DISSEMINATION AND EXPLOITATION PLAN

Project LLP-LdV-TOI-2010-LT-0074
Internationalisation Assistance Programme for Innovative SMEs – INCONEXT

Valorisation is among the main activities of the project and will be on-going through the whole project duration and after its end, contributing to project success and sustainability. These measures will be performed by the entire consortium under the guidance of the project coordinator. The valorisation strategy will consist of 2 parts – dissemination and exploitation of results.

Dissemination will start from the beginning of the project. Information about the project progress and results will be disseminated not only to the target group – managers and employees of innovative and technology oriented SMEs, university and college graduates, but also to other potential users of project results – business incubators, science parks, and others interested in/ responsible for innovative business development. A number of tools (website, leaflets, presentations, articles, USB sticks etc.) will be used for dissemination purposes. This will help to raise awareness about the business internationalisation, to inform and motivate the target groups and at the same time to get more information about target group's needs and expectations.

The second part of the valorisation activities aiming to **exploit** the project results - bring them to the target group – will start in the 2nd year of the project and will go in parallel with dissemination. The e-learning material supported by tutoring will be delivered to the target group free of charge. The e-learning environment will be available in English and Lithuanian, making it more attractive and easier to use. As Internationalisation Assistance Programme for Innovative SME's material will be placed to a e-learning platform the project results will remain available for the target group for at least 2 years after the project completion. Each partner will also integrate the project developed results summary into their websites.

The potential users of project results – SMEs managers' and employees', university and college graduates also business incubators, science parks, other business support institutions – will be addressed and involved in the valorisation activities. Project partners have good contacts with business support and training institutions and will ask them to promote the pilot testing of project results among the SMEs the organisation are daily dealing with. The universities and college graduates will also be reached through business incubators and science parks as they contact these institutions with an aim to start a business. Thus the potential users of project results will receive full information about the project, will get familiar with the benefits offered by the e-learning material and will be encouraged to include the e-learning material into their training of Business development programmes.

Project final workshop will be organised in Vilnius preferably during other international conference in the end of the project will give another opportunity to raise awareness and increase interest in project results.

The target sectors will benefit through the exploitation of project results by the potential beneficiaries and representatives of target groups, as they come from the target sectors.

Project partners have extensive experience in international projects that have always placed high emphasis on dissemination and exploitation of project results. This experience, good contacts with business incubators and science parks in partners' countries, developed cooperation with other training institutions, as well as participation in a number of networks and associations (Network of Lithuanian

Business Support Institutions, Association of Lithuanian Innovation Support Institutions which unites all science parks in Lithuania, etc.) will allow to ensure effective implementation of the valorisation strategy.

Valorisation activities planned in the project:

1. **Project website** will be the major platform for dissemination and exploitation activities. It will be developed gradually starting in the Month 1 of the project and will contain:
    - general information about the project, its progress and results,
    - links to e-learning environment/platform for distance learning,
    - private area for project partners' internal communication.

   All information and materials on the public part of the website will be available in Lithuanian and English.

2. General information about project will be placed on **partners' homepages** that will also contain the summarised project developed results description into their websites in the respective languages.
3. **3 articles** (at least) about project, its activities and results will be published.
4. **Presentations** about the project will be made by all project partners during conferences and other events. Each partner will make at least two presentations in the lifetime of the project. The project presentations will be made in project partners' countries or, if relevant, abroad, during conferences and other events. The coordinator will develop a stationery template for PowerPoint slides**.**
5. Project **leaflets** will be published (1000 copies). They will be disseminated to the target group, potential users and other interested organisations during conferences and other events, visits to business incubators, science parks, and other business support institutions aiming to raise awareness and motivate the target group to use the project results.
6. **Project USB sticks** with training material modules in English and project e-book will be produced. Project e-book will consist of target group training needs analysis report in English, curriculum available in English and Lithuanian; e-learning platform user guide will be disseminated to the target group and potential users of project results through the same dissemination channels as project leaflets, complementing traditional written information with more interactive and motivating approach.
7. **Project final workshop** will be organized at the end of the project in Vilnius. The purpose of of the workshop is to present project results and to raise awareness about e-learning opportunities for business internationalisation development. Representatives of target group, potential users and all interested in project results will be invited to participate in these workshops.

The decision on commercialization and intellectual property rights of the project results will be taken by the end of the project, however, the project partners believe that project results will be in high demand and therefore will be further exploited.

The timetable of the INCONEXT valorisation activities is presented below:

Valorisation activities	**Project month**																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Development and maintenance of static project website																								
Placing/ updating the project information on partners' websites																								
Articles about the project																								
Project presentations at conferences and other events																								
Design, development, printing and dissemination of project leaflets																								
Production and dissemination of USB sticks including training modules and project e-book																								
Organisation of the final workshops																								