

DISSEMINATION STRATEGY AND PLAN

1.0 Background

What is the BOOST project?

The BOOST projects aims to develop and test a platform and operational methodology that will demonstrate to businesses employing less than 20 people, in a simple way, that learning / training can address their critical business needs¹.

Our vision

The BOOST model (tools and methodologies) will be successfully transferred to other businesses and VET providers post-project through the dissemination activities, thus ensuring sustainability in the longer term.

The target groups

These are primarily businesses employing less than 20 persons across a range of sectors in the different countries. For example, in Germany - Internet technology, Czech Republic – Production (Engineering and Service) and Tourism, Greece – the Social Economy, France – Hospitality and other Service businesses in rurally deprived areas, UK – Food sector (production and service) in rurally deprived areas.

What we intend to produce

1. Methodology to enable business support persons (internal to external) to work with the business to establish any key areas of business need which could be addressed through learning / training. (Business Goals)
2. To establish specific learning indicators relating to these business needs for a range of appropriate employees and to establish current and target levels of expertise required.
3. To input this information into the BOOST on-line platform.
4. Trainers or Business Managers to use the BOOST platform to identify learning materials to provide the learning to achieve these targets and to establish learning spaces for the selected employees.
5. Trainers or Business Manager to assess progress in meeting these targets at regular intervals and to record this on the BOOST platform.
6. Graphical displays to be available to individual employees, managers, business owners to demonstrate the impact of the learning in meeting their key areas of business need (Business Goals)

How the project will benefit the small and micro businesses

1. The needs critical to the survival or expansion of the business will be addressed (either fully or partially by the learning / training).
2. Business Managers / Owners will recognise the significance of training and learning and be more committed to it in the future.

¹ Where the Business Critical Need can be addressed through learning and is not dependent on other factors.

Employees will see how their own personal learning has supported the business and will be more committed to learning / training in the future.

3. VET providers will be able to use the tools and ensure that their focus is in the needs of the business rather than on courses which they wish to offer.

2.0 Aims of the Dissemination

1. To involve target groups and stakeholders in the development of the tool and model.
2. To arrange for a range of small and micro-enterprises to test the model.
3. Utilisation of partner networks, locally, nationally and across the EU to publicise the results.
4. Optimisation of the opportunities for BOOST's good practices to have an impact on policy-making at the European level.
5. Support to mainstream and sustain the work and results of the project.

3.0 Objectives of the Dissemination

1. To create a project website and associated social networking site.
2. To produce project information sheets in all partner languages
3. Consultations with business networks and VET providers to publish tools and also to obtain feedback from potential end-user group representatives
4. To involve those with technical/e-learning expertise and their networks and thus provide dissemination channels to this sector under WP3
5. To provide messages within publications (on-line and hard copy) in order to recruit small and micro businesses for their active involvement under WP4. This will involve more than 50 businesses and over 100 employees who will disseminate the project by word of mouth and through their business links.
6. During this phase, links will be made with VET providers increasing the potential for sustainability and impact.
7. The Final Conference will be held in Aachen and will involve all the key stakeholders with representatives of small and micro enterprises and of VET providers, funders and policy makers across the EU.

4.0 Approach

The onus on the project is to ensure that activities are appropriate and are effectively delivered and managed. The critical factors for success are:

Target group participation - the target groups are, at one and the same time, the sources, generators and audiences for that dissemination. It is these who will shape our approach. The project will make full use of all communication channels appropriate to small and micro enterprises.

The project will also adopt the following approaches to the other audiences and the content, structure and tone of the messages:

Variety of stakeholders - The experiences of and approaches of small and micro enterprises vary significantly not only between the partner countries but also between each partner's regional and local business networks. These variations have shaped the project's approach to dissemination so that local, regional and national campaigns will be developed that inform and are informed by each other and by a European contextual framework.

Tailored messages - The need for this multi-faceted approach also lies with the different types of audience and groups that require particular dissemination. The project not only addresses the various agendas of stakeholders but also their levels of understanding and propensity to engage with the project and the issues. Effective dissemination means careful tailoring of presentations to these diverse groups.

Flexibility - The partners believe that a flexible but controlled dissemination programme will allow them to focus on delivering the most effective localised and grounded activities whilst having the projects resources to draw upon their colleagues, other national activities and the development of coherent and cogent European dissemination.

Building relationships - The project also recognises that the most effective dissemination is achieved by early establishment and building of relationships with stakeholders. Although the products and piloting are not fully developed until towards the end of the first year, partners will be regularly feeding through interim results to stakeholders. This will not only whet the appetite of target groups but also provide much needed news material for the voracious media.

Multimedia – Stakeholders engage with and consume information from a variety of sources and delivery systems. It includes traditional mediums like face-to-face and print through video to digital and social media mixed and mashed in every format. It is important that the dissemination reflects their consumption patterns and responds innovatively. Of course this is not always possible when using traditional media such as print but readers will be cross referenced to appropriate media

Management - Internal communication and management are essential to the success of this “bottom up and top down” approach. This will be ensured by:

- The everyday use of the web portal and social media to enable partners to record, comment and reflect on their own and colleagues' activities.
- Dissemination activities that target stakeholders' timetables whenever possible.
- Communication devices and content that will relate to the audience requirements – their “must know” rather than “like to know” information.
- The monitoring of activities and co-ordination by the project manager.

