



DISSEMINATION STRATEGY

for

“STAY IN”

Project number: LLP-LDV-TOI-13-AT-0010

Index

1. Introduction.....	3
2. General information about dissemination and exploitation of EU project results	4
2.1 Dissemination.....	5
2.2 Exploitation	6
3. General preconditions of successful dissemination of results.....	7
4. Background of the STAY IN project	8
4.1 Project Results.....	9
4.2 Project’s target groups.....	9
The main target groups of STAY IN project are:.....	9
5. Dissemination in the STAY IN project.....	10
5.1 Instruments of dissemination in the STAY IN project	12
5.2 Identification of individual dissemination channels	14
6. Evaluation and Quality Assurance	15
6.1 Quantitative data	15
6.2 Qualitative data.....	15
6.3 Documentation	16
7. General recommendations and further steps in the STAY IN project.....	16
8. Conclusion	17

ANNEX

Annex I: Dissemination report template

1. Introduction

This document has been written for the Leonardo da Vinci –Transfer of Innovation project, “STAY IN” (LLP-LDV-TOI-13-AT-0010) funded with the financial support of the Lifelong Learning Programme of the European Commission.

It presents the dissemination plan for the 2-year STAY IN project. All dissemination activities are either planned in the proposal or suggested by E.N.T.E.R. as external expert to support the dissemination activities of the project. All activities were developed in close cooperation with the project promoter and the partner leading the work package dissemination.

The dissemination plan gives some general information and suggestions to achieve best possible results and then concentrates specifically on the dissemination situation of the STAY IN project.

Certain issues and quality criteria should be considered by the implementation of dissemination actions. This paper also tries to give useful recommendations on this score. Furthermore, some instruments to evaluate the dissemination activities will be presented.

A project and its results can only be successful when they are of sustainable value. To achieve this, it is necessary to provide a valuable and structured dissemination plan. The actual use of finished project outcomes is dependent upon their successful dissemination. Also for a successful exploitation of results the dissemination plan can serve as basis. Both issues are closely related and dependent upon each other. Even if exploitation is dealt with in a separate work package it is useful and necessary to include also some aspects in this dissemination strategy. Furthermore, some activities are scheduled as deliverables of the WP of exploitation but are important dissemination events at the same time.

Petra Kampf, E.N.T.E.R.

2. General information about dissemination and exploitation of EU project results

Whenever we speak of dissemination and exploitation of project results we refer to activities that are designed to ensure that these results are appropriately recognized, demonstrated and implemented on a wide scale. Within the field of dissemination and exploitation the term valorisation is also used to combine the two issues. E.N.T.E.R. prefers to use the expressions separately as they do not mean the same thing and should be seen as equally important even if they are closely related and dependent upon each other. However at the beginning of the project process there should be a focus on general promotion and awareness-raising.

This strategy deals with promotion and dissemination. Still, it is considered as useful to also provide some general aspects of exploitation hence it is of crucial importance for achieving best possible results that all persons involved have the same understanding of these terms.

Dissemination

Promotion and awareness-raising is an important part of the dissemination process. These activities take place at the beginning of the project, or even before it starts, in order to inform about the existence of a project, the aims and objectives and its planned developments. Dissemination in general is a planned process of providing information to the target group and key actors in regard to project process, activities and results by the use of different dissemination channels at the local, regional, national, EU and international levels.

Exploitation

Exploitation includes the two activities; mainstreaming and multiplication. Mainstreaming means the actual transfer of successful results to appropriate stakeholders and decision-makers. Multiplication concerns the process of convincing end-users to adopt or apply the results of the projects.

In summary dissemination and exploitation aim to achieve the following objectives:

- To promote and raise awareness with regard to the project contents and developments
- To provide information on the quality, relevance and effectiveness of the results
- To successfully transfer the results to appropriate decision-makers in order to achieve their sustainable promotion and support
- To convince individual end-users to adopt and/or apply the results, also after the project and support by the project partnership has ended

2.1 Dissemination

The dissemination concept provided by E.N.T.E.R. is built on two dimensions.

1) Horizontal dimension

The horizontal dimension contains all activities to strengthen the communication and dissemination between the participants. This includes all internal activities to provide information and instruments for further individual dissemination of each partner. The WP leader of dissemination carries the main responsibility for the horizontal dimension but also the project partners are requested to actively take part in these processes.

2) Vertical dimension

The vertical dimension concentrates on all activities designed to actually reach the target groups and final users. This includes all activities that will be carried out individually by each partner such as the involvement of their own partners, networks and stakeholders and the implementation of the individual national dissemination plans. The WP leader is also responsible for the vertical dimension in terms of providing concepts, encouraging and controlling the activities, although the actual success is very much dependent upon the support and cooperation of the project partners.

