



Education and Culture DG

Lifelong Learning Programme

# DISSEMINATION PLAN

InterGen. UK/10/LLP-LdV/TOI-317



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## TABLE OF CONTENTS

	Page
Preamble.....	1
1. General issues.....	4
2. Objectives.....	4
3. Identification of project target groups.....	5
4. Identification of the products to be disseminated.....	6
5. Common dissemination strategy.....	6
5.1. Common dissemination actions at different scopes.....	7
5.1.1 Dissemination at European and International levels.....	7
5.1.2 Dissemination at national, regional and local levels.....	8
5.2. Common dissemination means.....	10
6. Individual dissemination strategies.....	11
6.1. Point Europa (UK).....	11
6.2. University of Malmö (SE).....	11
6.3. Volkshilfe (AT).....	12
6.4. Fórum (SK).....	13
6.5. Pro-kompetenz (DE).....	14
6.6. XXI INVESLAN S.L. (ES).....	14
7. National dissemination reports.....	15
8. Timetable of the dissemination activities.....	16
Annex 1. Template to report the dissemination activities developed.....	17

## Preamble

The European Commission put great emphasis on the dissemination and exploitation of results of projects funded by EU programmes<sup>1</sup>. These projects need to achieve maximum impact: they should radiate as widely as possible so that the valuable lessons and experience gained by one group can benefit others<sup>2</sup>. The valorisation process of a project should be done with a view to optimising its value, strengthening its impact, transferring it to other contexts, and integrating it in a sustainable manner into the broader European context.<sup>3</sup>

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.”<sup>4</sup> Dissemination (including also information provision and awareness raising) can take place from the beginning of a project and intensify as results are becoming available.

All projects basically demand from their partnership the dissemination and exploitation of results to lead to a sustainable use, however only quite a few projects in the field of education and training can really show full success with this task. There seems to be an obvious gap between what is demanded and asked for by funding bodies and what can be provided and realistically achieved by project partners during the implementation of a European co-operation project.

In order to overcome this gap InterGen project makes a particular emphasis on dissemination, involving all partners in the completion of this task. The dissemination work package is not an accessory package but it is a key element in assuring the project’s success.

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<sup>1</sup>Valorisation comprises dissemination and exploitation actions: all activities that maximise the achievements of a project.

<sup>2</sup> [http://ec.europa.eu/dgs/education\\_culture/valorisation/process\\_en.htm](http://ec.europa.eu/dgs/education_culture/valorisation/process_en.htm)

<sup>3</sup> and <sup>4</sup> [http://ec.europa.eu/dgs/education\\_culture/valorisation/why\\_en.htm](http://ec.europa.eu/dgs/education_culture/valorisation/why_en.htm)

From the beginning of the project the consortium will be actively involved in the development of the WP7 having into account five strategic levels<sup>5</sup>:

- A clear rationale for and objectives of dissemination and exploitation.
- A strategy to identify which results to disseminate and to which audiences.
- Determining organisational approaches of the different stakeholders and allocating responsibilities and resources.
- Implementing the strategy by identifying and gathering results and undertaking dissemination and exploitation activities.
- Monitoring and evaluating the effects of the activity.

This Dissemination Plan has been elaborated on the base of a previous survey made among project partners in order to know the real dissemination means, approaches and channels that can be used to disseminate the project' results.

The main aim of the present document is to establish an appropriate common dissemination strategy for the InterGen project. This strategy will not be closed as can be modified during the implementation of the project. The dissemination process is itself a dynamic process and therefore, can be adapted to fully take advantage of each new audience and by finding new and appropriate activities as the need arises.

