



## Dissemination & Exploitation Strategy

TIWOLTE - *Transfer of Integration of workplace learning in vocational teacher education*  
LLP-LdV/TOI/SE/09/1195

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### ANNEX

Annex I: Timetable

Annex II: Summary of national dissemination plans

Annex III: National dissemination plans

## 1. Introduction

This document has been written for the Transfer of Innovation project "*TIWOLTE – Transfer of Integration of workplace learning in vocational teacher education* (LLP-LdV/TOI/SE/09/1195) funded by the action *Leonardo da Vinci* within the framework of the *Lifelong Learning Programme*.

It presents the dissemination and exploitation strategy for the 2-year TIWOLTE project including national valorisation plans for each project partner. All dissemination activities are either offered by partners or suggested by E.N.T.E.R.

The dissemination strategy gives some general information and suggestions to achieve best possible results and then concentrates specifically on the dissemination situation of the TIWOLTE project. Thereby also individual activities of partners will be taken into account.

Certain issues and quality criteria should be considered by the implementation of dissemination actions. This paper also tries to give useful recommendations on this score. Furthermore, some instruments to evaluate the dissemination activities will be presented.

A project and its results can only be successful when they are of sustainable value. For this reason it is necessary to provide a dissemination and exploitation strategy. The actual use of project outcomes is dependent upon successful dissemination activities. Therefore it is important to understand that a good dissemination strategy is the basis for successful exploitation of results. Both issues are closely related and dependent upon each other, hence both of them are discussed together in this paper.

Petra Kampf, E.N.T.E.R.

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## **2. General information about dissemination and exploitation of EU project results**

Whenever we speak of dissemination and exploitation of project results we refer to activities that are designed to ensure that these results are appropriately recognised, demonstrated and implemented on a wide scale. Within the field of dissemination and exploitation the term valorisation is also used to combine the two issues. E.N.T.E.R. prefers to use the expressions separately as they do not mean the same thing and should be seen as equally important even if they are closely related and dependent upon each other. However at the beginning of the project process there should be a focus on general promotion and awareness-raising.

This strategy deals with promotion, dissemination and exploitation and it is of crucial importance for achieving best possible results that all persons involved have the same understanding of these terms.

### Dissemination

Promotion and awareness-raising is an important part of the dissemination process. These activities take place at the beginning of the project, or even before it starts, in order to inform about the existence of a project, the aims and objectives and its planned developments.

Dissemination in general is a planned process of providing information to the target group and key actors in regard to project process, activities and results by the use of different dissemination channels at the local, regional, national, EU and international levels.

### Exploitation

Exploitation includes the two activities; mainstreaming and multiplication. Mainstreaming means the actual transfer of successful results to appropriate stakeholders and decision-makers. Multiplication concerns the process of convincing end-users to adopt or apply the results of the projects.

In summary dissemination and exploitation aim to achieve the following objectives:

- To promote and raise awareness with regard to the project contents and developments
- To provide information on the quality, relevance and effectiveness of the results

- To successfully transfer the results to appropriate decision-makers in order to achieve their sustainable promotion and support
- To convince individual end-users to adopt and/or apply the results, also after the project and support by the project partnership has ended

## **2.1. Dissemination**

The dissemination concept provided by E.N.T.E.R. is built on two dimensions.

### 1) Horizontal dimension

The horizontal dimension contains all activities to strengthen the communication and dissemination between the participants. This includes all internal activities to provide information and instruments for further individual dissemination of each partner. E.N.T.E.R. carries the main responsibility for the horizontal dimension but also the project partners are requested to actively take part in these processes.

### 2) Vertical dimension

The vertical dimension concentrates on all activities designed to actually reach the target groups and final users. This includes all activities that will be carried out individually by each partner such as the involvement of their own partners, networks and stakeholders and the implementation of the individual national dissemination plan. E.N.T.E.R. is also responsible for the vertical dimension in terms of providing concepts, encouraging and controlling the activities, although the actual success is very much dependent upon the support and cooperation of the project partners.

Both the horizontal as well as the vertical dimension will be carried out by using different approaches, methods and instruments of dissemination, always dependent upon the most adequate means and possibilities of each project partner.

Basically, they can be structured as follows:

- **Face-to-face activities**

Presentations, round tables, workshops, seminars, conference ...

