

**Project Title: Reducing Occupational Stress in
Employment**

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Product

Appendix 14 Dissemination and Project
Exploitation Plan

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Action Plan for Dissemination and Project Exploitation Activities

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1. Project AIM

The ROSE project aims to develop and implement a “user-friendly”, short and financially viable combined person and work directed multiple intervention programme that can be utilised to reduce occupational stress and burnout amongst staff working with people with mental health difficulties in vocational training and occupational centres in order to improve the retention of training staff long term within services.

1.1 Project Objectives

- To achieve this the ROSE team will develop a short integrated person and work directed programme that can be used in a variety of vocational rehabilitation settings within the social care sector of the participating member states
- The ROSE team will raise awareness of the importance of dealing with the issue of occupational stress and burnout amongst staff working in the vocational training and employment sector, initially for those staff dealing with users of mental health services.
- The ROSE team will evaluate the programme utilising a range of measures to assess the views of programme participants on the efficacy of the programme

The programme will educate managers, trainers and support workers to manage these stressors. The programme therefore will contribute to the well-being of an important group of staff contributing to the social inclusion of people with disabilities. The ROSE project will provide managers and individual staff with information on stress management and provide them with the basis to learn and practice new skills that will contribute to their effectiveness in work and assist them in integrating within new work contexts either within their own member state or other member states. The development of an open web based programme will mean that managers and staff will be able to regularly access information and guidance and this regularity of access is likely to reinforce their learning and provide them with support.

1.2 Report Objectives

The purpose of this report is to develop a planned process on the quality, relevance and effectiveness of the results of the ROSE project to all key actors and stakeholders involved in the project. Dissemination and Exploitation is regarded as a transversal action that will last during the lifetime of the project and beyond and will support the key actions required to support the revised Lisbon Agenda and delivery of the “Education and Training 2010 Work Programme”.

Dissemination and Exploitation of the project takes place on three levels: *micro* (project partners and associated stakeholders), *meso* (sector organisations, trade unions, employer’s organisations) and *macro* policy makers at local, regional, national and European level).

1.3 ROSE Partners



2 Dissemination Objectives

All partners take an active role in bringing in to affect the measures set out in the dissemination plan and the plan sets out clearly the specific tasks falling to each partner during the course of the project and in line with their particular interests and expertise. Activities for the project have been conceived and planned from the very outset of the project proposal and will run through the whole of the project lifecycle to ensure that the end results are as relevant, applicable, visible and accessible as possible.

2.1 Dissemination Activities

The use and dissemination of project results will be a key focus throughout the ROSE project. The project consortium will initiate a wide dissemination of project activities and results. Some of the main dissemination activities will include:

2.1.1 Organisation of 3 all partner meetings

- This meeting will be held in London during month one.
- This meeting will be held in Rome during month twelve
- This meeting will be held in Dublin during month twenty four

The all partner meetings will be used as a guide for the development and progression of the project and its dissemination and exploitation activities and to ensure that all partners act collaboratively to achieve the objectives of the project.

2.1.2 Organisation of 2 additional steering group partner meetings involving Waterford Institute of Technology, Kings College London, EASPD and RD Consult. The steering group will develop the Management Action Plan which will include the schedule of activities, performance criteria standards and timescales required to ensure the implementation of the objectives of the ROSE Project.

2.1.3 The development of a “Start Up” promotional leaflet will be an important opportunity for each partner to commence the process of raising awareness in each of the partner countries at the commencement of the project. This leaflet will be distributed to all relevant stakeholders in the partner countries and will outline the aims and objectives of the project to as wide an audience as is possible.

2.1.4 The development of a database of all relevant personnel / contacts will be available to all partners and is important in ensuring continuity of relevant communication with regard to all relevant correspondence relating to the business of the project.

2.1.5 The development of a website in order to provide information about the ROSE project and news of its activities and results. The website will be developed on the basis of good content presented in a simple, clear and easy to navigate interface. The website will be actively promoted and publicised and will facilitate mutual linking with websites in complimentary fields.