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<sup>5</sup>The EU's five-stage model for dissemination and exploitation.  
[http://ec.europa.eu/dgs/education\\_culture/valorisation/process\\_en.htm](http://ec.europa.eu/dgs/education_culture/valorisation/process_en.htm)

## 1. General issues.

This Dissemination Plan includes the following sections:

- Objectives.
- Identification of the project target groups.
- Identification of the products to be disseminated.
- Common dissemination strategy.
- Individual dissemination strategy.
- Timetable of activities
- National Dissemination Reports: Guidelines

## 2. Objectives.

The main objective of the dissemination activities is to make the obtained results and the execution methods known by the project target groups, potential beneficiaries and stakeholders. In addition, the specific objectives will be the following:

- To raise awareness about the know-how of InterGen project and its results, mainly the InterGen Training Course, to a large number of possible users and to interested organisations.
- To promote the benefits of intergenerational mentoring at local, national and international levels.
- To encourage older people to take a fully active role in their community and in their society (empowerment and confidence-building).
- To start a dialogue with the providers and policy-makers in each national VET system aiming in the future, an accredited InterGen training course.
- To assure that the results produced by the project meet clearly the identified needs, demands and interests of the target groups.
- To facilitate exploitation of project results.
- To promote the usage of the project results by wider groups of potential beneficiaries, initially not involved in the project activities.

### 3. Identification of the project target groups.

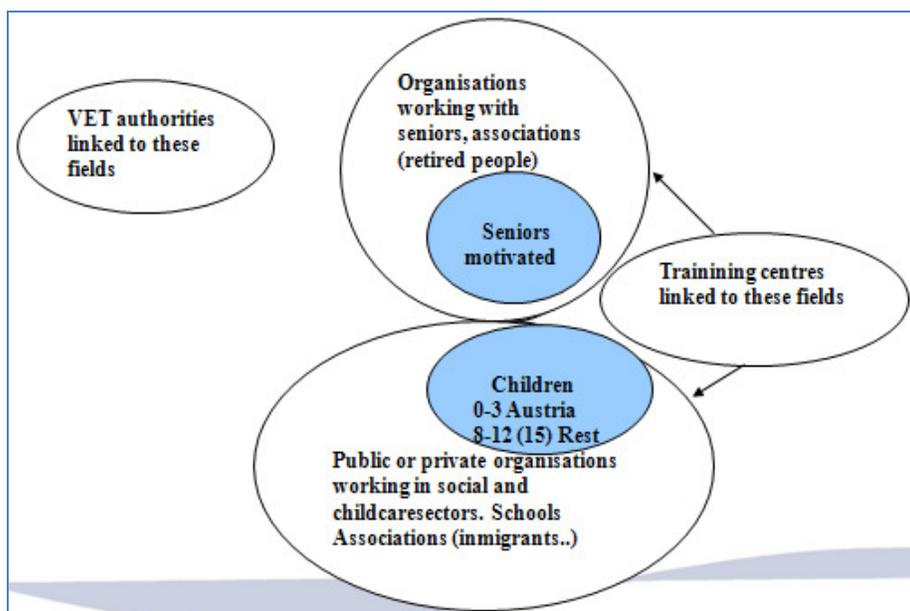
The final target groups of the InterGen project (highlighted in blue) are:

- Older people (50+) from community contacts, associations and clubs for older people.
- Children who need special support (8-12, perhaps extended to 15 years old; however, the Austrian partner will work with 0-3 years). It is vital to avoid stigma (identification of children as “needy”). Therefore, the best idea is to find children through schools.

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The indirect target groups for the InterGen project, and the main targets for this Dissemination Plan, are (highlighted in white):

- Public/private organisations working in the social and childcare sectors.
- Professional workers with older people.
- Associations and Clubs of older people. Special centres in where older people spend their time only during the day and old people's home.
- Training centres interested in the field of mentoring.
- Schools
- VET relevant authorities.



Picture 1: Direct and indirect target groups

#### 4. Identification of the products to be disseminated

Product	Language	Availability	Partner responsible	Format	WP
State of the Art report	German, English, Spanish, Slovak, Swedish	31/05/11	Malmö University (with the support of the other partners)	Paper brochures and electronic format: Pdf <b>Dissemination channel:</b> <a href="#">Project website</a>	2
Local network Directories	German, English, Spanish, Slovak, Swedish	15/04/11	Malmö University (with the support of the other partners)	Paper brochures and electronic format: Pdf <b>Dissemination channel:</b> <a href="#">Project website</a>	2
InterGen training Course	German, English, Spanish, Slovak, Swedish	15/04/12	Volkshilfe (with the support of the other partners)	Book and electronic format: Pdf <b>Dissemination channel:</b> <a href="#">Project website</a>	4
Overview report	German, English, Spanish, Slovak, Swedish	15/07/12	Point Europa, Pro-kompetenz and INVESLAN (with the support of the other partners)	Paper brochures and electronic format: Pdf <b>Dissemination channel:</b> <a href="#">Project website</a>	6-7

#### 5. Common dissemination strategy

This common strategy is based on the one hand, on the answers gathered from a survey previously elaborated among the project partners and on the other hand, on the commitments listed in the application form.

