

Go&Learn initiative

# DISSEMINATION ACTION PLAN

Project Dissemination and Valorization Strategy - EUROPEAN



The Go&Learn initiative is a multilateral network supported by the EU LLP funds. It is aimed to organize and manage an international catalogue of study visits to be carried out inside companies all around Europe. The visits have training and guidance aims and should be considered as Training Units that can be proposed to a vast range of users: students of vocational and secondary school, university, employed and unemployed people, teachers and trainers. The hosting companies are strongly committed in training and in knowledge propagation, allowing the visiting groups to learn directly from the source of knowledge, experience and innovation, which is the company itself. Detailed and updated information about the network members, the activities and services available are available in the official website of the project: [www.goandlearn.eu](http://www.goandlearn.eu) and in the national websites of the project partners.

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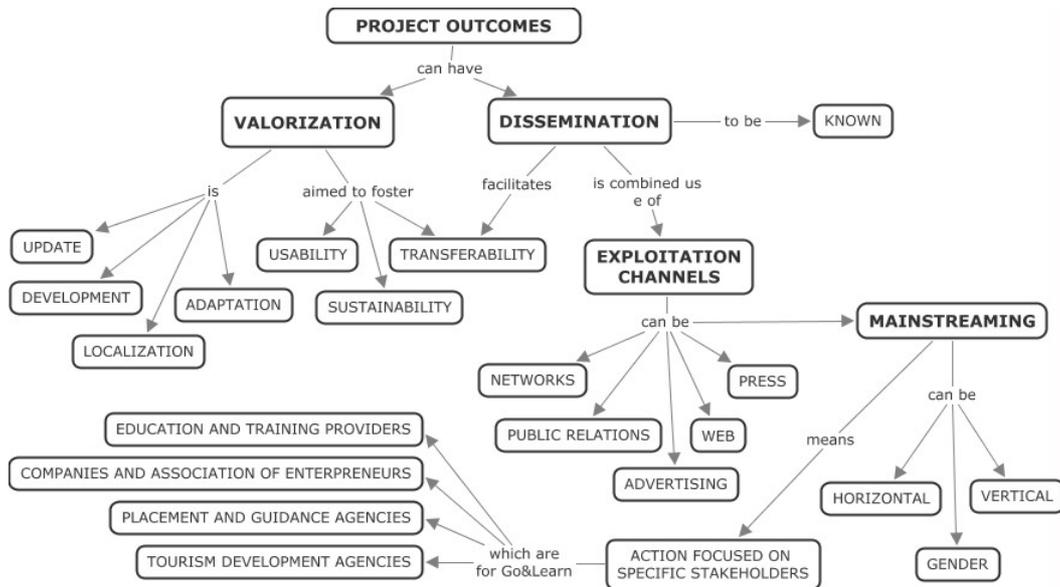
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# 1 Terms of reference from the application form

## 1.1 Meaning given to terms

The partnership considers dissemination and exploitation pivotal activities for the success of project during all its life span. The following diagram summarizes the **meaning given to terms** by the G&L partnership and the strategy that will be adopted for the dissemination:



Thus, dissemination aims to ensure optimal use of results through:

- G&L european networks' stabilization and expansion
- Fostering the G&L format adoption at local and cross-border level
- Allowing training companies members of the network to benefit from the commitment by hosting other kinds of training mobilities (i.e. work experience, internships, etc..)
- Ensuring value for money to customers
- To reach the maximum possible number of potential beneficiaries

## 1.2 Workpackage activities

The Dissemination workpackage is WP5, coordinated by VOKA, which foresees the following activities:

- Development of the Dissemination Action Plan
- Specification of Mainstreaming lines and target groups
- Information actions in each country and at European level
- Participation to relevant conferences
- Press and media coverage of piloting activities
- Organization of Exploitation conferences in each country
- Vertical mainstreaming towards the EU bodies, the local authorities and the national authorities

The WP is based on the activities of the ENMG Dissemination subgroup, under the responsibility of the WP Coordinator; it will ensure the planning and implementation of the dissemination strategy of the project.

