



Dissemination Plan Result nº13

Stress Prevention Activities for the Road Transport Drivers and SME
(SPA-ROAD) 2010-1-ES1-LEO05-21000



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Preamble

The European Commission put great emphasis on the dissemination and exploitation of results of projects funded by EU programmes¹. 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 others². 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.³

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.”⁴ 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 Spa-Road project makes a particular emphasis on dissemination, involving all partners in the completion of this task. The dissemination

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

² http://ec.europa.eu/dgs/education_culture/valorisation/process_en.htm

³ and ⁴ http://ec.europa.eu/dgs/education_culture/valorisation/why_en.htm

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work package is not an accessory package but it is a key element in assuring the project's success.

From the beginning of the project the consortium will be actively involved in the development of the WP6 having into account five strategic levels⁵:

- 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 Spa-Road 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.

⁵The EU's five-stage model for dissemination and exploitation.
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 establish the strategies for the exploitation and dissemination of the project results
- To disseminate the know-how and results obtained
- To raise awareness on the importance of implementing Stress Prevention Training Actions among the transport sector
- 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.

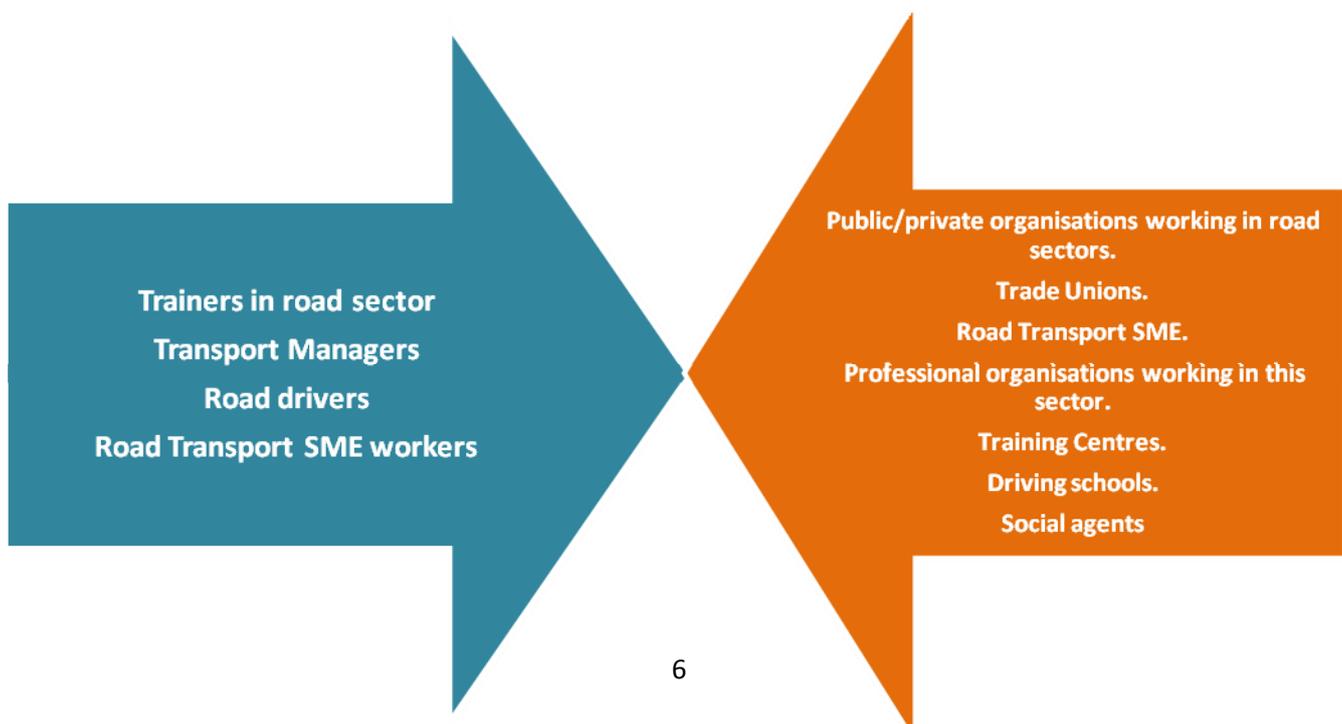
3. Identification of the project target groups.