This strategy will not be closed, and can be modified during the implementation of the project. The dissemination process is itself a dynamic process and therefore, can be adapted to fully take advantage of each new audience and by finding new and appropriate activities as the need arises.

## 5.1. Common dissemination actions at different scopes

## 5.1.1 Dissemination at European and International levels

Action 1: Inclusion of InterGen project in different EU databases			
Tools	Description	Partners responsible	When
<b>European databases:</b>  <b>E.N.T.E.R.</b>   <b>ADAM</b> 	<p>E.N.T.E.R. (European Network for Transfer and Exploitation of EU Project Results) is a non-profit association officially registered in Austria.</p> <p>There are currently 291 active members in the E.N.T.E.R. community and 131 EU funded projects registered.  <a href="http://www.enter-network.eu/">http://www.enter-network.eu/</a></p> <p>ADAM is a portal for Leonardo da Vinci funded projects and its products  <a href="http://www.adam-europe.eu/">http://www.adam-europe.eu/</a></p>	Point Europa	<p>From the beginning of the project.</p> <p>Partner will try to do it as soon as possible</p> <p>From the beginning of the project</p>
	<b>Target groups</b>	Other organisations, professionals in the sector.	
Action 2: Inclusion of InterGen project information on partner's own websites			
Tools	Description	Partners responsible	When
<b>Partners' websites:</b>	<p>Project partners will add information about InterGen project in their respective web pages  <a href="http://www.pointeuropa.org/">http://www.pointeuropa.org/</a>  <a href="http://www.inveslan.com/">http://www.inveslan.com/</a>  <a href="http://www.stmk.volkshilfe.at/Senioren_und_Pflege">http://www.stmk.volkshilfe.at/Senioren und Pflege</a>  <a href="http://www.pro-kompetenz.de">http://www.pro-kompetenz.de</a>  <a href="http://www.mah.se">http://www.mah.se</a>  <a href="http://www.forumseniorov.sk">http://www.forumseniorov.sk</a></p>	All partners	<p>From the beginning of the project</p> <p>Partner will try to do it as soon as possible</p>
	<b>Target groups</b>	Professionals in the sector, training organisations, VET authorities. Project direct and indirect target groups. Public in general.	
Action 3: Dissemination through the Project website			
Tools	Description	Partners responsible	When
<b>Project Website</b>	The website will be in all languages and will contain general information, and the following resources:	Point Europa With the support of the rest	From the beginning of the project

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	- Project results nº3 (State of the art report); nº4 (Local network directories); nº6 (InterGen Training course) and nº7 (Overview report).	partners	Partner will try to do it as soon as possible
	<b>Target groups</b>	Professionals in the sector, training organisations, VET authorities. Project direct and indirect target groups. Public in general.	
<b>Action 4: Development of a common page on Facebook (in English) and individual pages in the other languages</b>			
<b>Tools</b>	<b>Description</b>	<b>Partners responsible</b>	<b>When</b>
<b>FACEBOOK</b> 	With over 500 million users worldwide <sup>6</sup> , 50% of which are active and log on at least once a day <sup>7</sup> , Facebook is the king of all social networking platforms. Research has shown that average internet users are spending more time on Facebook per day than on Google, Yahoo, YouTube, Microsoft, Wikipedia and Amazon combined.	XXI INVESLAN S.L. (Will develop the page in English with the support of Point Europa and the page in Spanish.  All partners	June 2011
	<b>Target groups</b>	Public in general.	