The results will be achieved through an intense use of internet, press, mailing lists, social networks. A strong role is given to the project's website, which will be the catalyst of the job done by all the workgroups and the tool used to activate the G&L services. The effectiveness of each media will be carefully monitored; WP Coordinator will constantly seek new opportunities for dissemination (i.e. participation to conferences, calls for dissemination projects, etc..).

### **1.3 Outcomes expected**

5.1 - DISSEMINATION ACTION PLAN (DAP), this document, a confidential paper, only for members of the consortium (including EACEA and Commission services and project reviewers).

5.2 - IMAGE MANUAL, a document for internal use standardizing all the visual features that will identify the project and the G&L initiative. It is part of the Standard Reference Documents set of the G&L initiative.

5.3 - G&L PROJECT WEBSITE (English version), it is the Official Project's Website, realized in English language as base for the future valorization actions (i.e. translation in local language, enhancement and integration of texts and features, etc..). An other website will be developed to support the delivery of the services and the catalogue dissemination europewide and at local level.

#### **5.4 - INFORMATION ACTIONS, PROMO AND ADVERTISING**

Set of activities aiming to foster dissemination both in each country (under the responsibility of LNMBs) and at the European level (through ENMG).

The list of the activities to be carried out will be developed in the very early phase of the WP, included in the DAP and constantly updated every six months.

#### **5.5 - VERTICAL MAINSTREAMING**

Set of info and promo actions and events involving EU bodies, local and national authorities in order to promote the adoption of the concept in new local, national, cross-border contexts.

ENMG and LNMBs will be in charge of identifying and suggesting target groups, using common channels or individual ones accordingly.

A major role will be played here by the dissemination partners of the project and by their associated partners and networks.

## **2 Dissemination and valorization Action Plan (DAP)**

To foster the partner's commitment and optimal utilization of the relevant funds dedicated to these activities, **the DAP will be built using a bottom-up approach**: each LNMB will develop its own local strategy, then a European mainstreaming will be built over this layer:

### **1) each LNMB will develop its own dissemination plan:**

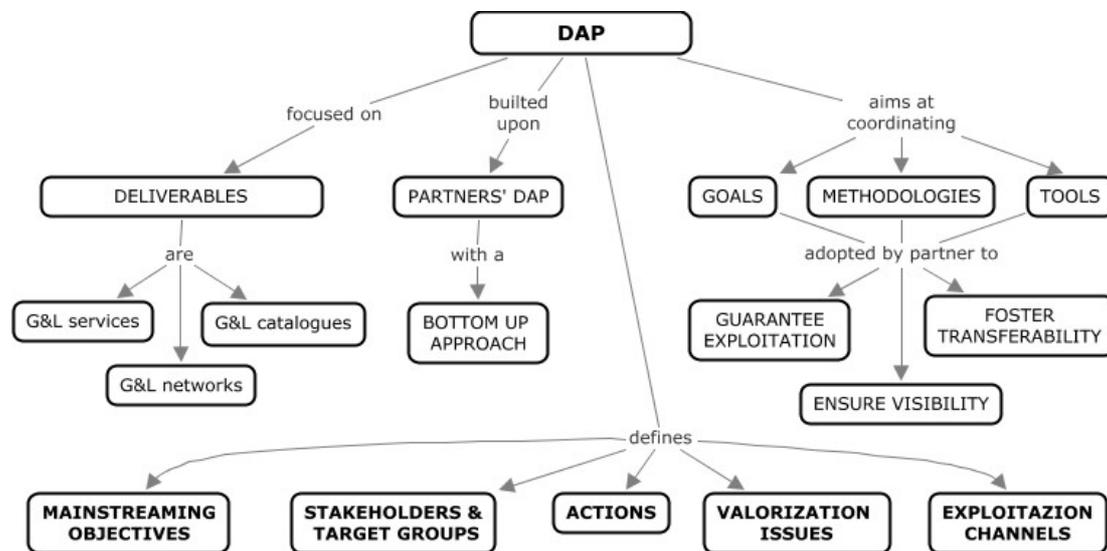
- definition of local, regional, national target groups and valorization objectives