- **Media-based activities**

Internet-based

groups, e-newsletters, websites, networks, e-documents ...

Paper-based

brochures, flyers, posters, articles, newsletters, activity reports ...

TV/radio-based

Interviews, presentations, news bulletins ...

- **Performance activities**

Activities closely related to project work packages or process such as the implementation of surveys, seminars, workshops or pilot courses, involvement in evaluation activities ...

The dissemination strategy runs parallel to the phases of the work programme and is specifically adjusted according to the main activities of each phase.

The most important questions that should be answered by each dissemination strategy are:

- 1) Why disseminate
- 2) What to disseminate
- 3) Who to disseminate to
- 4) Who will do it
- 5) When will it be done
- 6) How will it be done
- 7) How it will be evaluated

## **2.2. Exploitation**

Even if exploitation takes place after the project's lifetime, when all project results exist as final products, it is necessary to plan exploitation activities from the start. The basis for successful exploitation is a well planned and implemented dissemination strategy at different levels. Furthermore, the identification of stakeholders has to be carried out as early as possible. This is mostly at a time when the first research phases are completed

(e.g. needs analysis, desk studies ...) therefore all further steps with regard to content and target group should be set for the remaining project process.

It is important to involve stakeholders or possible end-users in the project process. On the one hand they can be more easily convinced of the project outcomes when they have the chance to follow the development, but on the other hand also project consortia can benefit by including suggestions or recommendations from the stakeholder side in the development process.

Two key aspects to successful exploitation of project results:

- Producing relevant results of good quality to satisfy the demands of providers, policy-makers and ultimately society more generally
- Ensuring that results reach the right target audiences in a format and at a time, that provides greatest benefit.

### **3. General preconditions of successful dissemination and exploitation of EU project results**

The successful dissemination and exploitation of project results in terms of sustainable use and the permanent further development of results and outputs, especially after the funding for the development and pilot implementation of the outputs has ended, is very dependent upon a number of crucial key factors and criteria, which should be presented at this stage as a basis for the development of the project outputs. From our experiences we consider the following key factors to be relevant:

- a) **Output quality:** To achieve a high degree of valorisation and use, the outputs produced need to be of a very high quality. It is important to pay considerable attention to the output quality during the entire project development, and therefore it is always advisable to introduce procedures and responsibilities for quality management in project processes in order to guarantee a high quality final output. Outputs must be up to date and appealing to the customers otherwise dissemination and further use cannot be expected.
- b) **Adaptability of outputs to country and organisation specific circumstances:** From our point of view it is an important precondition that the results and outputs of the project are adaptable to a high degree in relation to the circumstances of different countries and companies. This is particularly important as the developed materials and approaches should be relevant to

different types of organizations and target groups (i.e. supervisors, vocational teacher and trainer, educational establishments, public authorities etc.) and we need to be aware that the results must have the necessary methodological and content flexibility to be adapted to different backgrounds. It is always a major problem with European project outputs and results that they are not adaptable enough to country specific conditions and requirements.

- c) **Clear definition of advantages for users:** A high degree of use is, in our opinion, mainly dependent on the capacity of the project and the partnership to clearly show the advantages of using the instruments and outputs for the final target group. For this reason all partner institutions should always try to make the advantages of the project and its results transparent and evident, in relation to all events and possibilities. In particular the project website should make very clear what the added value of the output is and its use to the potential customer.
- d) **Early identification of stakeholders and potential users:** It is vital that relevant stakeholders and potential users (customers) of the project results are clearly identified and defined very early in the project's life. It is not advisable to change user groups during the project process. Identified stakeholders should be contacted and kept informed throughout the whole project process so as to ensure the sustainable use of results after the project ends.

#### **4. Background, objectives and aims of the TIWOLTE project**

The main purpose of TIWOLTE is to transfer results from the previous project "Integration of Workplace Learning in Vocational Teacher Education" (IWOLTE). The aim of IWOLTE was to improve the education for vocational teachers and for vocational supervisors in the workplaces therefore training courses have been developed. The lack of continuing learning and training opportunities for trainers and a lack of knowledge of and access to innovative teaching methods is one of the main reasons to transfer these trainings into further countries. Furthermore, there is a shortage of educational qualified vocational teachers in Sweden. As a result more qualified VET supervisors will be needed and trained.

