

Terminal Check



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Moving at labour market

Dissemination Plan

Deliverable 21



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Introduction

This document has been developed in the framework of the MOL@M (“Moving at Labour Market”) project funded by the Lifelong Learning Programme, sub-programme Leonardo da Vinci. In general, it describes and presents the plan for the dissemination of project’s results, products, aims and objectives.

Within the document not only particular activities related to each partner are covered, but there is also information provided on general as well specific rules about how to deal with dissemination. The document contains guidelines for an effective and best possible dissemination too. On the other hand it gives information about the reporting procedure and standards of carried out activities. Besides, the instruments (so called tools) for planning and reporting on actions as well listing the key actors are presented as annexes.

The success of the project as well its outcomes or products can only be assured by their sustainability. Therefore it is essential to draw up and present a dissemination plan or strategy which will be easy to understand and follow. It is important to undertake dissemination activities at the “right” time and place as well to address them to the appropriate target groups.

1. Rationale of the dissemination

It may seem that the most important aspect during the project lifetime is the effective implementation and achievement of all activities as well the progress of the project. However, it is necessary to mention that the development of products goes hand in hand with the dissemination. As well as it would not be really possible to spread products and results among the target group without dissemination, it would not be possible to assure the successful dissemination without products.

Therefore, it is an indisputable fact that the dissemination is one of the most important project activities.

Even though dissemination is usually effaced in comparison with other project activities, it is crucial for the project's success to prepare and undertake an effective promotional strategy, which will help the partnership to address the main target groups and deliver them with the main products and results. Hence, the dissemination plan was developed and should serve to all MOL@M partners as manual or guideline on how to implement the dissemination activities into practice.

Basically, the main dissemination significance is about providing useful, relevant and up-to-date information. In other words, one of the most key elements of the dissemination process is the promotion and awareness raising. Therefore, from the perspective of the MOL@M project the effective dissemination can be assured by following activities:

- ▶ to promote the MOL@M project (meant as idea, aims, objectives, targets);
- ▶ to promote the products and results developed in the framework of the MOL@M project;
- ▶ to raise awareness of European mobility as an option for employment and to support the employability of citizens;
- ▶ to present innovative aspects of the project – Interactive Tool, learning opportunities and access to information for guidance professionals;
- ▶ to raise awareness about the MOL@M project itself (aims, objectives, targets) and the existence of results on wide scale basis.

2. Identification of the target group

For the successful implementation of the dissemination activities and assurance of their impact it is very important to clearly identify the target group and beneficiaries of the project, who will profit or benefit from the dissemination materials and products. Therefore, each partner should clearly identify the main target group that will be addressed through the dissemination activities. Also, key and significant institutions or organizations from the field should be selected, with which the partner could cooperate in the framework of the project. In this sense, each partner is requested to complete list of at least 50 contacts.

Based on previous project experience it was found out it is very useful to prepare a list of organizations and institutions clearly connected with the project chosen target group. This group of co-operators can be called as key actors or stakeholders. These co-operators should assure the main network for the dissemination of the developed products and results. Also they may possibly be helpful during the process of testing and validation – can select proper representatives of target group who might participate in the testing events in order to explore the project results. Moreover, if these stakeholders will find the MOL@M project as interesting for them, they can spread the information and awareness about this one also to other connected organizations and institutions, which can rise up the number of addressed and/or targeted organizations and maximize the sustainability of the project and its results.

Each partner belonging to the MOL@M consortium should carry out a search in their own country (if possible or applicable also on EU level) and try to identify a portfolio of key actors, who would be potentially interested in the results of the project. Key actors can be addressed by different methods as e-mails, periodical newsletters, calls or they can be invited to different face-to-face events.

For the development and compilation of the national list of key actors a MS Excel file will be used (see Annex Dissemination Tools). All partners are asked to complete the table with details about each key actor. This list can be continuously updated during the whole project duration, however

by 31st March 2011 all partners should deliver the first version of the national list of key actors to the WP leader.