- marketing strategies for G&L products/services that will be valorized and disseminated
- list of actions to be carried out

2) the **Dissemination WP coordinator will edit a project's DAP** (European level) taking in account all the local indications, merging them and integrating them with valorization issues, target groups and stakeholders, exploitation channels and activities with a European perspective.

3) to simplify the monitoring process, the DAP will contain a complete listing of the actions of the dissemination process, called **Activity Plan/Report Grid, maintained by each LNMB as far as the local activities are concerned and by the WP coordinator as far as the European activities are concerned** (see Annex 1).

The following diagram outlines the DAP's structure and aims:



### 3 Target groups

The project foresees the following target groups:

#### 3.1 Direct

- local bodies aimed at fostering guidance, training and mobility programs
- schools, vocational and education centres, universities, companies willing to add to their training programs international visits for training and guidance

#### 3.2 Indirect

- for the seminars circuits: students of VET, secondary school, university, apprenticeship, workers in continuous training paths
- for the industrial tourism and guidance tours: individuals or groups of any age and working condition interested in economic discovery and guidance, tourism development agencies

The activities of dissemination will be addressed in all the countries to raise awareness among the potential stakeholders (to grow the promoters G&L net) the companies (to grow the training companies G&L net) and the potential customers

(schools, universities, VET organization, companies, employment services, tourist agencies, etc.).

The evaluation indicators set in the project foresee the direct involvement of:

- > 18 training providers,
- > about 48 companies
- > at least 30 stakeholders in addition to those already involved in the partnership.

Furthermore, the validation phase will involve also a number of real customers (at least 2 circuits organized by each partner, 12 circuits overall, with an estimation of at least 180 testing participants coming from other countries).

### **3.3 Sustainability issue**

The target groups after the end of the project will be the same listed above; while during the project's life their number will be limited since it is linked to the validation activities, at this stage the total amount will depend on the results of the dissemination and exploitation activities, that will have high reference values (as shown in the table below). After the end of the project, in fact, the number of reached target groups will be increased through the mainstreaming activities, that will include both traditional channels, such as public relations, publications, web promotion, etc., and the local exploitation conferences.

#### **HORIZONTAL MAINSTREAMING**

- promotion and advertising towards the local customers;
- exploitation conferences (will be invited: education and training providers, associations of entrepreneurs, placement and guidance agencies, tourism development agencies, etc);
- updating and promotion of the website and the online catalogues;

#### **VERTICAL MAINSTREAMING**

- local exploitation conferences in each country (all the local authorities/public bodies will be invited: municipalities/provinces/region officers, job services, councillors in charge of the regional educational/training/companies services, tourism development agencies, etc);
- final conference in Brussels (will be invited: national/european decision makers, stakeholders, etc);

Every partner will share with the others its local contacts, in order to build a final list of people/stakeholders that will potentially be reached and involved in the G&L activities.

The following chart contains an estimate of the amount of contacts the partnership could reach (more than 300.000 overall), sorted by typology and countries:

POTENTIAL CONTACTS OF THE PARTNERSHIP							
CONTACT TYPE	Partners Italy	Partners Belgium	Partners Germany	Partners Hungary	Partners Slovakia	Partners Poland	TOTAL
Secondary schools	67	40	230	37	104	50	<b>298</b>
Vocational training centers	47	20	80	700	13	15	<b>795</b>
Other training providers' networks (local, national or european)	8		3	2	10	5	<b>28</b>
Universities	3	1	19	2	5	5	<b>16</b>
SMEs	90.000	10.000	100.000	1.700	12.000	200	<b>213.900</b>
Other bodies (employment services, tourist agencies, etc..)	90	40	50	20	40	20	<b>210</b>
Potential target groups students	47.000	4.000	90.000	10.000	3.000	5.000	<b>59.000</b>
Potential target groups apprentices	8.000	1000	10.000	2.500	2.000	3.000	<b>26.500</b>
Potential target groups employee	3.000	5000	230	-	-	1.000	<b>9.000</b>

