VZDELÁVACÍ INŠTITÚT COOP
vzdelávanie inšpiráciou

Kick-off meeting Berling 9.- 12.11.2011

Dissemination and Exploitation WP5

AGORA Europe II

Common Integrated Management e-Learning System for the development of professional competition skills in the small scale urban commerce in European dimension

Education and Culture DG
Lifelong Learning Programme

„A Leonardo da Vinci Project“

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COOP – PP4, Kick-off meeting Berlin 9.- 12.11.2011

CONTENT

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- What are GENERAL OBJECTIVES?
- CORE of WP5
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- PROOFS and EVIDENCE
- FUTURE IMPORTANT STEPS

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Dissemination and Exploitation

Why disseminate?

The concept of dissemination is relatively straightforward. It can be defined as ´the process of information-giving and awareness-raising´.The answer to the question ´**Why disseminate?**´is simple-it is to enable others to benefit from project outcomes.

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Dissemination,Exploitation, Valorisation

4 important questions

- **what** to disseminate, including the types and levels of activity to be undertaken as part of the dissemination plan;
- **when** to disseminate, in order to ensure that the timing of activities is appropriate;
- **to whom** – the audience/ target group for dissemination; and
- **how** to disseminate, including setting a dissemination budget with the appropriate resources (such as personnel and materials).

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Dissemination and Exploitation

What are GENERAL OBJECTIVES?

- To disseminate the project´s approach, the methodologies and its results to wide audience
- To ensure an effective and efficient dissemination of the results and encourage all project partners to fullfil all necessary tasks regarding dissemination activities
- To include all project partners in development and implementation of plans for dissemination and exploitation of the project results during the whole project lifetime

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Dissemination and Exploitation

CORE of WP5 Task 5.1

- To develope and implement dissemination strategy
- To create a strong awareness of “AGORA” at European level
- To successfully position the project in the European & International RTD market
- To develope and execute the promotion plan and the accompanying material for establishing a strong product brand name in the European & International market

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Dissemination and Exploitation

CORE of WP5 Task 5.2

- To develope the required Plan for Using and Disseminating Knowledge at the end of the project

- To set up a successful commercialisation case includes activities such as internal workshops in the participating organisations in order to acquire commitment for the required commercialisation & re-engineering investment

- To develope and execute the promotion plan and the accompanying material for establishing a strong product brand name in the European & International market

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Dissemination,Exploitation,Valorisation

Effective DISSEMINATION PLAN

- **Partners´websites** (the project will be also promoted via individual partners' websites that already exist)

- **Project website** (will be designed with the most up-to-date development technology, assuring the simplicity and the efficiency of its use, in an appealing and user-friendly system)

- **Project brochure** (printed version) with the main information of the project and its activities distributed to the target groups, organizations, associations, companies, entities, related to the project field)

- **Plan for Using & Disseminating Knowledge** (will be available for the information of other projects' participants)

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Effective DISSEMINATION PLAN

- **Articles and Reports** (will be published in the trade press, academic journals and partner's networks)
- **CD-ROM** (will be produced which will present new training module together with the translated and extended AGORA material)
- **e-Learning Training Platform and Manual for it´s use** (reach to a widen audience because of availability in many languages)
- **Pilot course**/specially organised **Workshops** in relevant countries (trainers will be also briefed and trained on the material itself, training techniques and on the use of the AGORA Europe II web platform)

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Dissemination,Exploitation,Valorisation

Effective DISSEMINATION PLAN

- **Transnational face to face meetings** (all partners will meet in 6 transnational coordination meetings for face to face contact which will ensure to build up strong partnership which can be beneficial for the project development and outputs)

- **Workshops/Seminars** (at least 1 workshop/seminar will be organized in each participating country in order to raise awareness and demonstrate the European added value of the international cooperation)

- **Final workshop** (will take place in Turkey at the end of the project in order to make the final product known to the public. During this event, people will be able to use our system in real life and enjoy it)

