



**ROUTE 2.0**

Leonardo Da Vinci – TOI

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## Dissemination Plan

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## **DOCUMENT HISTORY**

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## **EXECUTIVE SUMMARY**

This document is a deliverable result of the ROUTE 2.0 project aimed to perform a dissemination plan which allows to achieve an important valorisation of the results of the project.

All consortium partners have contributed through their efforts to develop the proposal here drafted, in the framework of the WP6 - Dissemination Work Package tasks.



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## 1 INTRODUCTION

The success and impact of an innovative project of cooperation between countries depends heavily on the communication and dissemination activities. In this sense, the Lifelong Learning Programme gives decisive importance to this aspect, so ROUTE 2.0 project follows exactly the guidelines supplied by the Leonardo da Vinci programme.

On this premise, ROUTE 2.0 thinks it is necessary to establish a strategic planning and an effective management of activities over communication and dissemination tools.

The dissemination plan describes in detail the dissemination strategy and activities to carry out by the consortium, including who are targeted publics, the strategy to follow to reach each of them, and the dissemination tools to be used with each targeted group.

When raising this task we will consider the following aspects:

1. Objectives
2. Messages
3. Target
4. Dissemination activities
  - Awareness raising methodology
  - Dissemination Plan: press kit, website, other dissemination activities.
5. Timetable

In addition, for this work we will have to keep in mind that dissemination tasks must be in accordance with the target audience who are trying to reach and with the objectives of the project. In this case, Route 2.0 focuses on communication and marketing 2.0 for SMEs in the tourism sector.



## 2 OBJECTIVES

The overall objectives of dissemination tasks in Route 2.0 project are:

- optimizing the flow of information between the project's partners and organizing of efficient communication between entities involved in the project,
- displaying of Route 2.0 project to potential stakeholders and major beneficiaries,
- information and communication of project results to public and private entities from different European regions that might be interested in this project.

Specific objectives for internal communication are:

- systematising all the communication between partners for a proper management and implementation
- informing to partners about the common activities, administrative and financial tasks, as well as monitoring and evaluation

Specific objectives for on dissemination and external communication are:

- informing the target audience about the project: objectives, background, results, partners involved, funding, ..
- disseminating progress made and results achieved
- providing an evidence basis and reference materials for the realization of future works and studies
- performing an effective and transparent communication throughout the whole society on the subject of the project



### 3 **MESSAGES**

Every message we communicate or disseminate for the project should pick up its "essence", being simple and concrete. They must also be relevant to the audience. Messages recall the objectives and highlight the added value and benefits that Route 2.0 will bring.

In this way, it should be noted that Route 2.0 aims to promote the use of web 2.0 tools among SMEs of tourism industry as a first approximation, but being open to others sectors.

The aim of the Route 2.0 is to develop skills and competences needed to integrate and implement communication strategies and marketing activities through Web 2.0 tools in the process of business management for European SMEs and owners in the tourism sector, through creation of a methodology for continuous learning to improve the performance and competitiveness of these organizations.

Route 2.0 is based on the implementation of communication strategies and marketing 2.0 for small and medium enterprises in the tourism sector, mainly. The goal is to provide skills and knowledge needed in this area to achieve an improvement in performance and competitiveness.

Companies are increasingly aware of changes that marketing 2.0 tools cause in consumption habits and purchasing decisions. For this reason, the European Union, through Leonardo da Vinci Programme, co-funded this project which runs for two years (October 2011 - September 2013).

The European project consortium consists on MFG - Baden Württemberg (Germany), First Elements Euroconsultants (Cyprus) and BDF - Business Development Friesland (Netherlands), in addition to the Chamber of Commerce and Industry of Badajoz, as promoter, and the Foundation for the Development of Science and Technology in Extremadura (Spain), as coordinator.

Similarly, we won't forget for the communication of messages that any advertisement or publication on the draft should mention that this initiative has received funding from the European Union. Also, messages will collect partners logos and the project logo.



## Dissemination Plan ROUTE 2.0

The Route 2.0 logo that arises is inspired by social networks and web 2.0. Imagotype is created with the initial letter "R" of the name. The color used is the Pantone 178C. A document is attached as Annex 1 to this Dissemination Plan.



