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SLOT

Sectorial Learning Outcome Transparency

Leonardo da Vinci – Transfer of Innovation

### D5.1 DISSEMINATION PLAN

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#### Summary

This report aims at reflecting the dissemination activities reported to the SLOT Project in compliance with the main objectives of the European Union recently outlined in the Council Conclusions on a strategic framework for European cooperation in education and training (2009). It will focus on professionalism, collaboration, creativity and innovation within a collaborative and Business Development approach.

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<sup>1</sup> UPV-M will be the “French partner” until the end of December 2011. After that, it should be UdL (Université de Lorraine), born from the merger of the 3 universities of Nancy and the one of Metz. Also, service organization should be reviewed and amended and “SLOT dissemination plan” could also be affected by these changes.

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## 1. Introduction

In a European co-funded project, communication is one of the main important and complicated issues. The projects co-funded by European Programmes, e.g. Leonardo da Vinci play a central role for contributing the citizens to better know the real impact of European policies at European, national and local levels, thanks to their strict link both with the local stakeholders and territory (answering to local needs) and the transnational dimension (through the cooperation of organisations from different countries).

The SLOT project aims at finding as much as possible links and sharing occasions with the local stakeholders and territories and, at the same time, at sharing results and points of view with the transnational partners. The perfect combination of these two aspects will allow to really put in practice the European Commission priorities, contributing with the different national peculiarities.

### 1.1. Purpose of this document

This document is aiming at providing the overall and concise information on the all actions which will be taken by the partnership in order to ensure targeted dissemination and exploitation actions including awareness raising and visibility of project achievements.

The focus is put on the importance of proper dissemination and exploitation of SLOT project results which is closely linked to the following issues:

- Sustainability of project results
- Capitalization of investments
- Improved quality of products/results
- Exchange of good practices and learn from each other's experiences within the partnership
- Feeding the policy processes while making a bridge between the policy and practice (peer learning, open method of coordination)
- Enhanced the project impact on the target groups from short-term and long-term perspective

In line with the above-mentioned and in more concrete manner, the DP aims:

- To provide a wide and accessible online platform to all the consortium's members for internal communication, EU literacy and dynamic collaboration;
- To promote internally the SLOT project advancement when the different working-groups will be held and led on;
- To promote externally to the partners and stakeholders the SLOT outcomes for dissemination, follow-up and formal contribution;
- To implicate all the members of the consortium within a collaborative way ("Top-Down communication Flow")

## 1.2. Terminology and abbreviations adopted in this document

Terminology	Explanation of meaning
Valorisation	Valorisation means both: dissemination and exploitation of results. “Valorisation” is the French equivalent term for 'dissemination and exploitation of results'. The two terms are sometimes used interchangeably in English in the context of the EU Lifelong Learning programme and its predecessors.
Dissemination of Results	Activities designed to ensure that the results of the LLP and its predecessors are appropriately recognised, demonstrated and implemented on a wide scale. 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. This activity happens at both project and programme level, and involves the active participation of intermediary 'relay' bodies.
Exploitation of Results	Consists of mainstreaming and multiplication. Producing relevant results from projects and programmes/initiatives to satisfy the demands of providers, policy-makers and ultimately society more generally and ensuring, through the use of effective exploitation, that such results reach the right target audiences in a format and at a time which enables them to benefit from them.
Mainstreaming	Mainstreaming is the planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems.
Multiplication	Multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives. This can happen at both project and programme level.
Good Practice	A good practice is an exemplary project (including results or processes and procedures-approaches implemented) which has positively influenced systems and practices through its activities and results. Consequently, these good practices are worth transferring and exploiting in different contexts and environments by new users or entities.
Abbreviations	
DP	Dissemination Plan
EQF	European Qualifications Framework
ECVET	European Credit system for Vocational Education and Training
VET	Vocational Education and Training
B2B	Business-to-Business

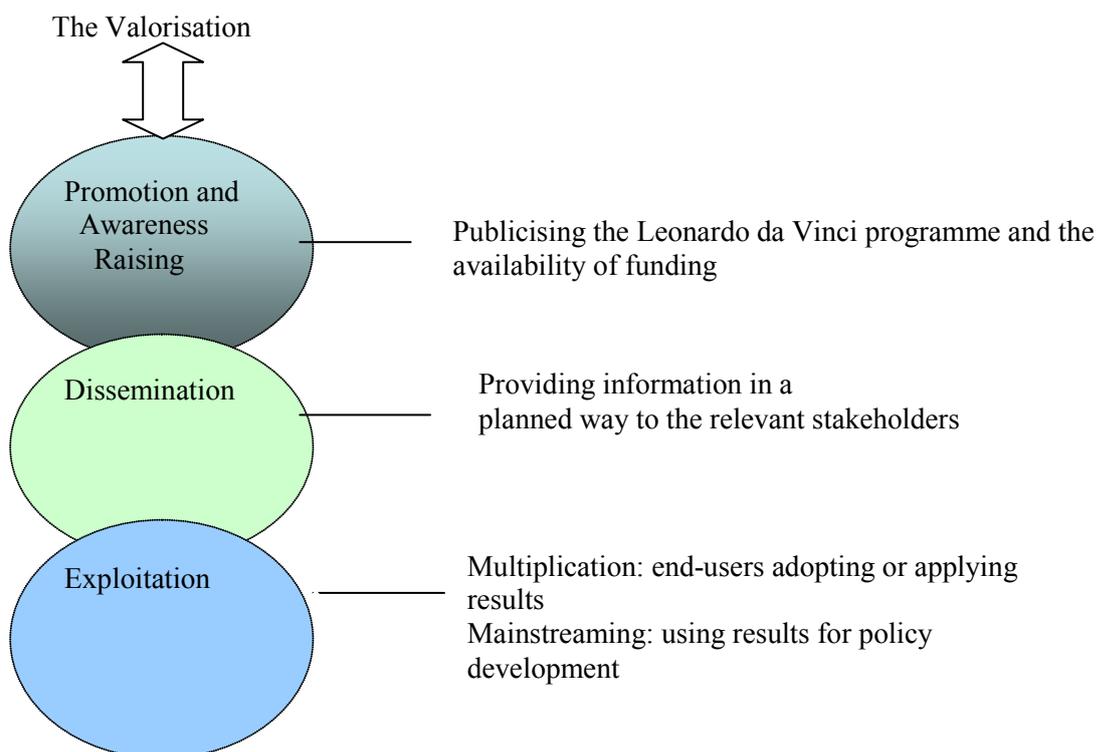
## 2. Dissemination as an integral part of valorisation process

The SLOT partners have agreed that:

A) Dissemination and exploitation activities planned within the project are:

- Continuous process
- Prepared in a detailed manner
- Adapted to and suitable for project objectives and beneficiaries
- Organised at different levels: European, National, Regional, Local and Sectorial levels
- Ensuring the interaction with different end-users/beneficiaries
- Testing stage with end-users

B) Dissemination will be an integral part of the overall valorisation process. This valorisation process is understood as:



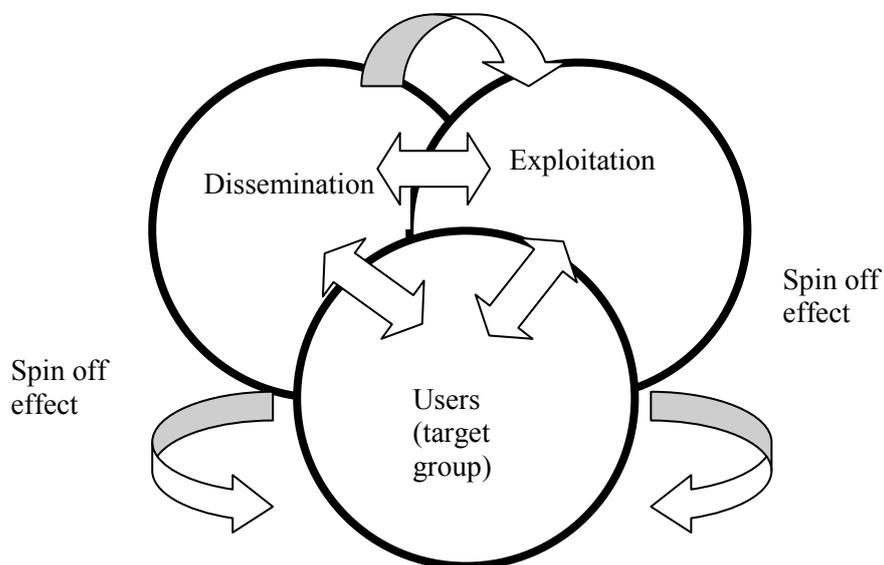
Dissemination & exploitation play an important role in reinforcing capacity of partners and involved stakeholders to transform and modernise education and training systems and practices (Lisbon and citizenship agendas) thus this Plan is dealing with both aspects, i.e. dissemination and exploitation of project results, products and outcomes with a purpose to optimising their value and enhancing their impact through integrating them into the countries' training systems while taking into account the EU-level, specifically the EQF and ECVET.

Thus in this project, the valorisation of all products, results and outcomes is understood as a “puzzle” of:

- dissemination of products, results and outcomes which will be proactive and in a language understandable for the involved target groups. Dissemination will be ensured through different tools: not only on-line via website of the project but also via face-to-face meetings with the target groups representatives, discussions, workshops and conferences, as well as via printed and electronic media and tailor-prepared and friendly usable promotional materials;

- exploitation of outcomes through an active involvement of the target groups in the process of needs analysis, development process, testing, adjusting and finalising the products including common planning of the next follow up steps (direct inclusion of the results in the VET practice in the involved countries);

The SLOT “puzzle” and interaction (integration of potential users from the beginning, ongoing and substantial interaction between partners and users with continuous feedback):



### 3. Strategic Approaches

The partnership approaches towards dissemination and exploitation of results are focused on:

- **A clear and dynamic focus on user needs** – the project is based on a clear and well-argued presentation of the analysis of end-users and actual needs for the target group concerned and the results proposed are a response to those needs.
- **Shared responsibility across all partners** - responsibility for the dissemination and exploitation of results lies with the whole partnership in their capacity as the owner of those results thus each partner has a role to play.
- **A continuing process** - activities are conceived and planned from the beginning of the implementation.
- **Life after the end of the project** - include activities designed to ensure the continuing visibility, accessibility and use of the results after the end of the project, to ensure maximum impact and sustainability.

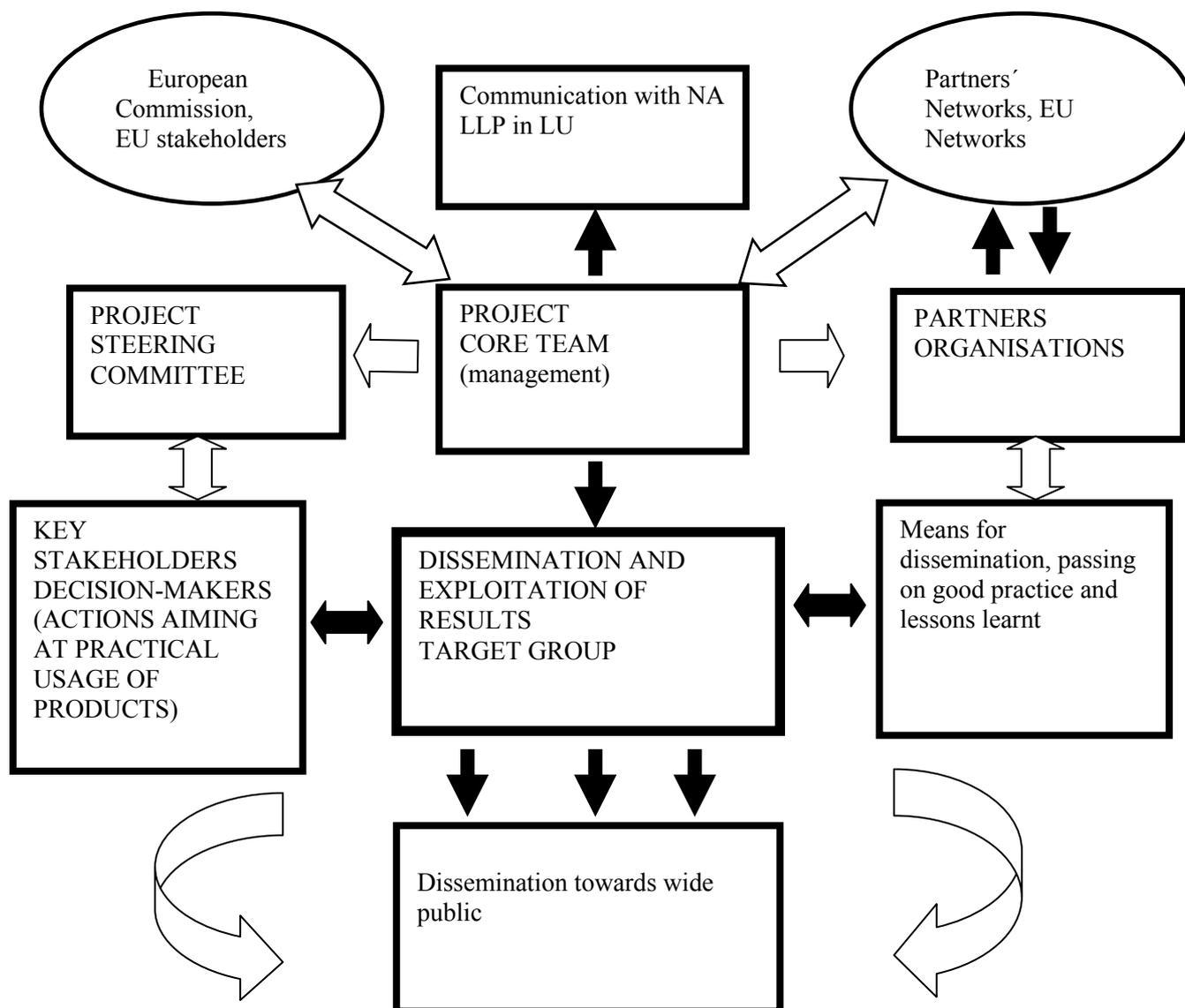
The principal messages to communicate within the Dissemination Plan are conceived:

- To aware internal members of the consortium in order to build an identity and profile for the project and its outcomes within the lifelong learning communities belonging to the Programme Leonardo;
- To understand the methods applied in order to target groups and beneficiaries for deep involvement in the project and future transfer to the market-place;
- To involve the overall actors in order to settle on a common language and shared behaviour to facilitate the achievement of all the objectives of the project;
- To support stakeholders and partners in order to better understand the main purposes of the project;
- To act via networks and informal channels in order to transfer, capitalize and value best-practices.

## 4. Target group

Target	Objective	Opportunity	Risk
EU Commission	To aware the EU Commission about the project advancement	International visibility, resonance, transparency	Reporting
Consortium members	To support the consortium members into achieving the methods, tools and outcomes related to the project	Community of best-practices	Different cultural identities
Universities	To aware & report about the project statement	Bologna Declaration	National regulatory application
Professional Chambers	To understand and apply the methods, tools & outcomes related to the project	Networking, Customer Relationship Management	Internal rules & statement
Sector partners	To transfer to the market-place the methods, tools and outcomes related to the project	Networking, B2B, value	Internal rules & compliance
Ministries	To support officers into adopt and integrate the processes and methods included in the project	National compliance	National Law
Professional Networks	To communicate about the outcomes of the project	Resonance, visibility and B2B, multi-channel marketing	Control
Trainers	To aware trainers into the adoption of the method	Community of best-practices, for trainer's recognition	Deregulation

## 5. Valorisation Structure



The Valorisation Structure presents the communication links among the individual partners involved in the project implementation. In the middle of the whole scheme is project partnership, which provides relevant dissemination information on the one hand to the NA of LLP in LU, on the other hand to the target groups and stakeholders. The main aim is to regularly inform the NA LLP in LU (European Commission) and wide professional public (target groups and stakeholders) about the project progress.

## 5.1. Project Management Structure

One of the major critical factors of successful and sustainable implemented projects is the communication with all stakeholders involved and the appropriate selection of the project management team. The proposed 4-Ring-Structure reflects a circled approach for holistic and sustainable PM.

The main advantages of the structure are:

- transparent structure with clear definitions of roles and responsibilities
- open communication within clearly defined communication channels
- holistic approach through early and direct involvement of all (potential) stakeholders
- sustainable and lean management structure
- fast and easy set-up and implementation
- straightforward adaptation to different project scenarios, contents and environments
- independent from economic, political, cultural and social conditions

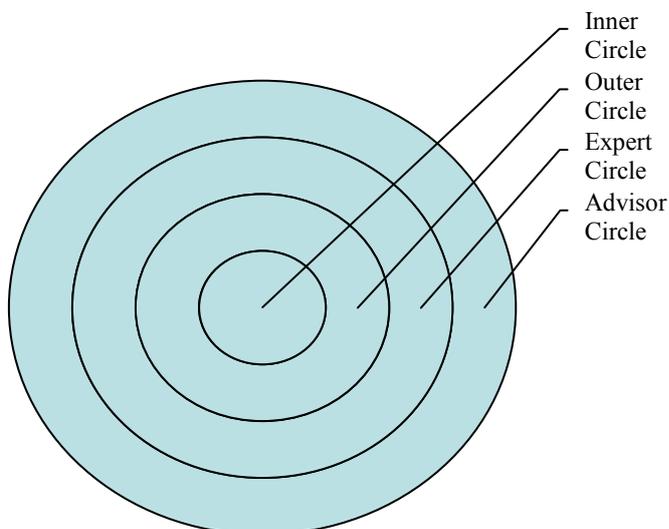
Each 4-Ring-Structure contains four different circles, whereby each circle defines a different group of people, different roles, responsibilities and communication channels.

The **Inner Circle** represents the steering committee of the project. Strategic decisions are made by the steering committee with input from all surrounding circles. Direct communication is taking place to the Outer Circle and the Advisor Circle.

The **Outer Circle** reflects the broader project team involved in all tactical and operational activities related to the project. It communicates directly with the Inner and the Expert Circle.

The **Expert Circle** involves experts from different disciplines to give back-up support and professional know-how for the Inner and Outer Circle. The experts communicate directly with the Outer Circle and serve additionally as multiplier and promoters for the project in their environment.

The **Advisor Circle** involves all (potential) stakeholders for the project: They serve as door openers, supervisors and provide strategic guidance in the different aspects and phases of the project. The Advisors represent the external environment with representatives from Academia, Industry, Government and Public Society.



## 6. Media Support & Communication Plan

Hereby, described all the dissemination activities and media supports related to the project. We can outline five different categories as it follows: Internal Communication, External Communication, Printing and Networking.

### 6.1. Internal Communication

A high-quality marketing approach is essential within a European Project, as the activities will be dispatched at different national levels. Although the operational workers would be locally active, they should be kept informed about the processes and the different outputs attended.

A prior internal communication flow could also encourage the team spirit, the project cohesion and remember the main objectives by supporting the multiculturalism and the mutual trust for attending the overall deliverables.