Both the horizontal as well as the vertical dimension will be carried out by using different approaches, methods and instruments of dissemination, always dependent upon the most adequate means and possibilities of each project partner.

Basically, they can be structured as follows:

- **Face-to-face activities**

Presentations, round tables, workshops, seminars, conference ...

- **Media-based activities**

- Internet-based

groups, e-newsletters, websites, networks, e-documents ...

- Paper-based

brochures, flyers, posters, articles, newsletters, activity reports ...

- TV/radio-based

Interviews, presentations, news bulletins ...

- **Performance activities**

Activities closely related to project work packages or process such as the implementation of surveys, seminars, workshops or pilot courses, involvement in evaluation activities ...

The dissemination plan runs parallel to the phases of the work programme and is specifically adjusted according to the main activities of each phase.

The most important questions that should be answered by each dissemination plan are:

- 1) Why disseminate
- 2) What to disseminate
- 3) Who to disseminate to
- 4) Who will do it
- 5) When will it be done
- 6) How will it be done
- 7) How it will be evaluated

2.2 Exploitation

Even if exploitation takes place after the project's lifetime, when all project results exist as final products, it is necessary to plan exploitation activities from the start. The basis for successful exploitation is a well-planned and implemented dissemination strategy at different levels. Furthermore, the identification of stakeholders has to be carried out as early as possible. This is mostly at a time when the first research phases are completed (e.g. needs analysis, questionnaires ...) therefore all further steps with regard to content and target group should be set for the remaining project process.

It is important to involve stakeholders or possible end-users in the project process. On the one hand they can be more easily convinced of the project outcomes when they have the chance to follow the development, but on the other hand also project consortia can benefit by including suggestions or recommendations from the stakeholder side in the development process.

Two key aspects to successful exploitation of project results:

- Producing relevant results of good quality to satisfy the demands of providers, policy-makers and ultimately society more generally
- Ensuring that results reach the right target audiences in a format and at a time, that provides greatest benefit.

3. General preconditions of successful dissemination of results

The successful dissemination of project results in terms of sustainable use and the permanent further development of results and outputs, especially after the funding for the development and pilot implementation of the outputs has ended, is very dependent upon a number of crucial key factors and criteria, which should be presented at this stage as a basis for the development of the project outputs. From our experiences we consider the following key factors to be relevant:

- a) **Output quality:** To achieve a high degree of valorisation and use, the outputs produced need to be of a very high quality. It is important to pay considerable attention to the output quality during the entire project development, and therefore it is always advisable to introduce procedures and responsibilities for quality management in project processes in order to guarantee a high quality final output. Outputs must be up to date and appealing to the customers otherwise dissemination and further use cannot be expected.
- b) **Adaptability of outputs to country and organization specific circumstances:** From our point of view it is an important precondition that the results and outputs of the project are adaptable to a high degree in relation to the circumstances of different countries and companies. This is particularly important as the developed materials and approaches should be relevant to different types of organizations and target groups.
- c) **Clear definition of advantages for users:** A high degree of use is, in our opinion, mainly dependent on the capacity of the project and the partnership to clearly show the advantages of using the instruments and outputs for the final target group. For this reason all partner institutions should always try to make the advantages of the project and its results transparent and evident, in relation to all events and possibilities. In particular the project website should make very clear what the added value of the output is and its use to the potential customer.
- d) **Early identification of stakeholders and potential users:** It is vital that relevant stakeholders and potential users (customers) of the project results are clearly identified and defined very early in the project's life. It is not advisable to change user groups during the project process. Identified stakeholders should be contacted and kept informed throughout the whole project process so as to ensure the sustainable use of results after the project ends.

4. Background of the STAY IN project

“In 2011, nearly six million young people between 18 and 24 years old had not finished upper secondary education and were not in education and training. On average, 54,8% of these early school leavers are unemployed.” (EC: Europe 2020 Target: Early School Leaving).

In all countries the problem of drop out from initial VET is more than evident and challenging. However, due to low birth rates and demographic developments the labour market situation for young people and the provision of a young workforce have also changed. Against this background the successful geographical transfer of innovation in this field is a complex issue and is the main reason why two excellent project results have been selected as basis for the transfer – one from the school sector (School inclusion project) and one from the business and entrepreneurial sector (CESSIT project) as we believe that a successful transfer to different and differing VET systems and teachers and trainers involved can only be possible if an appropriate combination of training modules from both areas that determine VET systems will be selected and implemented.