### 5.1.2 Dissemination at national, regional and local levels

<b>Action 5: Mailing</b>			
<b>Tools</b>	<b>Description</b>	<b>Partners responsible</b>	<b>When</b>
<b>Mailing</b>	Elaborate a comprehensive database (excel) with the data of interested contacts. This data shall come from the elaboration of the Regional Network Directories. InterGen will be presented to all these contacts by e-mail or post. The contacts will have updated information of the project.	All partners	During the project

<sup>6</sup> Source: "Engagement on Social Networks Top Priority for Marketers," eMarketer, January 26, 2010 - <http://www.emarketer.com/Article.aspx?R=1007479>

<sup>7</sup>Mark Zuckerberg, "500 Million Stories," The Facebook Blog, July 21, 2010 - <http://blog.facebook.com/blog.php?post=409753352130>

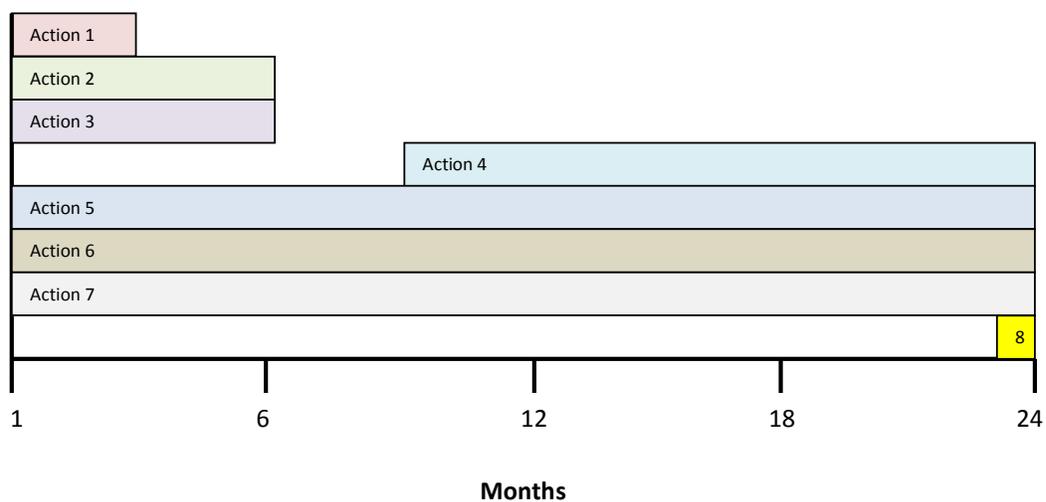
	<b>Target groups</b>	Public/private organisations working in the social and childcare sectors. Professional workers with older people. Associations and Clubs of older people. Special centres in where older people spend their time only during the day and old people's home. Training centres interested in the field of mentoring. VET relevant authorities. Schools.	
<b>Action 6: InterGen presentation in events – seminars/conferences</b>			
<b>Tools</b>	<b>Description</b>	<b>Partners responsible</b>	<b>When</b>
<b>Events : seminars/conferences</b>	InterGen will be presented in events: seminars and conferences. Each partner will be asked for a list of at least 10 suitable events over the project's lifetime	See individual strategy	During the project
	<b>Target groups</b>	Public/private organisations working in the social and childcare sectors. Professional workers with older people. Associations and Clubs of older people. Special centres in where older people spend their time only during the day and old people's home. Training centres interested in the field of mentoring. VET relevant authorities. Schools.	
<b>Action 7: Informal discussions /contacts</b>			
<b>Tools</b>	<b>Description</b>	<b>Partners responsible</b>	<b>When</b>
<b>Personal networks</b>	Partners will develop informal discussion and contacts using their own networks in order to disseminate the project and its results.	See individual strategy	During the project
	<b>Target groups</b>	Public/private organisations working in the social and childcare sectors. Professional workers with older people. Associations and Clubs of older people. Special centres in where older people spend their time only during the day and old people's home. Training centres interested in the field of mentoring. VET relevant authorities. Schools.	
<b>Action 8: Dissemination through InterGen groups</b>			
<b>Tools</b>	<b>Description</b>	<b>Partners responsible</b>	<b>When</b>
<b>Inter Gen groups</b>			