5.0 Target Audiences and Groups

The project has to disseminate particular messages to a range of different stakeholders in each partner country and across Europe. The mapping of stakeholders was initiated in two phases:

1. To enable the project to disseminate most effectively the partners completed a Communications Audit that specifies dissemination targets and the optimum means of reaching them (Annex 1).
2. Each partner has contributed to a Stakeholders map (Appendix 2) drawn up on the definitions below. This is a dynamic document for the project and will be added to as it progresses.

Stakeholder Group	Organisation
Participants	The small and micro enterprises employing less than 20 employees in a range of sectors and types of enterprises - high-knowledge intensive businesses, labour intensive businesses. Participants will include (owner) managers and employees as well as potentially external business support personnel working with target businesses.
Related organisations	<p>These are composed of two main groupings:</p> <ul style="list-style-type: none"> • Small and micro-business support organisations. • Vocational and Educational Training organisations working with small and micro businesses. • Researchers and developers in Technology Enhanced Learning (TEL)
Communication channels	<p>Local, regional and national users of information and news with whom it would be useful to establish contacts as channels for dissemination. For example, the local newspaper and TV channel.</p> <p>Three partners identified local media organisations with whom it would be useful to establish contact. These were the Czech Republic, France and the UK. (See Communications Audits – Annex 1)</p> <p>Other partners apparently will not be using media organisations per se but rely on using social media and Face-to-Face contacts.</p>
Influencers & decision makers – national, regional & local	<p>These stakeholders are a range of organisations that could provide sustainability as well as dissemination opportunities for the project itself. Types of organisations range from:</p> <ul style="list-style-type: none"> • Local /Regional / National business associations such as: Association of SMEs and Crafts of the Czech Republic, Economic Chamber of the Czech Republic, OESYNE- Federation of Hellenic Associations of Young Entrepreneurs, ESEE: National Confederation of Hellenic Commerce, OESYNE: Federation of Hellenic Associations of Young Entrepreneurs, DYEKO: Support Network for Entrepreneurship and Social Economy Associations: Thessaloniki Traders association, Federation of Traders of Peloponissos (EI), Federation of Small Businesses (FSB), North Yorkshire Superfast Group – UK • National / Regional VET Bodies - Sector Skills Councils (UK), EOPPEP National Organisation for the Certification of Qualifications and Vocational Guidance (EI, Agefos PME Network (Fr) • National VET provider organisations - AIVD (Association of Adult Education Institutions (Cz), Greta Network (Fr), • National Agencies for LLP programmes – Leonardo • Regional / National Government Bodies
Influencers & decision makers and other stakeholders – European and international	These stakeholders include the broader community in Europe and beyond who have an interest and stake in the transferability of the project’s methodology, experiences, practices and products. The profile

	<p>of organisations would be similar to the national stakeholders but the foot print will be larger.</p> <p>Other Stakeholders at this level could include :</p> <p>1= EU-wide networks to provide access to VET providers</p> <p>EfVET: European Forum of Technical and Vocational Education and Training www.efvet.org</p> <p>EUCIS-LLL: European Civil Society Platform on Lifelong Learning http://www.eucis-lll.eu/</p> <p>EAEA: European Association for the Education of Adults http://www.eaea.org/</p> <p>2 = EU-wide networks to small and micro businesses</p> <p>YES: European Confederation of Young Entrepreneurs</p> <p>ESBA: European Small Business Alliance www.esba-europe.org</p> <p>3= EU-wide networks for learning using technology</p> <p>EfQUEL: European forum for quality in e-learning. http://efquel.org/</p> <p>EA-TEL: European Association for Technology Enhanced Learning http://ea-tel.eu/</p>
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6.0 Communication – methods and devices

The project will use the following tools to disseminate.

Device	Comment
Logo and graphical identity	<p>A graphical identity is composed of visual elements that aim to represent an organisation. The BOOST graphical identity includes logo, fonts, colours and templates to be used in all media forms including web site, social media, presentations and text documents.</p> <p>It is important to follow the graphical identity, since good use of it will help to consistently communicate and disseminate the project. Guide lines and templates will also save time and effort for the members of the consortium, since no further design work will be necessary.</p> <p>One of the first steps to be taken by the BOOST project to promote and raise awareness of its existence will be the design of a professional Logo to represent the project; an image by which the project can be easily identified. This logo will provide the project from the beginning with a ‘corporate’ image, thus allowing for more visibility and homogeneity in all the project activities, especially when interacting with external parties.</p>
Project web site/portal	This will be a key vehicle for dissemination providing the most up to date information and developments. It will function as a