## 4 Dissemination steps

As an aid to the local LNMB to develop their own DAP, the following tools are proposed. This grids<sup>1</sup> are aimed to help partners design their own dissemination and valorisation plan. **The Report Grid is anyway the tool that should be filed in byeach LNMB, where all the dissemination activities foreseen and carried out are listedin.**

### 4.1 STAGE 1: Defining Audience & Target Group (the demand)

What is your key audience / target group for dissemination /exploitation?	
<b>Which organizations?</b>	Please list the target groups that you intend to reach. Consider organizations which are the main target group of the project but also institutions with indirect influence to the main users of project's products.
<b>Why have you chosen these?</b> <b>What do they offer?</b>	Please, explain the reasons for selecting the specific organizations above mentioned.
<b>Do you have specific names of people?</b> <b>How can you get specific names?</b>	Please, indicate or attach a list of persons and/or organizations that will be approached during the whole lifetime of the project as well as after its completion. Attention: this list should be expanded and updated.
Why will this audience be interested in WVE 2.0 products/messages/model?	
Please explain why the above mentioned target groups should be interested in the project products. Which are the main benefits for them in improving the offer of education and training for senior citizens ?	
What constraints are they working under and how does this affect your approach?	
Explain any kind of constraints that may obstacle dissemination and implementation of results in terms of time, money, expertise, staffing or any other reason.	
Other	
Any other relevant information to be included in the Valorization strategy document	

<sup>1</sup> These tools have been produced and tested within the context of the Leonardo da Vinci project "NEXT" managed by Confindustria Veneto SIAV.

## 4.2 STAGE 2: Marketing your product (the supply)

<b>Which aspects of your project are your target audience most likely to want to know about?</b>
Illustrate the aspects of the project that the target group most likely will want to know about, taking into consideration the:  - ...
<b>What methodology will be most effective in reaching your chosen key audience?</b>
Explain in a detailed way the methodology your organization is going to implement in order to reach the target group and to assure wide exploitation of the project and its results.  List here possible action and tools.
<b>What are the strengths/weaknesses of the project outcomes for your local framework?</b>
Illustrate the strong and weak points of the project's outcomes product on your market.
<b>What 'extras' can you add to the product to support its exploitation?</b>
List the valorization contributions you can give or any other means that will reinforce the exploitation possibilities of the product.
<b>Other</b>
Any other relevant information to be included in the Valorization strategy document

### 4.3 STAGE 3: Partners Action Plan

Use an excel file to summarize your finalized thoughts about how to valorise and/or exploit your project products and outcomes.

For each dissemination activity, the following information should be listed in the Report grid (see excel file **GL\_DAP\_ReportGrid**):

- 1) Date,
- 2) Activity - brochure, leaflets, posters, personal contact, conference, workshops, power point, press release, web site etc. and in what language
- 3) Sphere of Influence: Direct (**D**), Networks (**N**), General (**G**) – please refer to the Dissemination Plan
- 4) Level: Local/regional (**L/R**), national (**Nat**), European (**EU**), international (**Int**)
- 5) Target group - to whom it was directed. The target groups have to be in line with those listed in project dissemination plan. Please keep a record so you can specify organisation, name etc
- 6) Impact - how many people were contacted/reached.
- 7) Purpose – e.g. create attention of the eQSF project
- 8) Result – e.g. feedback from 9 organisations etc. saying as follow...:
- 9) Performed by - the name of the person responsible for the activity.

Also collect samples that confirm the activity, for example newsletter, web site links, photos, press releases, etc.