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	<b>Target groups</b>		
<b>Action 8: Organize a Final event</b>			
<b>Tools</b>	<b>Description</b>	<b>Partners responsible</b>	<b>When</b>
<b>Final event</b>	This event will present the results achieved within the project (the overview report) to professionals and organisations.	All partners One final event in each pilot country.	At the end of the project
	<b>Target groups</b>	Public/private organisations working in the social and childcare sectors. Professional workers with older people. Associations and Clubs of older people. Special centres in where older people spend their time only during the day and old people's home. Training centres interested in the field of mentoring. VET relevant authorities. Schools.	

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**Chronogram:**



**5.2. Common dissemination means**

The consortium will use the following common means to disseminate the project:

- Project Leaflet: INVESLAN will elaborate the project leaflet and will provide it in an open format. This will allow its direct translation or modification by the project

partners. The project leaflet will be in German, English, Spanish, Slovak and Swedish. INVESLAN will print and distribute the national versions of the leaflet. The project leaflet will be ready in all languages by the end of April 2011.

## 6. Individual dissemination strategies

### 6.1 Point Europa (UK)

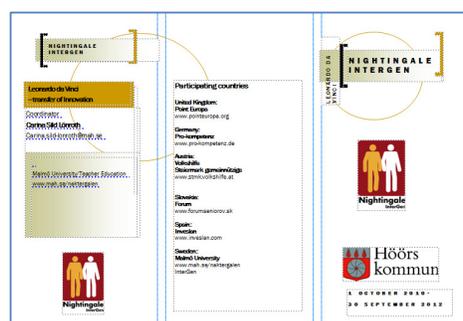
Action	Description	When	Target groups	Scope
Direct contact, through personal networks	Professionals in similar fields, training colleagues and people that they work with now	During the project	Professionals and training colleagues	regional and local
Indirect contacts to individuals, through our personal links	2 stage contacts	During the project	Older people, professional workers with older people	regional and local
Personal presentations at events – seminars and conferences	Presentation of InterGen at events	During the project	Direct and Indirect target groups	regional and local
Targeted postal material and e-mail material	General dissemination of the project	During the project	Direct and Indirect target groups	regional and local
Use the database of Point Europa to disseminate InterGen	this database comprises 1700 professionals and organizations at regional level: Devon& Cornwall)	During the project	Professional organisations	regional level: Devon& Cornwall
Use Equality SW e-mail bulletin	This is a circular newsletter about equality and discrimination with 2000 potential readers at regional level	During the project	Public in general	regional level: Devon& Cornwall

### 6.2 University of Malmö (SE)

Since Nightingale already is a programme with many years of experience the University of Malmö is very keen on trying it with other groups, now; seniors and refugee children. This time it will be a project outside the University and in a small Community (Höör). This will allow the

dissemination of the project results in an easier way. Maybe also mass media will be more interested in it. The resources facilitates by the University will be used too: the website, and on the different Conferences.

Action	Description	When	Target groups	Scope
Direct contact with the target groups of the Community of Höör	Contact with the target groups : seniors and children of the community of Höör	During the project	seniors and children of the community of Höör	Local: Höör
Direct contact with the community responsible	Contact local authorities	During the project	Local authorities	Local: Höör
Use mass media to disseminate the project	Dissemination of InterGen project through mass media	During the project	Public in general	Regional and local
Presentation of InterGen in Conferences	The conferences organized by the University	During the project	Direct and indirect target groups	Regional and local
Disseminate InterGen using the resources that the University provide: the website, contacts, conferences...	Add information about InterGen in : <a href="http://www.mah.se/naktergalen">www.mah.se/naktergalen</a> <a href="http://nightingalementorng.org/">http://nightingalementorng.org/</a>	During the project	Public in general	National
Produce fliers, maybe two different types depending on the target groups	These fliers will be used to disseminate the project in the community of Höör.	During the project	Direct target groups.	Local: Höör



The flyer created by the University of Malmö

### 6.3 Volkshile (AT)

They are going to start at a local level, in a small town (Feldbach – 5000 population) and address a residential home, childcare services, schools and also seniors’ committees there.

As soon as they have results there, they are going to publish these in newsletters from their website, in magazines and newspapers. Starting from this they are going to disseminate the project in their regional structures, inform all managers of childcare services and residential homes.

They think that this “bottom-up approach” will help successfully disseminating the project. As soon as they have reached publicity in their own organization they are going to transfer information to VET and other service providers.

Action	Description	When	Target groups	Scope
Contact the target groups of Feldbach	Contact with the target groups located in Feldbach	During the project	Direct and indirect target groups	Local: Feldbach
Publish news in Volkshilfe’s newsletter and website	The results achieved within InterGen project will be mentioned in the website and newsletter	During the project	Public in general	Regional
Articles in magazines and newspapers	Press articles in magazines and newspapers	During the project	Public in general	Regional local
Contact VET authorities and other service providers	Disseminate the project to VET authorities	During the project	VET Authorities	local
Disseminate InterGen in Senior Guides	Senior Guides is an European project specially addressed to increase voluntary work for seniors <a href="http://www.senior-guides.eu">www.senior-guides.eu</a>	During the project	Seniors, organization working with seniors	International
Disseminate InterGen in Berufsgruppekindergarten	Berufsgruppekindergarten is a strong professional association of early years pedagogues with own website and also possibilities to offer further training <a href="http://www.kiga-berufsgruppe-stmk.at">http://www.kiga-berufsgruppe-stmk.at</a>	During the project	Professional organizations	National and regional

#### 6.4 Fórum (SK)

Action	Description	When	Target groups	Scope
Disseminate the project within AGE European platform	European network of organizations working for elderly from EU member	During the project	Professional organizations working with	European

	states, good contact to European institutions		seniors	
National conferences	which are organized by Fórum pre pomoc starším at least once a year, and on which attend	During the project	members of Forum from the whole Slovakia, representatives of parliament, self-government, various organizations	National
Disseminate the project at other conferences	organized by Universities and Education agency	During the project	Public in general	National
Dissemination through forum's website	Description of the project in Forum's website	During the project	Public in general	National
Contact with member of Fórum	Sending of information to members of Fórum and cooperative organizations	During the project	members of Fórum and cooperative organizations	National
Articles in magazine Fórum Seniorov	Publish articles in a specialized magazine	During the project	Seniors, organizations working with seniors, professionals	Regional
Distribution of leaflets	Distribution of project leaflets	During the project	Direct and indirect target groups	Local

### 6.5 Pro-kompetenz (DE)

Action	Description	When	Target groups	Scope
Direct contact, through personal networks	direct contact to social actors who can profit from the mentoring idea	During the project	social actors	regional and local
direct contact to actors linked to the field of mentoring	Contact those organizations which have done mentoring projects and could be interested to do it with other target groups or gather further useful information how to do it 2 stage contacts	During the project	professional organisations	regional and local
Personal presentations at events – seminars and workshops	Presentation of InterGen at events	During the project	Direct and Indirect target groups wider audience	regional and local
presentation on website and member information	Dissemination of the project through pro-kompetenz's website	During the project	Wider audience	National

## 6.6 XXI INVESLAN S.L. (ES)

Action	Description	When	Target groups	Scope
Direct contact, through personal networks	Professionals, training organisations and people that they work with now	During the project	Professionals and training organisations	regional and local
Personal presentations at events – seminars and conferences	Presentation of InterGen at events	During the project	Older people, professional workers with older people	regional and local
Organize a meeting	before the pilot training to explain the project	10/2011	Direct and Indirect target groups	regional and local
Use Inveslan’s database to disseminate InterGen	Contact potential entities and actors interested	During the project	Direct and Indirect target groups	regional and local
Dissemination through Inveslan’s website	Description of the project in Inveslan’s website	During the project	Public in general	National
Use mass media to disseminate the project	Dissemination of InterGen project through mass media	During the project	Public in general	regional and local

## 7. National dissemination reports

In order to help INVESLAN to compose the part referred to the dissemination within the Overview report (result nº7) and to monitor all partners’ actions, each partner will develop after each trans-national meeting (with the exception of the kick off meeting) the corresponding national dissemination report. These reports will have a common structure and will show the progress made in the implementation of the dissemination activities.

