

Dissemination Plan

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Introduction: ACTing project objectives

In this Dissemination Plan, the different partners of the ACTing project will find all necessary information linked to the communication aspect of the project. Thanks to the partners' contributions and feedbacks, it will be constantly updated and improved. The Dissemination Plan will have to be adopted by the Consortium.

Its purpose is to formalise all communication and dissemination actions planned in the framework of the project, to provide guidelines on the approach and to set out the key dates related to planned events and actions, to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.

More specifically, the objectives of the dissemination and communication plan are:

- To set up and support mechanisms for effective communication and exploitation
- To coordinate the different aspect of communication within the Consortium
- To keep track of the progress in the development of communication tools

2.2. Our Vision and Goals

The project aims at transferring a specific working methodology that strengthens the capabilities of social agents working with senior citizens using ICT as a tool of empowerment in this digital age. The project's Dissemination Strategy should ensure that key messages are communicated effectively by means of appropriate activities, materials and media to access the different target audiences.

Our main audience target groups are:

- Potential interested individuals and organizations (potential social agents)
- Senior citizens
- Peers (potential stakeholders/organizations involved in the well-being of senior citizens)
- Policy makers and current funding bodies
- The wider public

Our goals need to be transparent, inviting and inclusive, reason for which the continuous flow of information amongst the project partners and our audience is of great import. Furthermore, dissemination takes place throughout all the stages of the project in order to provide visibility to the project:

- A. Raise awareness on the importance and potential of ICT in active ageing processes;
- B. Inform and educate the project's potential community by providing a deeper understanding of the project's work (i.e. the adapted training methodology) ;
- C. Engage and involve the community through of input and feedback;
- D. Promote and 'sell' your outputs and results to attract potential stakeholders so that other groups can reap the benefits from our efforts, such as a multiplier effect (applied to any knowledge transference to the elderly, in other words e-inclusion).

2.2. Our Objectives

Dissemination should strengthen and optimize the project's socially inclusive character. All project partners should aim to target the various target groups at an international, national and local levels:

- **SOCIAL AGENTS:** enlarge the pool of committed social agents to our innovative methodology tools in ICT for the elderly
- **The ELDERLY:** to make them aware that such tool exists
- **GENERAL PUBLIC:** to foster a general interest in the services and assist through "word of mouth" dissemination as well as create an incentive to further spread active ageing projects
- **POLICY MAKERS:** potential stakeholders capable of spreading and further expanding similar active aging activities
- **DONORS:** to keep them updated on the various events, latest developments and future activities

2.2. Our Audience and Users

INTERNAL AUDIENCE: members of the project consortium. It is important to maintain the steady flow of communication amongst the project partners in their respective countries and regions and thus have an up-to-date overview of the project developments, activities and findings.

EXTERNAL AUDIENCE: Persons who will benefit from the outcomes of the project:

- *Primary user groups: actors directly involved*
 - Elderly
 - Social agents
- *Secondary user groups: External stakeholders: as well as "opinion makers" – actors indirectly involved:*
 - Policy makers
 - Media
 - Potential stakeholders
 - Researchers, teachers, social workers
 - Donors

Communication and dissemination are central to ACTing's work. The project aims at transferring innovative technology through the partners in the implementing countries. Its purpose is also to serve as a model which can be used by other interested actors in the field, thus having a multiplier effect.

This is why the communication strategy focuses on national dissemination, as well as communication that will raise awareness about the project at the European level. The purpose is to disseminate project-related information, including its aim, main results and achievements.

a) Dissemination activities aimed at local level

First of all, ACTing partners will communicate at the local level with directly involved actors, to make them aware of the different project stages. Social agents and elderly people need to be

kept informed about the evolution of the project. Continuous updates will make sure both of them remain involved and committed.

