



MEDILINGUA - Advancing vocational competences in foreign languages for paramedics
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Exploitation Plan**

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Contents

1. What is dissemination as a process?.....	3
2. What is the MEDILINGUA project about?	4
3. What are the aims of our dissemination?	5
4. Who are the partners in our project?	6
5. Who are our target groups and stakeholders?.....	7
6. What are the expected project results?	8
7. What dissemination tools will be used?.....	9
8. Who is doing what?.....	13
9. How can we evaluate our dissemination activities?	15
10. What are the key factors for a successful dissemination for MEDILINGUA?	16
11. Dissemination Action Plan of MEDILINGUA project.....	18

1. What is dissemination as a process?

Dissemination means spreading or scattering in its original meaning, but is used in the context of European projects with a meaning closer to that found in modern marketing and journalism. Exploitation also pertains to the field of activity of dissemination. In the broadest sense it is related to the use of project results.

A review of the formal definitions of dissemination of the European Commission is quite vital in order to clearly set the field of activity of dissemination within the MEDILINGUA project.

Dissemination is defined as a planned process of providing information on the quality, relevance and effectiveness of the results of programmes and initiatives to key actors.

Exploitation consists of mainstreaming and multiplication. Mainstreaming is the planned process of transferring successful results to appropriate decision-makers in regulated local, regional, national or European systems. Multiplication is the planned process of convincing individual end users to adopt and/or apply the results.¹

Dissemination should facilitate not just the making of projects, which the EU financially supports, and the distribution of their results, but also its aim is to encourage the target groups to use them. The bad thing is that sometimes project participants are active only during the period of sponsorship. In these cases the devoted efforts are useless, because actually the outputs don't reach the target groups. That is why the European Commission has stressed on the importance of sustainable dissemination in recent years.

¹ Lifelong Learning Programme (LLP) Guide 2010. Part I: General provisions, p. 56:
http://ec.europa.eu/education/llp/doc848_en.htm

2. What is the MEDILINGUA project about?

One of the difficulties of projects is that the project team usually understands what they are trying to achieve but that the target audience does not. There is plenty of evidence to demonstrate an inability to articulate in a clear and easily comprehensible language what their project is about and what it offers its particular target audience.²

Often experienced project coordinators use a language which is common in the sphere of EU projects, but sounds strange or even abstruse to people outside of this field. Therefore, firstly, it is essential the project's formulations to be clearly set. In the application form of the MEDILINGUA project is stated:

“Specific reason for this project is lack of appropriate vocational competence in the field of foreign languages for paramedics. In partnership countries educational system does not include specific English language classes for paramedics. Thus, paramedics who graduated from schools are unable to communicate in other than native language in the specific paramedic's area, but they have at least A2/B1 CEFR level of general English after compulsory education (Developing key competencies at school in Europe, EC/Eurydice report, 2012). In case of emergency, where victims are foreigners, effective communication might save lives. Lack of these specific, paramedic-related language skills also prevents paramedics from working abroad. It is important to provide knowledge in effective way, so we want to equip them in professional language knowledge via the use of advanced, ICT based, socially enhanced delivery system utilizing e-learning 2.0 and peer to peer learning with selected parts available on mobile devices with the support of podcasting (episodic audio/video media broadcasted) methodology. Important factor will be flexibility of use, since majority of paramedics work on rotating shift time scheme, so it is very difficult for them to attend traditional, stationary training.”

If we summarize this text, the main aims of the project are:

- To raise employability and mobility of paramedics through improvement of their vocational competences in English language
- To improve paramedics' skills on own labor market and foreign markets

Reading the above, it is becoming clear about the general rationale and aims of the project. But how will the implementation of these aims and accomplishment of results reach the target audience of the project? This will be investigated later in this document.

² <http://www.innovations.ac.uk/btg/resources/publications/dissemination.pdf>

3. What are the aims of our dissemination?

It is essential that there is mutual understanding about the dissemination aims, because all partners will distribute information about the project independently. Based on the definition of the area of activity for dissemination, our dissemination aims can be described as:

- Providing the target group with regular and comprehensible information about the project
- Raising interest in the project, its activities and results among the target group
- Encouraging paramedics to actively participate in the research stage, the development of the content for the delivery system and its testing
- Distribution of the project's results to the widest possible target audience, thus ensuring that they will be actually used after the end of the project

These aims will be constantly reviewed in the consortium and adjusted to new findings or experience.

4. Who are the partners in our project?

The MEDILINGUA consortium consists of 6 partner organizations from 5 EU-member states. All six partner institutions are experienced providers of education/training or economic actors which bring round their big experience, business contacts and networks to the consortium. The partnership is not only represented in different European countries, but also in various fields and thus fully meets the conditions of reaching a wide target audience.