	multilevel service platform containing links to the project's presence in social media.
Social media	<p>The role of social media will be vital in the effective dissemination of the project to the various target audiences. The project stakeholders include a range of very different audiences with a variety of expectations, media literacy and access.</p> <p><i>It is absolutely vital that the project customises not only the content of its messages but also how they are delivered –see Annex 3 for more.</i></p> <p>For example for:</p> <ul style="list-style-type: none"> • the “professional” groups such as VET providers the use of networks such as LinkedIn • partner organisations, it may be Facebook or Google + supplemented by Twitter. • target businesses the preferred media will vary depend on type of business but are likely to include Facebook and LinkedIn
Partner web sites	All partners will provide links to the BOOST web site and also include the project in their own portfolio of projects. Partners will target the organisations, communication channels and events as listed in their stakeholder lists and Communications Audits
Associate/stakeholder Web sites	Links to the project web site to be made available. It is also important to have a schedule of key communication events such as regular newsletters, special reports, conferences and seminars so that particular communications can be targeted. Partners are also encouraged to take part in blogs and social networks as these are increasingly important means of communication and dissemination.
Templates	Templates for the web site, text documents and presentations will be produced for all members of the project. The templates are important to follow to give a united impression of the project, and to establish a visual language that will, at a glance, indicate that the information
Press release for media - journals, newspapers and newsletters (TV and radio if possible)	Press releases for press and other media will be published to facilitate relationships, support milestones and significant achievements. When appropriate such material will be distributed from the dissemination work package leader to provide help for partners and to make the message reasonably uniform. When suitable, articles will be published in appropriate journals.
Conferences and Seminars	Participation in conferences, seminars and workshops with a view to communicate the project's results, raise interest on the project's objectives and widen the stakeholders involved in the project. International conferences and workshops are an important opportunity to share project achievements with experts in the field. We will use this possibility to share

	information about the BOOST project when appropriate. See Partner Dissemination Action Plans.
Networking with clients and other projects	All partners will explain the project to their relevant clients and partners and to other national and European projects with which they are involved.

7.0 Dissemination action plan

Partners will develop the appropriate messages for their native audiences. The initial plans can be found under Annex 2 and will be updated by partners as the project progresses.

8.0 Resources

Most partners have 8 Manager Category 1 days and 10 Category 2 days allocated for specific dissemination activities. However, much dissemination will be undertaken under other work package activities such as consultation activities under WP2 and piloting under WP4.

Partners will examine other specific dissemination opportunities, such as conferences, different media etc., as they arise.

Annex 1. Partners' Communications Audits

RWTH

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What are the three main things you want to achieve from disseminating the project?
Recruitment of target groups
Notification of potential stakeholders
Dissemination of project outcomes in the research community and in the general public

	<i>Please answer each question in 140 characters or fewer</i>
Where are you now?	
In priority order, what are the issues that need addressing in terms of the project aims and objectives?	<ol style="list-style-type: none"> 1. Providing useful solutions for MSEs that address their real needs related to competence management and training. 2. Explaining benefits of our solution and receiving suggestions for further improvements.
How are you (as a partner) currently communicating to your target audiences? (Target Groups and Stakeholders)	Private contacts Social media Website

Where do you want to be?	
Goals: What's your project vision for the end of project?	Having a useful solution for MSEs that would help them in competence management and training organization
And 12-months after that?	Having a reasonable prototype of the final solution

What do you need to communicate?	
From your point of view, what are the project's key messages?	Training in MSEs is important and needs to be facilitated by suitable tools. Our aim is to offer such a solution that can support competence development and training.

Who do you need to talk to?	
What audiences and/or target groups are you communicating with?	MSEs that we know, researchers and developers in the field of Technology Enhanced Learning (TEL).
What are the main needs or concerns of your target audiences?	MSEs: success on the market, provision of innovative solutions, identification of customers. TEL: reasonable use of technology to support learning.

How do you want to communicate?	
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What media do your target audiences use? - Press - Direct mail/e-mail - Online - Print - Advertising - TV News - Local Radio - Social Media	Electronic and social media
What social media do you use? (Twitter, Facebook, Sync, LinkedIn etc)	Facebook, LinkedIn, Twitter, Google+
Where do you want to communicate?	
What and where are the best places to engage with your target audience?	F2F meetings, electronic media
Partnerships – Who will help you?	
What other organisations do you work with to reach your target audiences, if appropriate?	The German National Agency EA-TEL – European Association for TEL
List the top 5 local and or national media orgs that could help you achieve your goals?	

The MRS Consultancy Ltd

Name:	Margaret Smith
Role	Director
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What are the three main things you want to achieve from disseminating the project?
Recruitment of target groups
Consultation with key stakeholders locally, regionally, nationally and pan-EU
Opportunities for sustainability and maximum impact in both the short and medium term.

	<i>Please answer each question in 140 characters or fewer</i>
Where are you now?	
In priority order, what are the issues that need addressing in terms of the project aims and objectives?	<ol style="list-style-type: none"> 1. Providing solutions for small and micro-enterprises that meet their real business needs. 2. Showing employees and micro business employers the benefits of training when it is targeted to this real needs
How are you (as a partner) currently communicating to your target audiences? (Target Groups and Stakeholders)	Through membership of small business associations. Use of social media. Use of website. Membership of Regional, National and pan EU organisations.

Where do you want to be?	
Goals: What's your project vision for the end of project?	An easy to use BOOST platform fully robust, targeted for the needs of the target groups and available for use by other organisations
And 12-months after that?	As above

What do you need to communicate?	
From your point of view, what are the project's key messages?	Training pays if it meets the needs of small and micro enterprises and this can be easily demonstrated through use of the BOOST platform. Appropriate resources need to be made accessible through the platform that is, meeting the needs of small and micro-enterprises that are not necessarily "high-knowledge" ones.