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2011-1-DE2-LEO05-07994

DISSEMINATION ACTION LIST

Submit Form

Action	Purpose	Partner	When	Details & Description
Project Identity:				
Project logo				
Project website				
Activities:				
Analytics set-up				
Website linked by partners' portals		Partner_Analytics set-up		
Project website translations				
Information materials (flyers, leaflets, folders, posters, info letters) to promote project & for website visibility				
Google ads placement				
Tracing website valorisation				
Online training course				
Tracing online training course valorisation				
Dissemination events by partners				

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Bookmarks Signatures Layers Pages

Submit Form

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COMMUNICATION PLAN BASIC FRAMEWORK

AGORA EUROPE II

COMMUNICATION STRATEGY / TARGET GROUP	WHAT to disseminate MOST RELEVANT PROJECT OUTPUTS	HOW to disseminate MAIN OBJECTIVES OF MESSAGE	CHANNELS & OPPORTUNITIES, TO REACH THE GROUP	DISSEMINATION MEANS/INTRUMENTS
JOBLESS GROCERY SHOP OWNERS/WORKERS				
DISCOURAGED SHOP GROCERY OWNERS/WORKERS				
RETAIL SECTOR MANAGERS				
RETAIL SECTOR EMPLOYERS				
DECISION TAKERS - RETAIL SECTOR				
DECISION TAKERS - EMPLOYMENT				
MEDIA (general and specialised)				

CHANNELS & OPPORTUNITIES, TO REACH THE GROUP_RETAIL SECTOR EMPLOYERS

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Microsoft Excel - AGORA_ACTIVITIES

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DISSEMINATION ACTIVITIES

AGORA EUROPE II www.agora-eu.org

6	No.					
7	Activity description:					
8	Activity start date (dd-mm-yyyy)					
9	Deviations from initial proposal or subsequent:					
10	Deviations from initial proposal or subsequent amendments, including change reasons					
11	Implementing partners' names:	PARTNER				
12	Country:	COUNTRY				
13	Region:	REGION				
14	City:					
15	Targeted sectors:	TARGETED SECTORS	TARGETED SECTORS	TARGETED SECTORS	TARGETED SECTORS	TARGETED SECTORS
16	Targeted groups:	TARGETED GROUPS	TARGETED GROUPS	TARGETED GROUPS	TARGETED GROUPS	TARGETED GROUPS
17	Activity number of participants:					
18	Which institutions/organisations were targeted? Choose Organisation type:	ORGANISATION TYPE	ORGANISATION TYPE	ORGANISATION TYPE	ORGANISATION TYPE	ORGANISATION TYPE
19	Why have these institutions been chosen, and what is their relevance towards the project objectives?					

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ACTIVITIES

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PROOFS and EVIDENCE

Type of activity	Type of Evidence
Email Activity (sending info related to projects, newsletters, etc.)	A copy of the email, the email list or at least number of recipients on the list
Meetings, round table discussions, workshops	Signed participant list, if it is available also agenda
Press release (published articles in magazines, newspaper, webpage...)	The scanned version of published article
Presentation	In case of formal presentation a copy of the presentation Signed Participant list Invitation to the presentation
Conference	Signed participant list Invitation to the conference Agenda of the conference
Leaflets, Posters, CD,	2pieces of each printed product
Others	Any available evidence

Dissemination and Exploitation
Future important tasks

- To prepare the **detailed action plan** with timing in order to fulfill all previous mentioned activities which are necessary for ensuring of project dissemination activities

- To prepare **Dissemination strategy** in cooperation with F&K

- To cicrulate DS among partners whose responsibility will be to study this elaborated document and send back their **comments and remarks**

- To prepare the **guideline / main steps** how each partner would like to manage his/her WP and how he/she would like to achieve the results in his/her WP

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Thank you for your attention!

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