



## Dissemination and Exploitation Plan

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## Revision History

The following table describes the main changes done in the Dissemination and Exploitation Plan since created.

<b>Revision</b>	<b>Date</b>	<b>Description</b>	<b>Author (organization)</b>
V1.0	29/02/2012	First Version Proposal using Project Template	P1
V2.0	28/02/2013	Second Version	P1
V3.0	20/08/2013	Third Version	P1
V4.0	30/09/2013	Final Version	P1



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## 1. Executive Summary

Dissemination and exploitation of the results are one of the major activities within Leonardo da Vinci programme, jointly with transfer of innovation. BeSTrain has dedicated specific WP5 to this issue: spreading of excellence and dissemination of knowledge and exploitation of results in BeSTrain will be under control of WP5 “Dissemination and Exploitation”.

This deliverable describes achievements by the project BeSTrain in the dissemination of project results into target group’s communities. It encompasses the whole project months from October 2011 to September 2013.

Dissemination and exploitation plan is produced with the **aim to promote and disseminate** the information about the project and to prepare for further exploitation of project results.

BeSTrain team will produce a number of different types of outputs on those directions that can be categorized as follows: project presentations, networking activities, co-operation with VET schools and with small and micro enterprises, co-operation with supporting institutions and dissemination media (web site, flyer, slide presentation, interim results (public reports and interim results available on the website), final results (public results available at the website and CD)

An **updated version** of this deliverable was produced by project month 12<sup>th</sup> to update the dissemination activities plan and the **final version** is produced by project month 24<sup>th</sup> to summarize the dissemination activities in the subsequent project period and to finalize common and partners individual exploitation of project results.

## 2. Introduction

**Dissemination** is seen as an ongoing process accompanying the whole project, starting in project first month. The aim of the dissemination activities is that the results of the project are made visible not only to the core target group but also to other organizations which can promote the project to their own networks. Project management, dissemination, exploitation and evaluation activities are accompanying the development related work packages to ensure the efficient and effective implementation and the sustainability of the project.

**Exploitation** is focusing on the sustainability, transferability, continuation and further development of the BeSTrain outcomes and outputs. The aim of exploitation activities is to guarantee continuous use and to enable further development.

Therefore a **detailed exploitation plan** will be elaborated. Project management, dissemination and exploitation and evaluation activities shall ensure the sustainability of the project.

## 3. BeSTrain Dissemination Strategy

Valorization is among the main activities of the project and is 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 valorization strategy will consist of 2 parts – dissemination and exploitation of results.

The general BeSTrain dissemination and exploitation activities objectives mentioned above place us in the appropriate stage to ask the following key questions that will be answered along this document:

- Why are we communicating (internally and externally)?
- What are we hoping to achieve using the planned measures?
- How do we want the target groups to react as a result of our dissemination activities?
- How will we know if it has made any difference?

Besides, there are some general communication (internal and external) objectives that should be achieved:

- Disseminate the new achieved results (e-learning material and interactive practical tool) as widely as possible.
- Develop simple and clear messages in different contexts: press releases, reports, newspaper articles, website page, etc.
- Be clear about the target audiences and user groups and prioritize them according to importance.
- Think about media/ information channels that the BeSTrain target audiences might use for reaching the maximum impact.
- Make a full list of all the relevant dissemination activities, developed into a working project plan.
- Build awareness of the BeSTrain project among a wide but defined group of audiences and user groups.
- Influence innovation (related to project results) development and adaptation in a training and learning processes.

The BeSTrain has set out as dissemination and exploitation goals the following main objectives:

- Make the results of the project visible not only to the core target group but also to other organizations which can promote the project to their own networks;
- Guarantee continuous use of project results and to enable further development.

Through the dissemination activities the Partners intend to spread the innovative content of the Business Strategy Development training material, e-learning platform, practical exercises and Animated interactive practical tool (for self-learning) will be a new product for VET system in business and entrepreneurship field. The ICT applied in training will improve the quality of teaching, increase the attractiveness of VET, raised the qualification of VET teachers through continuing training.

In the dissemination efforts the project partners aim to ensure that both genders are treated equally and have equal access to project results.

The partners discussed the issue of commercialization of project results during the project and took the final decision in the last project meeting.

The implementation of the dissemination and exploitation plan will be closely supervised in order to ensure quality of this WP.