Secondly, ACTing partners will communicate with representatives of local communities (i.e. associations of elderly, social organizations), public authorities and other locally relevant groups or individual that could become potentially interested actors in the follow-up of the project. The project will raise public awareness in the regions and cities and mobilise stakeholders that have an interest in active ageing.

The ACTing website as well as individual partner websites will be important instruments for informing the general public.

b) Dissemination activities aimed at European level

Promoting the project at the EU level through the extensive use of communication tools will guarantee the project visibility at the European level. In order for the innovative methodology to be adopted by a wider audience, policy makers and planners at the EU level involved in active ageing and e-inclusion should be included in the dissemination strategy. The overall scope of the ACTing project is also to promote the results at the European level, in a coherent and transparent manner.

2. Specific objectives of the WP8

WP8 aims to secure an effective internal and external dissemination plan in order to achieve the best possible visibility, dissemination, impact and outreach of the project and its results.

In other words, it aims to disseminate information about the project: its objectives, approaches and results, spreading its visibility across the EU. The objective of this dissemination activity is to create as much awareness as possible about the project work and about the benefits of the transferred methodology. This WP8 is closely linked to the exploitation WP9, since it prepares the basis for exploitation by providing the proper data, contacts and materials. The approach is a cascade-approach that first spreads information about the project throughout the wide network of institutional and informal contacts of the partner ICVolunteers and, second, establishes a close communication with the most interested stakeholders who are considered potential multiplier points to involve directly in the process of exploitation.

The WP leader will design a Dissemination Plan to be followed by all partners (permanently updated and improved with contributions from all).

This WP is also aimed at achieving potential synergies among different activities and involved actors, fomenting motivation to participation.

It must work with operational autonomy, always under the control and coordination of WP leader and P0. It will involve national referents and social agents as much as possible during the whole process, since they can contribute to the dissemination and spreading of the transferred methodology and developed products. This will help to make all the potential of the proposed process visible.

The project website will be a key element in this WP.

2.1. Content / Key messages to be transmitted

The content changes according to the audience. Messages should be clear, simple, and easy to understand. Messages should be tailored to the receiver. It is of paramount importance to carefully consider what he or she should know about the project. The consortium shall determine the information and the messages to be communicated. However, we can already define the key messages to be transmitted:

- What is the ACTing project?
- What are the objectives of ACTing and its potential impact?
- Who are the organizations involved in the project?
- What are the activities and events planned?
- What are the key results?

It is essential that the consortium agrees on a shared vision and common understanding. Each partner will send to ICV the key messages.

2.2. Dissemination for Awareness

The term *dissemination* encompasses multiple layers: a) “delivering and receiving of a message” b) “the engagement of an individual in a process” c) “the transfer of a process or product”.

As mentioned, there are a number of target audiences that we are aiming to reach. They have been included as we believe that they can benefit from what our project has to offer. It is important, therefore, that these groups/audiences have a deeper understanding of our project's work.

During the project's lifetime, a certain number of tools described below can create awareness about the project. This first step is designed for the potential audience to be aware of the project, its goals and the expected results. A simple message is needed, as audiences do not require detailed knowledge of the project.

News article, flyer on the project and the website are useful tools in this regard.

2.2. Dissemination for Action

“Action” refers to the knowledge exchange resulting from the adoption of products, materials or approaches offered by the project. Our target audiences are people that are in a position to “influence”, “bring about change” and “benefit” from what we have to offer. They therefore need to be equipped with the right skills, knowledge and understanding of our work, in order to achieve real change. Therefore, Dissemination for Action can only take place when our potential audience is made AWARE of the project's aims and objectives. If this happens, the audience will in turn become interested in the project and request more information. Involvement in both of these stages provides the basis for dissemination for ACTION.

3. Dissemination Tools

2.2. Project website

Website address: <http://www.acting4elderly.eu>

The ACTing website is the most versatile communications tool where the project's main objectives, activities and partnerships are regularly updated during the project's lifetime.

Main Language: English. However all static pages will be translated to the Spanish, Romanian, French and Italian.