The STAY IN project will transfer an innovative training programme for VET teachers in school based VET systems and VET / apprenticeship trainers in companies to

- identify potential risk factors for drop out and
- obtain strategies and instruments to prevent drop out

The training programme that should be elaborated and widely tested during the STAY IN project to better support VET teachers and trainers with the challenges of early school leavers (ESL) has to be:

- compact and easy to apply
- relevant for both school and dual VET training systems and teachers
- innovative on a methodological level
- teacher and trainer competence oriented

With the training programme provided and elaborated during the STAY IN project, VET teachers and especially also VET trainers and apprenticeship trainers from companies involved in dual VET systems will get a number of crucial competences and know how to prevent drop out on the basis of two well tested and successful predecessor project results which shall be subject to transfer of innovation into the initial VET field. To reflect the duality of school based and partially work based VET systems, one of the project results origins from the school ESL (school inclusion project) field and the other one relates to workplace based VET, entrepreneurial competences and creativity to prevent ESL (CESSIT

project).

4.1 Project Results

To find the best time for dissemination it is very important to know the project outcomes and the time when their development is completed. All partners are expected to disseminate these results through their individual dissemination channels.

The results of the STAY IN project in chronological order are as follows:

Project Results	
Date	Result
02/14	Needs analysis
08/14	Training programme for VET teachers/trainers - DRAFT
09/14-04/15	Pilot testing
09/15	Training programme for VET teachers/trainers - FINAL

4.2 Project's target groups

The main target groups of STAY IN project are:

- **teachers and trainers from initial VET** (both school based VET systems and especially dual VET systems where considerable parts of initial VET will be provided by companies which have different pedagogical backgrounds and where support of students at risk of drop out is a special challenge)

The final beneficiaries are:

- **early school leavers** (ESLs).

The partnership understands by ESLs those who left school before the legal age of their country or before achieving the lower legal document possible.

5. Dissemination in the STAY IN project

The dissemination plan of the STAY IN project follows the general guidelines of valorisation as explained above as well as the facts provided in the project proposal.

The definitive strategy will be developed with the support of all project partners but has a basis in the dissemination tools that were already provided at proposal stage. The results of STAY IN are very well defined and embedded in a realistic timetable; hence it is easy for all partners to implement their dissemination activities.

1) Why disseminate?

- To tell end users about the project
- To contribute to policy development (local, regional, national or European)
- To inform and advocate to sponsors and funding bodies
- To support and enhance the image of the own organisation
- To increase the impact of the project by extending it to multipliers
- To tell commercial organisations that you have a product to sell

2) What to disseminate?

- The project mission or message
- The deliverables (see also 4.2)
- The project process
- The methodologies
- The European partnership

3) Who to disseminate to? (see also 4.3)

- End-users
- Organisations that can help to reach others
- Organisations that can enhance the impact of the project in other ways

4) Who will do it?

All partners are responsible for their national dissemination activities including the involvement of stakeholders. The partner organisations have at their disposal good networks and contacts and have rich experiences in the field of European project management. PIXEL (IT) is responsible for the overall dissemination and exploitation and will guide and coordinate the activities. E.N.T.E.R. as external

expert will support all activities if necessary and will implement individual dissemination activities at the European and international level.

5) When will it be done? (see also annex I)

The project proposal presents an initial time schedule with regard to the completion of project results and dissemination instruments. In order to achieve best possible results the WP leader will observe all activities related to milestones and deliverables and react in case of delays or other problems by adapting the schedule of dissemination. Furthermore, additional instruments might be developed if the products or the promotion of activities have a specific need for it.

6) How will it be done? (see also 5.1.)

The project proposal already gives specific instruments to be used for dissemination activities such as newsletters, project website, leaflet and poster. Furthermore, the project includes specific activities targeted to raise awareness and to involve and engage the target group and stakeholders such as the exploitation seminars or the final conferences. Each partner will also present individual instruments in the national dissemination reports that show great promise for the implementation of the dissemination and exploitation phases.

7) How will it be evaluated? (see also 6.)

A very useful way of evaluating the dissemination and exploitation activities is the documentation of all activities by each partner. This documentation can be in form of lists of participants, presentations, agendas, meeting minutes, pictures, copies of documents such as emails, articles or newsletters. The documentation should be based on the use of quantitative and qualitative indicators. E.N.T.E.R. will provide documents and suggestions to achieve best possible results that will be monitored and analysed by the WP leader.