The overall aim of TIWOLTE is developing skills and competences of VET teachers, trainers and supervisors. The project will (amongst other):

- try, test and execute at least one of the educational programs for vocational supervisors and vocational teachers that has been developed within the IWOLTE project.
- develop cooperation and consensus between upper secondary school, college, university and working life through exchange of experience.
- work on the European arena to realise pedagogical vocational courses and through those develop the transparency between the partners
- raise the competence of vocational supervisors active in their profession as well as active vocational teachers through participation in the educational programs.

#### **4.1 Target group**

The direct target group, according to the application are vocational teachers and supervisors.

#### **4.2. Stakeholders**

According to the application form the stakeholders in the TIWOLTE project are as follows:

- Trade and industry
- Educational establishments and society with the aim of vitalizing processes of economic growth in working life.
- Public authorities
- Companies
- Vocational schools and colleges
- Universities

#### **4.3. Project Results**

To find the best time for dissemination it is very important to know the project outcomes and the time when their development is completed. All partners are expected to disseminate these results through their individual dissemination channels.

The results of the TIWOLTE project in chronological order are as follows:

<b>Project Results</b>	
<b>Date</b>	<b>Result</b>
03/10	Survey Report
08/10	Manual Training Course / Curriculum

09/10- 02/11	Testing and Realisation of supervisors or vocational teacher training
02/11	Implementation Report / Course Testing
09/11	Handbook, Course plans, Training Modules

## 5. Dissemination and exploitation in the TIWOLTE project

The dissemination and exploitation strategy of the TIWOLTE project follows the general guidelines of valorisation as explained above as well as the facts provided in the project proposal.

The strategy was developed with the support of all project partners. After the first project meeting templates to identify the dissemination channels of each partner were distributed and were used as the basis for the development of the TIWOLTE dissemination and exploitation strategy. The dissemination of TIWOLTE consists of individual national dissemination plans that can be enlarged and adjusted by each partner at any time. The annex shows the first versions of these individual plans. The other part is the activities already predetermined in the work packages of the project. The results of TIWOLTE are very well defined and embedded in a realistic timetable; hence it is easy for all partners to implement their dissemination activities.

### 1) Why disseminate?

- To tell end users about the project
- To contribute to policy development (local, regional, national or European)
- To inform and advocate to sponsors and funding bodies
- To support and enhance the image of their own organisation
- To increase the impact of the project by extending it to multipliers
- To tell commercial organisations that you have a product to sell

### 2) What to disseminate?

- The project mission or message
- The deliverables
- The project process
- The methodologies

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- The European partnership

### 3) Who to disseminate to?

- End-users
- Organisations that can help to reach others
- Organisations that can enhance the impact of the project in other ways

### 4) Who will do it?

All partners are responsible for their national dissemination plans including the involvement of stakeholders. The partner organisations have at their disposal good networks and contacts and have rich experiences in the field of European project management. E.N.T.E.R. is responsible for the work packages of dissemination and will guide and coordinate the activities together with the team leading the project.

### 5) When will it be done? (see also annex I)

The project proposal presents an initial time schedule with regard to the completion of project results and dissemination instruments. E.N.T.E.R. gives additional suggestions to achieve best possible results. A timetable for all activities is provided in the annex.

### 6) How will it be done? (see also 5.1.)

The project proposal already gives specific instruments to be used for dissemination activities such as newsletters, project brochures, leaflet etc. A very important tool will be the project website that will provide all relevant information about the project including a download area. Each partner also presented individual instruments in the national dissemination plans that show great promise for the implementation of the dissemination and exploitation phases.

### 7) How will it be evaluated? (see also 6.)

A very useful way of evaluating the dissemination and exploitation activities is the documentation of all activities by each partner. This documentation can be in form of lists of participants, presentations, agendas, meeting minutes, pictures, copies of documents such as emails, articles or newsletters. The documentation should be based on the use of quantitative and qualitative indicators.

E.N.T.E.R., as project partner responsible for the work packages of dissemination will guide the activities of each partner and will provide documents and suggestions to the coordinators and the other partners.

