



Inducing VET trainers with mentoring skills to boost entrepreneurial growth

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2		
3		
etc		



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1. ABOUT THIS DOCUMENT

The purpose of this document is to review, amplify and adjust, at the beginning of the project lifecycle, the Dissemination Plan. With this document we aim to **set a common ground** and understanding on communication issues for the mENTERing project. The present document presents the mENTERing Dissemination Plan that lays out the approach to dissemination and sets a framework, aiming to balance a sufficiently targeted and localised approach with the necessary central coordination and oversight to ensure that activities complement each other, avoid contradictions and duplication of work. Furthermore, the **Dissemination Plan constitutes a tool to define and record in detail the activities to be performed, track responsibilities, and monitor progress.**

Effective communication must be **flexible** to adjust to the project's developments and requires the involvement of all partners throughout the implementation of the project. Therefore the Dissemination Plan should be considered as a **working document** setting the ground for actions to be taken, but open to changes in order to maintain the necessary alignment with the overall project progress. In particular the Dissemination Plan is not a static document but will change in response to events, as the project is implemented.

This document is a working document, **all partners are encouraged to provide input and feedback** to contribute to the document and the activities outlined.

2. WHAT IS DISSEMINATION?

Dissemination in the context of our project and as defined by the European Commission is the "*...planned process of providing information on the quality, relevance and effectiveness of the project results to key actors.*" Dissemination can be understood as one phase in the process of "marketing" the project to an audience beyond the project consortium.

Dissemination of the project results (such as research findings, reports, tools, events etc.) goes hand in hand with two other activities:

1. Raising awareness about the project, the need(s) it tries to address, the project objectives, activities and partnership
2. Exploitation of the project results by encouraging decision-makers to incorporate the project's results into existing systems, practices, processes (e.g. into a teaching curriculum), this is called mainstreaming as well as end-users to utilise the project results (e.g. books, databases), this is referred to as multiplication

While these activities are likely to occur in parallel, the logical sequence of the three phases is:

- 1) Awareness raising (promote the project and inform about the existence and nature of the project);
- 2) Dissemination (inform about project results) and
- 3) Exploitation (encourage the further use of the results).

Taken together, the three activities will enhance the impact of the project and contribute to its sustainability. The current document will focus on the awareness raising and dissemination phases which are addressed in the Workpackage 6.

Why disseminate? The impact and sustainability of any project largely depend on the effectiveness of the activities which aim to raise awareness, inform, and finally stimulate action among the project's target group(s). The promotion of the project itself, the dissemination and exploitation of its results are crucial in order to make the most of the work carried out. As such, the outreach to and engagement of a diverse range of stakeholders across Europe is a key success factor for the project. **Hence a lot of thought and effort has to go into the communication activities, which are a responsibility of all partners.**

3. PROJECT PRESENTATION

The **mENTERing** project is a 24 month initiative **co-funded by the European Commission**, under the Directorate Education and Culture. It is implemented by six partners from **Bulgaria, Spain, Greece and United Kingdom**.

The project focuses to develop an innovative training manual in order to enhance training for VET trainers in mentoring skills and competencies for entrepreneurship.

The project objectives are:

- Develop the skills and competencies of VET teachers, trainers, tutors in order to cope with the future challenges;
- Support the shift to a competence-based system and the validation of non-formal and informal learning;
- Strengthen the link between VET professionals and working life (especially enterprises);
- Develop capacities of learners and enable VET trainers to be able to support learners in career guidance;
- Increase the pedagogical skills of VET trainers by upgrading their mentoring competence;
- And last, but not least, enable VET professionals to apply transversal competencies such as mentoring and guidance skills.

mENTERing has been developed by a transnational consortium specifically set up for the purpose of implementing the project. It involves six (6) organisations from four (4) countries with complementary expertise. Namely, the **BICC-SANDANSKI** (Bulgaria) which is the Project Leader, **BGCPO-PAZARDZHIK** (Bulgaria), **SCIENTER España S.L** (Spain), **MILITOS EMERGING TECHNOLOGIES & SERVICES** (Greece), **OLN** (Greece) and **INOVA** (United Kingdom).

4. AIMS OF THE DISSEMINATION ACTIVITIES

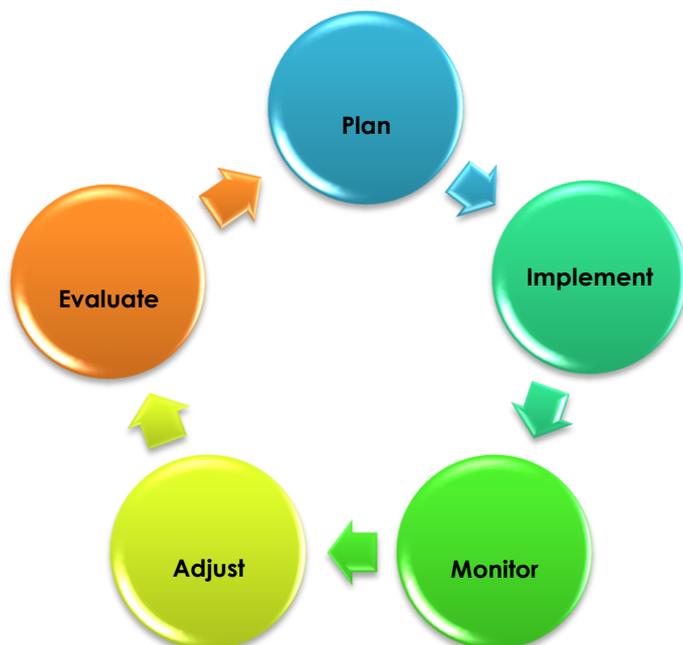
Objective: to effectively disseminate project information and outputs facilitating sustainability

Specific objectives include:

- Raising Awareness on adopting new teaching methods and skills such as mentoring skills and competencies especially designed to address the mentoring needs for the facilitation of entrepreneurship
- Inform VET trainers, VET institutions, mentors, entrepreneurs, associations, policy makers
- Disseminate outputs
- Engage Stakeholders

5. PRINCIPLES OF COMMUNICATION

Keeping in mind also the overall communication strategies of the European Union, the following principles emerge with respect to all communication actions:



Ongoing: communication of the project is a continuous activity not only throughout the 24-month duration but also after the project end.

Targeted: in order to be effective, communication activities have to be designed/adapted so that they are appropriate for each target group. This includes the selection of content, as well as its presentation (e.g. language used) and the way it is transmitted (email, face-to-face, letter...).

Coherent: although the content, presentation and channels used in the

communication activities should be adapted to each target group to achieve maximum effectiveness, the central coordination as well as each partner should ensure that the messages promulgated are coherent and maintain a certain degree of unity to achieve a coherent overall image of the project.

Interactive: communication has two axes along which information and views are exchanged: vertical (top-down and bottom-up) and horizontal (network of communicators). Both axes need to be used in order to achieve maximum impact and stimulate real debate. Channels must be open for target groups to express their views and tools should encourage interactivity and aim to engage the target group actively in the project implementation and further exploitation. Ideally valorisation takes the following path: raise awareness, inform, stimulate interest, and engage in action.

Accessible: take into account / cater for the needs of persons with disabilities.

Data protection and privacy: respect the legal framework and apply good practice when handling personal data.

Best value for money: keep in mind that best value for money should always be applied when choosing communication tools and channels. Of course the target group should incur no costs (other than e.g. time needed to read an email). Avoid unnecessary waste, seek and exploit multiplier effects.

Internal Communication: communication among the consortium partners and within partner organisations, using existing communication tools and channels is important!

Synergies: liaise with persons involved in similar projects, networks or initiatives trying to build and exploit synergies and exchange information and know-how .

Sustainability: build on existing expertise and relationships. In order to achieve a lasting impact and to build a real dialogue with target groups, it is important to carefully assess the impact of the activities undertaken and to feed them back into the planning process so as to further develop the dissemination strategy (see planning cycle).

6. DISSEMINATION STRATEGY

The overall approach consists of **listing and profiling the specifically defined target groups** and subsequently implementing the targeted dissemination tasks that have been designed to reach them.

Militos Emerging Technologies & Services will cooperate with the other partners to gather all information as it is dispensed and to advise for the correct local dissemination. These activities, including a logo and project image templates, website, leaflet, poster, press releases, developing liaisons and partnerships, round table events among others will be monitored through continuous referral to the project dissemination plan which will contain specific aims and deadlines so the compliance with it will ensure the accurate progress.

All the partners' networks will be exploited as they are characterized by an extensive European dimension for the dissemination of the projects' outcomes. Especially the partners from Bulgaria and Greece will focus on their VET networks in order to disseminate the project's outputs in this specific region and create bonds with their partners for further cooperation. All six members of the consortium will support the promotion of the mENTERing project by participating in various European events such as European Education and Training Expositions, Fora and Fairs.

In turn, certain VET organizations, entrepreneurship associations, business and media that have already expressed their interest regarding the project and their support could enhance the widespread dissemination of the project outcomes to the appropriate sources, so as to secure the reaching of target groups on both national and European level.

All electronic material produced, through the project, will be extended to the networks of all the above-mentioned organisations, indicating the magnitude of the mass level of dissemination to take place.

7. TARGET GROUPS: WHO DO WE NEED TO COMMUNICATE WITH?

The short and long term target groups of the project are, primarily:

- › VET Trainers and stakeholders
- › VET institutions public or private
- › European (LLP) SMEs
- › Entrepreneurship associations
- › Policy makers and Practitioners in Entrepreneurship (e.g. Public authorities, Ministries)
- › CRS-Corporate Social Responsibility organization/institutions (LLP)
- › Media community

Indirect target groups:

- › Partners' networks
- › General European public

Although stakeholders and media will be targeted across the LLP33+, due to the scale of the project, emphasis lies on the four (4) countries represented in the consortium (BG, ES, EL, UK). The identification of target groups and the database management does not stop at the planning stage of a project and must be ongoing. Partners should **keep on identifying group and organizations** that could potentially be interested in the mENTERing products. Project partners should also think about exploitation in its broadest sense in order to transfer results to regional, national and European authorities. They must think about **how best spark the interest** of policy makers who might not necessarily be in the loop at the very beginning of the project or when it comes to communicate specific project results.

Effective and succeeded dissemination and exploitation should therefore involve various target groups in project activities.

8. FORESEEN DISSEMINATION TOOLS

A variety of online and offline channels have been identified and tools have been devised in order to communicate with the target groups, with the ultimate objective to engage them by creating awareness, interest, desire, and action. **All the dissemination deliverables will be steered towards increasing project awareness.**



Project logo and image is very important for the promotion of the mENTERing actions. Logo and various templates such as word document, power point presentation and press release form will be produced in order that every partner uses a unique image towards to the public when disseminating information about the project. The

mENTERing logo is used when sharing any document among the partners or towards the public and media concerning the consortium's actions. **(Status: Working)**

The **project website** provides public access to project details (aims, partnership, deliverables) and a wide range of material and publicity will be updated according to developments and results; it is easily expandable to allow for growth in terms of users and content.

All project content will be drafted and uploaded in EN while the project overview will be translated into the project languages by the respective consortium partners (EN, BG, ES, EL). Language selection will be available through clicking on respective country flag. 

All public deliverables of the project will be published on the website with language abbreviation next to them (as PDF documents).

The website aims to engage stakeholders by using Web2.0 technologies. Other features are RSS feed, webstats for monitoring and reporting. Its content will be enriched by the partners during the whole project. **(Status: Working)**

At least seven **(6) multilingual Press Releases** on project progress and major outputs will be drafted in English and translated into all consortium languages (EN, BG, ES, EL) and distributed to LLP+33 and to media contacts in their preferred language option. Moreover, the leader of the dissemination activities has a sophisticated and extensive database that extends to all of Europe that will be utilised to its maximum potential. In turn, due to data protection each partner and supporting organisation will also be requested to utilise its own extensive databases in order to contribute to local/national dissemination. The press releases will provide a constant update of the project activities and progress thus engaging the optimum number of people towards becoming involved and increasing awareness. In addition to the press releases, the consortium will increase references of the project through interviews that could appear in newspapers (printed or/and online). **(Status: Working)**

The **informative leaflet** (1200 copies in professional printing) refers to the design, production and distribution thereof, introducing the project and its services to its target audience. The initial template will be drafted in English (by Militos) and subsequently translated into each consortium language, by partners. Once the translations and the design of the leaflet are finalised, **each involved partner will undertake to distribute the leaflet on a national/regional level**, thereby enhancing promotion of the project. In turn, all partners will commit to distribute the leaflet at all conferences, summits, etc. that they attend. A total of 1200 copies **(200 items per partner)** will be printed by the WP6 Leader (MILITOS) and be distributed to project partners (see table that follows). It will also be published on the project website in downloadable (pdf) and reproduction (tif) formats. The partners involved in the dissemination tasks will undertake to personally distribute the leaflets in targeted places such as Business Universities, Entrepreneurship Associations, SMEs centers, VET institutions, Chambers of Commerce, etc so as to expand the project's sphere of influence. European conferences and Expos in particular will be targeted and this distribution will take place during the event's days when possible. Mass electronic distribution of the leaflet on a European level will be ensured through the extensive network of the project partners and supporters. **(Status: Working)**

Twenty four **(24) posters** will be designed and printed in English in order to appear during project dissemination events as well as in other issue-related events so as to enhance project visibility. The printing costs will be undertaken by the WP6 Leader. **(Status: Working)**

Two (2) round tables will be organized by MILITOS and by BGCPD-Pazardzhik (Greece and Bulgaria) in order to present the main project outputs and foster vivid debate and open dialogue at the issue at hand. Partners are encouraged to seek participation in the events. Militos will offer also its consulting knowhow to support the round table coordination in Bulgaria.

40 Notepads and 40 Folders will be designed and printed only in English version by MILITOS, to be handed out during the round tables.

Partners' available **social media exposure** will be used to enhance project visibility. **(Status: Working)**

It is important that all partners keep an accurate record of the communication activities they carry out in the framework of the project. In particular partners will need to communicate key data to the WP leader thus contributing to the central Dissemination Archive of the project. The WP leader will create and manage the central Dissemination Archive, creating both an electronic and a hardcopy record of all activities undertaken and of their results (e.g. no. of press releases sent, no. of recipients, copies of information published in the media, etc.). This is crucial in order to fulfil the reporting obligations of the consortium to the funding authority and thus to facilitate grant payment.

9. EC LOGOS AND WRITTEN MENTION

Please note that it is legally required to use the EC logos, the correct disclaimers and to acknowledge the funding received from the European Union. Therefore please ensure that in all project communication, deliverables and in general outputs you include the adequate logos and the corresponding written mention.



EN: This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

All partners are advised to use the communication (project image) template (per country language).

10. MONITORING AND EVALUATION

The Dissemination Plan lists all tools planned, as well as the steps involved in developing them, and the **partners responsible**. Moreover, it **schedules** the activities and allows for **monitoring of progress**. However, it is also important to **evaluate** the communication activities taking into consideration quantitative and qualitative indicators of success.

