exploitation of results in the long term and it may not concern all the aspects of a project. Sustainability is also considered as one of the project weaknesses, and simultaneously one aspect that EU values most.

3. MAIN TARGET GROUPS OF I2E DISSEMINATION

The main target groups that should be reached (through dissemination activities within the project I2E) are:

- **Students** who are conducting challenging research, and want to know what it takes to turn the results into innovations that will be successful on the market. They want to include these considerations from the very early stages in order to maximize their impact along your way, and to be able to capitalize on their success in a young enterprise.
- **Creative Minds.** Their ideas are the grains of successful entrepreneurship. They want to know how to shape their ideas in a way that they can be turned into innovations providing a sound basis for the creation of a successful enterprise. They are interested in how to construct and capitalize on your personal people network in order to involve experts and future clients and collaborators in the implementation of your ideas as early as possible.
- **Young Entrepreneurs,** who want to boost their innovation power by creating a learning organization, leveraging open innovation and capitalizing on people networks.

The above mentioned target groups should be reached on European, national as well as on regional level. Through the project website some of the dissemination activities also the broad public should be reached.

3.1. I2E PROJECT LOGO

Project partners agreed on the following logo to be the ANGELIE project Logo during the 2nd partner meeting held in Ostrava on 28th and 29th April 2011:



PROJECT ACRONYM

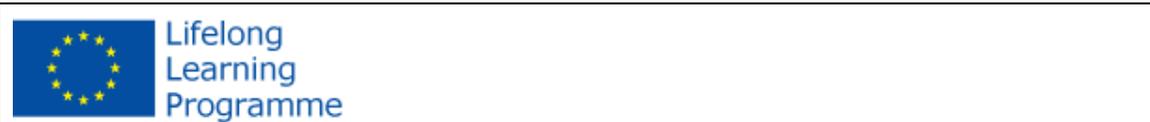
The official project acronym is "I2E".

In case the project acronym is used in combination with the project title it should always be written in capital letters in the following way:

I2E – From Idea to Enterprise

It is also important to mention, that according to LLP regulations the LLP-Logo always has to be printed on any project publications as well in the relevant language. Further the official disclaimer has to be mentioned in the relevant language as well.

Example in English:



Disclaimer:

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.

The current valid instructions about how to use EC programme logos are available here: http://eacea.ec.europa.eu/about/eacea_logos_en.php

3.2. PROJECT WEBSITE

One of the main dissemination project channels is the project website because it can have great impact on the target audience. The website should be attractive, interactive, easy-to-use and easy to navigate as well. The I2E project website was developed and is online available through the domain www.idea2enterprise.com since April 2013.

Main sections of the website are:

- Home page
- Background
- Objectives
- Measurable objectives:
- Outcomes
- Target groups
- Work plan
- Activities
- News
- Download
- Partnership

In order to enhance dissemination of the project, it can be also useful to have links to and from other websites. It is assumed that all partners will include a link from their website to I2E website and they are required to include reference to the project on their websites as well. The I2E domain should be incorporated on all project publications including agendas, invitations, e-mails, etc.

In addition to including a link to I2E website on each partner's website, all partners should issue news articles on their websites in case any news-section is provided on their websites. The project domain should be mentioned there as well. If possible, a subpage about the I2E project should be implemented on each partner's website, giving basic information on the project and including the link to I2E website.

3.3. INCLUDING SOCIAL NETWORKS – FACEBOOK, LINKED IN

Social media such as Facebook, Linked in offer different tools which can support finding, use and disseminate information. Social media represent new forms of communication and dissemination. This type of media has the power to enable to engage in a wide range of dissemination in a highly efficient way.

A link to the Facebook group (Linked in group) should be prominently placed on I2E website.

3.4. PROMOTION OF DISSEMINATION RESULTS THROUGH LLP CHANNELS

In order to spread the project idea and its results it is also important to use existing Lifelong Learning Programme dissemination channels (e.g. ADAM, LLP newsletters, etc.).

All partners should report any further existing national and international LLP Channels to WP8 leader to be used.

Furthermore, all partners should get in contact with their national agencies trying to get I2E included in their newsletters if possible.

3.5. PROJECT LEAFLET

Leaflet is a written message on a single sheet of paper. As planned in the initial proposal the project leaflet should be produced in all partner languages. It was decided to develop the leaflet later than planned in the initial proposal (was planned for beginning of project) as the leaflet should contain concrete project contents instead of generic information about the project.

Each partner will produce the leaflets themselves, i.e. no central printing is planned. This is done based on past experiences showing that distribution / shipping of printed leaflets is expensive and sometimes approximately as expensive as the production itself.

3.6. FLYERS/NEWSLETTERS

As far as the contents of newsletters are concerned, they have to be provided by all partners to the project coordinator who develops the final newsletter text. It was decided having half-year project newsletters in English.

All partners are responsible for actively promote newsletter during project activities (e.g. meeting, workshops, etc.). Further all partners should further spread the project newsletter to their own networks.

All project partners providing periodic newsletters should also include information on I2E project as often as possible.

In case partners can issue information within other relevant newsletters (any third party) information on I2E project should be included as often as possible.

3.7. PRESS RELEASES, NEWS, ARTICLES

Press/news releases are brief, printed statements that inform about the major facts/events, performance, or other newsworthy items.

3.8. BANNERS

The project banner will be developed by responsible partner to be distributed by partners to raise the awareness of project implementation. The banner proposal will be ready by the national workshops. It will be used mainly to project dissemination on European level, so the basic version is in English.

3.9. VIDEO CLIP

The follow-up video will be produced in cooperation of all partners to provide the overall view of project aims and results. This will support the sustainability of project results via putting it project website, partners' website and www.youtube.com. The general view is mainly to promote entrepreneurship. The only language used is English.

3.10. DISSEMINATION CONFERENCE, WORKSHOPS

Different conferences and workshops (where the partners participate) can be used as another dissemination tool. The main aim is to introduce broad audience of participants the basic details about the project, the project idea and its goals. As far as the target group is concerned, it should include all the groups mentioned in the section 3.

3.11. OTHER DISSEMINATION CHANNELS

Other dissemination channels include presentations of articles/providing basic information about the project in any conferences/seminars in which the partners participate

4. Reporting Dissemination Activities and Results

All dissemination activities and results should be reported to WP8 leader. For reporting dissemination activities and results please use the provided template attached in section “Annexes”. There is a 6 months period of reporting the dissemination activities – the reports should include all necessary supporting documents (e.g. dissemination materials, etc.).

ANNEX

TEMPLATE - Dissemination and exploitation activities



Dissemination and exploitation activities

- Interim report
- Final report

Number/Title of the project:

Partner:

Number of dissemination activity <u>from the form for IR (FR)</u> - section "Dissemination and exploitation of results"	Title of dissemination event/material (if applicable)	Date (if applicable)	Type of attached material (presentation, press release, program of the conference etc.)	Attachment no.