The website includes the graphic identity of the project and the European Union logo.

Apart from that, the website will include all the icons and links to social media sites: Facebook, Twitter, LinkedIn and Youtube, in order for the ACTing project to gain visibility.

In addition, links to project tools are provided through the website: Training Moodle platform & Management site.

All partners are invited to make suggestions and invited to send ICV news published at the national level that will be translated into English and placed as a NEWS item on the website. This is important as it will ensure that the project website is as complete as possible, including national success stories, photographs and news items. All of this information will then be updated onto all project media and communications channels.

2.2. Publications of individual partner organizations through their networks

Each partner organization can use their website as a platform to further disseminate ACTing's goals and findings alongside their own individual involvement.

ICV requests partner collaboration and create links to every published news to the project website: www.acting4elderly.eu

2.2. Newsletter (Newstwitter)

The newsletter announces updates and developments about the project: providing links to the latest updates, developing a profile for the projects future.

The ACTing newsletter will take on a more contemporary approach to information dissemination based on the limited character counts of a Twitter-like information where the extended articles will be linked to the website of the project.

Submitted articles by the partners will relate national events including upcoming events, as well as any interesting information regarding further findings and developments in the field including interviews of participants and project "champions".

ICV is responsible for its timely distribution, contacting all partner organizations **three weeks** in advance for their quarterly contribution. Yearly: electronic 3 editions. First edition **OCTOBER 2014**.

- Format: .doc
- Tweet Title: 200 characters

- Length of actual article: 250 words.
- Language: Local language and English
- Proof-reading and editing: ICV
- Accompanying Images and graphs (OPTIONAL) definition: .JPEG or .TIFF preferably at 300ppi to include in the image repository. ICV may request a new or different image if the quality or format is incorrect.
- Distribution:
Each partner is responsible for distribution within their national borders.
 - Fundetec and Esplai: Spain
 - FMD: Italy
 - AEPMR: Romania
 - ICV: Switzerland

ICV is further responsible for the distribution of the newsletter to key stakeholders, policy makers and professionals across Europe with the exception of those based in Spain, Italy and Romania.

- The Newsletter will automatically be posted on the website. Further, it will be announced in social media channels, including FB and Twitter.

All partners are responsible for providing all information in a timely fashion.

Press Releases

ICV is responsible for writing the main press release indicating the stage at which the project finds itself. The Press Release will be posted on the website as a News Article. Partners are free to use or draft their own press releases. On the schedule these are scheduled to appear every 3 months aligned with major events and deliverable of the project.

2.2. Printed Materials

This includes all printed materials used for promotional purposes of ACTing. These include but are not limited to project flyers, posters, postcards and invitations.

ICV is responsible for the design of all printed materials. Templates will be made available and sent to every project partner. Partners then translate content and ICV is responsible for sending it back in complete printable form.

a) Published Repository

ICV is responsible for maintaining and updating a repository of all published materials by each project partner in a press book. For this reason each partner organization must send to ICV, acting@icvolunteers.org, an electronic copy of published press articles.

2.2. Social networking sites (Facebook, Twitter, LinkedIn, etc.)

ICV is responsible for setting up the ACTing accounts in Facebook, Twitter and LinkedIn.

ICV will remain the administrator of these accounts. All contributions submitted by partner organizations, whether text or images must therefore be sent to ICV that is responsible for the timely posting of the updates.

Partners are requested to submit information to organizing partners at the end of each month. Partners will be sent a reminder email by ICV the week before the deadline. We recommend

short one-liners describing a text for which a link is provided for in English as well as in the local language.

Postings may include a text, images or short videos.

2.2. Video publications (Youtube)

ICV is responsible for setting up the ACTing YouTube account.

ICV will also be the administrator to this account.

All partners must send video materials to the project's visual repository at least on **four** different occasions until the project's conclusion. These can include but are not limited to a) individual or group interviews b) workshops c) training/informational sessions or any other activity the organizing partners deem useful or necessary for communication purposes.

