

HandMade Creative Thinking (HCT) Dissemination Plan

INTRODUCTION

The objective of the HCT Dissemination Plan is to identify and organise the activities to be performed in order to promote the exploitation of the HCT project's results and the widest dissemination of knowledge from the project. The plan is expanded in two directions: towards disseminating the project's results within the VET sector, the crafts sector and EU in general, and to exploit commercial potential of the project. Dissemination is a horizontal activity and concentrates on disseminating the results of the HCT project itself to a wide range of existing or potential stakeholders.

The HCT project aims at developing a new creative thinking tool to be used within the traditional and contemporary crafts industries and the VET field. The practical experience and guidance to emerge from the project work will be of relevance to an array of stakeholders within the EU and beyond and will be of value across different economic and social sectors.

To fulfil these aims, the HCT project will work through various focused groups utilising both formal and informal mechanisms. Clear channels of communications between the project partners themselves as well as with the wider community will play a crucial role in the success of the project.

The internal communication infrastructure must include provision of convenient and appropriate mechanisms for facilitating the free flow of information (strategy, administrative and practical).

BUILDING AN INFORMATION AND COMMUNICATIONS INFRASTRUCTURE FOR HCT

The HCT project will establish an infrastructure for communications (and therefore dissemination) by building a robust framework in which dialogue and interaction can take place. This applies equally to internal and external communication.

1) Establishing stable links within and outside the HCT community

These will be used to disseminate information and solicit input into the HCT project work. Contact can be maintained and facilitated by:

Electronic mailing lists

Internal Lists: An electronic mailing list has been established for the HCT project which aims to provide a mechanism for internal project communications. Currently this includes members of the project team from each project partner.

External Lists: Digital archiving covers many areas and it may be difficult to reach all stakeholders without using several existing lists to communicate to the wider community. Although there may be advantages to establishing a new overarching list, HCT should aim to use existing mailing lists for its external communications, especially through networking with the different crafts councils present in the different partner cities (Palermo, Bologna, London, Malta)

An external list will also be built through registration to the project website, thus providing the project partners to have direct access to external contacts.

Focus Groups

The HCT project will also use focus groups as a mechanism for external communication and testing. The purpose of these groups, apart from providing input for the development of the prototype, will also be to provide a feedback loop for formative evaluation, and as a means of involving different stakeholders in the project. The members of the focus groups could be organised to solicit input from the wider crafts community, specifically through the provision of feedback, available within the project website, on the progress of the project and the effectiveness of the prototype.

2) Developing a publications programme

At a minimum this will comprise:

- Creation of brochures for the project dissemination and flyers for the Focus Groups Recruitment.

The aim of brochures and flyers will be to provide a general awareness on the project aims and activities. The flyers will mainly be used to attract participants towards participation within the focus groups and will be completed by beginning of April 2010. The brochures will be disseminated to all the stakeholders within the crafts industry and provide information on the project objectives, partner organisation and direction towards the project website.

Both the brochure and flyers will be available in both soft and hard copies.

- Creation of the five Newsletters in collaboration with the project partners and participants.

The project newsletter will provide stakeholders with an idea on the objectives of the HCT project and also provide articles and success stories related to creative thinking and innovation. It is envisaged that the 1st newsletter will mainly provide a general introduction of the project and brief descriptions of the project partners. The other newsletters will focus more on creative thinking, innovation and progress achieved within the project. The content and layout of these newsletters will be decided upon by the project partners.

The expected timeframes for the publication of the newsletters are:

- 1st: June/July 2010
- 2nd: October/November 2010
- 3rd: February/march 2011
- 4th: May/June 2011
- 5th: September/October 2011

All newsletters will be distributed through the project website with provision for some copies to be distributed in hard copies.

3) Developing effective mechanisms for disseminating material

Website

In addition to its use of electronic mailing lists, HCT is currently establishing a web presence.

The pages will include:

- information about HCT and its activities including contact details, background information, working papers, events (seminars, workshops, conferences) etc.;
- dissemination material as discussed above (the web in this respect acts as a principal means of publication);
- access to the prototype developed by the project
- frequent news and updates to keep the community informed;
- a forum to be used by stakeholders and provide feedback on the project partners;

For internal communication, the project website will also be used by HCT as the principal means of distributing administrative, policy, and procedural documents for use by members of the HCT project. Documents will be accommodated on specific protected pages and thus made accessible to selected individuals and/or groups. This facility will also be used by the project partners to provide feedback on their national activities and thus allow for the sharing of good practices within the consortium.

Events

Dissemination seminars will be organised by the HCT project to:

- raise awareness about HCT activities and results;
- act as training venues on how to use the prototype;
- act as fora for more public discussion on creative thinking within the crafts sector

Each project partner will organise a local seminar with the consortium as a whole organising an EU wide seminar open to other countries. The dates for these seminars will be decided by the consortium as the project progresses but it is envisaged that they will be organised towards the end of the project. The venue for the EU wide conference will also be decided by the consortium as the project nears its completion.

4) Commercialisation and exploitation of results

In order for the HCT to be continued and expanded after the completion of the project, a marketing and commercialisation plan will be drawn by the consortium in order to identify opportunities and actions for the further development of the prototype into a final product that can be commercialised. The commercialisation will not only be limited to the partner countries but to other countries as well, both within and without the EU.

Timetable

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Act:																											
Establishing Stable Links																											
Mailing Lists																											
Focus Groups																											
Publications																											
Flyers																											
Brochures																											
Newspapers																											
Dissemination																											
Website																											
Local Seminars																											
EU Seminar																											
Commercialisation																											
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