Leonardo da Vinci

IMMI-Train – **Promoting Efficient Recruitment of Immigrants**

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Dissemination Plan

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EXECUTIVE SUMMARY

In the last fifteen years the number and diversity of foreign population that settled in Europe has risen dramatically.

***IMMI-Train* – Supporting Efficient Recruitment of Immigrants**, hereinafter referred to as *IMMI-Train*, aims at developing a training and communication tool for HR professionals to instruct and intensify knowledge, concerning immigration employment.

IMMI-Train counts with the participation of six partners from five countries, namely Austria, Greece, Italy, Portugal and Spain. The partners are as follows:

- **SPI - Portugal**, leads the partnership as the coordinator and guides the project based on its experience;
- **INVESLAN - Spain**, leads the partnership on research and survey of HR managers needs for immigration information;
- **bfi Wien - Austria**, provides a fertile source of information essential to elaborate the contents of the pilot course;
- **AFL - Italy**, guides the research of other partners in this area and contributes with know-how in the employment field;
- **IAPETOS - Greece**, contributes with guidance to adjust the general course and to create the e-learning platform;
- **CONEDIS - Italy**, leads the partnership on the issue of quality control and outcome evaluation;

The Dissemination Plan provides guidance and information for the partnership to follow. The Plan therefore aims at delivering the necessary guidelines on whom, how and when each dissemination event and activity taking place.

IMMI-Train's dissemination plan is made public electronically. With this measure, the partnership seeks to deliver clearness, precision and awareness to actions undertaken directly towards the target groups and compatible with the evaluation of tools produced.

Therefore, this Plan delivers guidance on characteristics of the brochure, of press releases, of the website, amongst others.

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1. INTRODUCTION

The Dissemination Plan provides guidance and information for the partnership to follow. The Plan therefore aims at delivering the necessary guidelines on whom, how and when each dissemination event and activity taking place.

Under the Leonardo da Vinci programme, dissemination is part of a wider concept known as valorisation. Valorisation, in turn, is a concept which is now widely used and accepted in the European educational and training community. It can be described as the process of disseminating and exploiting the results of projects with a view to optimising their value, strengthening their impact, transferring them, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European levels.

There are several valid reasons for developing activities for dissemination and exploitation of results. These activities can contribute in particular to:

- Involve in the project the target groups and interested parties at local, national and European level from the beginning to after the project finds its terminus;
- Assure that the results produced by the project meet clearly the identified needs, demands and interests of the target groups;
- Promote the project and its outcomes through the website (that will be created) as well as through the elaboration of informative and promotional material (brochures, seminars, etc.);
- Disseminate know-how of the project and of its products to a large number of possible users and to interested organizations;
- Facilitate exploitation of project results;
- Promote the usage of the project results by wider groups of potential beneficiaries, initially not involved in the project activities – so that the final module produced by the project is adapted and deployed in various vocational training systems and practices (in various contexts, in various countries);

- Bring awareness to individuals involved in the Human Resources field of the important for continuous training;

2. DISSEMINATION PER WORKPACKAGE

This section reports on the dissemination events and activities taking place.

IMMI-Train – Promoting Efficient Recruitment for Immigrants is arranged into 9 complementary workpackages:

1. Project Management
2. Website Project
3. Report and Analysis of Good Practices, Studies and Legal Texts
4. Survey on HR companies and departments
5. Contents Development of the Pilot Course
6. Implementation and Validation of the Pilot Course
7. International Consultation and re-Development of the final Course
8. Valorisation Plan
9. Monitoring and Evaluating Project