Special templates were developed for separate actions (leaflets, presentations) in order to keep the same style and quality of dissemination efforts.

*BeSTrain project implements a geographical transfer and aims to adapt (on the language and context need perspectives), and enrich results, contents and best practices of the STRATEGY-TRAIN (Small Enterprises Strategic Development Training) project and to create an innovative animated practical tool (allowing consolidate theoretical knowledge into practice. Modern animated visual and auditory tool allows better absorption of the educational material.)*

*During the project, customized e-learning materials will be added as an additional measure for economic and entrepreneurial teachers by providing information and practical tool. Later on they will be able to be used when teaching the VET students and even managers or staff of small businesses. Teachers will be able to develop or update the knowledge of strategic management and transfer it to the students, who then will be able to build and manage their small business successfully. As well as VET and other educational institutions will be able to educate small businesses managers/staff on the existing. As teaching materials will be e-learning based, it will allow small businesses to learn, to improve workers' skills on its own. BeSTrain firstly addresses VET teachers and trainers and then - SMEs.. SMEs are often composed by VET students.*

*Considering successful implementation of the STRATEGY-TRAIN project in seven (AT, BG, DE, EL, FI, IE, PT) European countries from West and Central Europe and the achievement of good practices, the transfer of Small Enterprises Strategic Development training programme to the LT,*

*CY, ES environment is needful and useful to target group as it will increase the knowledge and skills, to rise qualification in business strategy development training and strategic management of teachers and trainers and tutors at vocational education institutions, improve their access to training and increase the quality of teaching entrepreneurship, business management.*

*Also it will allow SMEs operating in partners countries to increase their competence in strategic management by transferring, improving and adapting the business strategy development training tool to the needs of the target group.*

*The existing training programme will be adapted to the needs of the target group/ sector – VET teachers – by developing methodological/ pedagogical guidelines for training design and delivery. Therefore the Transfer of Innovation concept will also be implemented from the sectorial perspective.*

## 4. Dissemination and Exploitation Activities Plan

**Dissemination** started from the beginning of the project. Information about the project progress and results were disseminated not only to the target group – teachers at VET institutions also trainers at business support organizations and SMEs. A number of tools (e-book, website, leaflets, CDs, presentations, articles etc.) were used for dissemination purposes. This helps:

- to raise awareness about the Business Strategy development;
- 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 valorization activities aiming to **exploit** the project results - bring them to the target group –started in the 2nd year of the project and went in parallel with dissemination.

The e-learning material supported by tutoring were delivered to the target group free of charge. The e-learning environment is available in English (this would enable people from other counties to use the updates e-learning training material) and all project partners' countries languages (Lithuanian, Spanish and Greek), making it more attractive and easier to use.

As Business Strategy Development (BSD) training material and the Animated Interactive practical tool are 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 (e-book, articles and links to the e-learning platform) summary into their websites. On-going (even after the formal ending of the project) activities for dissemination of the e-learning training material e-book and information uploaded on the Partners websites.

The potential users of project results – teachers (especially of business and entrepreneurship modules, but also profession teachers) at VET institutions also trainers at business support organizations and SMEs – were addressed and involved in the valorization activities. Project partners have good contacts with business VET training institutions across EU, has a membership in European Forum of Technical and Vocational Education and Training (EfVET), and with support and training institutions and ask them to promote the pilot testing of project results among VET institutions in Lithuania, Spain and Cyprus and SMEs are also reached through business support institutions with an aim to develop business strategy to start a new business. Thus the users of project results received full information about the project, got familiar with the benefits offered by the e-learning material and were encouraged to include the e-learning material into their training of Entrepreneurship/Business programmes.

Project final trainings were organized (2 final trainings in Lithuania, and one per Spain and Cyprus) in the end of the project gave another opportunity to raise awareness and increase interest in project results more widely.

The target sectors 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

VET institutions as well as business support institutions in partners' countries, developed cooperation with other training institutions, as well as participation in a number of networks and associations (European Forum of Technical and Vocational Education and Training, Baltic Association of Science Parks and Innovation Centres BASTIC, etc.) allow to ensure effective implementation of the valorization strategy.

