

# Dissemination and Valorization Plan

## 1. Introduction

H-CoDe is a partnership in the frame of Leonardo Transfer of Innovation (Life Long Learning Programme) with partners in Germany, Poland, Slovenia, Spain, Bulgaria and Turkey. All partners have long-term experiences in supporting disadvantaged groups of the labour market, older and young long-term unemployed people and projects with procurement of IT skills to disadvantaged clients, support of employability, health precaution, etc.. Some of the partners have common experiences in former projects, some are new partners in this partnership.

The development of a communication and dissemination plan is an important part of the project and will be elaborated on two levels: Dissemination in each partner country and sharing the project experiences on European level.

## 2. Target Group of dissemination

First of all, we want to reach and train the target mentioned above. This happened already based on our international surveys in all countries involved. The partners are still working with these target groups. With the help of these results, existing training materials will be developed, added with “new” ideas and also the ideas of our new partners, which are then distributed to the website and on other channels.

Thus we reach the target group of trainers and also the trainers who train other trainers who specialize in particular aspects, but also must learn to adjust by our investigation and the development of training materials to the specific needs. On one hand we develop a high sophisticated curriculum for trainers who must make the objectives understandable for the trainers who train our final target group who has to understand the importance of health precaution. Dissemination is here the key fact.

And last but not least local and regional associations and social organisations in our participating and the other European countries will be benefited. The share of experiences and insights of partners in 6 countries with a different history on e-learning, further education, obtaining skills, training disadvantaged and disabled young and old people, different cultures of teaching and varied social and intellectual contexts will certainly lead to products (curriculum, didactical issues, etc.) which can be usable mainly in other countries in Europe and in partner countries of the REIN network for example in Latin America. For that reason the H-CoDe project aims also to search for alternative dissemination channels in Europe.

### 3. Dissemination Objectives

**Objective 1:** To contribute to the development of quality lifelong learning and to promote high performance, innovation and a European dimension in systems and practices in the field.

This means:

The project through qualitative methods will encourage communication and interaction between available separate learning networks and otherwise unresponsive elements of society regarding active ageing. Transnational sharing of expertise and good practice will promote the integration of European dimension into the process of lifelong learning and adult education.

**Objective 2:** To encourage the best use of results, innovative products and processes and to exchange good practice in the fields covered by the Lifelong Learning Programme, in order to improve the quality of education and training. This means:

The project intends to gather all available processes, tools, materials, studies, strategies, etc. and encourage their best use in creating innovative products and guarantees their exploitation in the field of adult education and active ageing. The existence of such products and access to knowledge will be actively marketed through the learning networks. This will improve the quality of adult education and teachers training.

**Objective 3:** To respond to the educational challenge of an ageing population and also young long-term unemployed people in Europe. This means:

The current objective will be addressed promoting the creation of employability through health precaution which has to be taught also by trainers who train trainers of target groups, employment and workforce flexibility through active contributions to smart and sustainable growth in the different fields of life-long adult education, training, labour market assistance, etc. Through proposed methodology and training curriculum the project intends to contribute to the overall increase in the qualification of organizations and institutions and their staff providing trainings with non-formal learning.

**Objective 4:** To assist people from vulnerable social groups and in marginal social contexts, in particular older people and those young people who have left education without basic qualifications, in order to give them alternative opportunities to access adult education. This means:

The project is aimed at empowering teachers with the necessary skills to train teachers and trainers to make long-term unemployed people and also target groups employable who are not taking care for their health precaution and employability.

## 4. Dissemination Tools

To achieve all these goals, dissemination tools must be used, which is reachable in particular for the target group of older people, but at the same time for the experts and trainers, who pass on and use our developed tools and methods as multipliers.

### a) Website(s)

[www.H-CoDe.eu](http://www.H-CoDe.eu)

The website aims to provide access to news, updates and current events related to the development of the H-CoDe platform, and will thus be updated regularly during project duration. It will also serve as a promotional web-based tool for the project.

The website targets two groups: an open public area of the website that can be accessed to by everyone, providing general information about the project; and a restricted access area for consortium members only. The following items clarify these two areas: The results of the project will be reported on the main website of the project: [www.h-code.eu](http://www.h-code.eu). Here you will find all news and outcomes under the rubrics of

- Newsletters
- Questionnaires
- News, media coverage
- Results
- Links to relevant logs and social-networking sites
- Links to promotional material, including posters, brochures and other websites
- Links to abstracts and articles from conference proceedings
- All manuscripts published in journals
- Links from project partner institutions
- Each partners prepares information of H-CoDe on the national partner website and also links to [www.h-code.eu](http://www.h-code.eu)

The website also includes a password-protected area for all partners. Here you'll find project documents, including slides of presentations, keynote speeches and talks given by project members.

The website has been visited between 1st December 2013 and 30th April 2014 from 8,517 visitors from 19 countries.