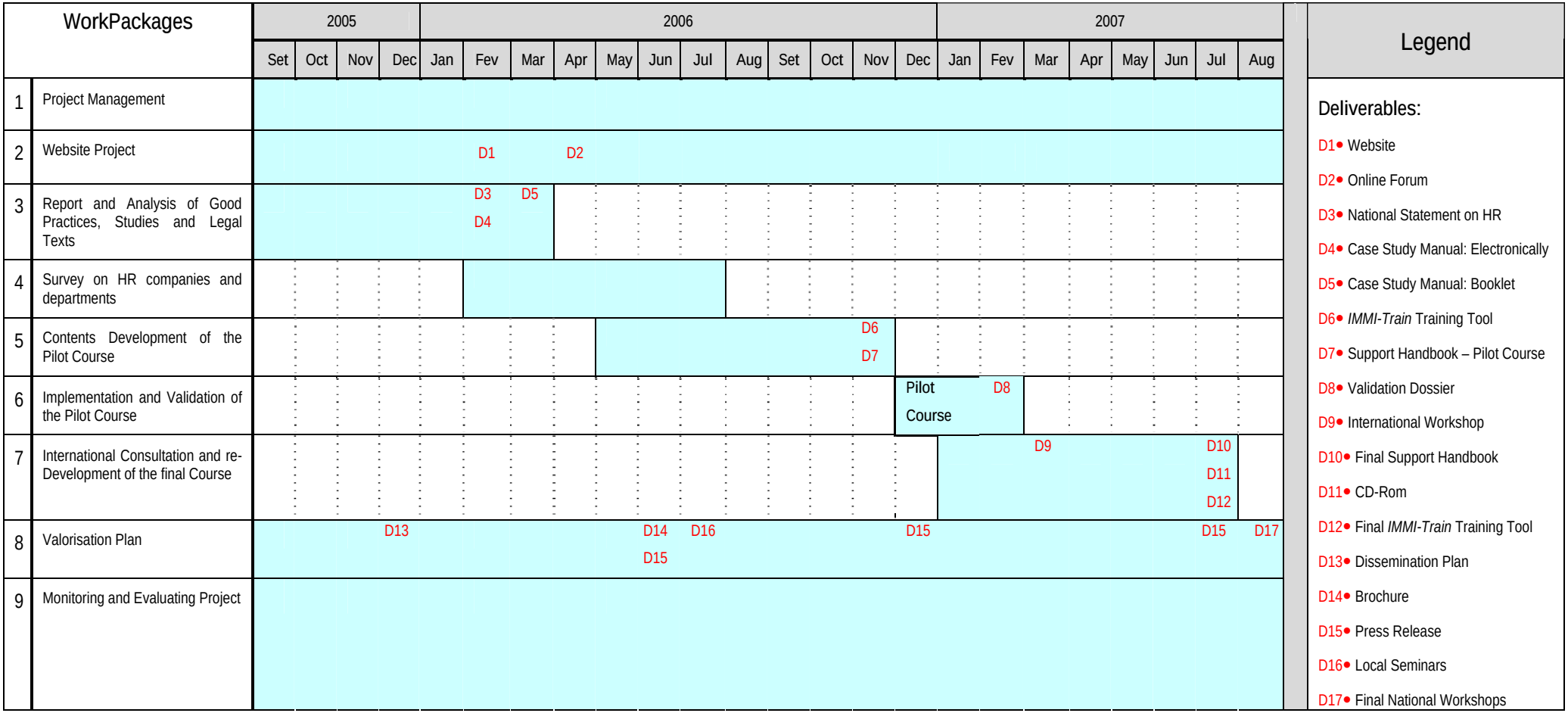

Figure 1: Workpackage layout with dissemination activities

Figure 1 shows dependency of the 9 workpackages. The first deliverable (D13) being in workpackage 8 sets milestones for the partnership and familiarizes the participants and other stakeholders involved in the project on when to expect publication of deliverables in a clear and simple manner.

In addition to planning the dissemination activities and events, it is important to recognize the value of the website. The website provided as deliverable (D1) of the project encloses all deliverables produced by the consortium and informs its users in six different languages, namely English, Portuguese, German, Spanish, Greek and Italian.

As the project develops, the content of the website is continuously, including an online forum (D2) to facilitate discussion.

Other dissemination activities which facilitate discussion are the local seminars (D16), the international workshop (D9) and the final national workshops (D17). These activities are focused on disseminating and valorising the project information and actions.

