



Lifelong Learning Programme



Project Acronym:	EXPERTS		
Project Title:	Experts in education reflect by telling stories		
Contract Number:	2009-2187/001-001		
Starting date:	1 December 2009	Ending date:	30 November 2011

Title of the Deliverable:	Dissemination plan		
WP related to the Deliverable:	WP8 Dissemination		
Author(s):	Sibylle Moebius, Amitié		
Date of Delivery:	January 2010		

This project has been funded with support from the European Commission. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project Co-ordinator

Company name : Institut für Lern-Innovation - FIM-NeuesLernen
Name of representative : Ulrike Hetzner
Address : Nägelsbachstraße 25b
Phone number : 0049 9131 852 6878
E-mail : ulrike.hetzner@fim.uni-erlangen.de
Project WEB site address : <http://www.experts-project.eu>

Table of Contents

Executive summary	3
1. Dissemination strategy	4
1.1 Internal Communication	4
1.2 External communication	4
2. Actions and tools for dissemination and promotion activities	5
Annex 1: Template for dissemination activities	6
Annex 2: Timetable of activities	7

Executive summary

The long-term aim of all dissemination activities within the EXPERTS project is to establish a self-running, self-sustaining platform, as a continuous training environment for early childhood education professionals, based on a storytelling methodology. This platform shall be used by kindergarten teachers, and day mothers and fathers all over Europe, to share their experiences as a child, how they were brought up on the one hand, as well as stories from their own professional routine on the other hand. As many as possible stories shall be collected in order to document and analyse personally experienced professional routine, as well as own childhood experiences. Therefore a high degree of visibility and popularity of the service among the addressed target group is necessary.

This shall be reached by the following activities in particular:

- Cross-linking of the service to as many web-presentations of institutions working within the early childhood sector (e.g. early childhood professionals training centres, pre-schools and kindergarten institutions, regional, national and European associations for early childhood professionals / day mothers and fathers, etc.) as possible.
- Presentations of the project, the service and the results at regional, national and European conferences, fairs and workshops; set-up of a project website; production and dissemination of PR-materials (e.g. project flyer) will be carried out.
- Newspapers and magazines, TV and radio channels, being interested in the subject of early childhood education, will be contacted and animated to report about the project.

The Work Package 8 has been set up with the specific responsibility for dissemination activities. The WP is led by Amitié. Dissemination activities will be carried out with the support and contributions of all project partners.

This document summarises the main steps of the dissemination strategy to be put into practice by the partners of the EXPERTS project to maximise the results of the project. It is based on the preliminary discussion carried out during the kick-off meeting in Erlangen, on 11-12 December 2009, and constitutes a first proposal to be discussed and approved by the partners.

It is based on the following sections:

1. Dissemination strategy

1.1 Internal communication

1.2 External communication

2. Actions and tools for dissemination and promotion activities

Annex 1: Template for dissemination activities

Annex 2: Timetable of activities

1. Dissemination strategy

1.1 Internal Communication

Internal communication is an absolutely necessary activity to reach success in promoting the EXPERTS project and its web portal. Roles and objectives and the main products and channels are the following:

Project partners' role is to inform, coordinate, and get involved. The role of the **Project Coordinator**, and the single the **Work Package Coordinators** is to inform, stimulate contributions and to guarantee the coordination. The **Website manager's** role is to inform.

Their main products and channels are:

- Working documents: these will be delivered through the intranet on the website and project's mailing lists.
- Promotional material: to be produced/translated and diffused. Electronic versions on the website.
- Project meetings: these will be announced to the mailing list and also the website will be a major channel for the internal communication among the partners.
- Restricted area of the website: provides useful information to the internal targets.

1.2 External communication

External communication focuses on **dissemination and promotion activities relating to non-project partners**. To disseminate simply means to "spread widely". And that is precisely what disseminating project results is all about: spreading them far and wide. The European Commission defines dissemination as "a planned process of providing information on the quality, relevance and effectiveness of the results of programmes and initiatives to key actors. It occurs as and when the results of programmes and initiatives become available."¹

Target groups:

- Institutions working with early childhood professionals: Establish contacts with early childhood professionals training centres, pre-schools and kindergarten institutions, regional, national and European associations for early childhood professionals / day mothers and fathers, with the aim of fostering cooperation and develop new synergies.
- End users: They shall be informed about the availability and relevance of the EXPERTS web portal, thus encouraging them to use the EXPERTS web portal in order to share their experiences and learn from the experiences of others. As many as possible stories shall be collected in order to document and analyse personally experienced professional routine, as well as own childhood experiences.

Main products and channels:

- Promotional material: specific promotional materials to be planned; communication releases and also the website will be a major channel for dissemination.
- Events (to be selected by each partner at national level on the basis of possible shared interests): they represent an important channel to establish new contacts; they will be announced to the mailing list, by sending the agenda of the event or the link to the event's website, preliminary communication releases, and also the website will be a major channel for the dissemination of events' information.

¹ Please find further information available also under:

http://ec.europa.eu/dgs/education_culture/valorisation/index_en.html

2. Actions and tools for dissemination and promotion activities

Suggested actions and tools for dissemination of the EXPERTS web portal, to be carried out jointly by all project partners, are the following ones:

a) Direct dissemination to the main beneficiaries by e-mail:

- **Action:** send an e-mail for presenting the EXPERTS web portal and the main project outcomes (with attachment of the Project Presentation Fact Sheet / Flyer – PDF document) to as many institutions as possible working within the early childhood sector (e.g. early childhood professionals training centres, pre-schools and kindergarten institutions, regional, national and European associations for early childhood professionals / day mothers and fathers, etc.).
- **Tools:** an accompanying e-mail text sample in English will be provided by Amitié and should be translated in the national languages, adapted to the different types of beneficiaries; Project presentation Flyer – PDF document translated in the national languages. National contact lists created by each partner. Joint European contact list created by Amitié with the contribution of all partners.

b) Dissemination on the web:

- **Action:** ask institutions working within the early childhood sector (e.g. early childhood professionals training centres, pre-schools and kindergarten institutions, regional, national and European associations for early childhood professionals / day mothers and fathers, etc.) to include a link to the EXPERTS web portal, establish cross-linking of the service to as many web-presentations of institutions working within the early childhood sector as possible.
- **Tools:** mapping of websites and portals of institutions working within the early childhood sector (e.g. early childhood professionals training centres, pre-schools and kindergarten institutions, regional, national and European associations for early childhood professionals / day mothers and fathers, etc.). E-mail texts may be adapted to the different addressees.

c) Media release:

- **Action:** send out press releases to the media (magazines, reviews, both on paper and on line, TV and radio programmes, etc.) being interested in the subject of early childhood education, establish contacts and animate them to report about the project.
- **Tools:** mapping of media being interested in the subject of early childhood education. Press release and e-mail texts might be adapted to the different situations. National contact lists created by each partner. Joint European contact list created by Amitié with the contribution of all partners.

1.4 Other forms of dissemination:

- **Action:** disseminate the EXPERTS web portal, the service and the results by attending relevant conferences, fairs and workshops at regional, national and European level.
- **Tools:** list of relevant events and congresses at regional, national and European level jointly created by Amitié and all partners.

In order to keep monitored the dissemination activities, a **Template for dissemination activities** (see Annex 1) is distributed to be filled in periodically by each partner.

A **Timetable of activities** (see Annex 2), including suggested actions and tools to be carried out jointly by all project partners, is provided by Amitié to be discussed during the project meetings, and is regularly updated according to the project development.

Annex 1: Template for dissemination activities

1. Partner organisation

Name (partner organisation)	
------------------------------------	--

2. Written information about the project

Date	Description of medium (e.g. newsletter, articles in magazines, press releases)	Web link (when available)

3. Dissemination events/activities which have been carried out / are planned to be carried out

Date	Description of event (e.g., conferences, workshop, seminars, etc.)	Description of audience Which audience is the dissemination activity reaching? Information should include: - whether National, European, International - type of audience (seniors, educators, etc.) - numbers

4. National Organisations with which links or contacts have been established

Name of organisation	Brief description of the organisation and nature of possible synergies

5. Web based information (cross-links to the EXPERTS portal within national web sites)

URL of the web sites	Brief description of the web site

Annex 2: Timetable of activities

Dissemination activities will be carried out by each partner according to the main project phases, in particular during the “piloting phase” (Months 7-12) and the “running service phase” (Months 12-22).

The timetable of specific dissemination activities, including suggested actions and tools, to be carried out jointly by all project partners, is provided by Amitié to be discussed during the project meetings, and is regularly updated according to the project development.

With regard to the current project phase the following timetable of activities is suggested:

Timetable of activities for the following period: January – November 2010

WHAT	WHO	WHEN	WHY
Project presentation factsheet	ALL	January – February 2010	General presentation of the project, the objectives and the weblog
➤ Text and layout (final version)	Amitié	end of January 2010	Final factsheet in EN
➤ Translation in partner languages	ALL	end of February 2010	Final factsheet in all partner languages
E-mail dissemination	ALL	March – April 2010	Present the project and send in attachment the factsheet
➤ National contact list	ALL	First version ready by end of March – April 2010 + continuous update / enrichment	Collect the email addresses of the main beneficiaries/institutions to be contacted at national level
➤ European mailing list	Amitié + ALL	First version ready by end of March – April 2010 + continuous update / enrichment	Collect the email addresses of the main beneficiaries/institutions to be contacted at European level
Web dissemination		April – November 2010	Crosslinking of the EXPERTS weblog at national and European level
➤ Web list at national level	ALL	First version ready by end of April 2010 + continuous update / enrichment	Collect a list of relevant web sites to be contacted at national level
➤ Web list at European level	Amitié + ALL	First version ready by end of April 2010 + continuous update / enrichment	Collect a list of relevant web sites to be contacted at European level