Planned activities according the application in WP5 "Dissemination and Exploitation":

*P1 will be the lead partner for this WP.*

*P1 will be responsible for the development of a detailed dissemination and exploitation plan for the whole duration of the project. It will be based on the plan provided in project application but will include more details. The other partners will assist in this task.*

*To be "visible" the project team plans the following main dissemination activities:*

*- Project presentations: One source for project presentation will be the web site. The target group of this page are all people who want to gather information about the BeSTrain project. The project and its results will also be presented in conferences, workshops and meetings (at least 2 presentations per partner). P0 will present the project outcomes during the EfVET conference in 2012 (European added value).*

*- P0, P1, P3 and P4 will be responsible for the final practical trainings together with presentation about project results and e-learning and interactive animated practical tool possibilities. P0 and P1 will be responsible for training the vocational schools' teachers and managers of small and micro enterprises in Lithuania, P3 and P4 - the final trainings in their countries. The total number of participants in the final workshops will be at least 20 by each Partner institution.*

*- Networking activities: All partners will use their networks to search for future co-operation possibilities. All partners will place and constantly update the information about the project on their websites.*

*- Project website. P0 will be responsible for the development and maintenance of static project website (including design of project logo) which will be available in 4 languages (EN, LT, EL, ES). All partners will develop the main content of the website in English. P0 and P1 will translate information for Lithuanian parts, P3 - ES, P4 - for EL language parts.*

*- Articles. P1 will subcontract and publish 2 articles about the project in public media in Lithuania. P3 and P4 will publish 1 article each in their country.*

*- Leaflets. P1 will be responsible for design of leaflets (content in EN) presenting the project and the training material developed. P1, P3 and P4 will translate it into LT, ES, EL accordingly. P1 will print 1500 pcs of leaflets and together with P0, P1, P3 and P4 will disseminate it (500 each country).*

#### **4.1. Dissemination activities (more in detail) planned in the project:**

- 1. Project website (www.bestrain.eu)** - the major platform for dissemination and exploitation activities. It was developed gradually starting in the Month 2 of the project and it contains:
  - the e-learning platform for distance learning with the Animated interactive practical (AIP) tool;
  - general information about the project, its progress and results,
  - information and materials on the public part of the website are available in Lithuanian, Spanish, Greek and English.
- 2. General information about project is placed on partners' homepages** (in their national languages) that also contains the summarized project developed results description into their websites in the respective languages.

3. **4 articles** (at least) about project, its activities and results were published (1 per P3, P4 and 2 by P1 in their national languages). Partners choose **where and when to publish the project articles** having in mind that the target groups should be reached.
4. **Presentations** about the project were made by all project partners during conferences and other events. Each partner made at least two presentations in the lifetime of the project. The project presentations were made in project partners' countries or, if relevant, abroad, during conferences and other events. The P1 developed a stationery template for PowerPoint slides. P0 participated at the EfVET conference in 2012. All other partners are also involved in that activity and make plans for presentations on project.
5. Project **leaflets** are published in Lithuanian, Spanish and Greek languages (500 copies in each language) additionally partners developed and printed project leaflets in English. They are and will be disseminated to the target groups, potential users and other interested organizations during conferences and other events, visits to VET institutions and other business support institutions aiming to raise awareness and motivate the target group to use the project results.

The project leaflets are and will be disseminated to the target groups through the contacts of Marijampole vocational education centre which is also a member of European Forum of Technical and Vocational Education and Training (EfVET). The small and micro enterprises will be reached through the KTU Regional science Parks' close day-to-day contacts, membership in European business networks and other vocational education and vocational training institutions and business organizations the other partners cooperate with.

6. **Project CDs** with training material modules in English, Lithuanian, Spanish, Greek languages and project e-book were produced. Project e-book consists of training material available in EN, LT, ES and EL are/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 trainings** (1 per Partners P0, P1, P3 and P4) were organized at the end of the project. They were held in Lithuania, Spain and Cyprus with the purpose to present project results and to raise awareness about e-learning opportunities for BSD Representatives of target group, potential users and all interested in project results were invited to participate in these trainings. The final trainings were 1 working day long and were organized and implemented by Partner responsible in the country.

Potential participants were addressed by e-mail, mail and during other events and meetings. At least 20 participants attracted by each Partner coming from the target groups and potential users of project results were expected to attend the workshops.

Each partner responsible for testing in their country assigned qualified member(s) of their staff in order to provide necessary training/tutoring support to the testing participants.