Before the partners decide to act on a wide scale, it is recommended to launch communication activities on a smaller scale such as in the partners' city or a random small sample of database contacts. After assessing the results, the partners can adjust bigger scale action as needed. In this way the partners can tailor the actions better and save time and money.

The effectiveness of dissemination actions largely depends on communication effectiveness. The partners can measure their communication by assessing the effectiveness of each tool used. There are three main methods of assessment:

1. Direct assessment method: the partners' target group gives direct feedback on single tools such as a flyer or an event, orally or on a written assessment form (scaling information given, awareness raising, as well as simplicity, directness).
2. Impact analysis: check if target audiences have been reached by the communication actions and if the message was received as intended. What is their perception and feedback? Direct information on how many of the partners' contacts are getting involved in mENTERing activities, as well as feedback on the satisfaction on project's outputs should be collected.

While the previous evaluation methods refer to the actual communication tools (logo, website, press releases, leaflet, poster, etc.), the communication process should also be evaluated. When assessing quality, evaluate the work of all people who were directly involved in the dissemination actions and played an operational role at different levels: from analysis to design, from implementation to collection of feedback.

11. TIMETABLE OF THE DISSEMINATION ACTIVITIES

Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Dissemination Plan Review																								
Project Image																								
Website Project																								
Social Network Exposure																								
Liaison Activities																								
Leaflet																								
Poster																								
Press Releases																								
Notepads																								
Folders																								
2 round tables																								

12. DISSEMINATION ARCHIVE

For easier use the full dissemination plan has been created as an Excel file. The following information aims to facilitate the understanding of that file. The Dissemination Plan is divided into six worksheets.

Worksheet 1: Plan Overview

This worksheet provides an overall overview of the communication activities. It contains the following categories:

- › **No.** – number assigned to each deliverable/activity and subtasks for easier recording
- › **Type of Activity** – specifying the activity or deliverable required and the subtasks needed to deliver
- › **Responsible Partner** – identifying the partner responsible for the overall deliverable/activity and the partners responsible for each subtask
- › **Planned Delivery** – indicating the month and the date in which the final output is expected
- › **Status** – indicating if the deliverable/activity are either OK (in the time frame), Working (in progress), or Pending (overdue and not being worked on). If the fields are left blank the activity is forthcoming.

Worksheet 1: Press Releases

This worksheet serves to record the communication of the mENTERing Press releases. **Partners should record by their own the number of recipients when they send out the press release to their contacts.**

Worksheet 2: Website promotion and social network exposure

This worksheet is used to keep a record of all websites where project information can be found. This worksheet should be regularly updated by all partners. The website promotion is not restricted to the indicated sites but should be as extensive as possible. **Records should be kept by each partner listing not only the URLs in the table but also keeping an electronic (saved) copy and hardcopy (print out) of all website promotion and send back to Militos all the communication.**

Worksheet 3: Media

This worksheet serves to record all media contacts and their results in terms of publications (media coverage). **Partners should ensure that they follow up on any media contacts and record all media coverage**, completing the table as well as keeping a copy of the actual media coverage (article) in electronic and hardcopy and send to Militos their information for further recording. The same applies for communication of project information via the partners' own media such as the organisation's newsletters or publications.

Worksheet 4: Liaison Activities

On this worksheet will be listed all the liaison activities from all the partners developed during the projects lifecycle. The liaison can be organizations or institutions which were approached in order to support the mENTERing project, like training institutions and organisations, local authorities etc... **A thankful e-mail will be send back** to them which will inform them that their logo can be uploaded on our website for their visibility.

Worksheet 5: External Events

Here the **partners should record any project promotion undertaken at events** outside of the project framework, e.g. participation on the project at meetings, workshops, conferences etc. Partners have to record information about the type of the event in which they participated, the organizer, the date and the location as far the dissemination tools (poster, leaflet, project's presentation) they used on the event in order to promote the mENTERing project.