2.1.6 Website and Electronic Communication

- Internet, websites and the subsequent electronic communication represents a cost effective and eco-friendly manner in which to manage the communication and publicity regarding the dissemination of the ROSE project activities.

Electronic communication allows for;

- Environmental benefits from a potential reduction in the usage of paper for printing documents
- The cost benefits from reduced printing and postal delivery
- Increased speed of communication

2.1.7 Logo – Development of a Corporate Identity

One of the first steps taken by the ROSE Consortium to promote and raise awareness of its existence has been the design of a professional logo representing the consortium and the project itself, so that they can be easily identified. The ROSE logo will be used to promote visibility in all project activities, especially when interfacing with external parties and will be always used in tandem with other logos used within the ROSE project (EACEA; LLP programme etc.).

2.1.8 Partner Level Dissemination will involve the development of a documented plan as to how relevant project information, outcomes etc will be disseminated at a partner level. This will include the use of promotional material, local websites, publications, seminars, workshops etc in order to raise awareness of the project at partner level.

2.1.9 Conferences, Workshops, Seminar's: the ROSE Project will target prestigious conferences etc in the disability / mental health / social care sector. The list of applicable events will be created at both local, national and international level by monitoring the events sections of all websites of relevant projects and institutions, reading professional mailing lists and communicating personally with leading experts and other relevant stakeholders in the field.

The final conference of ROSE will be held in Dublin during month 24 before an audience of national and international stakeholders.

Workshops and seminars which will be more focused and specialised will be held within each of the partner countries. Workshops will initially be used to focus on the gathering of relevant data from both workers and managers in the targeted social care sector. This data will be used to inform the development and design of the ROSE interactive toolkit and as the toolkit travels through its developmental phase it will be tested within the target audience and at a wider dissemination level within the partner countries. A key element of these events is the fact that

participating and direct contacts with participants contribute to the project results development and inviting them to other events within the dissemination activities. Each conference, seminar and workshop event will be used to create a list of relevant and interested stakeholders and each stakeholder will be facilitated in the process of creating their own list of useful contacts thereby creating a multiplier effect with regard to the development of a wider dissemination audience.

2.1.10 Publications and Written Communications: there is a whole range of promotional materials to choose from e.g. leaflets, posters, banners brochures, folders, websites, newsletters, research summaries and briefings, publications, direct mailing, advertising, CD ROM, presentation materials etc.

The ROSE team are clearly committed to the wide publication of its work and will ensure that the message of ROSE is presented in a manner and place where it will be easily found in order to ensure that the correct audience is reached and is aware of the ROSE project. For the professional reader this will normally be in scientific and technical publications, either journal forms or on-line versions. All partners have been advised of the importance of using presentations e.g. power point, at every available opportunity as part of their dissemination activities.

3.1 Romania Partner Presentation



ROSE – Reducing Occupational Stress in Employment

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Vă mulțumesc pentru atenție și spre să deveniți
un utilizator al site-ului ROSE!



3.2 Partner – Specific Dissemination

3.3 Waterford Institute of Technology, Ireland (WIT)

W.I.T. as the lead promoting partner will be responsible for the provision of all relevant information regarding the ROSE product development, required by the partners to facilitate the development of the dissemination strategy.

In addition, and, as main academic project partner, W.I.T. plans to publish the project findings through its multilateral network of conference proceedings, scientific journals etc and will be engaged on a regular basis in the dissemination of the ROSE message at scientific events and seminars.

3.2 European Association of Service Providers for People with Disabilities, Belgium (EASPD)

EASPD represents more than 8,000 service providing organisations from all across Europe and across a broad range of disabilities in the social care sector. Accordingly EASPD is ideally situated to provide for the co-ordination of the ROSE dissemination activities due to its access to a vast network of service providers, organisations and authorities at all levels around Europe. EASPD will include the following roles and tasks as dissemination co-ordinator:

- Developing the political message of the ROSE project
- Developing the project dissemination plan in consultation with all of the partners
- Co-ordinating and implementing the dissemination plan at European level
- Development of a CD-ROM
- Organisation of the Final Conference
- Hosting of the final ROSE interactive tool on the EASPD web-server upon completion of ROSE project

3.4 Dept of Psychological Medicine, King's College London (DPM)

DPM are a scientific partner involved in the core development of the ROSE interactive tool and will provide all relevant information required by the various partners to facilitate the development of the dissemination plan.