The decision on commercialization and intellectual property rights of the project results were 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 BeSTrain valorization activities is presented below:

	2011			2012												2013								
Valorisation activities	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Detailed Dissemination and Exploitation Plan					V1.0												V2.0							V3.0



## 4.2. Exploitation plan

Therefore a detailed exploitation plan is elaborated. Exploitation is closely connected to dissemination. In BeSTrain activities related to exploitation clearly focus on the time after the project running time and set preparation actions for further developing and using the project results.

## 5. List of WP5 Deliverables

Deliverable No.	Deliverable Title	Leader	Dissemination Level	Delivery date
D5. 19	Dissemination and Exploitation plan	P1	Public	29/02/2012
D5. 20	Project website	P0	Public	30/11/2011
D5. 21	Project leaflet	P1	Public	15/02/2012
D5. 23	Final trainings	P1	Public	30/09/2013
D5. 28	Articles	P1	Public	30/09/2013
D5. 29	Project presentation	All	Public	30/09/2013
D5. 30	CD with the results of the project	P0	Public	30/09/2013

## 6. Partner Dissemination and Use Plans and Reports

### 6.1. Marijampole Vocational Education and Training Centre plan

DATE	DISSEMINATION EVENT e.g. conference, meeting, mailing etc	TARGET GROUP e.g. trainers, management, national bodies etc	No. of participants	Details / photo /updated on website
	<b>Institutional level</b>			
November, 2011	Promotional article in Marijampole VET centre website <a href="http://www.mprc.lt">www.mprc.lt</a> about the project BESTRAIN	Marijampole VET centre staff and students	2000	Copy of the article
2011-2013	Articles in Marijampole VET centre website <a href="http://www.mprc.lt">www.mprc.lt</a> about all partner meetings	Marijampole VET centre staff and students	2000	Copies of the article
2011-2013	Dissemination of the project to the teachers in Marijampole VET Centre	Marijampole VET centre staff and students	30	
2013	Exploitation of the project results to the teachers in Marijampole VET Centre	Marijampole VET centre staff and students	30	
	<b>Regional level</b>			
2011-2013	Articles in Marijampole region newspaper "Miesto laikraštis"	Marijampole region people	3000	Copies of articles

	about project meetings, results, etc.			
	<b>National level</b>			
October, 2011	Presentation of the project in NA	Project managers of Lithuania	20	PwP presentation
2013	Mailing to Lithuanian teachers about Project training courses	LT teachers	20-30	
2012-2013	Dissemination of the project in Chambers websites	Business people of Lithuania	5000	
2012-2013	Dissemination of the project in other possible websites	Business people of Lithuania	10.000	
2012-2013	Presentation of project/exploitation of project product to LIPRIA (Lithuanian Association of Innovative Schools)	VET teachers, trainers, managers, students	100	
2012-11-22	Presentation of project to Lithuanian project managers of VET schools	VET teachers, trainers, managers,	50	
	<b>International level</b>			
October, 2012	Dissemination at the EfVET Conference in Spain	European VET specialists	20	
2012	Article about the project in EfVET newsletter	European VET specialists	1000	

## 6.2. KTU Regional Science Park plan

DATE	DISSEMINATION EVENT e.g. conference, meeting, mailing etc	TARGET GROUP e.g. trainers, management, national bodies etc	No. of participants	Details / photo /updated on website
2011-10-24	A Project presenting article on KTU RSP website ( <a href="http://www.ktc.lt">http://www.ktc.lt</a> )	Students, managers of SMEs	Around 3000 month	Copy of the article
2011-11-23	An article about the project kick-off meeting in the KTU RSP website ( <a href="http://www.ktc.lt">http://www.ktc.lt</a> )	Students, managers of SMEs	Around 3000 month	Copy of the article
2011-12-14	A project presenting article on Kaunas Regional Innovation Centres' website ( <a href="http://ktc.ic.lt">http://ktc.ic.lt</a> )	Students, managers of SMEs	Around 500 per month	Copy of the article
2011-12-05	A project presenting article on the website for disseminating innovation services for entrepreneurs	Students, managers of SMEs	Around 500 per month	Copy of the article