## **5.1. Instruments of dissemination and exploitation in the TIWOLTE project**

Some specific instruments are already defined in the project proposal. These instruments are available and all partners are expected to use them. Additionally the individual national dissemination plans for the partners include further instruments that will be used to disseminate the project outcomes (see Annex III).

The instruments of dissemination with their date of completion are as follows:

<b>Dissemination Instruments</b>	
<b>Date</b>	<b>Instrument</b>
05/10	Website
07/10	Leaflet
08/10	1 <sup>st</sup> Newsletter Brochure I
03/11	2 <sup>nd</sup> Newsletter
06/11	Brochure II
08/11	3 <sup>rd</sup> Newsletter
09/11	CD Rom

### Further issues to be considered by using the dissemination instruments:

It is recommended to use a corporate design in all material produced within the project to support an effect of recognition. In addition it is of crucial importance to follow the rules of corporate identity given by the European Commission such as clear instructions on the use of logos and disclaimers.

The project logo should be used together with the logo of the Lifelong Learning Programme, the project number and the disclaimer declaring that the project is funded with European money and that the Commission cannot be held responsible for any contents. Depending on the dissemination instrument two different disclaimers can be chosen:

- **Visibility actions (notepads, folders, roll up etc):**

„With the support of the Lifelong Learning Programme of the European Union“



- **Publications (reports, papers, website, leaflet, brochure...):**

“This project has been funded with support from the European Commission. This publication [communication] and all its contents reflect 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.”

The disclaimer for publications is officially translated in the EU languages and should be used in this form. Also the LLP logo is available in all EU languages and should not be changed individually.

Further information can be found on following websites:

[http://eacea.ec.europa.eu/about/eacea\\_logos\\_en.php](http://eacea.ec.europa.eu/about/eacea_logos_en.php)

[http://ec.europa.eu/dgs/education\\_culture/publ/graphics/identity\\_en.html](http://ec.europa.eu/dgs/education_culture/publ/graphics/identity_en.html)

## **5.2. Summary of dissemination and exploitation activities of each partner in the TIWOLTE project** (see also Annexes II and III)

The first version of the national dissemination plans show various activities that are additional to those stated in the project proposal. Partners also provided additional instruments of dissemination such as conferences, meetings and publications.

According to the first national dissemination plans a little more than 3.000 persons and 100 organisations have been reached. The given number of 3.000 is, compared to other projects, a very low one and needs to be enlarged.

Of course it needs to be taken into account that most internet based activity (networks, email alerts, website visitors) are not included into this first estimations because it is not possible to predict a precise number within this dissemination tool. Furthermore, E.N.T.E.R. was not present at the kick-off meeting to present and explain the understanding of dissemination and exploitation and to discuss the dissemination templates in all details. This was done during the second project meeting after the partners provided their first dissemination plans. Some of them only included information on activities carried out from the project start to the date they were sent.

Nevertheless, the partners of TIWOLTE are using only a fraction of possible tools and channels to disseminate the project. Therefore E.N.T.E.R. will keep it in mind to support

partners as good as possible and to watch the developments until the interim report when the first reporting of dissemination activities will be analysed.

Based on experience in other projects the national dissemination plans do change during the project lifetime. New channels will be added that will correspondingly influence the number of persons and organisations reached through the activities. Other instruments might occur or existing ones will be used more frequently. The dissemination plans can be changed and updated by each partner at any time. E.N.T.E.R. will suggest specific target points to receive reports and actual information about the implementation and the future plans of activities in the field of dissemination and exploitation. The summary of activities and the national dissemination plans for each partner are to be found in Annexes II and III.

## **6. Evaluation and Quality Assurance**

To guarantee good quality and achieve the best possible results it is suggested to use different tools to measure the impact of the activities carried out. There are two main types of quality indicators, quantitative and qualitative data.

### **6.1. Quantitative data:**

- number of enquiries about a product
- number of orders for a product
- number of brochures, DVDs etc. distributed
- number of visitors to a website
- number of visitors attending a conference, seminar, workshop
- amount of press coverage (number of articles and items on radio or TV)
- size of audience reached through dissemination activities

The national dissemination plans already include information about quantitative data. It should be an objective of the partnership to try to enlarge the activities implemented, meaning that it is possible to change the dissemination plans for each partner at any time.