The direct target groups of the Spa-Road project are: (highlighted in blue)

- Trainers in road sector
- Transport Managers and other employees in contact with road drivers
- Road drivers (freights and passengers).
- Road Transport SME workers (Self-employers included)

The indirect target groups of Spa-Road project are: (highlighted in orange)

- Public/private organisations working in road sectors.
- Trade Unions.
- Road Transport SME.
- Professional organisations working in this sector.
- Training Centres.
- Driving schools.
- Social agents, public authorities and legislation makers that are linked to this sector and can have influence on it.



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4. Identification of the products to be disseminated

Product	Language	Availability	Partner responsible	Format	WP
State of the Art report of Stress Prevention Training in Road Transport.	English	31-03-2011	XXI INVEPLAN S.L (with the support of the rest partners)	Text File and electronic format: Pdf Dissemination channel: <u>Project website</u>	2
Training platform (final version)	Bulgarian, English, Spanish, German, Greek, French and Hungarian	30-09-2012	AFT (with the support of the rest partners)	Dissemination channel: <u>Project website</u>	5
Project Website	Bulgarian, English, Spanish, German, Greek, French and Hungarian	30-04-2011	TCM UGT CYL (with the support of the rest partners)	Dissemination channel: <u>Project website</u>	6

5. Common dissemination strategy

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

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.

5.1. Common dissemination actions at different scopes

5.1.1 Dissemination at European and International levels

Action 1: Inclusion of Spa Road project in different EU databases			
Tools	Description	Partners responsible	When
<p>European databases:</p> <p>E.N.T.E.R.</p> 	<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 311 active members in the E.N.T.E.R. community and 145 EU funded projects registered.</p> <p>http://www.enter-network.eu/</p>	TCM-UGT-CYL	From the beginning of the project
<p>ADAM</p> 	<p>ADAM is a portal for Leonardo da Vinci funded projects and its products</p> <p>http://www.adam-europe.eu/</p>	XXI INVELSAN S.L and TCM-UGT-CYL	From the beginning of the project

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<p>CORDIS</p> 	<p>CORDIS (Community Research and Development Information Service) is an information space for European research and development http://cordis.europa.eu</p>		TCM-UGT-CYL	From the beginning of the project
	Target groups	Other organisations, professionals in the sector.		
Action 2: Inclusion of Spa Road project information of own web-sites				
Tools	Description		Partners responsible	When
Partners' websites:	<p>Project partners will add information about Spa-Road project in their respective web pages: www.tcmugtcyl.org www.inveslan.com/ www.vtu.bg www.wisamar.de www.idec.gr www.net-mex.hu www.aft-iftim.com</p>		All partners	From the beginning of the project
	Target groups	Professionals in the sector, training organisations, public/private authorities. Project direct and indirect target groups. Public in general.		
Action 3: Dissemination through the Project website				
Tools	Description		Partners responsible	When
Project Website	<p>The website will be in all languages and will contain apart from the general information, the Project results.</p>		<p>TCM UGT CYL With the support of the rest partners</p>	From the beginning of the project
	Target groups	Professionals in the sector, training organisations, public/private authorities. Project direct and indirect target groups. Public in general.		

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Action 4: Development of a common page on Facebook (in English) and individual pages in the other languages(optional)			
Tools	Description	Partners responsible	When
FACEBOOK 	With over 500 million users worldwide ⁶ , 50% of which are active and log on at least once a day ⁷ , 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.	TCM UGT CYL (Will develop the page in English with the support of all the partners)	During the project
	Target groups		