Who do you need to talk to?	
What audiences and/or target groups are you communicating with?	Small and micro-enterprises through the Federation of Small Businesses (FESB), Workplace Learning Advocates (WLA), LinkedIn network, European Small Business Alliance (ESBA) and the North Yorkshire "Superfast" groups.
What are the main needs or concerns of your target audiences?	Focus on short and medium term survival in time of financial restraints and increasing bureaucracy. Cash flow issues. Time constraints for doing anything other than day-to-day business. Any training needs to be directed at real business needs

	and the cost benefits need to be very clear.
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How do you want to communicate?	
What media do your target audiences use? - Press - Direct mail/e-mail - Online - Print - Advertising - TV News - Local Radio - Social Media	FSB members can be reached email and through F2F meetings Superfast North Yorkshire members – as above plus on-line directory ESBA LinkedIn group, Membership of Workplace Learning Advocates and its LinkedIn group. MRS directors LinkedIn networks Appropriate local press and other media
What social media do you use? (Twitter, Facebook, Sync, LinkedIn etc)	Facebook, LinkedIn, Twitter (not so much in terms of small businesses)
Where do you want to communicate?	
What and where are the best places to engage with your target audience?	Primarily online but also through FSB and Superfast North Yorkshire f2f meetings

Partnerships – Who will help you?	
What other organisations do you work with to reach your target audiences, if appropriate?	Sector Skills Councils (UK wide) Hambleton Economic Forum Skills Funding Agency
List the top 5 local and or national media orgs that could help you achieve your goals?	Darlington and Stockton Times Ripon Gazette Lower Wensleydale Business Association

GRAFIA

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What are the three main things you want to achieve from disseminating the project?	
Contact the target group, explain the project mission, recruit MSEs and VETs	
Presenting and discussing the potential impact with local, regional, national and Pan-European stakeholders	
Collecting feedback from the target group and key stakeholders to find the real match between business needs of MSEs and the BOOST product in terms of usability in the short and longer run with the aim to design a quality tool for skills training.	

	<i>Please answer each question in 140 characters or fewer</i>
Where are you now?	
In priority order, what are the issues that need addressing in terms of the project aims and objectives?	1.Offer to MSEs a powerful tool for revealing and eliminating critical business weaknesses of MSEs. in terms of their employees´ s professional knowledge. 2. Showing the power of the new product in terms of its ability to provide practical learning environment entirely in Czech language which allows access to suitable learning resources and monitoring learning progress and learning results on on-going basis.
How are you (as a partner) currently communicating to your target audiences? (Target Groups and Stakeholders)	Over the phone presentation and e-mail (Association of SMEs and Crafts) -F2F meetings (MSEs)

Where do you want to be?	
Goals: What's your project vision for the end of project?	Offer usable and viable learning tool providing information on learning progress and learning results matching the needs of MSEs. Providing a usable tool for VET providers (trainers) to design customised learning to MSEs.
And 12-months after that?	Usable and viable tool solving MSEs real business needs both in the short and long run.

What do you need to communicate?	
From your point of view, what are the project's key messages?	Solving business needs of micro and small companies using smart an easy to use learning environment added with access to specific problem solving learning resources without having to duplicate these needs by a simple use of Internet search engines. i.e. the BOOST learning environment among basic characteristics (revealing the business needs and monitoring and showing results of learning) has to offer smarter access to learning resources than individual internet search through search engines does.

Who do you need to talk to?	
What audiences and/or target groups are you communicating with?	MSEs, Association of SMEs and Crafts of the Czech Republic, AIVD (Association of Adult Education Institutions)
What are the main needs or concerns of your target audiences?	Time constraints for doing anything other than day-to day-agenda. Focus on short-term and medium-term survival.Cash-flow issues.Battling with bureaucracy.

How do you want to communicate?	
What media do your target audiences use? - Press - Direct mail/e-mail - Online - Print - Advertising - TV News - Local Radio - Social Media	F2F meetings,On-line,Press- MSEs E-mail, F2F meetings – Association of SMEs and Crafts of the Czech Rep. F2F,E-mail – Economic Chamber of the Czech Republic F2F meetings, on-line – AIVD (Association of Adult Education Institutions) EAEA – e-mail
What social media do you use? (Twitter, Facebook,Sync, LinkedIn etc)	Facebook
Where do you want to communicate?	
What and where are the best places to engage with your target audience?	On-line, F2F meetings, press conference

Partnerships – Who will help you?	
What other organisations do you work with to reach your target audiences, if appropriate?	AIVD,Economic Chamber of the Czech Republic (regional office)
List the top 5 local and or national media orgs that could help you achieve your goals?	Plzensky denik (Pilsen Daily) ZAK (local TV) www.regionplzen.cz – on-line news server 5+2 dny (weekly newspaper also in daily on-line version) www.personalista.com on-line news server for HR managers

ASSET TECHNOLOGY

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What are the three main things you want to achieve from disseminating the project?
To help M.S.Es be sustainable by responding to their business critical needs.
To help employees gain new skills.
To help my company enrich it's services targeted to M.S.Es

	<i>Please answer each question in 140 characters or fewer</i>
Where are you now?	
In priority order, what are the issues that need addressing in terms of the project aims and objectives?	Involve target groups in developing project's processes.
How are you (as a partner) currently communicating to your target audiences? (Target Groups and Stakeholders)	Face to face meetings, online communication (emails, web, social media), conferences.