In addition, and, as a scientific project partner, DPM plans to publish the project findings through its multilateral network of conference proceedings, scientific journals etc and will be engaged on a regular basis in the dissemination of the ROSE message at scientific events and seminars.

3.5 RD Consult

RD Consult will facilitate the evaluation of the quality of the project dissemination through the implementation of the Quality Management Plan (QPM).

3.6 Federation of Voluntary Bodies, Ireland (FVB)

FVB are a national umbrella organisation with 62 member organisations providing services to 22,000 people with intellectual disabilities and their families and employing 15,500 staff in a wide range of roles. FVB will employ its considerable network and communication channels to provide for a broad range of dissemination activities throughout its member organisations and thereby ensuring the best possible outlet for the advancement of the outcomes of the ROSE project.

FVB will include the following roles and tasks as dissemination partner at a national level.

- Development of “Start Up” leaflet for dissemination at national level.
- Undertake the co-ordination of pilot groups from its organisation membership for the purpose of providing focus groups required during the data collection phase of the ROSE project.
- Implementing the objectives of the national dissemination plan through the provision of relevant information to its individual member organisations.
- Make representations to relevant state and voluntary bodies regarding the political message of ROSE
- Implementation of the objectives of ROSE through the medium of all available and relevant channels e.g. conference, seminars, newsletters, internal communications, media, word of mouth etc.
- Provision of relevant information regarding its national dissemination activities to P2 (EASPD) – European Dissemination Co-ordinator.
- Quality Assurance reporting to P4, RD Consult to confirm commencement, mid-point and end-point of agreed dissemination activities.

3.7 Home Farm Trust, United Kingdom (HFT)

Home Farm Trust is a large organisation providing a wide range of services to people with intellectual difficulties across the United Kingdom. HFT will employ its considerable network and communication channels to provide for a broad range of dissemination activities throughout its service organisations and thereby ensuring the best possible outlet for the advancement of the outcomes of the ROSE project.

HFT will include the following roles and tasks as dissemination partner at a national level.

- Development of “Start Up” leaflet for dissemination at national level.
- Undertake the co-ordination of pilot groups from its service membership for the purpose of providing focus groups required during the data collection phase of the ROSE project.

- Implementing the objectives of the national dissemination plan through the provision of relevant information to its individual member organisations.
- Make representations to relevant state and voluntary bodies regarding the political message of ROSE
- Implementation of the objectives of ROSE through the medium of all available and relevant channels e.g. conference, seminars, newsletters, internal communications, media, word of mouth etc.
- Provision of relevant information regarding its national dissemination activities to P2 (EASPD) – European Dissemination Co-ordinator.
- Quality Assurance reporting to P4, RD Consult to confirm commencement, mid-point and end-point of agreed dissemination activities.

3.8 Pro Mente STMK, Austria (Pro Mente)

Pro Mente is a large organisation providing a wide range of services to people with mental health difficulties across Austria. Pro Mente will employ its considerable network and communication channels to provide for a broad range of dissemination activities throughout its service organisations and thereby ensuring the best possible outlet for the advancement of the outcomes of the ROSE project.

Pro Mente will include the following roles and tasks as dissemination partner at a national level.

- Development of “Start Up” leaflet for dissemination at national level.
- Undertake the co-ordination of pilot groups from its service membership for the purpose of providing focus groups required during the data collection phase of the ROSE project.
- Implementing the objectives of the national dissemination plan through the provision of relevant information to its individual member organisations.
- Make representations to relevant state and voluntary bodies regarding the political message of ROSE
- Implementation of the objectives of ROSE through the medium of all available and relevant channels e.g. conference, seminars, newsletters, internal communications, media, word of mouth etc.
- Provision of relevant information regarding its national dissemination activities to P2 (EASPD) – European Dissemination Co-ordinator.
- Quality Assurance reporting to P4, RD Consult to confirm commencement, mid-point and end-point of agreed dissemination activities.