### **6.2. Qualitative data:**

These indicators are more specific and not so easy to implement. They could be in the form of short surveys as part of brochures or publicity hand-outs. They can be distributed to participants at a conference, seminar or workshop. If the project has a single partner responsible for evaluation and quality assurance it might be useful to include a few

questions in regard to dissemination material and/or activities in general surveys of project/process/product evaluation.

Qualitative indicators are useful:

- to obtain detailed, subjective feedback
- to give a general feeling of responses
- to offer specific ideas about what has been successful, how to do things differently next time or new ideas for future projects

### **6.3. Documentation**

It is considered as very important to document all dissemination and exploitation activities. On the one hand the documentation serves to keep an overview about dissemination activities in general and on the other hand it provides quantitative and maybe also qualitative data to measure impact and ensure quality. Each partner is expected to document its own activities carried out in the field of dissemination and exploitation. The form of documentation can vary depending on the dissemination activity, e.g. pictures, presentations, hand-outs, list of participants, agendas, meeting minutes, notes, copies of emails, newsletters, press articles ...

During the project's lifetime there will be an update with regard to the partners' dissemination and exploitation activities. This update is important in helping E.N.T.E.R. to coordinate the work packages for dissemination and exploitation as well as for the overall project management. This update basically concerns adjustments within the national dissemination and exploitation plans.

Before the interim and final reports are written E.N.T.E.R. will provide a form to each partner to summarise all dissemination and exploitation activities carried out. This feedback will include the actual state-of-the-art dissemination and exploitation achievements of TIWOLTE and should not show any significant variations from the national plans.

<b>Administrative issues (see also Annex I)</b>	
<b>Date</b>	<b>Document</b>
09/10	Report on dissemination activities (Interim Report)
04/11	Update of national dissemination plans by each partner

09/11	Report on dissemination activities (Final Report)
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## 7. General recommendations and further steps in the TIWOLTE project

According to the next work packages and development of results E.N.T.E.R. gives the following recommendations to the project consortium to support dissemination and exploitation. These are only suggestions that can be taken into account in the project process.

- Involvement of potential stakeholders from the beginning
- Continuous communication within the project partnership
- Links from partner organisations' websites to project website
- Continuous documentation of all dissemination activities by each partner
- Collecting feedback
- Use events of others to promote TIWOLTE
- Follow the rules of corporate identity and graphic design from TIWOLTE and EC
- Continuous enlargement of activities in national dissemination plans
- Reports of dissemination activities
- Find press media for dissemination of TIWOLTE project
- Connecting with other European projects working in the same thematic field
- Clarification of IPRs (Intellectual Property Rights) during one of the next project meetings

## 8. Conclusion

Project results can only be of sustainable value and use if the dissemination and exploitation of them is well planned and implemented at different levels. The strategy aims to support all activities in the fields of dissemination and exploitation by presenting general aspects as well as specific information to be used by each project partner according to the national dissemination plans. Furthermore the strategy tries to highlight specific indicators for achieving high impact as well as for how high quality can be assured in the implementation of dissemination and exploitation process.

As a result of E.N.T.E.R.'s experience in the field of dissemination and exploitation the communication within the partnership is considered as being very important for achieving the best results. Even if not all partners are equally involved in each work package they must be kept up to date about developments and outcomes. This is of critical importance for single partners responsible for specific work packages and who are not directly involved in content development, as is the case in the TIWOLTE project.

In general, dissemination and exploitation can only be successful through close cooperation between all partners. Not only the communication but also the individual use of national dissemination channels, contacts and networks has great influence on the impact of a project.

Summarised it can be said that the first estimation of the dissemination plans do not completely fulfil the expectations for a fruitful basis of good dissemination and exploitation of results during and at the end of a project, therefore it needs to be monitored that the activities of each partner will increase during the project progress in order to raise the amount of persons and organisations informed about TIWOLTE.

Still, at the moment there is no cause for concern from the perspective of dissemination because the partners will be able to expand their dissemination activities to raise more attraction to the progress of TIWOLTE.

E.N.T.E.R. sees its role as the provider of suggestions and tools to foster dissemination and exploitation but also as a provider of guidance and support to the partners to make dissemination and exploitation for them as easy as possible.

E.N.T.E.R., Graz 05/10