	( <a href="http://www.erdveinovacijoms.lt">http://www.erdveinovacijoms.lt</a> )			
2012-02; 2012-03	The project idea, products were introduced to all 27 SME's directors, managers and employees participating in project survey	Students, managers of SMEs	30	Filled survey questionnaires
2012-02-13	The project was introduced and the leaflets (nb.18) were distributed to the students audience at Kaunas Technology University (KTU)	Students, managers of SMEs	35	Leaflets
March, 2012	Project presentation during the Young SMEs project partner meeting	SMEs representative, Business support institutions	20	PwP presentation
March 2012	BeSTrain presentation in Prato, (Italy)	Business Support institutions	16	PwP presentation
April 2012	BeSTrain presentation to SMEs managers in Kaunas region	SMEs representatives	14	PwP presentation
2012-04-11	Information about the training material and on-line courses in enterprise strategy development to students participating in trainings (national project "Inolaboratorija")	Students, managers of SMEs	22	List of participants
2012, 6 <sup>th</sup> September	<b>1<sup>st</sup> Article</b> of the project activities in Lithuania newspaper "Kauno diena" (according the application)	LT SMEs, business support institutions, teachers	33600	Newspaper
13-15 September 2012	International Conference Baltic Dynamics 2012 in Vilnius (Lithuania)	SMEs, business and innovation support institutions	150	PwP presentation
7 <sup>th</sup> January, 2013	Press release: announcement about the BeSTrain interactive game's availability for users	SMEs, business and innovation support institutions	Around 3000 month	<a href="http://www.ktc.lt">www.ktc.lt</a>
17 <sup>th</sup> June, 2013	Pilot testing and trainings event advertisement, invitation letter	SMEs representatives	85	<a href="http://www.ktc.lt">www.ktc.lt</a>
25 <sup>th</sup> June, 2013	BeSTrain Pilot testing evaluation event	SMEs representatives	26	<a href="http://www.ktc.lt/lt/seminarų-ir-mokymų-archyvas/194-strateginis-verslo-planavimas">http://www.ktc.lt/lt/seminarų-ir-mokymų-archyvas/194-strateginis-verslo-planavimas</a>
1 <sup>st</sup> August, 2013	Final trainings advertisement, invitation letter	SMEs representatives	30	<a href="http://www.ktc.lt">www.ktc.lt</a>

8 <sup>th</sup> August, 2013	BeSTrain Final trainings event	SMEs representatives	30	<a href="http://www.ktc.lt/lt/seminar%C5%B3-irmokym%C5%B3-archyvas/196-strateginis-verslo-planavimas-2">http://www.ktc.lt/lt/seminar%C5%B3-irmokym%C5%B3-archyvas/196-strateginis-verslo-planavimas-2</a>
2012 - 2013	Dissemination of project leaflets	SMEs, business support institutions	500	leaflets
2013, September 11-13th	International Conference Baltic Dynamics 2013 in Riga (Latvia)	SMEs, business and innovation support institutions	105	
2013, September	<b>2<sup>nd</sup> Article</b> of the project activities (according the application)		Around 30000	
2013, September	Youtube project video presentation	SMEs, business and innovation support institutions	9 views	<a href="http://www.youtube.com/watch?v=kPml3MKhbWl">http://www.youtube.com/watch?v=kPml3MKhbWl</a>

### 6.3. X – Panel Ltd plan

DATE	DISSEMINATION EVENT e.g. conference, meeting, mailing etc	TARGET GROUP e.g. trainers, management, national bodies etc	No. of participants	Details / photo /updated on website
February, 2012	Short information about BeSTrain on X-Panel's website ( <a href="http://www.x-panel.eu">www.x-panel.eu</a> ), with an active link to the project website	SMEs and VET teachers/trainers in Cyprus	100	<a href="http://x-panel.eu/index.php?page=Promotion-of-Business">http://x-panel.eu/index.php?page=Promotion-of-Business</a>
March-April, 2012	BeSTrain presentations to InterNapa, Frederick, KES, MKC City colleges (during meetings)	VET teachers/trainers in Cyprus	6	6 persons took part in these meetings. The participants of the meetings have afterwards disseminated the information about the project to their colleagues, thus total number of persons reached with this activity is bigger, around 100.
April 2012	Project leaflet in Greek on X-Panel's website	SMEs and VET teachers/trainers in Cyprus	100	<a href="http://x-panel.eu/index.php?page=Promotion-of-Business">http://x-panel.eu/index.php?page=Promotion-of-Business</a>
2012-2013	Leaflets distribution	Organisations (SMEs, trainers,	150	