Where do you want to be?	
Goals: What's your project vision for the end of project?	To have successfully completed all project objectives and have a tool the M.S.Es can use.
And 12-months after that?	To sustain the project's results (mainly the tool) after the project's life.

What do you need to communicate?	
From your point of view, what are the project's key messages?	"Every business needs to monitor market developments and be able to be adapted to be sustainable". "To learn and evolve in your work may not be very difficult and certainly very useful."

Who do you need to talk to?	
What audiences and/or target groups are you communicating with?	Micro and Small Enterprises, National / Regional Networks targeting VET providers, National / Regional Networks targeting SMEs
What are the main needs or concerns of your target audiences?	<ul style="list-style-type: none"> - To be viable and develop. - To have the ability to adapt easily to different market needs.

How do you want to communicate?																																					
What media do your target audiences use? - Press - Direct mail/e-mail - Online - Print - Advertising - TV News - Local Radio - Social Media	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 10%; text-align: center;">Little</th> <th style="width: 10%; text-align: center;">Medium</th> <th style="width: 10%; text-align: center;">High</th> </tr> </thead> <tbody> <tr> <td>- Press</td> <td style="text-align: center;">X</td> <td></td> <td></td> </tr> <tr> <td>- Direct mail/e-mail</td> <td></td> <td></td> <td style="text-align: center;">X</td> </tr> <tr> <td>- Online.....</td> <td></td> <td></td> <td style="text-align: center;">X</td> </tr> <tr> <td>- Print</td> <td></td> <td></td> <td style="text-align: center;">X</td> </tr> <tr> <td>- Advertising.....</td> <td></td> <td></td> <td style="text-align: center;">X</td> </tr> <tr> <td>- TV News.....</td> <td></td> <td></td> <td style="text-align: center;">X</td> </tr> <tr> <td>- Local Radio.....</td> <td></td> <td></td> <td style="text-align: center;">X</td> </tr> <tr> <td>- Social Media</td> <td></td> <td></td> <td style="text-align: center;">X</td> </tr> </tbody> </table>		Little	Medium	High	- Press	X			- Direct mail/e-mail			X	- Online.....			X	- Print			X	- Advertising.....			X	- TV News.....			X	- Local Radio.....			X	- Social Media			X
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GRETA DU VELAY

Name:	Pierre Carrolaggi
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What are the three main things you want to achieve from disseminating the project?
Giving a positive image of Greta as an innovative training provider
Giving MSE the opportunity to provide feedback on the BOOST prototype
Engaging potential collaborations with MSE training/consulting stakeholders

	<i>Please answer each question in 140 characters or fewer</i>
Where are you now?	
In priority order, what are the issues that need addressing in terms of the project aims and objectives?	Clarifying the message to deliver. Being able to show something that works (even with limited possibilities)
How are you (as a partner) currently communicating to your target audiences? (Target Groups and Stakeholders)	For the moment communication is concentrated on informing about the existence of the project on a European base. It is difficult to communicate on relatively "abstract" topics, for which even partners have not a 100% shared clear view.

Where do you want to be?	
Goals: What's your project vision for the end of project?	Proving that it is possible to provide an assistance to MSEs regarding detection of learning needs
And 12-months after that?	Continue using the Boost prototype having a better fonctionnal and more features (eg. More links to learning resources).

What do you need to communicate?	
From your point of view, what are the project's key messages?	Learning is the responsibility of each employee Learning can be a smooth process Learning can bring immediate results for MSE

Who do you need to talk to?	
What audiences and/or target groups are you communicating with?	We need to talk to MSE, directly or through the intermediary of their training funds (that seems to be a good entry point to reach the diversity of MSE). MSE are often "individual" targets, they do not constitute an homogeneous group, especially in rural areas that are not clustered (without horizontal and vertical specialisation). They often are not organised. Their geographical location can be a common denominator used when communicating.
What are the main needs or concerns of your target audiences?	Their main concern is access to credit (and the first one is short term credit for cash-flow, even not for investment). Then needs depends on each company and on the sector where it is active. It can be: assistance to cope with new standards, how to use IT for development, fulfilling administrative requirements, searching for new markets.

How do you want to communicate?	
What media do your target audiences use? - Press - Direct mail/e-mail - Online - Print - Advertising - TV News - Local Radio - Social Media	Web sites Press (local) Press (sectorial) Email
What social media do you use? (Twitter, Facebook, Sync, LinkedIn, etc)	Twitter, Facebook (impact limited with MSE, more impact with intermediary organisations).
Where do you want to communicate?	
What and where are the best places to engage with your target audience?	A well organised and well targeted Internet presence is important: when they face a problem or have a question to solve, the majority of companies access ressources through simple keywords search. It is also important to communicate with MSE that may have an attractive (and leading role) because they are present in some events (conferences...).
Partnerships – Who will help you?	
What other organisations do you work with to reach your target audiences, if appropriate?	Training funds for MSE Technical high schools (in contact with MSE through alternate training contracts and practice periods, and with the expertise of trainers). Intermediary organisations (local Chambers...)
List the top 5 local and or national media orgs that could help you achieve your goals?	Agefos PME network http://www.intercariforef.org http://www.zoomdici.fr/ http://www.centre-inffo.fr http://cursus.edur