5.1.2 Dissemination at national, regional and local levels

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

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

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

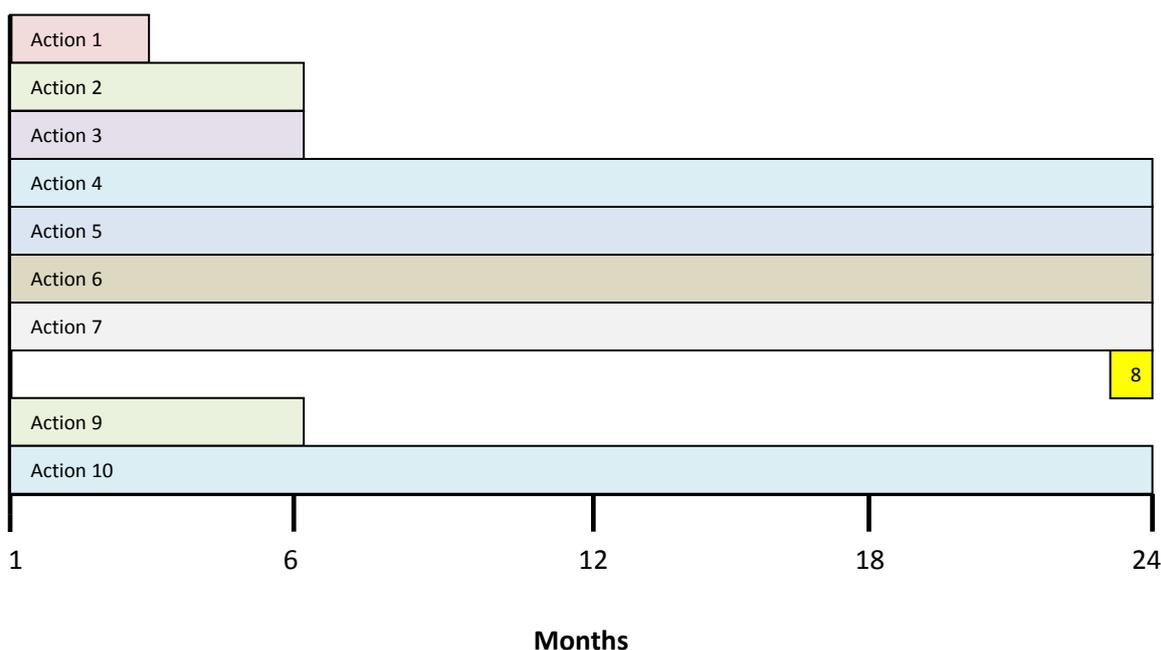
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	the project.		
	Target groups	Project direct and indirect target groups.	
Action 6: Spa Road presentation in events – seminars/conferences			
Tools	Description	Partners responsible	When
Events : seminars/conferences	Spa Road will be presented in events: seminars and conferences	See individual strategy	During the project
	Target groups	Professionals in the sector, training organisations, public/private authorities. Project direct and indirect target groups. Public in general that are interested in the field of Spa Road content.	
Action 7: Informal discussions /contacts			
Tools	Description	Partners responsible	When
Personal networks	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
	Target groups	Professionals in the sector, training organisations, public/private authorities. Project direct and indirect target groups. Public in general.	
Action 8: Organize a Final event			
Tools	Description	Partners responsible	When
Final event	This event is addressed to disseminate the results achieved within the project (the overview report)	TCM UGT CYL	At the end of the project
	Target groups	Professionals in the sector, training organisations, public/private authorities. Project direct and indirect target groups. Public in general.	
Action 9: Spa Road Leaflet			

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Tools	Description	Partners responsible	When
Leaflet	Develop a leaflet in the different languages of all the partners, with a Spa road presentation.	TCM UGT CYL With the support of the rest partners	From the beginning of the project
	Target groups	Professionals in the sector, training organisations, public/private authorities. Project direct and indirect target groups. Public in general.	
Action 10: Spa Road Newsletter			
Tools	Description	Partners responsible	When
Newsletter	A periodical newsletter with the main news and developments during the life of the project (In English and Spanish).	TCM UGT CYL	During the project
	Target groups	Professionals in the sector, training organisations, public/private authorities. Project direct and indirect target groups. Public in general.	

Chronogram:



5.2. Common dissemination means

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

- **Project Leaflet:** TCM-UGT-CYL 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 Bulgarian, English, Spanish, German, Greek, French and Hungarian. INVESLAN and TCM-UGT-CYL will print and distribute the English version of the leaflet. The national versions will be printed by partners according to their needs.
- **Newsletter:** TCM-UGT-CYL will elaborate a periodical newsletter in Spanish and English in a pdf format and will provide it in an open format too. The newsletter was in the resources of the projects website. The partners (optionally) can translate or modificate it for national versions.