3.9 Associazione Scuola Viva, Rome, Italy

Associazione Scuola Viva is a large rehabilitation organisation providing a wide range of services to people with intellectual disabilities and dual diagnosis in Rome, Italy. Scuola Viva will employ its considerable network and communication channels to provide for a broad range of dissemination activities throughout its service organisations and thereby ensuring the best possible outlet for the advancement of the outcomes of the ROSE project.

Scuola Viva will include the following roles and tasks as dissemination partner at a national level.

- Development of “Start Up” leaflet for dissemination at national level.
- Undertake the co-ordination of pilot groups from its service membership for the purpose of providing focus groups required during the data collection phase of the ROSE project.
- Implementing the objectives of the national dissemination plan through the provision of relevant information to its individual member organisations.
- Make representations to relevant state and voluntary bodies regarding the political message of ROSE
- Implementation of the objectives of ROSE through the medium of all available and relevant channels e.g. conference, seminars, newsletters, internal communications, media, word of mouth etc.
- Provision of relevant information regarding its national dissemination activities to P2 (EASPD) – European Dissemination Co-ordinator.
- Quality Assurance reporting to P4, RD Consult to confirm commencement, mid-point and end-point of agreed dissemination activities.

3.10 Fundatia Alpha Transilvana, Romania (FAT)

FAT is a large rehabilitation organisation providing a wide range of services to people with intellectual disabilities and developmental disorders in the Tirgu-Mures region of Romania. FAT will employ its considerable network and communication channels to provide for a broad range of dissemination activities throughout its service organisations and thereby ensuring the best possible outlet for the advancement of the outcomes of the ROSE project.

FAT will include the following roles and tasks as dissemination partner at a national level.

- Development of “Start Up” leaflet for dissemination at national level.
- Undertake the co-ordination of pilot groups from its service membership for the purpose of providing focus groups required during the data collection phase of the ROSE project.
- Implementing the objectives of the national dissemination plan through the provision of relevant information to its individual member organisations.
- Make representations to relevant state and voluntary bodies regarding the political message of ROSE
- Implementation of the objectives of ROSE through the medium of all available and relevant channels e.g. conference, seminars, newsletters, internal communications, media, word of mouth etc.
- Provision of relevant information regarding its national dissemination activities to P2 (EASPD) – European Dissemination Co-ordinator.
- Quality Assurance reporting to P4, RD Consult to confirm commencement, mid-point and end-point of agreed dissemination activities.

4. Other Dissemination Activities

4.1 Press Releases

The ROSE Project will consider issuing press releases at project milestones. Press releases will be sized and targeted depending on the publicity potential of the event e.g. the prototype testing could be announced only to archivist community journals whereas the announcement of the final interactive tool would be targeted towards the more general media.

4.2 Innovative Media

The ROSE Project will actively seek to discover new and innovative ways of communicating our vision and the scientific findings of the project to as wide an audience as is possible. For example, we will consider wikis, video clips, social networks, podcasts etc and use them whenever we see a way to make them effective in reaching the goals of dissemination

5. Exploitation Objectives

The purpose of this exploitation plan is to provide a formal planning document for the use and exploitation of the knowledge gained during the life cycle of the ROSE Project.

Within this plan activities have been identified, which should be performed in order to reach the widest possible audience, especially the audiences that will use and benefit from the project outcomes. The plan is being developed in relation to the web based stress management programme and commences at the start of the project and continues throughout its implementation and beyond the lifetime of the project.

The exploitation strategy looks beyond generating publicity to actually encouraging stakeholders to use or further develop the ROSE interactive tool. In particular the exploitation will facilitate the sustainability of the project results through a process of availability of outcomes so that target audiences can access them, learn from them, adapt them to their own needs and even build on them and take them to the next level.