		business support orgs) we cooperate with; SMEs and VET organisations that took part in needs analysis; Cyprus Tourism Organisation; LLP Cyprus National Agency; other projects' partners in Cyprus		
2012-2013	Dissemination to the partners and stakeholders of other EU projects (ECOTOUR, POWER, PA4T) - presentations in meetings and workshops	SMEs and VET teachers/trainers in Cyprus and other EU countries	30	
June, 2012	Project presentation to the LLP National Agency in Cyprus, leaflets provided for dissemination	Cyprus NA	2	The NA has disseminated project leaflets to other stakeholders
September, 2012	1 <sup>st</sup> article about the project on X-Panel's website	SMEs and VET teachers/trainers in Cyprus and other EU countries. The information was also targeted at students and adult learners, as they might be interested in strategic management if thinking of starting their own business. The project and its learning materials are	100	<a href="http://x-panel.eu/index.php?page=Promotion-of-Business">http://x-panel.eu/index.php?page=Promotion-of-Business</a>

		not sector specific, and therefore dissemination efforts target a wide range of sectors.		
2012	Information about the project on X-Panel's Google sites	SMEs and VET teachers/trainers in Cyprus and other countries	100	<a href="https://sites.google.com/site/x7panel/home">https://sites.google.com/site/x7panel/home</a>
March, 2013	2 <sup>nd</sup> article about the project on X-Panel's website	SMEs and VET teachers/trainers in Cyprus and other EU countries	100	<a href="http://x-panel.eu/index.php?page=Promotion-of-Business">http://x-panel.eu/index.php?page=Promotion-of-Business</a>
April-September, 2013	Information about the project presented to SMEs and teachers in preparation/promotion and implementation of pilot and final training	SMEs and VET teachers/trainers in Cyprus	100	
26 September, 2013	Article about the project in the newspaper "Alithia" in Cyprus	SMEs and VET teachers/trainers in Cyprus; students and general public interested in strategic management	11000	

#### **6.4. Multidisciplinary European Research Institute Graz plan**

Multidisciplinary European Research Institute plans to disseminate project products and results in all possible national and international events and to make it results sustainable by using the following channels:

- Presentation at conferences at national and European level;
- Presentation and discussion at MERIGs internal network meetings;
- Announcement at MERIGs website;
- Distribution of BeSTrain fact sheet at all possible occasions.

### 6.5. IES Xabier Zubiri Manteo BHI plan

DATE	DISSEMINATION EVENT e.g. conference, meeting, mailing etc	TARGET GROUP e.g. trainers, management, national bodies etc	No. of participants	Details / photo /updated on website
October, 2012	EFVET Conference, Palma Mallorca	Project managers of Spain		
October, 2012	Article in partner webpage updating the info about the project	IES Zubiri Manteo BHI centre staff, students, parents and companies	2000	<a href="http://www.zubirimanteo.hezkuntza.net/web/guest/leonardo-toi">http://www.zubirimanteo.hezkuntza.net/web/guest/leonardo-toi</a>
November 2012	School Committee meeting to inform about the project evolution (Reunión jefes de departamento informando de la evolución del proyecto, Explicacion)	IES Zubiri Manteo BHI centre staff, students, parents and companies	140	
December 2012	Christmas mailing adding the project leaflet	Vocational Teachers	300	Sent by ordinary mail. We attach the mailing list of the receivers.
January 2013	Meeting with partner companies to inform about the project.	Isabel Martinez "Zerbehar" (companies in Donostialdea)		
February 2013	Article in National Agency magazine "Papeles Europeos"	Public in general		
March 2013	Partners meeting in Cyprus; article in partner webpage updating the info about the project	IES Zubiri Manteo BHI centre staff, students, parents and companies	2000	<a href="http://www.zubirimanteo.hezkuntza.net/web/guest/leonardo-toi">http://www.zubirimanteo.hezkuntza.net/web/guest/leonardo-toi</a>
April 2013	Pilot trainings; trainers, microcompanies and entrepreneurs Updating of the information in the website.	Trainers, microcompanies and entrepreneurs	2000	<a href="http://www.zubirimanteo.hezkuntza.net/web/guest/leonardo-toi">http://www.zubirimanteo.hezkuntza.net/web/guest/leonardo-toi</a>
May 2013	Zubiri Manteo presented BeSTrain to Adegı (Association of Companies in Gipuzkoa).	Companies	2000	<a href="http://www.zubirimanteo.hezkuntza.net/web/guest/noticias?p_p_id=KAIOAListado_WAR_w24IListadoWAR_INSTANCE_if8E&amp;p_p_life_cycle=1&amp;p_p_state=normal&amp;p_p_mode=view&amp;p_p_col_id=column-3&amp;p_p_col_count=2&amp;KAIOAListado_WAR_w24IListadoWAR_INSTANCE_if8E_pagina=4&amp;KAIOAListado_WAR_w24IListadoWAR_INSTANCE_if8E_space=%2fportlet_action%2flistado_portlet%2fview">http://www.zubirimanteo.hezkuntza.net/web/guest/noticias?p_p_id=KAIOAListado_WAR_w24IListadoWAR_INSTANCE_if8E&amp;p_p_life_cycle=1&amp;p_p_state=normal&amp;p_p_mode=view&amp;p_p_col_id=column-3&amp;p_p_col_count=2&amp;KAIOAListado_WAR_w24IListadoWAR_INSTANCE_if8E_pagina=4&amp;KAIOAListado_WAR_w24IListadoWAR_INSTANCE_if8E_space=%2fportlet_action%2flistado_portlet%2fview</a>