Annex 2. Partner Dissemination Action Plans

RWTH

Planned Dissemination Activities with dates	Named Target Groups / Stakeholders					
	1	2	3	4	5	6
Project website and social media (Facebook, LinkedIn, Twitter, Google+)	Partners in other projects and members of our social networks			Deutsche Informatik Akademie	REGINA Regionaler Industrieclub Informatik, Gesellschaft für Informatik	Private contacts
Meetings organized by BIBB (German National Agency)				German National Agency BIBB	German National Agency BIBB	
Meetings of the Learning Layers project			Project partners	Bau-ABC Rostrup	Agentur für Nachhaltiges Bauen GmbH	
ICALT, ICWL, EC-TEL Conference			EA-TEL (TEL researchers)			
JTEL Summer School			EA-TEL (TEL researchers, PhD students)			
Final BOOST Conference				German National Agency BIBB	German National Agency BIBB	Invited SMEs

(Please add additional rows and adjust as required)

Key to target groups: 1= EU-wide networks to provide access to VET providers, 2 = EU-wide networks to small and micro businesses, 3= EU-wide networks for learning using technology , 4= National / Regional Networks targeting VET providers, 5= National / Regional Networks targeting SMEs , 6= Small and micro-enterprises

Websites relevant to BOOST aims and objectives (in partner languages)

1. <http://www.bibb.de/>
2. <http://ea-tel.eu/>
3. <http://learning-layers.eu/>
4.
5.

Newsletters, Publications Relevant to BOOST aims and objectives.

1.
2.
3.
4.

Conferences, seminars, exhibitions in your Country / EU relevant to BOOST aims and objectives which you are attending

1. ICALT Conference
2. ICWL Conference
3. EC-TEL Conference
4. JTEL Summer School on TEL

The MRS Consultancy Ltd

Planned Dissemination Activities with dates	Named Target Groups / Stakeholders					
	1	2	3	4	5	6
<p>Website www.mrsconsultancy.com and MRS facebook links https://www.facebook.com/TheMrsConsultancyLtd</p> <p>Handouts for dissemination at events - ongoing throughout the project.</p> <p>Events to date:</p> <p>Locate Project Mtg Leeds 19 – 20 November 2013</p> <p>Over-50 Partnership Mtg Katowice, Poland 27 -28 November 2013</p> <p>InformaLea TOI, Grosseto, Italy, 17-18 December 2013</p>	Partners in other EU projects	European Small Business Alliance	<p>Efquel – European Foundation for Quality in e-learning.</p> <p>Yorkshire and Humber e-learning providers such as :</p> <p>Learning Light</p> <p>Virtual College</p>			
<p>Consultation planned with local business groups. May to September 2014. (WP2)</p> <p>(Details to be added later)</p>				<p>Workers Educational Association</p> <p>City College, Leeds</p> <p>National Institute for Adult Continuing</p>	<p>Federation of small business meetings.</p> <p>Superfast broadband meetings</p> <p>Lower Wensleydale Business</p>	

				Education (?)	Association.	
Recruitment of small and micro-enterprises for WP4 September to October 2014 (Details to be added later)					FSB Superfast NY Lower Wensleydale Business Association	Local businesses in North Yorkshire within the “Food” Sector.
End of project publicity to support sustainability	Partners in other EU projects	European Small Business Association – invite to final conference	Efquel – European Foundation for Quality in e-learning. Potential presentation.	Alliance Sector Skills Councils NIACE WEA FE Colleges Sector Skills Councils	FSB Superfast NY Lower Wensleydale Business Association North East Chamber of Commerce	

Key to target groups: 1= EU-wide networks to provide access to VET providers, 2 = EU-wide networks to small and micro businesses, 3= EU-wide networks for learning using technology , 4= National / Regional Networks targeting VET providers, 5= National / Regional Networks targeting SMEs , 6= Small and microenterprises

Please indicate:

Websites relevant to BOOST aims and objectives (in partner languages)

1. <http://www.fsb.org.uk/>
2. <http://www.sfnyc.co.uk/>
3. <http://www.workplacelearningadvocates.org.uk/>
4. <http://www.wea.org.uk/>
5. <http://www.esba-europe.org/>
6. <http://www.efuel.org>
7. <http://www.learninglight.com/node/7>
8. <http://www.virtual-college.co.uk/>

Newsletters, Publications Relevant to BOOST aims and objectives.

1. Federation of Small Businesses Newsletters
2. Lower Wensleydale Business Association Community Newsletters

Conferences, seminars, exhibitions in your Country / EU relevant to BOOST aims and objectives which you are attending

Details to be added later

Grafia

Planned Dissemination Activities with dates	Named Target Groups / Stakeholders					
	1	2	3	4	5	6
Presentation through information service of AIVD, October – December 2014 and on on-going basis as the project develops	EAEA (European Association for the Education of Adults)	x	x	AIVD (Association of Adult Education Institutions)	APM (Association of Female Entrepreneurs and Managers)	Efisan s.r.o.
Introductory presentation by e-mail in February 2014 and on on-going basis as the project develops and further on					AMSP (Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic)	AP Steel Group s.r.o.
Presentation through information service of the chamber, October 2014 and on ongoing basis as the project develops and further on					Economic Chamber of the Czech Republic	PPDU spol. s r.o.
October – December 2014 and on on-going basis as the project develops						Hotel Plzen
October – December 2014 and on on-going basis as the project develops						Kovo Kadlec s.r.o.
October – December 2014 and on on-going basis as the project develops						Uniweb s.r.o.
October – December 2014 and on on-going basis as the project develops						Ametic s.r.o.
October – December 2014 and on on-going basis as the project develops						Hobit
October – December 2014 and on on-going basis as the project develops						Charita