### 7.1 Guidelines for reporting the dissemination activities developed

Common contents of national reports:

1. Short introduction (5 lines)
2. Schedule (time table of the dissemination actions developed)
3. Template fulfilled for each dissemination activity developed (See Annex1)
4. Attached documents: visual support: photos, programs....for each dissemination activities carried out.

**Deadlines:**

1<sup>st</sup> National dissemination report: 10 July 2011 (From 01/10/2010 to 30/06/2011)

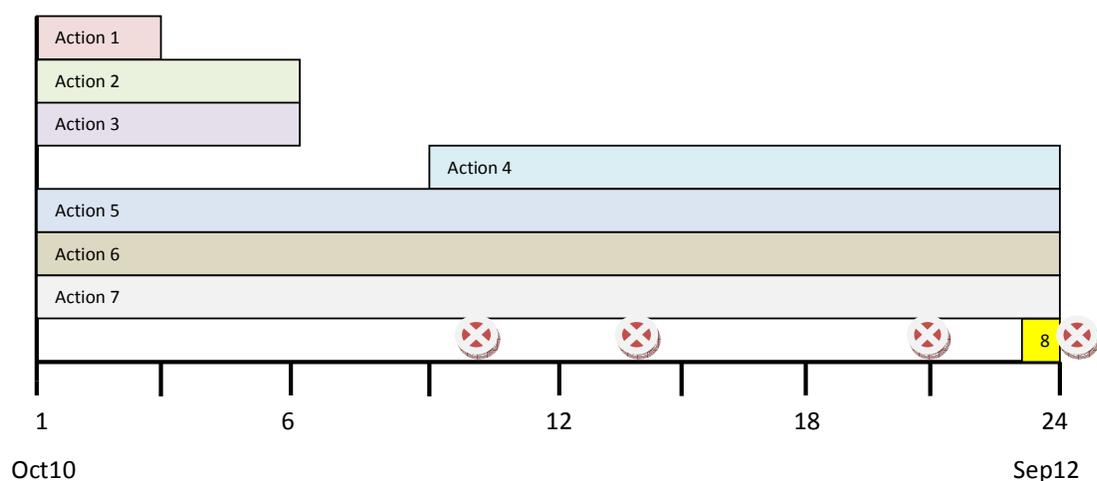
2<sup>nd</sup> National dissemination report: 15 December 2011 (From 01/07/2011 to 30/11/2011)

3<sup>rd</sup> National dissemination report: 15 June 2012 (From 01/12/2011 to 30/05/2012)

Final dissemination report: 10 October 2012 (From 01/06/2012 to 30/09/2012)

**8. Timetable of the dissemination activities**

**Common dissemination strategy+ national dissemination reports**



**Caption:**

Action 1: Inclusion of InterGen project in different EU databases: ADAM and E.N.T.E.R.

Action 2: Inclusion of InterGen project information of own web-sites.

Action 3: Dissemination through the Project website.

Action 4: Development of a common page on Facebook (in English) and individual pages in the other languages.

Action 5: Mailing

Action 6: InterGen presentation in events – seminars/conferences

Action 7: Informal discussions /contacts

Action 8: Organize a final event

National Dissemination report 

**ANNEX1: TEMPLATE TO REPORT THE DISSEMINATION ACTIVITIES DEVELOPED**

No. and title of the disseminated / exploited result / product / process		Name and full coordinates of the implementing partner/s		Date
Describe the implemented dissemination / exploitation activity				
Country		Region		Municipality
What sectors were targeted by these dissemination activities?		Which groups were targeted?		Number of participants
Did you provide the targeted groups with any written documentation about the project? Please specify:		Organisational size of targeted institutions/ organisations		Why these institutions/ organisations have been chosen?
				What is their relevance in connection with the project objective?
				Any reaction, ideas, feedback?
Please enclose a copy of the relevant documents linked to this dissemination activity				
				