May 2013	Article in Ikaslan webpage	Basque Region Vocational Teachers, Companies and Education authorities	15000	<a href="http://www.ikaslangipuzkoa.net/es/noticias/el-20-de-mayo-tuvo-lugar-en-san-sebastian-el-final-training-en-el-cual-participa-el-centro-zubiri-manteo-donde-se-presento-el-resultado-final-de-bestrain">http://www.ikaslangipuzkoa.net/es/noticias/el-20-de-mayo-tuvo-lugar-en-san-sebastian-el-final-training-en-el-cual-participa-el-centro-zubiri-manteo-donde-se-presento-el-resultado-final-de-bestrain</a>
May 2013	Article in GAZE magazine. The magazine is published by UPV (Basque Country University), Mondragon University, and Tknika.	It is focused in both BeSTrain target groups, trainers and entrepreneurs in the Basque Country		Published in paper and also online version <a href="http://gaztekintzaille.files.wordpress.com/2013/05/magazine-maiatza-mayo-2013.pdf">http://gaztekintzaille.files.wordpress.com/2013/05/magazine-maiatza-mayo-2013.pdf</a>
June 2013	Webpage Tknika, ekingune. Centre for Innovation in Basque Vocational Training	Basque Region Vocational Teachers, Companies and Education authorities		<a href="http://ekingune.tknika.net">http://ekingune.tknika.net</a>
July 2013	A college in Bilbao published BeSTrain as interesting link in its webpage	Community in general, focus in Bilbao and its area		<a href="http://www.bidebieta.hetzuntza.net/web/guest/urratsbat">http://www.bidebieta.hetzuntza.net/web/guest/urratsbat</a>
September 2013	Partners meeting in Lithuania; article in partner webpage updating the info about the project	IES Zubiri Manteo BHI centre staff, students, parents and companies	2000	<a href="http://www.zubirimanteo.com">www.zubirimanteo.com</a>
September 2013	Elebasque platform, Tknika. BeSTrain material and interactive game's availability for users	VET teachers	300	<a href="http://www.tknika.net">www.tknika.net</a>
2012-2013	Dissemination of project leaflets	VET providers and SMEs	500	

## 7. Summary and Conclusions

This document shows the main actions planned for the purposeful external communication and project's "visibility".

The deliverable demonstrates that the consortium members have been involved in a number of activities that promote and facilitate the dissemination and broad take-up of project results. For a successful dissemination and exploitation of BeSTrain results, collaboration between European and National organizations is essential.

The project leader Marijampole vocational education and training centre is actively participating (also membership) in European Forum of Technical and Vocational Education and Training (EfVET). This

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guarantees and gives huge opportunities to spread the information on the new e-learning material and newly develop practical tool to wider audience.

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There is a long list of presentations given to various audiences in Europe, and the practical demonstrations of e-learning training material and developed practical tool during various events in the project run-time. The project web site has been established quite in an early stage and that guaranteed the access to project related information.

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The individual partners use plans include actions that lead to exploitation of project results.