3. General rules for the dissemination

The dissemination in the understanding of European Commission, Directorate of Education and Culture has some specific rules, which have to be followed during the implementation of different promotional activities. These rules, which are in general implemented at a centralised level, are mostly required also at a decentralised level, that is at the level of individual National Agencies.

For the whole partnership of the MOL@M project it is significant to follow these rules and that way to avoid possible difficulties, which might eventually occur during the assessment of the Interim and/or Final report.

The main problems are usually connected with the using of logos and project indications in an incorrect format or these elements are not used neither. That is why, it is very important to take care about following aspects:

- ▶ The product/document contains the logo of Lifelong Learning Programme.
- ▶ The product/document contains the logo/flag of the European Union.
- ▶ The product/document contains the logo of the project.
- ▶ The product/document contains the name of the project.
- ▶ The product/document contains the number of the project.
- ▶ The product/document contains the disclaimer clearly stating that the project is co-financed from the sources of EU and the Commission is not responsible for the information mentioned in this one.
- ▶ The product/document contains the logo of the partner, who developed the product/document (optional – should be approved by all partners).

For some of the project documents and products there have been already developed common templates (for example layout for Power Point Presentation and documents prepared in Word), however during the project life time, further documents and templates can be prepared more in accordance to real and actual needs. In such a case, those templates should be used by all partners and it is not necessary to take care about the above mentioned elements, because all of the essentials will be already implemented in the templates.

In case that some of the partners will decide to produce their own dissemination materials with original design, it is important to consult their final form with the partner responsible for the work package of dissemination (TEMPO TRAINING & CONSULTING a.s.). This consultation should avoid technical and administrative mistakes and mainly keep the agreed design of the project promotional and dissemination materials.

3.1. Templates

As it was already mentioned in the previous paragraphs, in the framework of the MOL@M project there will be developed several common templates for some of the products and documents. The main purpose of this idea is to keep the project design unified for the products and dissemination materials, which will rapidly simplify the recognition of the project among the target group. On the basis of previous experience it was found that a common design contributed to a better dissemination of the project as well to be more suitable for the end users. As proposed during the kick off meeting, the templates will be developed by SPI, the project coordinator.

MS Word template

Templates and documents layout developed in the MS Word will serve for all partners during the preparation of different documents as deliverables, analysis, reports, official documents, administrative documents, methodologies, etc. The main purpose is to provide a unified framework for the written documents and to simplify the work of the partners as well as to unify the project outputs.

MS PowerPoint template

This template will serve for the partners during the preparation of presentations for partnership meetings, dissemination events, presentations of the project to the target groups, etc. The main purpose is to provide a common framework for the presentations and simplify the work of the partners as well as to unify the project outputs.

Even though the templates will be easy to use, their application into use will require basic MS Word and MS PPT skills like formatting, numbering, making new slides, etc.

4. National dissemination plans

Each partner of the MOL@M project will be requested to set up its own national dissemination plan. The main intention and idea of those national dissemination plans is to provide list of clearly described dissemination activities and events, which are planned to be undertaken by individual partners within the framework of the project. Besides, those plans will be very useful for the sole partners, which could be supported by two points:

- ▶ The plans will simplify the undertaking of individual activities, because partners will have clear overview about what and when should be done.
- ▶ The plans will serve as supporting documents during the preparation of the national reports on dissemination activities (see following chapter).

Responsible partner for dissemination work package will prepare and provide the MS Excel tool (see Annex – Dissemination tools) for listing national dissemination activities. All partners are asked to complete this sheet with relevant activities to be undertaken in upcoming period.

The first version of national dissemination plans will be prepared by all partners at the start-up phase of the project, more precisely in January 2011. Each 6 months (with relation to the reporting period on carried out activities) all partners will have the possibility to update the current dissemination plans. This will refer especially those partners who haven't plan activity for long term but only for 6 months period. It is very important that all partners fill in the sheet for national dissemination plans clearly and properly, because these will serve as the main attachment to the overall dissemination strategy of the project.