#### 4 TARGET AUDIENCE

Communications and dissemination activities of Route 2.0 are intended to transmit a number of messages and information to a clearly identified target groups. These are the following:

- Internal recipients:
  - Partners
  - Technicians responsible for Leonardo da Vinci Programme
- External recipients:
  - Institutions or organisations providing learning opportunities within the context of the Lifelong Learning Programme, or within the limits of its sub-programmes, especially in the educational fields related to the tourism sector: adult education providers, company's training departments, vocational or technical secondary schools, vocational training organisations.
  - Associations working in the field of lifelong learning on subjects related to the tourism sector, including students, trainees, pupils, teachers, parents and adults learners associations.
  - Bodies providing guidance, counselling and information services relating to any aspect of lifelong learning: bodies that provides guidance and information on lifelong learning, and centres for vocational guidance and counselling.
  - Tourism companies, social partners and their organisations at all levels, including tourism and trade organisations and chambers of commerce and industry. This includes especially: European SMEs, owners or potential entrepreneurs in the tourism sector.
  - Culture specialists and experts.
  - People in the labour market: employed, employers, graphic artists, computer graphics's heads, unemployed people, young workers.
  - Pupils, students, trainees and adult learners
  - Young people.
  - Mass media and other economic and social stakeholders
  - General public



## 5 AWARENESS RAISING

The awareness raising methodology is the first activity to be performed in the framework of the Route 2.0 dissemination plan.

The methodology proposed below is participative. It is designed to generate a process that promotes, on the one hand, the awareness of the participants and, on the other hand, training for the practical application of the tools of the project.

To do this, it will be carried out various awareness workshops for the Route 2.0 target audience. This will be done with the addition of executive coaching techniques in the process of managing people. Executive coaching is a process that primarily seeks the highest professional and personal development of the individual to whom it's addressed. If this is performed optimally and correctly can provide an intense transformation for the person who receives it.

These raising workshops will be developed in sessions which will be held in each of the countries that are involved in the project. During the course of this sessions will be described Route 2.0 and its objectives, implementing strategies that encourage participation. The ultimate goal is that each of the attendees take the concepts developed by Route 2.0.

The methodology proposed in this proceeding is a participatory and adapted, developing the following sequence based on:

- General approach: By using of guided questions techniques, Route 2.0 will ensure that participants locate and develop concepts and basic cognitive assimilation necessary for each item worked.
- Single awareness: Through reflections proposal participants are raised on a self-analysis on certain mindset, behavioral habits, basic positions, etc. This leads to a dynamic work with values and attitudes that benefit learning as voluntary and permanent modification.
- Synergy learning: Reaching findings consensus on group Route 2.0 help to visualize the active role of the protagonist and group participants in their own learning. Also with these methodological tools Route 2.0 will be achieved adapt training contents to real solutions of the work context of participants in each workshop.

This approach doesn't follow a linear but radial pattern that during its development decide to use each element methodology described in terms of the planned program and in particular demands, needs and progress of participants.



## **6 DISSEMINATION ACTIVITIES**

ROUTE 2.0 will run various dissemination activities whose messages every time will respect the issues identified in terms of corporate image and logos. Some of these activities will be:

### **Press conferences**

This is an information event organized by one of the partners to which will be invited several local media to report on what happens there.

At least one press conference will be performed by the leader partner, although frequency can be unlimited by any of the partners.

Each press conference must be prepared in advance to deliver a dossier to the media which will include the project summary and the press release with information about the specific action.

### **Presentation of the project and its results**

ROUTE 2.0 will be presented in several events (conferences, symposia, seminars, workshops, ...) organized by the partners or others, if they have a similar theme (tourism, learning, ICT, ...), to offer the widest possible dissemination to the project.

We must pay special attention to the choice of the speaker, who must communicate the ROUTE 2.0 message adequately, considering the different target audience that we are addressed. The speaker must be supported by audiovisual and graphic material in the presentation, respecting the corporate image of the project.