- ICV will accept both mounted versions and raw footage.
- Videos can be submitted in their original language.
- If partners cannot provide subtitles in English, ICV will undertake the incorporation of subtitles provided that a printed script, preferably in English, is sent alongside the visual material.
- Translation for subtitles should be time-coded for every sentence.

Example:

0:20 "This is my first year collaborating in this project."

0:32 "I like this experience as it is very enriching."

Technical Requirements

- Length: max. 5 minutes of mounted video or unedited material up to 30 minutes
- File Types: .mov
- Min. Resolution: 1920 x 1080
- Min. Aspect Ratio: 16:9
- All partner organizations can send files up to 2GB through the www.wetransfer.com If files are larger, please contact ICV directly to agree on an alternative transfer method, e.g. Dropbox, ftp onto the ICV server.
- In the Dropbox file for Dissemination & Visibility you will find ICV's Video Guide, available in English and Spanish.

ICV takes responsibility to create, establish and maintain a visual cohesive formula for all submitted audio-visual documentation for publication.

Please refer to Dissemination Schedule. ICV highly recommends after partners meetings with So

2.2. Photos

All partners are required to take photos from the different events they organize and send them to ICV to be added to the image repository. These include We request that images be of good quality and of high resolution e.g. 300ppi. Please try as much as possible to take photographs with natural light.

Technical Requirements:

- File Types: .JPEG or .TIFF
- Max. Resolution: Height or Width 2000px

Please send the photographs if less than 2GB via www.wetransfer.com to acting@icvolunteers.org.

Schedule of Audio Visual Content: ICV recommends that project partners submit four times through the length of the project (please see Schedule) a series of photographs and videos from their Social Agents and their Seniors in order to create a rich and plentiful audio visual repository. Video testimonials are useful to give a voice to the project either from the management's point of view, from the social agents or elderly as well as external stakeholders.

Suggested Local Activities

Each project partner is recommended to present the 2 winning Singular Initiatives to an external audience in a National Contest Award. This local event is suggested on the Schedule to take place when the winners are announced.

Another set of activities to promote ACTing on a local level is for partner organizations is to present their work at local events/or external presentations where relevant topics are addressed on active ageing, elderly e-inclusion or e-learning platforms.

2.2. International contest in Geneva and Final Conference

Conference presentation, Singular Initiatives International Contest to promote the project and its outcomes

- Create and develop a media kit (Press release, fact sheet, media list, including any previous media coverage if any, photos of the previous "Knowledge Volunteers conference" *ideally with well known speakers*, ready-made posters or any promotional materials for the use of the press, etc...)
- Create a media list to which all partners can contribute
- Have a persuasive and compelling sound bite to contact media
- Use all platforms to contact (online form, phone, e-mail and social media)
- Invite the Press
- During events, the reporting team can take pictures, write articles to be sent to the press for publishing and potentially for media coverage

4. Visual Presentation

2.2. Project Identity

The Project Identity is the image with which the project can be identified. It comprises the attributes and values of the project: its culture, its reason of being, its spirit and soul. The image reflected by the organization's culture will make the organization identifiable and different from the rest.

Having a link with branding, corporate identity generally applies more specifically to the visual perceived image of a project. The intent is to promote this cohesive visual image, both among project partners - as project culture - and externally to partners as a strong visual project identity.

This amounts to a logo and supporting devices commonly assembled within a set of guidelines. These guidelines govern how the identity is applied and confirm approved colour palettes, typefaces, page layouts and other methods of maintaining visual continuity and brand recognition across all physical manifestations of the brand.

The distinctive visual symbol of the project represents its values and attributes indicating the possibility of coexistence and collaboration between ICT and traditional writing and methods of learning and communication.

The logo may be used with or without the project slogan: “Social Agents promoting active aging through ICT”. It can be used only by project partners and should never be distorted in any way.