5.1 Instruments of dissemination in the STAY IN project

Some specific instruments are already defined in the project proposal. These instruments are available and all partners are expected to use them. Additionally it is recommended to identify the individual national dissemination channels for the partners including further instruments that could be used to disseminate the project outcomes.

The instruments of dissemination according to the proposal with their date of completion are as follows:

Dissemination Instruments	
Date	Instrument
02/14	Newsletter 1
03/14	Project Website
04/14	Project poster and leaflet
10/14	Newsletter 2
02/15	Participation in conferences
05/15	Newsletter 3

Dissemination Instruments related to WP exploitation	
Date	Instrument
07/14	Exploitation seminar
05/15	Exploitation seminar
07/15	Final conference
10/15	IPR Agreement

Newsletters

Each newsletter consists in a two page documents. During the project lifetime, 3 newsletters presenting the results achieved and the activities to be implemented will be produced. The newsletter is in “.pdf” format and it is available in all partners’ languages.

Pixel is in charge of producing the newsletter. All partners must translate it in the national languages and distribute it via email using their network of contacts. The brochure will also be downloadable from the project web site.

Project web site

The project web site is available at <http://www.stayin-project.eu/>.

The project web site is divided into 5 sections:

- Welcome page: this section presents the background, the objectives, the target groups and the work plan
- Outcomes: this section presents the achieved and expected project results
- Activities: this section presents the main project activities
- Download area: from this section it is possible to download some documents related to the project
- Partners: with a detailed description of the members of the partnership

The web site will be available in all partners languages. The project promoter is responsible for the development of the contents of the web site while the partners are responsible for the translation in the national languages and for the promotion of the web site visibility.

Project poster and leaflet

Pixel is in charge of producing the Project poster and the leaflet contents. All partners must translate them into their own national languages and print them out.

Although sharing the same contents, the Project poster and the leaflet have different functions and uses. Stay IN project poster is used in conferences in order to clearly and effectively divulgate the main contents of the project and to have a visual impact on the participants, so that they could link a clear image and message to that particular conference/meeting experience, better identifying the peculiarities of the project. On the other hand, the Project leaflet, due to its little and practical sizes, can be easily distributed by hand to participants, so that they can take an essential but direct understanding of the project structure, development, purpose and aims away with them.

Additional instruments that will be provided and used to support the dissemination of STAY IN :

- The STAY IN project will be registered with E.N.T.E.R. in order to use all network services.
- Network and event scouting will be done in order to identify additional networks at European level and events related to the topic that can be used for additional promotion of the STAY IN Project.
- The project will be established and distributed interactively on at least one social media channel.

Further issues to be considered by using the dissemination instruments:

It is recommended to use a corporate design in all material produced within the project to support an effect of recognition. In addition it is of crucial importance to follow the rules of corporate identity given by the European Commission such as clear instructions on the use of logos and disclaimers.

The project logo should be used together with the logo of the Lifelong Learning Programme, the project number and the disclaimer declaring that the project is funded with European money and that the Commission cannot be held responsible for any contents:

Visibility actions (notepads, folders, roll up etc):

„With the support of the Lifelong Learning Programme of the European Union“

Publications (reports, papers, website, leaflet, brochure...):



Project number: LLP-LDV-TOI-13-AT-0010

“This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information therein.”

Further information can be found on following websites:

http://eacea.ec.europa.eu/about/eacea_logos_en.php

5.2 Identification of individual dissemination channels

All partners agreed on using different dissemination channels such as social media profiles, newsletters, contacts to stakeholders, networks and cooperation with media. There are four categories of activities to be used for the dissemination:

- Face to face activities
- Internet based activities
- Paper based activities
- Radio/TV

6. Evaluation and Quality Assurance

To guarantee good quality and to achieve the best possible results it is suggested to use different tools to measure the impact of the activities carried out. There are two main types of quality indicators, quantitative and qualitative data.

6.1 Quantitative data

- number of enquiries about a product
- number of orders for a product
- number of brochures, DVDs etc. distributed
- number of visitors to a website
- number of visitors attending a conference, seminar, workshop
- amount of press coverage (number of articles and items on radio or TV)
- size of audience reached through dissemination activities

The national dissemination plans will already include information about quantitative data. It should be an objective of the partnership to try to enlarge the activities implemented, meaning that it is possible to change the dissemination plans for each partner at any time.

6.2 Qualitative data

These indicators are more specific and not so easy to implement. They could be in the form of short surveys as part of brochures or publicity hand-outs. They can be distributed to participants at a conference, seminar or workshop. If the project has a single partner responsible for evaluation and quality assurance it might be useful to include a few questions in regard to dissemination material and/or activities in general surveys of project/process/product evaluation.