In order to meet the proposed dissemination activities various working methods are put into practice, such as transnational meetings, Internet; pre-established protocols, report sheets, evaluation, and other methods specified on Table 1.

Table 1: Structure of dissemination outcomes per workpackage

WP	Duration	Expected Outcomes on Dissemination	Working Methods
WP1	24 months	*No results under this WP are directly related with dissemination*	Transnational meetings, Internet; pre-established protocols, report sheets
WP2	24 months	Website, online forum	Group discussion, Internet, monthly updates, periodic forums
WP3	6 months	National statements on HR, case study manual	Group discussion, transnational meeting,
WP4	6 months	*No results under this WP are directly related with dissemination*	Group discussion, Internet, questionnaires, interviews, transnational meetings,
WP5	7 months	Training tool *IMMI-Train*, support handbook for pilot course	Group discussion, Internet, transnational meetings, expertise
WP6	2 months	Validation dossier	Consult pilot course participants and trainers
WP7	7 months	International workshop, final support handbook for pilot course, CD-Rom, final training tool *IMMI-Train*	Group discussion, Internet, transnational meetings, subcontracting
WP8	24 months	Brochure, press releases, local seminars, final national workshops	Dissemination plan, group discussion, partners' specialization, transnational meeting, subcontracting
WP9	24 months	*No results under this WP are directly related with dissemination*	Quality management plan, group discussion, evaluation, subcontracting

2.1. Workpackage 1

During this workpackage, coordinator and partners articulate and manage their activities under *IMMI-Train* in the most efficient manner, warranting a good communication and understanding of project's objectives.

Dissemination Measures

No results under workpackage 1 are directly related with dissemination. However, it is crucial for the Dissemination Plan since it encloses measures which allow the partnership to establish adequate mechanisms to coordinate and to discuss dissemination activities and events.

2.2. Workpackage 2

During this workpackage, the partnership develops *IMMI-Train*'s website with contents available in English and in the partners' languages. The website acts as a main diffuser of information and results. While the online forum with discussion language only in English permits European and international discussions.

Dissemination Measures

WEBSITE (D1)
Address: http://www.spi.pt/immi-train
Objectives: The website informs persons who are interested in the project about *IMMI-Train* and its products and activities. Various types of information i.e. brochures, financial details, personnel etc, are also posted to the relevant target groups. But the website provides the ability to conjugate with the more traditional dissemination methods and to distribute this same project information instantaneously and it can be easily kept up to date.

Period: Available from the 6th Month until the 33rd Month, i.e. the website remains online and updated for nine months after project terminus. Moreover, the website's contents are updated on a monthly basis.
Language(s): English; Portuguese; German; Spanish; Greek; Italian

ONLINE FORUM (D2)
Address: http://www.spi.pt/immi-train/forum.htm
Objectives: The online forum improves communications with existing parties i.e. partners, target groups, other training organisations, other project promoters, European Commission and others. Provides the facility for these parties to Login to their account via IMMI-Train's website to access specific information and specific discussion i.e. current state of affairs, notices, etc. which in turn also reduces communication costs. Updated with new discussions on a monthly basis, the online forum puts together, gradually more, parties interested on subjects discussed. Besides the submission of a monthly contemplation text, registered individuals are allowed to submit forum tickets for further discussion.
Period: Available from the 7th Month until the 24th Month.
Language(s): English

2.3. Workpackage 3

During this workpackage, the partnership develops 5 National Statements on HR and a Case Study Manual. The National Statements on HR provide a brief analysis of gathered studies, statistics and collected information on the partners' country for HR managers in their interaction with immigrants. While the Case Study Manual informs HR managers and business managers on the benefits of immigrant employment consolidating a demonstration of 5 best-practices per participating country.