The work package leader (P2) will collect all individual dissemination plans from all partners, who are members of the MOL@M partnership and integrate them into the overall dissemination strategy as Annex – National Dissemination Plans. Upon this annexed documents the whole partnership will be able to identify the expected impact of the project and the estimated number of addressed people and organizations belonging to the target group of the project. The clearly reported dissemination activities can serve to the partnership also as a good support for the indicators.

5. Reporting on the activities

Reporting on the undertaken dissemination activities is considered as a very important part of the dissemination work package. For the successful approval and evaluation of the main project reports – Interim and Final report –the summary of the dissemination activities done in the framework of the project should be well prepared. Furthermore, the reporting procedure on dissemination activities serves as a assessment instrument for indicating whether the national dissemination plans are fulfilled or not.

For the purpose of reporting on the dissemination activities a specific sheet will be created and provided to all partners. Each partner will be asked to complete this document and clearly specify and identify the undertaken and accomplished activities as well to describe the character of the addressed target groups and the project impact on. This table will be presented within the Annexes – Dissemination Tools.

The reporting activities will be made continuously during the life time of the project and the project partners will be obliged to provide the regular reports on dissemination activities to the work package leader, TEMPO TRAINING & CONSULTING a.s. The schedule for the providing of reports is as following:

- 1st Reporting period: 1st October 2010 – 31st March 2011
- 2nd Reporting period: 1st April 2011 - 30th September 2011
- 3rd Reporting period: 1st October 2011 – 31st March 2012
- 4th Reporting period: 1st April 2012 – 30th September 2012

From the individual reports on dissemination activities the overall report will be compiled, which will serve as the attachment to the Interim and/or to the Final report of the project.

It is also important to mention that for successful approval of dissemination activities it is necessary to provide and deliver documentation which might have form of presentation, attendance lists, photos, invitations, etc. Those and other documents will clearly prove that the activities and events were undertaken.

Throughout this paper it was already provided some information devoted to the planning and reporting on the dissemination activities. Also, it was stated that for such activities supporting documents are needed, which would evidently demonstrate that the propagation activities were undertaken and achieved. Within this section it will be more deeply specified, what is meant by the supporting documents.

During the project life time there could be different activities on different levels and carried out in different ways. Obviously, all of these activities will have some specific impact and each of them will be possible to be proved in different ways.

Face to face activities mean the events, where the representatives of the project team and representatives of the target groups meet (workshops, trainings, seminars, conferences, etc.) As supporting documents are required:

- ▶ Invitation for the event
- ▶ Attendance list of the participants
- ▶ Evaluation questionnaires
- ▶ Short report from the event
- ▶ Photos

Internet based activities mean activities, which are undertaken with the help of electronic tools, while the target group is not met personally (e-mails, electronic newsletters, electronic articles, etc.) As supporting documents are required:

- ▶ Print screens/Images of the emails, articles
- ▶ Electronic version of the newsletters

Paper based activities indicate activities, which are targeted on dissemination of printed materials and products (brochures, newsletters, posters, training materials, etc.) As supporting documents are required:

- ▶ Copies of the materials (1 copy to be included to the report, 1 copy has to stay with your organization)

6. Conclusion

The sustainable value and use of a project or product can only be assured by well organized, planned and implemented dissemination activities at various levels (meant local, national, EU, etc.). The main aim of the dissemination plan is to provide support to all activities in terms of the project promotion. This support could be understood as guidelines on general rules and aspects as well particular information to be used by implementing and applying the national dissemination plans within each country.

Furthermore, it is essential to mention that the mutual communication in between partnership is also considered to be the significant aspect of best results achievement. On the other hand, the close and effective cooperation between all partners is crucial. Nevertheless, the efficient use of national (if applicable, the international as well) contact lists, channels and networks can positively influence the impact of the project and its results.

Last but not least it could be stated that the role of the work package leader (TEMPO TRAINING & CONSULTING a.s.) is to operate as provider of relevant information on how to proceed and conduct an effective dissemination. The WP leader and the project coordinator will also provide support and tools which will serve to all partners for easy and successful achievement and implementation of promotion activities.