The particular media features contained in this category include:

Face to face meetings: to get into direct contact with the key stakeholders at all levels and secure their active involvement in the development of their VET national quality plans

Project website: <https://sites.google.com/site/leonardodavincislot/> - accessible on-line platform for supporting the internal and external cooperation (at all levels) and the practical usage of achieved results

### 6.2. External Communication

Public and Media Relations are necessary for attending a greater impact in terms of visibility and social comprehension; moreover as the European Commission is very much concerned about the social adoption and restitution of the Leonardo Programme outcomes. Therefore, each member of the consortium should be able to guarantee an “in-depth” impact in its own country.

The particular media features contained in this category include:

Media and Press Relations:

- invitation of media representatives to project events including kick off and final events,
- preparation of articles and press releases,
- face-to-face meetings with journalists to raise awareness and understanding on the project content thus to promote and make results known to end-users as well as to the wide public

Public Relations:

Creation of understanding of project content (results) and work towards positive project image.

### 6.3. Printing

A visual corporate identity is a previous step for an effective communication and marketing plan. In order to communicate “best-practices”, a homogeneous process should be set up in compliance with the formal requisites of the European Union and to reinforce the recognition between partners. The particular media features contained in this category include:

Visual identity:

1 former Graphic Chart including 1 common logo, corporate colours and typography based on partners’ corporate visual identity;

Flyer: in the language of every involved country

Poster: in the language of every involved country

### 6.4. Networking

Managing networks is an important competence area which encompasses several dimensions: trainers, core and associated partners, stakeholders as well as administration and social leaders. The cooperation networks within the European educational framework are embodied by Universities, other higher education institutions and other non formal educational organizations (professional Chambers and clusters). Also the environments for networking are various: face-to-face, international or virtual collaboration environments, as it has been recently reported by the Council and the Commission on the implementation of the “Education & Training work programme for 2010: Delivering lifelong learning for knowledge, creativity and innovation”(2008).

## 7. Intellectual property rights

For information on intellectual property rights, refer to:

- [http://ec.europa.eu/dgs/education\\_culture/valorisation/ipr\\_en.htm](http://ec.europa.eu/dgs/education_culture/valorisation/ipr_en.htm)
- [http://ec.europa.eu/dgs/education\\_culture/valorisation/docs/checklist-promoters.pdf](http://ec.europa.eu/dgs/education_culture/valorisation/docs/checklist-promoters.pdf)

### 7.1 Definition

The licensor is the partner that proposes a tool, a method, a publication to the SLOT consortium in order to realize the work defined in the SLOT project.

The licensee is the consortium partner that will use the tool, the method, the publication in order to realize the tasks and deliverables of the SLOT project.

### 7.2 Purpose

The section 7 sets the terms and conditions under which the licensor grants the licensee the non-exclusive and non-commercial right to use the work detailed in table (point 7.9).

### 7.3 Right granted

In order to allow the licensee to use the described tool, method or publication in the framework of the SLOT project, the licensor grants to the licensee the following rights:

The right to use the work and to translate it, for non-commercial purposes

The right to publish the results of the works undertaken within the SLOT project.

### 7.4 Moral rights

The licensee undertakes to respect the moral right of the authors. In particular, the licensee must respect the paternity rights of the author by including a reference to the licensor.

The licensee is committed not to modify or alter the tool, the method and, or the publication in a way that could have any influence on the honour or reputation of the licensor.

### 7.5 Restrictions

The licensee is not allowed to transfer the user rights granted by the present terms.

The licensee is not allowed to use the tool, method or publication proposed by the licensor for other uses than those specified in the present terms.

Without prior written approval by the licensor, the licensee is not allowed to use the tool, method or publication for any activity that is in competition with the activities of the licensor.

Without prior written approval by the licensor, any of the rights and/or obligations provided in the present terms cannot be assigned by the licensee to a third party.

The licensee cannot claim any intellectual property rights or any other rights on the tool, method or publication proposed by the licensor.

## 7.6 Duration of the present terms

The present terms start the date of the beginning of the SLOT project. It is concluded for the duration of five (5) years.

## 7.7 Free of charge license

The rights granted under the present terms are granted on a free-of-charge basis. This grant of rights is considered to contribute to the success of the SLOT project.

## 7.8 Settlement of disputes

All disputes arising out of or in connection with the terms of section 7 of this deliverable, which cannot be solved amicably, shall be finally settled under the Rules of Arbitration of the International Chamber of Commerce by one or more arbitrators appointed in accordance with the said Rules. The place of arbitration shall be Brussels if not otherwise agreed by the conflicting Parties. The award of the arbitration will be final and binding upon the Parties. Nothing in this deliverable shall limit the Parties' right to seek injunctive relief or to enforce an arbitration award in any applicable competent court of law.

## 7.9 Tool, method or publication covered by these terms

Licensor	Tool, method, publication
CRP Henri Tudor	Caliform method Skill card methodology

## 8. Communication Plan

Date	Target	Objectives	Message	Responsible	Remarks
Oct 2010	All the consortium members	Project kick-off	To aware all the associates involved in the project	Luxembourg	Methodological and strategic partners meeting
Feb 2011	All the Consortium members	To analyze the project impact and to validate the deliverable related to WP1	To aware all the associates involved in the project	Lithuania	WP 1 Validation of the deliverable
May 2011	All the Consortium members	To train and prepare for transferring the methodology to the consortium members	Transfer session	Spain	Validation of the WP1, WP2 deliverables
Dec 2011	All the Consortium members	SLOT Implementation kick-off	To aware about the dissemination guide and the implementation plan	Luxembourg	Validation of the WP3 deliverable
Apr 2012	All the Consortium members	SLOT Implementation progress	To prepare and update the final Dissemination Plan	Greece	Final validation of the project deliverables
Sep 2012	All the Consortium members	Closing meeting	To improve an action plan	Luxembourg	To negotiate the viability of an ECVET project

## 9. Communication Action Plan by Partners

The Communication Action Plan by Partners is an overall plan of each partner to disseminate and exploit the project activities and results through several means (e.g. on-line dissemination, workshops, meetings, etc.). This plan is indicative and will be regularly assessed and updated.

### 9.1. Centre de Recherche Public Henri Tudor (Luxembourg)

Objectives	Activities	Tools/instruments	Indicative success criteria: Indicators	Time axis	Actions realized and results
Dissemination objectives focus on effective passing on information and exploitation of the results Establishing a permanent interaction with targets and all relevant stakeholders Awareness raising and implementing of the selected tools into the	News to publish on the CRP Henri Tudor Website concerning the project and its results	<a href="http://www.tudor.lu">www.tudor.lu</a>	Numbers of publications	Apr 2011 Oct 2012 Apr 2012 Sep 2012	
	Post on a regular basis project news on the project website	<a href="https://sites.google.com/site/leonardodavincislot/home">https://sites.google.com/site/leonardodavincislot/home</a>	Numbers of news published	Months 1-24	
	Organize progress feedback to strategic partners Objective: to keep in touch and maintain their support to SLOT Grown trust and confidence to new initiatives	Face to face meeting and exchange of electronic documents	Echo by interest Meetings feedbacks	On relevant deliverable postage	

Objectives	Activities	Tools/instruments	Indicative success criteria: Indicators	Time axis	Actions realized and results
work	Sensibilisation of the professional federations about the project progress, motivation and impacts on learning programmes fitting to their needs and especially the one impacted by the deployment Objective: Present them the EU recommendation and explain them the impacts from their point of view, and the role they can have in these evolution – raise their interest	Mail, phone contact, face to face information exchanges	Interest and implication willing	From April to December 2011	
	Sensibilisation of the training providers Objective: To ensure with help of the ministry, the communication about how to implement some EU recommendations Federate more actors Motivate LU VET actors to implement new method or tools, and innovate in VET	Information session Article publication	Feedback Interest	From September 2011 to September 2012	

Objectives	Activities	Tools/instruments	Indicative success criteria: Indicators	Time axis	Actions realized and results
	Workshop with the selected professional federation, professional experts and potential trainers  Objective: Work on specific training programmes within a selected group	Presential Workshops – 4 to 6 sessions per module	Implication and interest of the group Quality of the workshop results	From November 2011 to May 2012	
	Workshop with the selected professional federation, representatives strategic partners and Ministry  Objective: Participate to the construction of a assessment body in Luxembourg for the specifics selected domain	Workshop – 1 per month	Progress in the SLOT assessment body  Feasibility and quality of the recommendations to progress the process after SLOT	Starting October 2011 till September 2012	
	Train the trainers improvement  Objective: Include the LO method (definition and assessment) in the training programmes	Training update to a selection of implicated trainers	Applicability feedback from the trainers	From Sep 2011 to May 2012	
	Information to the trainees  Objective: Explain the goals and impacts of the implementation of LO and assessment	Information session	Number of invitation compares to the number of applicant	May to July 2012	

## 9.2. Wissenschaftliche WeiterbildungsAkademie Saar (Germany)

Objectives	Activities	Tools/instruments	Indicative success criteria: Indicators	Time axis	Actions realized and results
Promotion & Awareness Raising on the different levels: EU, Germany, Saarland, Saarland University and Banking Sector	Email-Campaign with Project Website and Project Poster / Short Description of SLOT to EURICE, NKS at BIBB, Ministry of Education, Chamber of Commerce& Industry, Chamber of Crafts, ZFL, WIWAS, Chair Prof. Waschbusch, Sparkasse Saarbrücken, SaarLB Face-to-Face-Meetings with Ministry of Education, Chamber of Commerce& Industry, Chamber of Crafts, ZFL, WIWAS, Chair Prof. Waschbusch, Sparkasse Saarbrücken, SaarLB	- Email - Project Website - Project Leaflet  - Face-to-Face Meetings	- Feedback from partners  - Interest and commitment from partners for further involvement	Months 5 – 8  Month 8	
Dissemination - Information to Stakeholders	Email- Campaign with Press Release and Project Flyer to EURICE, NKS at BIBB, Ministry of Education, Chamber of Commerce& Industry, Chamber of Crafts, ZFL, WIWAS, Chair Prof. Waschbusch, Sparkasse Saarbrücken, SaarLB	email Press Releases Project Poster  2 information sessions, Presentations in	- Feedback from partners - Interest and commitment from partners for further involvement	Months 13 -15  Info Sessions M8 and M 16	

	Information Sessions and Roundtable Discussion with Ministry of Education, Chamber of Commerce& Industry, Chamber of Crafts, ZFL, WIWAS, Chair Prof. Waschbusch, Sparkasse Saarbrücken, SaarLB	German 2 roundtable discussion	- Feedback from partners as further input for the project, - Attendance at sessions	Roundtable Discussions M12 and M 17	
Exploitation - Multiplication & Mainstreaming	Workgroup and Training (Workshop) with Ministry of Education, Chamber of Commerce& Industry, Chamber of Crafts , ZFL, WIWAS, Chair Prof. Waschbusch, Sparkasse Saarbrücken, SaarLB Email-Campaign with Final Press Release	3 meetings with workgroup  1 workshop (training)	- Knowledge transfer of SLOT methodology - Network for further projects established - Knowledge transfer and dissemination successful done	Workgroup Meetings Months 12, 15, 18 and 21  Workshop Month 20  Email campaign Months 22 - 24	

### 9.3. Université Paul Verlaine-Metz (France)

Objectives	Activities	Tools/instruments	Indicative success criteria: Indicators	Time axis	Actions realized and results
Promote the approach throughout the project	Inform about the project <i>Targets:</i> potential students or trainees, employers, partners, etc.	informal meeting or non formal presentation	Feedback interest	Throughout the project	
Inform UPV-M teachers about the project (and other people working for UPV-M and students)	Post a project presentation and information about the project on the UPV-M intranet website (sensibilisation, regular information and results)	UPV-M intranet website	feedbacks questions received	On a regular basis depending on the progress of the project	
Offer a specific support for the teaching team involved in the method deployment	Several workshops	Slide presentation Notes Project toolbox	No. of participants for the deployment  Teacher team feedbacks  New practises implemented  Modified training offers at the end of the project	On a regular basis depending on the progress of the project	
Results presentation for other UPV-M teaching teams	A list a presentation on the UPV-M intranet website  If appropriate a workshop or a	Slides presentation Specific workshop (if required)	No. of other teams interested by the method (and the tools box)	At the end of the project	

	presentation to the “education council”				
Inform about the new training offers (and the new approach tested for designing it)	Target : students or trainees	UPV-M website Catalogue flyers	No. of persons interested  Feedbacks  (compared to previous offers)	At the end of the project and probably after	
Inform about the new training offers (and the new approach tested for designing it)	Target : enterprises and strategic partners	networking informal meeting tradeshow	feedbacks	At the end of the project and probably after	
Final global information	Information about the project and results  article writing  Targets: local potential students or trainees, teachers, employers, partners, etc.	For example : propose an article in “Objectif formation” (– a local review for actors concerned by education and training)	No. of ex. printed	After method deployment and result exploitation	

## 9.4. Institut Educacio Secundaria Antonio José Cavanilles (Spain)

Objectives	Activities	Tools/instruments	Indicative success criteria: Indicators	Time axis	Actions realized and results
Dissemination objectives focus on effective passing on information and exploitation of the results Establishing a permanent interaction with targets and all relevant stakeholders Awareness raising and implementing of the selected tools into the work	A section with project presentation and information at IES Cavanilles website	IES Cavanilles website <a href="http://www.cavanilles.com">http://www.cavanilles.com</a>	feedbacks questions received	Months 1-24	
	Post on a regular basis project news on the project website	<a href="https://sites.google.com/site/leonardodavinci/slot/home">https://sites.google.com/site/leonardodavinci/slot/home</a>	Numbers of feedbacks received	On a regular basis	
	Promote a meeting with members of IVQP (Valencian Institute of Professionals Qualifications) to present the project and the future results	1 meeting Triptychs Handbook	3 IVQP members informed	Months 1-24	
	Contact and inform of project at “Jornadas de Buenas Prácticas” an Education Local Government meeting	1 workshop with Education representatives Triptychs Handbook	5 representatives of MoE informed and other educational institutions	Months 19-24	
	Results presentation for other IES CAVANILLES teaching teams	A list a presentation on the website  If appropriate a workshop or a presentation to the “education council”	Slides presentation Specific workshop (if required)	No. of other teams interested by the method (and the toolbox)	At the end of the project

## 9.5. Research Academic Computer Technology Institute (Greece)

Objectives	Activities	Tools/ instruments	Indicative success criteria: Indicators	Time axis	Actions realized and results
<p>Dissemination objectives focus on effective passing on information and exploitation of the results</p> <p>Establishing a permanent interaction with targets and all relevant stakeholders</p> <p>Awareness raising and implementing of the selected tools into the work</p>	<p>establish contacts with national policy and decision makers for NQF development and disseminate best project results to them</p> <p>participation in national events (conferences, workshops) related to NQF/EQF and ECVET for the promotion of the project and its achievements.</p>	<p>project brochure/leaflet in Greek</p> <p>production of other specific project information material in Greek (letters, leaflets, PowerPoint presentations, etc)</p> <p>project's final results: analysis report, methodology, innovation transferred.</p> <p>invitation of national stakeholders to the final project conference</p>	<p>feedback from national decision makers, establish at least two contacts</p> <p>number of meetings and events where SLOT was disseminated, participation in at least two events</p> <p>make the final project results available (also in Greek if/where necessary)</p>	M3 – M24	
	<p>valorisation of the project as well as of its results within the institute, especially to CTI's management, members of the academia learning design experts, trainers and educators</p> <p>identification and liaison with any similar projects run by other CTI departments</p> <p>awareness for the final project conference</p>	<p>reference of SLOT project on CTI's web site</p> <p>organisation of internal meetings</p> <p>participation in related workshops organised by CTI</p> <p>Invitation to the final project conference</p>	<p>number of web page visits</p> <p>number of meetings, workshops</p> <p>visibility of of project's final conference and SLOT results</p>		M1 – M24

Objectives	Activities	Tools/ instruments	Indicative success criteria: Indicators	Time axis	Actions realized and results
	host the 5 <sup>th</sup> project meeting	meeting organisation & hosting	feedback from participants meeting outcomes	M18	

## 9.6. Viesoji Istaiga Socialiniu Mokslu Kolegija (Lithuania)

Objectives	Activities	Tools/instruments	Indicative success criteria: Indicators	Time axis	Actions realized and results
<p>Dissemination objectives focus on effective passing on information and exploitation of the results</p> <p>Establishing a permanent interaction with targets and all relevant stakeholders</p> <p>Awareness raising and implementing of the selected tools into the work</p>	<p>establishing of the set of success indicators for valorisation on the local and regional level</p> <p>organise meetings with target groups and end users during the development phase, to ensure that feedback is being incorporated as a continuous improvement process</p>	<p>Meetings with students</p>	<p>200 students informed primarily</p>	<p>Months 19-24</p>	
	<p>promote a meeting with social partners and potential users to present the project and the future results</p>	<p>1 meeting with social partners</p>	<p>10 social partners informed</p>	<p>Months 19-24</p>	
	<p>contact and inform of a project Ministry of education of Republic of Lithuania.</p>	<p>1 workshop with Ministry of Education representatives</p>	<p>5 representatives of MoE informed</p>	<p>Months 19-24</p>	
	<p>disseminate project progress in our website</p>	<p>ASAP updates on progress of the project in the website</p>	<p>200 views of info about SLOT project in our website</p>	<p>Months 1-24</p>	

## 9.7. Regional Development Agency Senec - Pezinok (Slovakia)

Objectives	Activities	Tools/ instruments	Indicative success criteria: Indicators	Time axis	Actions realized and results
Establishing a permanent interaction with targets and all relevant stakeholders Awareness raising and implementing the LO method into the work	To present the project to the relevant stakeholders at meetings and conferences in SK	Meetings with relevant stakeholders in SK Promotional products and materials, i.e. news, leaflets, brochures	Contacts made at meetings and conferences Number of participants Feedback from stakeholders Number of media feedback	Months 1-24	
	Daily contact in the existing networks of the stakeholders Collection of information regarding the maturity analysis in SK	E-mail Telephone Face-to-face meetings	Quality of information/feedback provided	Months 1-24 2/2011 - 4/2011	
	To organise workshop with target groups and strategic partners regarding the transfer and implementation of LO definition and assessment methodology, to ensure that feedback is being incorporated as a continuous improvement process	Workshop	Number of participants Feedback from stakeholders	9/2011 – 5/2012	

Objectives	Activities	Tools/ instruments	Indicative success criteria: Indicators	Time axis	Actions realized and results
To highlight the project to key stakeholders and policy decision makers in SK, i.e. VET actors such as trainers and training providers	To develop the Communication action plan (CAP) that will include detailed plan for action towards effective communication with the target groups	Communication action plan	Compliance with the CAP	Months 1-6	
	Publication of articles in magazines and newsletters on local, regional and national level in SK Publication of articles online via RDA networks Publication of news on RDA website concerning the project and its results	Press releases Articles Newsletters <a href="http://www.rrasenec-pezinok.sk">www.rrasenec-pezinok.sk</a>	Number of articles published Number of stakeholders covered Feedback from stakeholders	Months 1-24	
	Publication of project information in ReferNet network, highlighting project successes	ReferNet network	Contacts made via the ReferNet network	October 2011-ongoing for the duration of the project and beyond	
	Publication of project information in ADAM database, highlighting project successes	ADAM database	Contacts made via the ADAM database New projects and applications for funding	October 2011-ongoing for the duration of the project and beyond	