### **Social Networks**

ROUTE 2.0 will feature own profiles on the most significant social networks: Facebook, LinkedIn and Twitter.

These Social profiles will provide various news related to the project so that they will be quickly transmitted. ROUTE 2.0 will seek interaction with the target audience, responding to messages and issues that arise. The aim is to establish a transparent, open and honest communication, bringing new audiences associated with the brand.

### **Links to the ROUTE 2.0 Website**

Each project's partner must agree to place a banner linked to the ROUTE 2.0 website in its own corporate website, at least during the period of the project.



### **Adam Europe**

It will include information about the project at ADAM EUROPE, the European information platform about the Leonardo da Vinci programme. In this way, ROUTE 2.0 will disseminate its results to a large number of stakeholders throughout the European Union.

The Leonardo da Vinci programme, funded by the European Commission in the framework of the Lifelong Learning Programme 2007-2013, is focused on the training needs of all those involved in the European Vocational Education and Training, and aims to develop a skilled workforce in Europe.

### **Dissemination networks**

Members of the consortium must raise awareness of the ROUTE 2.0 results through using their own dissemination networks at local, regional, national and international level.

### **Closing Conference**

The Closing Conference will be entirely organized by BDF (Netherlands). This will be designed as an event opened to the entire audience.

This conference will be a presentation of the project Route 2.0 , objectives sought and results obtained.

In addition, the conference will provide alternative content for attendees, always related to the topic of social networking , marketing and tourism- related sectors (restaurants , promote tourism , hotels , leisure services , ... ).

### **Graphic material**

It will be necessary to perform graphic material for use in all public acts to be carried out or those who will attend to present the project as designed corporate image. This includes brochures, folders, posters, displays, ...



## **7 DISSEMINATION TOOLS**

ROUTE 2.0 contemplates using the following tools:

### **Press Kit**

It will be created a press kit, available online, where partners can download press information and documentation they consider appropriate depending on the media involved.

This digital press kit is an essential tool to promote and communicate in a organized way all relevant information about the project.

### **Website**

Route 2.0 will create a website dedicated to the project. The page will contain information and tools freely available: overview of the project, partners, database, links, ...

The website will be made with accessibility in English and Spanish. In the homepage, and in each of the pages related, the header must collect the Route 2.0 logo, while the lower zone will include the logos of all partners. We must remember that it must relate funding from the European Union through all the communication activities of the project.

All content will be presented in a clear and concise manner, using colors and typography defined in the corporate identity manual (annex 1).

The sections referred to in this website are:

- Introduction: contains description and main objectives of the project.
- Background: displays the previous steps that have been taken regarding to this subject.
- Partners: Topic to collect names and functions of each of the partners, showing their logos.
- Activities: Summary of each and every one of the activities to be performed.
- News: Press releases and photos that are generated on the project.
- Contact: Contact information of each of the partners, including website and e-mail.

### **Electronic Newsletter**

ROUTE 2.0 will perform four editions of a newsletter entitled 'On Route'. This newsletter will offer information about the course of the project as well as other news related to the field of marketing on Social Media and tourism.

### **Leaflets**

Leaflets will be made to publicize the project and its objectives. These will be distributed by all partners in those events that seem appropriate.



## **8 MONITORING AND EVALUATION**

It will be necessary to check the results obtained with each dissemination activity performed. For this, the following tasks will be performed:

- Monitoring: to detect in a timely manner the strengths and weaknesses of the implementation process and thereby make adjustments for optimizing of dissemination actions.

The partners will register and control dissemination activities using a 'model form' which collect each of them. (See annex 2).

- Evaluation of results: it is a process that seeks to identify the relevance, effectiveness, efficiency and impact of an dissemination action, in a periodic, systematic and objective manner. The dissemination sheets will collect:
  - Relevant data for action (definition, date, venue, ...)
  - Audience to which it has been reached: attendees, website visits, number of publications, ...



**ANNEX 1.**

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**CORPORATIVE MANUAL**

**(See attached document)**

**ANNEX 2.**

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**DISSEMINATION SHEET**

**(See attached document)**