6. Individual dissemination strategies

6.1 TCM UGT CYL:

Action	Description	When	Target groups	Scope
Direct contact, through personal networks	Professionals in similar fields, target groups, training colleagues, public in general	During the project	Professionals, target groups, and training colleagues	regional and local
Indirect contacts to individuals, through our personal links	Personal links	During the project	Personal links	regional and local
Personal presentations at events – seminars	Seminars and conferences	During the project	Direct and Indirect target groups	regional and local

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and conferences				
Targeted postal material and e-mail material	General dissemination of the project .	During the project	Direct and Indirect target groups	regional and local
General (circular) e-mail	Public in general	During the project	Public in general	regional and local
Social Networks	Dissemination of the project in Facebook and Twitter	During the project	Direct and Indirect target groups	National and international
Newsletter	Periodical newsletter with the main issues	During the project	Project partners. Direct and Indirect target groups	National and international

6.2 HST:

Action	Description	When	Target groups	Scope
Direct contact, through personal networks	Professionals in similar fields, training colleagues	During the project	Professionals and training colleagues	regional and local
Indirect contacts to individuals, through our personal links	Personal links	During the project	Personal links	regional and local
Personal presentations at events – seminars and conferences	Seminars and conferences	During the project	Direct and Indirect target groups	regional and local
Targeted postal material	General dissemination of the project.	During the project	Direct and Indirect target groups	regional and local
Internet information and articles published in INTERNET or on CDs	Possible to find some interested contacts	During the project	Public in general	regional and local
Science forums and Magazines	Dissemination of the project .	During the project	Direct and Indirect target groups	National

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6.3 WISAMAR:

Action	Description	When	Target groups	Scope
Direct contact, through personal networks	Professionals in similar fields, training colleagues	During the project	Professionals and training colleagues	regional and local
Indirect contacts to individuals, through our personal links	Personal links	During the project	Personal links	regional and local
Personal presentations at events – seminars and conferences	Seminars and conferences	During the project	Direct and Indirect target groups	regional and local
Specialised magazines	Dissemination of the project in “Fernfahrer”	During the project	Direct and Indirect target groups	National
Specialised web-portals	Dissemination of the project in “Brummionline”	During the project	Direct and Indirect target groups	National

6.4 IDEC S.A:

Action	Description	When	Target groups	Scope
Direct contact, through personal networks	Professionals in similar fields, training colleagues	During the project	Professionals and training colleagues	regional and local
Indirect contacts to individuals, through our personal links	Personal links	During the project	Personal links	regional and local
Personal presentations at events – seminars and conferences	Seminars and conferences	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
Traditional media	Articles and press releases	During the project	Public in general	regional and local

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6.5 XXI INVESLAN S.L:

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	Personal links	regional and local
Personal presentations at events – seminars and conferences	Seminars and conferences	During the project	Direct and Indirect target groups	regional and local
Targeted postal material and e-mail material	General dissemination of the project . Contact database	During the project	Direct and Indirect target groups	regional and local
General (circular) e-mail	Possible to find some interested contacts, but not many.	During the project	Public in general	regional and local

6.6 AFT:

Action	Description	When	Target groups	Scope
Direct contact, through personal networks	Professionals in similar fields, training colleagues	During the project	Professionals and training colleagues	regional and local
Indirect contacts to individuals, through our personal links	Personal links	During the project	Personal links	regional and local
Personal presentations at events – seminars and conferences	Seminars and conferences	During the project	Direct and Indirect target groups	regional and local
Organize national workshops	Dissemination of the project.	During the project	Direct and Indirect target groups	National
Information via newsletter or any other dissemination tools	Dissemination of the project.	During the project	Public in general	National

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6.7 NET-MEX:

Action	Description	When	Target groups	Scope
Direct contact, through personal networks	Professionals in similar fields, training colleagues	During the project	Professionals and training colleagues	regional and local
Indirect contacts to individuals, through our personal links	Personal links	During the project	Personal links	regional and local
Personal presentations at events – seminars and conferences	Seminars and conferences	During the project	Direct and Indirect target groups	regional and local
Social Networks	Join groups on LinkedIn, make a Facebook page for SPA ROAD	During the project	Direct and Indirect target groups	National and International
Direct mailing	Personal recommendations for drivers	During the project	Direct and Indirect target groups	National
Organize national workshops	Dissemination of the project.	During the project	Direct and Indirect target groups	National
Traditional media	Articles	During the project	Public in general	regional and local

7. National dissemination activities

TCM UGT CYL and INVESLAN remind to all the partners the need of continuous monitoring the actions that each partner perform during the project's life in order to be aware of all activities undertaken by partners, that will be performed, and to monitor and improve the combined results of project diffusion.

In addition, each partner will develop two national dissemination reports that will show the progress made in the implementation of the dissemination activities.

These reports will have a common structure and will show the progress made in the implementation of the dissemination activities.

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:

- Intermediate dissemination report: 10 October 2011
- Final dissemination report: 10 October 2012

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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				
				

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The consortium:

