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**ExBased**

*Dissemination Plan*

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## LEGAL

*The Commission Regulation EC NO 1828/2006 stipulates that “The beneficiary shall be responsible for informing the public...about the assistance obtained from the Funds”.*

*Dissemination activities will be the overall responsibility of SDEO and the overall communication plan will lay the ground for the regional communication plans, which each ExBased partner is responsible for developing in the beginning of the project period.*

*The communication plan has been discussed in details during the kick-off meeting and hereafter, all partners must follow the dissemination strategy.*

*SDEO will have the responsibility of dissemination at European level, and each partner will make sure that dissemination about the project and its results are made on local, regional and national level as well as reporting these activities back to SDEO.*

*All partners within the ExBased project must comply with the publicity and information requirements laid down in the Commission Regulation (EC) No 1828/2006 (Articles 8 and 9) of 8 December 2006 and in the subsidy contract signed between the lead partner and the managing authority (Article 7).*

*The use of the LLP logo and EU emblem is compulsory on all communication materials and tools produced by the co-financed project. It is also necessary to indicate on all communication materials a reference to the contribution of the Life Long Learning program. This could be for example the phrase:*

*“Co-financed by the European Commission’s Life Long Learning program”.*

*It is up to the project partners to ensure they have the latest version of the publicity guidelines and ensure they are followed. The project undertakes to send three copies of all publicity material to the EACEA, who are authorized to use this material in promoting the program.*

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## ***Objective for dissemination***

The objective of this work package is to disseminate the project and its results on local, regional, national and European level, as to ensure to use the success and the sustainability of the project and its results. Cooperation between the project partners is an important factor to achieve the goal of disseminating the results from the partners to their relevant business networks in their respective spheres and countries.

## ***Potential barriers for dissemination***

The project faces a challenge in motivating conventional SMEs to take part in the project and find the project idea interesting. There is a chance that some conventional SMEs will not find the project relevant for their type of business or ways to innovate their businesses. This also means that there might be a risk of lacking motivation from the business consultants, if regional SMEs don't show interest in the project results. The partners will try to meet this potential barrier jointly by discussing the approach in the trial out phase, as mentioned in the quality assurance plan regarding assuring a high product quality in the project.

## ***Strategy***

The project coordinator (SDEO) will hold the overall responsibility for the dissemination activities as well as make sure that all partners follow the dissemination strategy. The dissemination strategy works on two levels: A) European level and B) Regional level.

SDEO will have the responsibility of dissemination on European level, and each local partner will make sure that dissemination about the project and its results are made on local, regional and national level.

In consultation with SDEO, all project partners will develop individual local/regional dissemination strategies. The local strategies will define in detail the target groups and media for dissemination as well as the expected timing of local-regional dissemination activities.

The main instruments for dissemination are 1) A project website, 2) Articles in magazines with European relevance and in national and local press, 3) Trial out phase, and 4) A final European conference, which will be held in Brussels – see below for detailed descriptions.

## *Target group*

The dissemination plan has 3 target groups:

1. Regional business consultants
2. Conventional SMEs in Europe
3. European policy makers with interest in regional business innovation – bringing experience from the creative industry into conventional SMEs

## Dissemination channels at the European level

Based in Brussels, the South Denmark European Office will be responsible for the communication of results on at European level, and dissemination will be provided to e.g. the following actors at policy level: The European Commission (EC), e.g. DG Education & Culture and DG Enterprise & Industry; the Committee of the Regions (CoR), and the European Parliament (EP).

In particular, SDEO will ensure good communication and dissemination of project progress and results directly to the EC's Education, Audiovisual and Culture Executive Agency (EACEA) by means of inviting agency staff to participate in ExBased partner meetings as well as to the final project conference in Brussels.

Furthermore, SDEO has extensive contacts to the great number of European regional offices in Brussels; participates in many networks, conferences and seminars and is regularly invited to present projects. More so, SDEO is active partner in the INTERREG IVC funded project Creative Growth (2008-2011) and through that has direct contact locally to 9 regions across Europe currently putting significant effort into developing creative economies.

All in all, there will be many opportunities to disseminate information about the project. SDEO will be responsible for organizing the final conference which will take place in Brussels and could (if deemed relevant<sup>1</sup>) be co-organized together with the network Interest Group on Creativity and Innovation (EICI).

## Dissemination channels and tools at the regional level

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<sup>1</sup> The exact scope, tasks and format of the EICI network is still, at the time of writing the present dissemination plan, being defined and developed by its founding members.

In order for all project partners to take an active role in spreading news about the project, its progress and results in their own spheres and countries, all partners will draft individual local/regional dissemination strategies.

Communication at the local/regional level is acknowledged as an efficient way of producing multiplier effects. Partners can use existing lines of communications and their own reputation to raise awareness about the project, its theme and scope. Potentially, this can stimulate new and perhaps unexpected contacts with potential end users.

The local/regional dissemination strategies will define in detail intended actions related to the following elements and target groups of the ExBased project:

- Regional and local business development networks
- Local, regional, and national press
- Trial out phase
- Information activities on an organizational and individual level

On local and regional level, the project partners will make sure that information campaigns are made to inform business consultants about the training module in order to recruit consultants to the trial out phase, where the training module will be tested. The consultants will be urged and motivated by the project partners to test the toolbox in SMEs.

The trial out periods will become a very important part of the dissemination strategy. The reason for this is that the project wants to conceptualize new methods and tools and, therefore, it is important that the project process becomes a part of the dissemination, where good and bad implementation processes are described and can inspire other regional or local business consultants.