Dissemination Measures

NATIONAL STATEMENT ON HR (D3)
Objectives: 5 National Statement on Human Resources (HR), one per participating country, provide a brief analysis of gathered studies, statistics and collected information on Portugal, Austria, Spain, Greece and Italy for HR managers in their interaction with immigrants. It is a tool to support HR managers and professionals concerning immigration employment.
Period: Available electronically on the 6th Month
Language(s): English

CASE STUDY MANUAL (D4) (D5)
Objectives: The Case Study Manual, available in 6 languages and in hardcopy, informs HR managers and business managers on the benefits of immigration employment consolidating a demonstration of 25 Good Practices throughout the participating countries.

It is tool to substantiate the fact that companies are willing to employ immigrants and that occasionally immigrants have launched themselves into successful entrepreneurial activities.
Period: Available electronically on the 6th Month in English on the 7th Month in Portuguese, German, Spanish, Greek and Italian
Language(s): D4 - Electronically: English D5 - Paper version and electronically: Portuguese; German; Spanish; Greek; Italian

2.4. Workpackage 4

During this workpackage, the partnership carries out a survey to national experts understanding factors that are currently limiting efficient immigrant employment, fostering efficient immigrant employment, and specific recommendations that may increase immigrant employment.

Dissemination Measures

No results under workpackage 4 are directly related with dissemination. However, it is crucial for the quality of dissemination activities and events since it encloses measures which allow the partnership to assess qualitative needs and to discuss project's steps.

2.5. Workpackage 5

During this workpackage, the partnership develops the contents tested during workpackage 6, namely the pilot course and its support handbook. The contents of the pilot course draw together the information gathered during previous tasks, in particular for the National Statements on HR, the survey and further research on HR managers' needs.

Dissemination Measures

TRAINING TOOL IMMI-TRAIN (D6)
Objectives: The Training Tool IMMI-Train, produced in 6 languages, implements under an e-learning course, aimed for the project's target groups, the necessary practices for promotion of immigration employment. It is tested in each of the participating countries during workpackage 6.
Period: Available to interested participants during the 16th and 17th Month.
Language(s): English; Portuguese; German; Spanish; Greek; Italian

SUPPORT HANDBOOK - PILOT COURSE (D7)
Objectives: The Support Handbook - Pilot Course supports the implementation of the *IMMI-Train*'s pilot course by trainers. The Handbook encloses instructions on how to carry out the pilot course. It is a preliminary version of the Final Support Handbook delivered with workpackage 7.
Period: Available to interested trainers which are involved in the pilot course during the 15th to 17th Month.
Language(s): English

2.6. Workpackage 6

During this workpackage, the partnership holds the e-learning Pilot Course "*IMMI-Train* – Supporting Efficient Recruitment of Immigrants" in the languages of the participating countries. This workpackage validates on a national level the implementation of the pilot course per module.

Dissemination Measures

VALIDATION DOSSIER (D8)
Objectives: The Validation Dossier aims to disseminate to the experts involved in the Pilot Course the major findings resultant of the implementation of each module. The Dossier is a preliminary basis for the discussion held during workpackage 7.
Period: Available electronically from the 18th Month in English
Language(s): English

2.7. Workpackage 7

During this workpackage, the partnership, target groups and experts discuss during the international workshop the necessary adjustments and modifications in the training materials.

The workshop permits the partnership to re-adapt and produce the final results for *IMMI-Train*.

Dissemination Measures

INTERNATIONAL WORKSHOP (D9)
Objectives: The International Workshop with the duration of 1 day allows its participants to discuss and confer on certain adopted measures. This Workshop also aims to stimulate participants and outsiders to reflect on the benefits immigration can bring nations, regions, companies, communities and workforces. The Workshop aims to gather, besides partner representatives and members from the Portuguese National Agency, one HR manager and one expert per partner organisation.
Period: Available in Portugal during the 19th Month.
Language(s): English

FINAL SUPPORT HANDBOOK - PILOT COURSE (D10)
Objectives: The Final Support Handbook - Pilot Course supports the implementation of the *IMMI-Train*'s course by trainers and training organisation interested in the project. The Handbook encloses instructions on how to carry out the pilot course. The final version will be delivered in the languages of the participating countries.
Period: Available electronically from the 23rd Month
Language(s): Portuguese; German; Spanish; Greek; Italian