2.2. Logo



Guidelines for colour: HTML

- Yellow: #F8B300
- Red: #C00036
- Blue: #333399
- Black: #030008

Size:



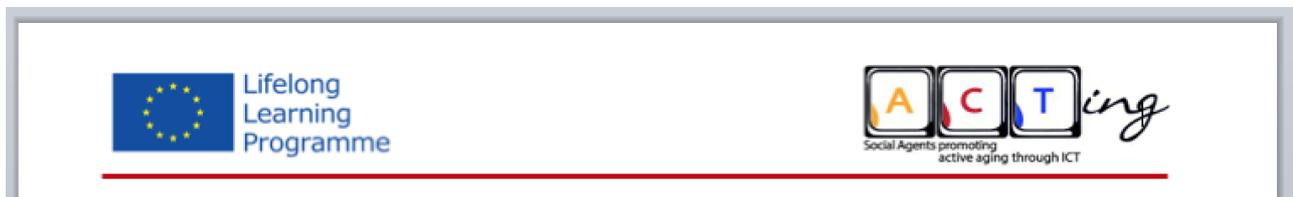
- Minimum Logo Size: H: 10mm x W: 22mm
- The Logo without the title of the project should only be used when the full logo has already been used once at least in the same document.

- Background Colour: preferred white or black; possible: transparent or plain colour; not possible: on non plain colour, e.g. photograph, pattern background, etc.
- NOTE: for proportional size adjustment only use corner points whilst pressing the SHIFT button. Do not use lateral ones as these will distort image.

The **ACTing** logo and style should be used for all project materials.

Header Format: PowerPoint Presentation/Word documents, Deliverable Reports

- **Font:** Arial 11pts
- **Margins:** 2.5 cm



When project partners incorporate their logos on the header these must be placed on the right hand side and the ACTing logo is placed in the centre.

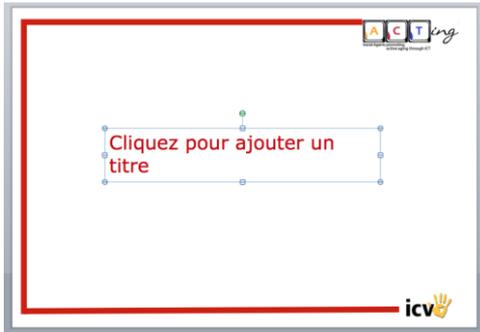


Footer (OPTIONAL) PowerPoint Presentation/Word documents, Deliverable Reports

- Font: Arial 9pts (Grey)
- Internal Documentation: Must Include Name Title and Page number. Optional Partner Name



PowerPoint Presentations Template: Title, Body and End slide to look like the following example.



5. Evaluation of the Dissemination Strategy

To find out if the dissemination strategy was well chosen and well implemented, it is important to build an evaluation component into all major dissemination activities to monitor the quality and to see if they have achieved their aims.

- Website: check visitor statistics and logs
- Article on the press published: content analysis/press review
- Participation in training session/focus groups: evaluation questionnaire
- Publications: number of citations
- Final conference: assessing the success of the event (quality of interventions, attendees)
- Final dissemination report: assessing achievements and findings of communication aspects

6. Timing/calendar

The following table illustrates the dissemination activities of the project based on a month-by-month delivery schedule. The scheduling of the activities is closely aligned to key project deliverables. Some activities (newsletters and press releases) intensify pre and post key deliverables. These time frames should be regarded as indicative.

	2014												2015								
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
Dissemination Strategy				■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Logo Design		■	■																		
Flyer					■	■															■
Website					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Press Releases						■				■				■						■	■
Audio Visual Testimonials						■	■			■	■				■	■			■	■	
Newsletter										■					■				■		■
National Contest Award																			■		
Presentation External Events											■										
Social Networking & Blogs				■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Project Conference																					■