- P0 Danmar Computers Sp.z.o.o (Poland)- a vocational training centre in the IT field
- P1 Iberika Group (Germany)- an adult education provider/ language training center
- P2 Europe Evaluation Company (the United Kingdom)- a company specialized in EU projects' evaluation
- P3 Center RUNI (Bulgaria)- an adult education provider in formal and non-formal education
- P4 Gesaude - Organizacao e Gestao de Saude nos Locais de Trabalho, Lda (Portugal)- a company providing health and safety services
- P5 Uniwersytet Rzeszowski (Poland)- an university providing the necessary specialized medical knowledge for the purpose of the project

One of the main aims of the Dissemination Plan is to encourage partners' networks to be actively engaged in the dissemination of the project's results. For this purpose, all partners should produce a list with their partner networks that should include contacts (e-mails, telephones).

5. Who are our target groups and stakeholders?

*Dissemination is not about spreading information to a vaguely defined group of recipients. It is about formulating messages to identified stakeholders and entering into a dialogue with them. This is a purposeful two way process.*³

*The most successful dissemination strategies will be those that actively engage users and deliver what the users both want and need. Ensuring that you have engaged your users in an early consultation exercise to establish their needs and wants is an essential part of your project's work. You then need to examine the outputs/outcomes of your project and think about how these can be presented as benefits and solutions to your users.*⁴

The target group of the project is the people who are going to use the project's results after its end. In our case these are paramedics from the countries of the partnership. Because the status and job profile of paramedics in the different countries of the consortium are not the same, at the kick-off meeting of the project in Portugal it was agreed that for the project's purposes paramedics would be defined as ““people who are trained to do medical work, especially emergency first aid, but are not a fully qualified doctors” (Oxford dictionary).

All partners have well established contacts with paramedics and/or paramedics' institutions in their countries. Partners have the necessary capacity to reach a wide number of paramedics in their countries in order to regularly inform them about the project results.

The stakeholders of the MEDILINGUA project can be more broadly described than the target groups. They are experts from the medical sector, representatives of business, employers, VET centers, trainers and training centers for paramedics, VET policy makers, etc. They are actually the people, who have interest in the implementation of the project.

³ Survival Kit, Chapter 10: http://www.european-project-management.eu/fileadmin/images/Survival_Kit_EN.pdf

⁴ <http://www.innovations.ac.uk/btg/resources/publications/dissemination.pdf>

6. What are the expected project results?

The main result of the project will be a tested delivery system aimed mainly at paramedics. It will serve as a training tool for the improvement of the vocational language skills of the paramedics. It will combine e-learning with m-learning, thus taking in mind that paramedics' work doesn't allow them to attend a traditional training.

Various e-learning learning contents will be uploaded on this platform. They will include thematic podcasts on VOLL (Vocationally Oriented Language Learning). The podcasts will illustrate real-life situations from the daily work of paramedics and train them in the English language specific for their area.

Also two User Guides will be developed under the project. One of them will describe the basic rules for creating the podcasts and provide general knowledge about the podcasting methodology. The other guide will be a document explaining the functionalities of the delivery system and its operation from the user point of view.

Of course there are more results of the project, but some of them are designed for internal purposes, for instance this Dissemination Plan. There is no need to inform the target group about them, because they are not supposed to actually use these results.

7. What dissemination tools will be used?

*There is a tendency for all of us to automatically pick up and run with the most obvious methods of dissemination, for example, newsletters, websites and direct mail. This is because they represent concrete outputs that can be easily evidenced as solid methods of dissemination, but it will be important to explore and evaluate which methods are the most effective and appropriate to meet the needs of your stakeholders. In particular, established methods of communication may not be sufficient to target and impact on sections of your community which may not be particularly responsive or aware of the work you are undertaking.*⁵

As we have already established, e-mails with thousands of recipients are no pledge for a fruitful dissemination. It is much more effective to set up productive contacts to the right stakeholders who have stable networks and communication channels and are able to actively sustain the project. In this section the most effective tools that can be used for dissemination will be exposed. Also here you can find useful tips how to develop and apply them in the dissemination process.

The dissemination tools will be divided into three groups:

- Digital activities
- Traditional activities
- Event-based activities

However, the establishment of a visual identity of the project is essential for all three groups of dissemination tools. The visual identity of a project consists of several elements:

- Web design
- Logo
- Header/footer for Newsletters
- Powerpoint template
- Leaflets/ posters

A good project visual identity is vital in order to create a professional and easily distinguishable image of the project. All partners are responsible for the preparation of the

⁵ <http://www.innovations.ac.uk/btg/resources/publications/dissemination.pdf>

Dissemination and Exploitation Plan

visual identity of the project. However, Center Runi will supervise the activities regarding its establishment.

Digital activities

- Website

The online presence of the MEDILINGUA project will be one of the most important aspects in the dissemination process, because the learning platform with multimedia materials for paramedics will be uploaded online.