CD-ROM (D11)
Objectives: The CD-Rom seeks to support dissemination of the project's results, with electronic versions of all deliverables produced including the multimedia training tool. Delivered to identified HR organisations/departments and to universities and training organisations.
Production: The CD-Rom is produced, edited and printed by each partner in an amount of 100 copies.
Period: Available at partners' headquarters from the 23rd Month.
Language(s): English; Portuguese; German; Spanish; Greek; Italian

FINAL TRAINING TOOL "IMMI-TRAIN" (D12)
Objectives: The Final Training Tool – "IMMI-Train" delivers the course through various modules on an e-learning platform. It includes specific modifications and adaptations resultant from the evaluation and discussion taken previously.
Period: Available electronically from the 23rd Month.
Language(s): English; Portuguese; German; Spanish; Greek; Italian

2.8. Workpackage 8

During this workpackage, the partnership implements a valorisation strategy used during and after the project terminus. This strategy includes elaboration of brochures, circulation of press releases, organisation of 5 local seminars one per participating country, and wrapping up with 5 final national workshops.

Dissemination Measures

DISSEMINATION PLAN (D13)
Objectives: The Dissemination Plan delivers guidance and information to partners on how and when to conduct dissemination activities and events. This Plan is made public since this endows *IMMI-Train* project with further credibility and transparency on planned events.
Period: Available electronically from the 4th Month.
Language(s): English

BROCHURE (D14)
Objectives: The Brochure diffuses *IMMI-Train*'s aims and planned events. Its main objective of distribution is to disseminate with information regarding the pilot course and how to enrol. The Brochure therefore seeks to attract participants on the pilot course, being delivered at partners' headquarters, local seminars and further relevant dissemination activities
Production: The Brochure is produced, edited and printed by each partner in an amount of 100 copies.

Period: Available in paper-format from the 10th Month.
Language(s): Paper version and electronically: Portuguese; German; Spanish; Greek; Italian Electronically: English

PRESS RELEASE (D15)
Objectives: The first press release broadcasts the pilot course and diffuses results through the form of newspaper and magazine articles. Whilst the second press release coincides with the International Migrants Day on the 18th of December, divulgating the ongoing Pilot Course. Finally the third press release broadcasts the final workshop and diffuses results through the form of newspaper and magazine articles. The press releases therefore inform on the project's different phases, through articles in national newspapers and magazines.
Period: Available on the 10th month, the 16th month and on the 23rd month.
Language(s): Media at National level: Portuguese; German; Spanish; Greek; Italian Media at European level: English

LOCAL SEMINARS (D16)
Objectives: The Local Seminar informs on results of the preliminary analysis on the HR needs of information about immigration employment and on findings of the survey. The Seminar also raises awareness on the possibility to participant on the pilot course.
Period: Available on the 11th Month
Language(s): Takes place in each participating country in the native language

FINAL NATIONAL WORKSHOP (D17)
Objectives: The Final National Workshop promotes the IMMI-Train multimedia course along with major results reached by the partnership. The Workshop also aims to raise awareness to business decision makers on the benefits immigrants can bring their company and to their workforces.
Period: Available on the 11th Month
Language(s): Takes place in each participating country in the native language

2.9. Workpackage 9

No results under workpackage 9 are directly related with dissemination. However, it is crucial for the Dissemination Plan since it encloses measures which allow the partnership to evaluate different steps of the project and to discuss better and more efficient methods.

3. DISSEMINATION MANAGEMENT

The coordinating organisation, Sociedade Portuguesa de Inovação (SPI) takes overall control and responsibility for managing the dissemination activities and coordinates the contributions of all the project partners.

SPI operates under the direction of its Chairman, Professor Augusto Eduardo Guimarães Medina, and has a long history of managing European Commission projects.

Project dissemination is a key to success of any project. This is especially true in projects such as *IMMI-Train*, in which:

- Work is provided by a consortium of multiple partners;
- There is significant geographical element to the analysis;
- There are a significant number of interviews and data collection activities;