### b) Social Networks

- There is a direct link between the project website and Facebook:
- XING will be started in 2014
- LinkedIn also will be started in 2014

Facebook “H-CoDe” has been visited in October 2014 by 299 visitors. Here it must be decided in the next step, as this dissemination concept must be improved

### **c) Media Relations**

The partners have contacts on different levels with different media in their countries. On the occasion of study visits in one of the partner countries local, regional and sometimes national media are informed and press releases will be/are distributed with good results in all countries. The H-CoDe project got different times the attention of written media

### **d) International Study Visits**

The study visits during the transnational meetings are probably the most effective insight views and experiences that have an impact on the dissemination of the project idea on several levels. On the one hand project participants are learning with the new ideas and disseminate them in their own projects and their regions. On the other hand arise during the discussions and exchanges of new ideas that work in both directions, visitors and visited. In addition, it must be noted that local media are often very interested in the topics of H-CoDe, because it touches on of the most fundamental questions of our societies, demographic change and its consequences.

### **e) Events**

At various conferences, events, workshops, etc. in the local, regional and national level, the issues of H-CoDe be addressed and discussed.

### **f) International Networks**

H-CoDe will address the issue in international networks. REIN for example want to place the first results on following platform: [www.rein-network.eu](http://www.rein-network.eu)

FAIB asbl - Federation of European and International Associations established in Belgium. Rue Washington, 40 B-1050 Brussels, Belgium. Here regularly members (as REIN) invite for special themes. Invitations go to 260 international organisations and members who are located in Belgium.

East West Network Europe, EWNE e.V.: [www.ewne.eu](http://www.ewne.eu)

The first result of H-CoDe have been placed in one General Assembly of the REIN network (end of 2013): [www.rein-network.eu](http://www.rein-network.eu)

### **f) Dissemination list**

Each partner prepares a dissemination list for different stakeholders and social networks. Each partner should select min 20 stakeholders and identify. They are from different fields: Public institutions, private institutions, private persons and press.

### **g) Leaflet and Newsletters**

General information about the project for all kind of stakeholders be get informed and presentation of all partners of the project. The newsletters inform the stakeholders about the development of the project, the interim steps and the future steps.

#### **h) Final Conference**

The partners will organise a final conference in Marburg or Brussels in order to disseminate the curriculum, the training course and sensitize the public for the matter of health precaution in adult training. The target group of the final conference are representatives of health authorities, staff of insurance companies, interested trainers, adult training organisations, qualification authorities, etc.

## Summary

What?	To whom?	How?	When?	Impact, results, reactions, recommendations	How much?
Project meetings – international study visits	Meeting participants, local associated partners	Partners' presentations in English language, cultural events	As described	Key actions for major upcoming dissemination and valorisation milestones will be addressed during 6 scheduled meetings of all partners throughout project period. Tool: Questionnaire	6
Leaflet Newsletters	National networks	Through dedicated project website <a href="http://www.h-code.eu">www.h-code.eu</a> They will also be used as the content of newsletters for the registered website users, stakeholders, policy makers.	December 2013 January 2014 September 2014 March 2015 June 2015 October 2015	The project experiences and results will be presented to the public. The Project Bulletins will provide basic information for the intended users of dedicated Project Website on the major project events and the continuity of the project: workshops, products, strategies, plans, learning courses, and also will raise awareness of the public regarding active ageing. Progress and quality monitoring of dissemination and valorisation processes will be guaranteed through constant communication within the consortium. Tool: Online counter	Each partner sends min 20 leaflets to his stakeholders  100 downloads of newsletters from website
Media and press releases	Business, public and social audience of all partners, associated partners and collaborators	Local magazines, newspapers, social media	published regularly and continuously	The project experiences and results will be presented to the public. The leaflet and newsletters will provide basic information for the intended users of Dedicated Project Website on the major project events and the continuity of the project: workshops, products, strategies, plans, learning courses, curriculum, pilot trainings, etc. and also will raise awareness of the public and experts regarding employability and health precaution. Progress and quality monitoring of dissemination and valorisation processes will be guaranteed through constant communication within the consortium. Tool: List	Each partner send 2 press releases or media contacts before and after international meetings
Project website and social networks	Public, regional and national beneficiaries	<a href="http://www.h-code.eu">www.h-code.eu</a> Address will be promoted through links in the websites of participants and associated partners, brochures and other digital and printed media and public events	published regularly and continuously	The website will inform the visitors about the project, findings, created resources and products, and what has been learned. As a dissemination vehicle, it will include all the publicity the project will generate, journal articles, other publications, and presentations at conferences. Core project documents will also be available through the website. Tool: Online counter	We want to reach per year 10.000 visitors on <a href="http://www.h-code.eu">www.h-code.eu</a> On Facebook we want to reach 1.000 visitors per year and 100 followers at the end of the project At the end of the project professional groups will be opened in XING and LinkedIn for

					distribution of results
Events	Presentation of the H-CoDe project on workshops, fairs or conferences of other organisations	Discussions, leaflets, presentations etc.	regularly and continuously	Information on different levels to different stakeholders Tool: Questionnaire	For each organisation 1x