As the trial out period will be carried out in local communities there is a good opportunity to put forward stories in local newspapers, radios etc. and thereby make the results visible for citizens.

As with all other project outcomes, the results from the trial out periods will be communicated in detail on the ExBased project website.

The partners will be responsible for translation of relevant dissemination material from English, which is the official project language, and a budget has been set aside to do this.

## ***Methods and instruments***

### *Web based dissemination*

The website will be the overall visual product of the project. It will be presented at an early stage of the project. Throughout the lifetime of the project, the website will be adapted and updated in

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accordance with project progress and the deliverables. At the end of the project, the final version of the website will be presented and will at that moment contain all material that the project has produced as well as information on the results it has generated. The main working language will be English, but the training material will exist in all languages of the partnership.

By the end of the project, the website will function as an electronic archive where other regions, local communities, municipalities, educational institutions or other actors can download material for inspiration.

### Press

Local, regional and national media from the partner areas will be contacted in order to publish articles. SDEO has the overall responsibility for coordination and tasks regarding dissemination at European level, but by telling about regionally based SMEs to local media, every partner will contribute to securing local case-based dissemination.

Each national partnership are engaged to produce and release at least 3 articles in local, regional or national media during the project, and SDEO is obliged to release the same number of articles, but at European level.

- 1 article will be released in the beginning of the project (after kick-off meeting) where general information about the project is given and recruitment starts;
- 1 article in the middle of the project, when the trial out takes place, and finally;
- 1 article in the end of the project, when we have a final product to present

### Trial out phase

The trial out phase is an independent work package in the project, which is of great importance to the dissemination plan. The primary reason for this is that while implementing this work package the partners have the opportunity to reach all the target groups of the project by disseminating information about the training activities, since the business consultant will be recruited to test the training material on selected SMEs in this phase.

See above under Dissemination channels and tools at regional level for further information.

### Brochures & information material

In the project application, budget has been allocated to the printing of dissemination material without any further specification hereof. The budget will be used for printed material (brochure, leaflet or the like) which partners deem the most relevant and useful as the project progresses. At project start-up, partners have expressed a no need for having a printed leaflet with general information about the project.

### Final conference

A European dissemination conference will take place at the end of the project and will be held in the premises of SDEO in Brussels due to SDEO's good network with other regional offices and accessibility to other relevant European networks and professional organizations as well as the European Commission (EC), e.g. DG Enterprise & Industry DG Education and Culture and DG Regio. The aim of the conference will be to disseminate the results of the project to such Brussels-based stakeholders, which is the target group that will serve as dissemination channels to other important in regions all over Europe.

SDEO is overall responsible for the organization of the final conference, but may consider (if relevant, cf. food note on EICI above) organizing it in cooperation with the Brussels-based EICI network in order to reach a broader audience.

In order to reach a critical mass of stakeholders (both Brussels-based and stakeholders based locally in Europe's cities and regions), the final conference will be organised to take place at the beginning of October during the same week that the CoR organises the yearly event "Open Days"; an event which usually attracts a significant number of people to Brussels from across Europe.

The conference will be announced on the project website, and personal invitations will also be distributed to SDEO's international network. There will be send out approximately 300 invitations, ending up with around 50 participants at the conference.

### ***Recognition of European Commission funding and use of the LLP logo***

In the dissemination of project results (on the web site, in press releases, in project publications, etc.) reference will be made to the co-financing that the European Commission has provided for the ExBased project under the Lifelong Learning Programme (LLP) and the LLP logo will be incorporated and used.

The LLP logo can be found at: [http://eacea.ec.europa.eu/about/logos\\_en.html](http://eacea.ec.europa.eu/about/logos_en.html). Different language versions are available.

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Education and Culture DG

## Lifelong Learning Programme

Further, at: [http://ec.europa.eu/dgs/education\\_culture/publ/graphics/agencies/use-translation.pdf](http://ec.europa.eu/dgs/education_culture/publ/graphics/agencies/use-translation.pdf) the European Commission funding disclaimer text is available in all languages (for publications as e.g. the ExBased training material and tool box).

Partners are aware that failure to acknowledge European Community funding may lead to the costs related to a particular activity being declared ineligible.

### *Milestones and deliverables*

<b>Dissemination deliverables</b>	<b>Deadline</b>
M1 Launch of ExBased website	End February 2010
M2 Updated dissemination plan – after kick-off meeting	End February 2010
M3 Local-regional dissemination plans	By 25 October 2010
M4 PR – articles for regional, national and European media	February 2010 August 2010 May 2011
M5 Trial out phase	November 2010
M6 Final conference	Mid October 2011

### *Resources required: people and budget*

For all ExBased partners, hours and man days to be spent on dissemination are part of the total and overall staff cost budget. In accordance with the ExBased project application p. 56, the indicative number of staff days allocated to Work Package 2 on Dissemination (i.e. European level as well as local/regional communication & dissemination actions) is as listed below per partner:

<b>Partner</b>	<b>Country</b>	<b>Name</b>	<b>No of staff days</b>
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1	BASW	Denmark	50
2	SDEO	Denmark	35
3	EHAA	Denmark	10
4	CIDA	United Kingdom	10
5	Stoke on Trent?	United Kingdom	10
6	Flanders DC	Belgium	10
7	Ideone / Creative Tampere	Finland	10
<b>Total</b>			<b>135</b>

In terms of budget, lead partner BASW has a budget of EURO 2,500 allocated to ICT costs with a view to establishing and maintaining an ExBased project website. Likewise, partner SDEO has as mentioned a budget of EURO 2000 for printing dissemination material, which will be allocated and used as deemed most relevant and needed by the partners as the project progresses.