Key to target groups: 1= EU-wide networks to provide access to VET providers, 2 = EU-wide networks to small and micro businesses, 3= EU-wide networks for learning using technology , 4= National / Regional Networks targeting VET providers, 5= National / Regional Networks targeting SMEs , 6= Small and micro-enterprises

Please indicate:

Websites relevant to BOOST aims and objectives (in partner languages)

1. www.grafia.cz
2. www.personalservice.cz
3. www.open-door.cz
4. www.najdisi.cz
5. <http://cristal.grafia.cz>

Newsletters, Publications Relevant to BOOST aims and objectives.

1. Publication at www.personalista.com (an internet HR magazine)
2. Andragogika – a quarterly professional journal on development and education of adults

Conferences, seminars, exhibitions in your Country / EU relevant to BOOST aims and objectives which you are attending

1. Quo Vadis Conference (annual conference, a regional event organized by Grafia) – November 2014
2. Seminars for HR managers (organized monthly by Grafia in the Pilsner region)
3. Conferences in collaboration with AMSP (Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic)

Asset Technology, Greece

Planned Dissemination Activities with dates	Named Target Groups / Stakeholders						
	0 (Asset Tec, General public)	1 (EfVET, EUCIS-LLL)	2 (YES)	3	4 (EOPPEP, VTCs)	5 (ESEE, OESYNE, Associations)	6 (Small & micro- enterprises)
News letters (Asset Mailing List) <ul style="list-style-type: none"> ○ Project Initiation ○ Project achievements ○ Target groups recruitment (piloting, (consultations) ○ Completion of project 	Nov. 2013	Q4 Q8	Q4 Q8		Q4 Q8	Nov. 2013 Q4 Q3 Q8	Q4 Q3 Q8
Printed material <ul style="list-style-type: none"> ○ Project presentation to Asset Tec brochure ○ Project brochure / leaflet (common material) ○ Project deliverables (reports, user guides, etc) 	Dec. 2013 Q3 ongoing	Q3	Q3		Q3 Q8	Q3 Q8	Q3 Q8
Internet <ul style="list-style-type: none"> ○ Project website, Asset Tec website, Social Media 	ongoing				ongoing	ongoing	ongoing
Presentations <ul style="list-style-type: none"> ○ Target Group information and recruitment ○ Stakeholders (active involvement & 	ongoing				ongoing	ongoing	ongoing

sustainability)							
Conferences							
o National (Athens and region)	5 Conf.						
o European (partner countries)	1 Conf.						
o Thematic (national & european)	3 Conf.						

Key to target groups:

1= EU-wide networks to provide access to VET provider

EfVET: European Forum of Technical and Vocational Education and Training,
 EUCIS-LLL: European Civil Society Platform on Lifelong Learning

2 = EU-wide networks to small and micro businesses

YES: European Confederation of Young Entrepreneurs

3= EU-wide networks for learning using technology

4= National / Regional Networks targeting VET providers

EOPPEP National Organisation for the Certification of Qualifications and Vocational Guidance (includes former EKEPIS, OEEK)
 VTCs: Vocational Training Centers

5= National / Regional Networks targeting SMEs

ESEE: National Confederation of Hellenic Commerce.
 OESYNE: Federation of Hellenic Associations of Young Entrepreneurs
 DYEKO: Support Network for Entrepreneurship and Social Economy
 Associations: Thessaloniki Traders association, Federation of Traders of Peloponissos, etc

6= Small and micro-enterprises

Please indicate:

Websites relevant to BOOST aims and objectives (in partner languages - indicative)

1. www.topsa-hermes.gr
2. www.topeko-kierion.gr
3. www.palaipylos.gr
4. www.topsa-amfiloxia.gr
5. www.afaia.gr

Newsletters, Publications Relevant to BOOST aims and objectives

1. Asset Tec Newsletter
2. EUCIS LLL Newsletter

Conferences, seminars, exhibitions in your Country / EU relevant to BOOST aims and objectives which you are attending

1. TOPSA - Local employment Schemes
2. TOPEKO - Local Integrated Programmes for Vulnerable Social Groups
3. ISOTITA - Gender Equality Initiative (project)
4. Capacity Building for Lifelong Learning Programme (CB4LLP)

Greta du Velay

Planned Dissemination Activities with dates	Named Target Groups / Stakeholders					
	1	2	3	4	5	6
Articles on the Greta du Velay Web site (launching, main steps of the project, availability of the platform, piloting). 12/2013, 06/2014, 12/2014				Training community (intersection of training, learning and IT) 100 visits per day, +1200 registered users		
Tweets about the project (launching, main steps of the project, availability of the platform). 12/2013, 06/2014, 12/2014				Training community (intersection of training, learning and IT) +200 followers		
Information of SMEs training funds (availability of the platform, piloting). 06/2014					X	X
Integration in existing planned conferences (e-learning, training of SMEs) 07/2014, 11/2014, 02/2015					X	X
Mailing in the Greta network				Training advisers,		