The consortium is already working with a modern online platform for internal project management and smooth communication, on which discussions will be held, reporting tools filled out and documents edited as a community.

An website as a representation of the project will be launched as soon as possible, on which there will be central information about the project: contents, work plan, target groups, EU programme, contact information, information about the partners. The design of the website should be kept neutral and informative and emphasize on the European components of the project. Its language will avoid the formal terminology of the application form of the project and be easily apprehensible to the target group. The website should be available in all partner languages. Regular updates and news articles will make sure that visitors come back.

- Partners' websites

Every project partner will regularly post information about the development of the project, its activities and results on its own website. This will contain information about the sponsorship programme, the general aims and target group of the project. In this way all the networks and customers of the partners will be informed about MEDILINGUA project. Also on partners' websites there will be links to the official project website and other partners' websites.

- Newsletters

With the help of newsletters the target group can be regularly notified about the progress of the project. It is decisive that interested addressees are available. Each project partner should prepare a mailing list with 250 contacts, among which the newsletters should be distributed. The newsletters will be 8 and will be issued each 3 months of the project's lifetime. They will aim also at encouraging target group to take part in the research, the development of content and the testing phase. The newsletters should foster the recipients to distribute them of their accord. They should be of high quality and attractive design. Center Runi will provide their outline, but all partners will participate in the provision of content for them.

Dissemination and Exploitation Plan

MEDILINGUA - Advancing vocational competences in foreign languages for paramedics

- Social media

MEDILINGUA accounts will be created on Facebook and Tumblr. A Twitter profile has already been registered. However, partners need a full understanding of the unique tools of these media, in order to be able to competently apply them. It is not enough to simply establish a profile page! Social media, which are based on the exchange with readers, use the tools of the so-called “viral marketing”. This means that information can be circulated on many pages through interested readers. This saves a lot of work, but can also hide risks. On the one hand it can be the case that the information does not interest anyone, then it just gets lost on the Internet. On the other hand it can be the case that certain Internet users don’t like or are annoyed with it and thus they can work against it, by writing negative comments, for example. In order to avoid these risks, we should maintain a competent online editorial, i.e. regularly update the contents, facilitate active reader engagement, actively look for new “friendships” or “likes” and participate in networks.

Traditional activities

They will include the creation of leaflets, brochures, posters and gadgets presenting the project and its activities. They should be distributed during face-to-face dissemination activities conducted by the consortium. Each partner will be responsible for their production, but their outline will be provided by Center Runi. It will also supervise the process of their creation.

Event-based activities

- Dissemination workshops

Each partner should organize 3 national dissemination workshops for people from the target group and stakeholders. Each dissemination workshop should be attended by at least 20 participants. At these meetings project results will be presented and target group will be informed on the development of the project. Participants will have the possibility to discuss with partners about the usefulness and relevance of the results. Also during the workshops target group will be encouraged to participate actively in the production of results. For instance, the first round of dissemination workshops will be held in the beginning of the research stage. Thus target group will be explained in detail what their role in this phase will be- they will see the research questionnaires and understand what the general aims of the research are. Each workshop will be followed by a report on its impact. It will contain information about the participants, the discussed themes and the level of activity of participants. Each partner have to present photos and attendance lists as proofs of the workshops.

Dissemination and Exploitation Plan

MEDILINGUA - Advancing vocational competences in foreign languages for paramedics

- Final conference “European Transfer of Innovation for the medical sector”

It will be held in the end of the project (23-rd month) in Poland and aim at presenting and disseminating the project and its results. During this meeting the partnership will introduce the project results, describe the testing phase and a general impact it brought about. It will stress mainly on the process of using podcasting methodology in education. It will be attended by at least 200 people coming from the target groups and stakeholders of the project. Representatives of all partners will also attend it.

- Consultations

The partners should use every possibility to answer target group’s questions about the project in individual conversations and to promote the project website and the delivery system.

- Staff meetings

It is beneficial if all project partners inform their staff about participation in the project. Thus they can competently react to enquiries, give out contacts and also support the project work.

8. Who is doing what?

Dissemination is a vital element of every EU project and always the task of all participating partners. However, Center RUNI will be leading and supervising all dissemination activities. The task-distribution within the consortium is the following:

Partner	Tasks
Center Runi	<ul style="list-style-type: none">Control of the composition of visual identityWriting a Dissemination Action PlanSupervision, report and evaluation of the dissemination activitiesNational dissemination activitiesCreation of a mailing contact listEditorial of the project website (together with Danmar)Establishing and maintaining a MEDILINGUA Facebook pageProvision of outline for the newsletters and leafletsProvision of content for the purposes of dissemination and help with the preparation of materials (newsletters, leaflets, website, etc)
Danmar Computers	<ul style="list-style-type: none">National dissemination activitiesProvision of content for the purposes of dissemination and help with the preparation of materials (newsletters, leaflets, website, etc)Creation of a mailing contact listRegular report to Center RuniDevelopment and design of the project websiteCreation of a MEDILINGUA account on Tumblr