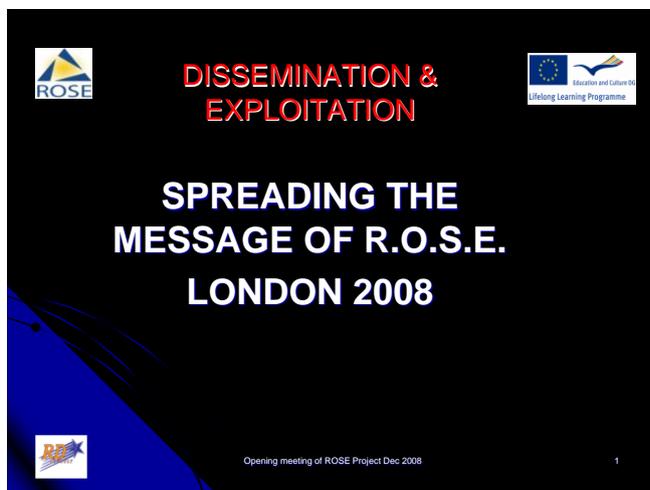
The exploitation plan will ensure that end users and potential beneficiaries of the project results are directly involved in the different stages of the project and they are consulted regularly in the course of the project. This involvement is important to allow adaptation of the results and possible reshaping of project activities and the programme if required.

5.1 Exploitation Activities

All partners will identify ways in which the ROSE Project can be transferred to and exploited in other sectors / target groups / social and cultural environments at local, national and EU level.

To satisfy its exploitation objectives the ROSE Project will include provision for most if not all of the following.

5.1.1 At the first all partner meeting in month 1 the ROSE team facilitated a training presentation for all partners on the subject of dissemination and exploitation. This presentation focused on the importance of these activities in relation to the project outcomes with a view to optimising their value, enhancing their impact and integrating them into mainstream social care systems at local, regional, national and European level.



5.12 The collection of data required to inform the development of the web based interactive tool will involve the facilitation of a number of focus groups in all of the partner countries. These focus groups will include a cross section of workers / managers / stakeholders / beneficiaries etc across the targeted areas within the social care sector in the partner countries. All stakeholder consultation during the data collection phase will be minuted and reviewed to ensure that stakeholder input into the project takes cognisance of the views of possible beneficiaries and in particular as they relate to the sustainability of the project beyond its lifetime.

5.13 All partners will identify other groups / organisations and the media to disseminate information about the project to a wider social care audience beyond its own membership in order to alert them to the nature of the project, its relevance to their employees and how the project team can be contacted and engaged with to explore how the project may be of benefit to them.

5.14 All partners are asked to identify sector groups outside of the social care area e.g. trade unions, employer representative groups, political groups etc with a view to

creating a platform for dissemination of the ROSE project outcomes to as wide an audience as is possible.

5.15 Partner 2 (EASPD) who are one of Europe's largest NGO's in the social care sector representing approx 8,000 service providers, will facilitate exploitation of and access to the web based final product to a wide and ever growing audience. This will be facilitated through the availability of the web based stress management programme to as wide an audience as possible through the EASPD web based information exchange programme.

5.16 All meetings with all beneficiaries / stakeholders etc will be minuted and reviewed by the lead organisation to ensure that input into the project takes cognisance of their views.

5.17 All partners will seek to have meetings with their national policy makers in this field to discuss the results of the project with them and how it might help in the formation of future employee welfare policy. Meetings will also be sought with relevant policy making bodies within the European Commission to help inform European policy makers as to the results of the project in order to assist them in developing European policy in this field.

5.18 The possible participation in other related national and European projects will be seen as a concrete way of ROSE Project exploitation. The project team will examine ways in which the findings of the ROSE Project can be used as part of existing or new projects as a means of further developing the message of ROSE.

6. Conclusion

The ROSE Project has defined its proposed outputs in relation to its dissemination and exploitation strategy. The access to the results will not be limited to a certain group of users, but as many organisations, authorities, staff, service users and other target groups as possible should benefit from the project.

It is essential to adapt the dissemination and exploitation activities to the special needs of the individual target groups. It is envisaged that the innovative interactive tool will contribute to the promotion of awareness of stress related health issues within the targeted settings and will play a future role in facilitating the attractiveness and effectiveness of lifelong learning, within the social care sector.