06/2014, 06/2015				trainers, training managers (+220 Gretas)		
Article in the press (online and paper based) – Partnership meeting in France						X Local SMEs
Mail to select targets (stakeholders able to disseminate the results)					Chambers, sectorial groups, researchers, media people	

(Please add additional rows and adjust as required)

Key to target groups: 1= EU-wide networks to provide access to VET providers, 2 = EU-wide networks to small and micro businesses, 3= EU-wide networks for learning using technology , 4= National / Regional Networks targeting VET providers, 5= National / Regional Networks targeting SMEs , 6= Small and micro-enterprises

Please indicate:

Websites relevant to BOOST aims and objectives (in partner languages)

1. <http://www.centre-inffo.fr>
2. <http://seformeradistance.auvergne.fr>
3. <http://www.ac-clermont.fr>
4. <http://conseil-recherche-innovation.net>.
5. <http://cursus.edu>.
6. <http://www.fffod.fr>
7. <http://learn2.ning.com/>

Newsletters, Publications Relevant to BOOST aims and objectives.

1. <http://thot.cursus.edu>.
2. <http://www.ac-clermont.fr/actualit/indactu.htm>.
3. <http://www.cafepedagogique.net/>.
4. information@centre-inffo.fr (la lettre mensuelle de la formation ouverte et à distance)
5. correspondants@lists.imaginationforpeople.org
6. actu@cariforef-auvergne.org

Conferences, seminars, exhibitions in your Country / EU relevant to BOOST aims and objectives which you are attending

1. e-learning forum (11-12/02/2013) – yearly conference
2. Les rencontres du FFOD (*Forum Français pour la formation ouverte et à distance*), each year in November.
3. <http://www.barcampauvergne.tk> (Numérique, savoirs et territoires) 13/12/2013
4. Journées du E-Learning (organised by the University Jean Moulin Lyon III) (<http://www.journees-elearning.com>)
5. Rencontres bretonnes du e-learning (<http://www.rencontres-elearning.org>) (web-conference - 17/04/2014)

Annex 3. Audiences and different forms of social media

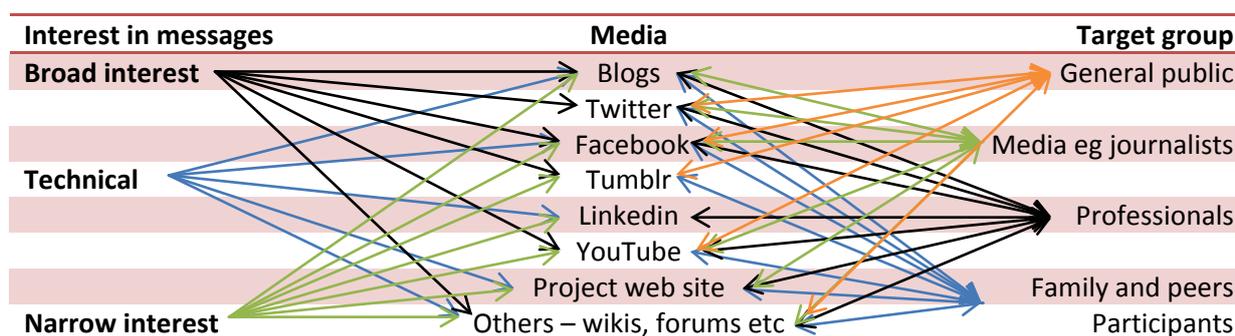
Background

There are 6 types of social media.

- **Social Networks** - Services that allow you to connect with other people of similar interests and background. Usually they consist of a profile, various ways to interact with other users, ability to setup groups, etc. *The most popular are Facebook and LinkedIn.*
- **Media Sharing** - Services that allow you to upload and share various media such as pictures and video. Most services have additional social features such as profiles, commenting, etc. *The most popular are YouTube, Tumblr and Flickr.*
- **Micro blogging** - Services that focus on short updates that are pushed out to anyone subscribed to receive the updates. *The most popular is Twitter.*
- **Blog Comments and Forums** - Online forums allow members to hold conversations by posting messages. Blog comments are similar except they are attached to blogs and usually the discussion centres around the topic of the blog post. *There are MANY popular blogs and forums.*
- **Bookmarking Sites** - Services that allow you to save, organize and manage links to various websites and resources around the internet. Most allow you to “tag” your links to make them easy to search and share. *The most popular are Delicious and StumbleUpon.*
- **Social News** - Services that allow people to post various news items or links to outside articles and then allows its users to “vote” on the items. The voting is the core social aspect as the items that get the most votes are displayed the most prominently. The community decides which news items get seen by more people. *The most popular are Digg and Reddit.*

Keep in mind that, while these are the 6 different types of social media, there can be overlap among the various services. For instance, Facebook has micro blogging features with their “status update”. Also, Flickr and YouTube have comment systems similar to that of blogs.

Targeting social media users



The chart/map shows how the dimensions of the targeting process could interact - it does not show the intensity of activity and the precise nature of the targeted individuals. However, it does act as a useful *aide memoire* or checklist to ensure that all possibilities for engagement are being examined and used.