Qualitative indicators are useful:

- to obtain detailed, subjective feedback
- to give a general feeling of responses
- to offer specific ideas about what has been successful, how to do things differently next time or new ideas for future projects

Furthermore, it is highly recommended for the qualitative part of the dissemination documentation to specify target groups and stakeholders in the activities carried out in order to avoid a board random dissemination that will certainly not support any exploitation on the long-term.

6.3 Documentation

It is considered as very important to document all dissemination and exploitation activities. On the one hand the documentation serves to keep an overview about dissemination activities in general and on the other hand it provides quantitative and maybe also qualitative data to measure impact and ensure quality. Each partner is expected to document its own activities carried out in the field of dissemination and exploitation. The form of documentation can vary depending upon the dissemination activity, e.g. pictures, presentations, hand-outs, list of participants, agendas, meeting minutes, notes, copies of emails, newsletters, press articles ...

During the project's lifetime to have regular updates with regard to the partners' dissemination activities. These updates basically concerns adjustments within the national dissemination reports. It is up to the WP leader to define the most appropriate strategic points to collate the individual reports.

Administrative issues	
Date	Document
02/14	Dissemination strategy
03/14	Stakeholder analysis
10/14	Dissemination interim report/recommendations
07/15	Sustainability and exploitation strategy
10/15	Dissemination interim report/recommendations
Every 6 months	Collection of national dissemination reports

7. General recommendations and further steps in the STAY IN project

According to the next work packages and development of results E.N.T.E.R. gives the following recommendations to the project consortium to support dissemination. These are suggestions that should be taken into account in the project process.

- ➡ Presentation of STAY IN at other conferences/seminars/project fairs/events etc.

- Connecting with other European projects working in the same thematic or related fields as well as with project teams in other funding programmes
- Re-activate dissemination tools and audience of projects that are transferred within STAY IN (e.g. CESSIT facebook page, blog...)
- Project dissemination material to be used by all partners to promote and raise awareness
- Try to find press media for dissemination of STAY IN project
- Links from partner organisations' websites to project website
- Links from other websites to STAY IN website (other projects, organisations, networks etc)
- Try to find cooperation with other European networks and further dissemination channels to enlarge the quantitative but also geographical dimension of STAY IN dissemination
- Registration of project with European databases (ADAM, EVE)
- Continuous communication within the project partnership
- Continuous enlargement and updates of activities in national dissemination reports
- Active participation of STAY IN project partners in all project activities
- Use of dissemination templates provided by E.N.T.E.R. in order to make reports easy to analyse and to compare for WP leader and coordinator
- Follow rules of corporate design and graphic identity from the STAY IN project and the European Commission
- Continuous documentation of all dissemination activities by each partner
- Collecting feedback on dissemination material and activities
- Close cooperation between WP leaders of dissemination and exploitation

8. Conclusion

Project results can only be of sustainable value and use if the dissemination and exploitation of them is well planned and implemented at different levels. The strategy aims to support all activities in the fields of dissemination by presenting general aspects as well as specific information to be used by each project partner. Furthermore, the strategy tries to highlight specific indicators for achieving high impact as well as for how high quality can be assured in the implementation of the dissemination process.

- As a result of E.N.T.E.R.'s experience in the field of dissemination the communication within the partnership is considered as being crucial for achieving the best results. Even if not all

partners are equally involved in each work package they must be kept up to date about developments and outcomes. Especially the close cooperation and strong communication between the WP leaders of dissemination and exploitation is highly recommended.

- Not only the communication but also the individual use of national dissemination channels, contacts and networks has great influence on the impact of a project.
- It is recommended to identify the dissemination channels and opportunities of each partner and to set up measuring/reporting points for national dissemination activities.
- The dissemination strategy should be seen as starting basis for the development of further, additional activities and instruments according to the needs of the project at its different stages. The dissemination activities and instruments must be developed with certain flexibility in order to react immediately on possible delays or other unexpected issues related to deliverables.

Most partners of the STAY IN project are experienced in European project business and therefore the partnership is supposed to produce valuable results in the field of dissemination.

E.N.T.E.R. as external expert supported the project consortia by the development of this document, by providing reporting templates for dissemination activities and will further on support and consult the implementation of activities whenever it is needed. E.N.T.E.R. itself will use the own network dissemination channels to promote STAY IN. A close cooperation between external expert, coordinator and WP leader is foreseen.

E.N.T.E.R., Graz 02/14