Dissemination and Exploitation Plan

MEDILINGUA - Advancing vocational competences in foreign languages for paramedics

Partner	Tasks
Iberika Group	National dissemination activities
Europe Evaluation Company	Provision of content for the purposes of dissemination and help with the preparation of materials (newsletters, leaflets, website, etc)
Gesaude	Creation of a mailing contact list
Uniwersytet Rzeszowski	Regular report to Center Runi

9. How can we evaluate our dissemination activities?

Evaluation and reporting of the dissemination activities are needed in order to assess the effectiveness of the dissemination process. National dissemination reports will be prepared by partners per approximately 5 months. In case certain activities do not have the desired success, there will be the opportunity to try out different ones and thus optimize the results of dissemination. Center Runi will evaluate the results shown in the national reports and give suggestions for an improvement of the dissemination activities.

10. What are the key factors for a successful dissemination for MEDILINGUA?

Finally, it is important to summarize the results of this dissemination plan as recommendations for the organization and contents of the dissemination.

Organization

- The partners of the consortium have a wide range of networks and contacts available to them. They will be gathered in a common network list and used for the dissemination.
- The consortium will combine face-to-face with digital and traditional tools for the dissemination. It is important to know which dissemination tool to use in the concrete situation keeping in mind the characteristics of the target group. The designing of the delivery system plays an essential role, because it represents the main result of this project.
- A detailed reporting and evaluation process will ensure that the dissemination activities can be regularly checked and optimized.
- Dissemination Action Plan will be developed by Center Runi in March 2014. It will contain the concrete steps of the dissemination process and timing of the activities.
- All partners are responsible for national dissemination and should strictly keep the agreed deadlines.

Contents

- Use apprehensible language which is suited to the target groups.
- All publications should highlight the key messages and advantages of the project results taking in mind the attitudes and characteristics of the target group.
- The main aim of dissemination is to distribute neutral and useful information about the project.
- The dissemination activities are primarily directed at paramedics from the countries of the partnership. The dissemination process should also reach the stakeholders of the MEDILINGUA project. They are experts from the medical sector, representatives of business, employers, VET centers, trainers and training centers for paramedics, VET policy makers and others.
- Our dissemination activities are not aimed at sending as many emails as possible. The aim is to reach the right contact persons in the right institutions and achieve an effective exchange about the contents of the project. In this way the contact persons

Dissemination and Exploitation Plan

MEDILINGUA - Advancing vocational competences in foreign languages for paramedics

will be encouraged to use their own channels, in order to make MEDILINGUA better known.

- The publications should be designed, so that they are adjustable to different national background.
- All Publications will follow the official requisites of the European Commission and contain:

The logo of the Lifelong Learning Programme



The official mention of the European Commission:

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The logo of MEDILINGUA project:



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11. Dissemination Action Plan of MEDILINGUA project

Key activities

First quarter (January- June 2014)

- Each partner prepares a dissemination database with about 250 contacts- continues during the whole project
- Working out of the project website in all languages of the partnership
- Dissemination Plan (by Center Runi)
- Development of the project logo
- Creating a MEDILINGUA Facebook page
- Creating a profile of the project on Twitter
- Setting up a MEDILINGUA profile on Tumblr
- Preparation of Newsletter 1
- Creating project posters, leaflets, Powerpoint templates
- All partners provide dissemination reports for the first 5 months of the project on AdminProject
- First national dissemination workshop (in all countries)
- Preparation of Newsletter 2

Second quarter (July- December 2014)

- Preparation of Newsletter 3
- Meetings and discussions with partners' networks in their own countries about the project outcomes (the delivery system) and the use of podcasting methodology in vocational education
- All partners provide dissemination reports for the previous 5 months of the project on AdminProject
- Center Runi prepares Mid-term dissemination report using the information partners have published on Adminproject
- Preparation of Newsletter 4

Dissemination and Exploitation Plan

MEDILINGUA - Advancing vocational competences in foreign languages for paramedics

Third quarter (January- June 2015)

- Second national dissemination workshop (in all countries)
- Preparation of Newsletter 5
- All partners provide dissemination reports for the previous 5 months of the project on AdminProject
- Preparation of Newsletter 6

Fourth quarter (July- December 2015)

- Third national dissemination workshop (in all countries)
- All partners provide dissemination reports for the previous 5 months of the project on AdminProject
- Preparation of Newsletter 7
- Final dissemination conference “European Transfer of Innovation for the medical sector” in Poland (one day)
- All partners provide dissemination reports for the previous 4 months of the project on AdminProject
- Preparation of Newsletter 8
- Final dissemination report (by Center Runi)