12.1 PLAN OVERVIEW (incl. deadlines)

	TYPE OF ACTIVITY	Responsible	Planned Delivery	Status
1	DISSEMINATION PLAN			
1.1	<i>Drafting of Dissemination Plan</i>	MILITOS	21/12/2011	OK
1.2	<i>Partners' feedback and finalisation of Dissemination Plan</i>	ALL	27/12/2011	Working
1.3	<i>Final version of Dissemination Plan</i>	MILITOS	28/12/2011	Pending
2	LOGO AND PROJECT IMAGE			
2.1	<i>Design of project logo</i>	MILITOS	19/12/2011	OK
2.2	<i>Project image templates</i>	MILITOS	30/12/2011	Pending
3	WEBSITE			
3.1	<i>Design and layout</i>	MILITOS	28/12/2012	Working
3.2	<i>Technical development</i>	MILITOS	28/12/2012	Working
3.3	<i>Website specifications</i>	MILITOS	20/12/2012	OK
3.4	<i>Content generation EN</i>	MILITOS	10/01/2012	Working
3.5	<i>Content Translation to BG</i>	BICC	20/01/2012	Pending
3.6	<i>Content Translation to ES</i>	SCIENTER	20/01/2012	Pending
3.7	<i>Content Translation to EL</i>	OLN	20/01/2012	Pending
3.8	<i>Uploading / Publication of content</i>	MILITOS	31/01/2012	Pending
3.9	<i>Technical maintenance</i>	MILITOS	Ongoing	Pending
4	SOCIAL MEDIA EXPOSURE			
4.1	<i>References in partners' social media pages</i>	ALL	Ongoing	Working
5	LIAISON ACTIVITIES			
5.1	<i>Draft concept and template letter (supporter's campaign)</i>	MILITOS	29/02/2012	Working
5.2	<i>Partners' circulation of liaison letters</i>	ALL	05/03/2012	Ongoing
5.3	<i>Partners' feedback on liaison activities achieved</i>	ALL	31/03/2012	Ongoing
5.4	<i>Website upload & liaison visibility</i>	MILITOS	31/03/2012	Ongoing
6	LEAFLET			
6.1	<i>Drafting Project leaflet in EN</i>	MILITOS	01/03/2012	Pending
6.2	<i>Content Translation to BG</i>	BICC	09/03/2012	Pending
6.3	<i>Content Translation to ES</i>	SCIENTER	09/03/2012	Pending
6.4	<i>Content Translation to EL</i>	OLN	09/03/2012	Pending
6.5	<i>Leaflet design in all language versions</i>	MILITOS	15/03/2012	Pending
6.6	<i>Printing and partner distribution</i>	MILITOS	16/04/2012	Pending
7	POSTER			
7.1	<i>Design and layout</i>	MILITOS	16/04/2012	Pending
7.2	<i>Partners' feedback</i>	ALL	20/04/2012	Pending
7.3	<i>Available online in downloadable format</i>	MILITOS	28/04/2012	Pending
7.4	<i>Printing and partner distribution</i>	MILITOS	30/04/2012	Pending
8	PRESS RELEASES			

8.1	Drafting PR in EN (Kick off Meeting)	MILITOS	M4	Working
	<i>Content Translation to BG</i>	BICC	M4	Pending
	<i>Content Translation to ES</i>	SCIENTER	M4	Pending
	<i>Content Translation to EL</i>	OLN	M4	Pending
	<i>Distribution</i>	MILITOS/ALL	M4	Pending
8.2	Drafting PR2 in EN (survey)	MILITOS	M6	Pending
	<i>Content Translation to BG</i>	BICC	M6	Pending
	<i>Content Translation to ES</i>	SCIENTER	M6	Pending
	<i>Content Translation to EL</i>	OLN	M6	Pending
	<i>Distribution</i>	MILITOS/ALL	M6	Pending
8.3	Drafting PR3 in EN (e-book)	MILITOS	M12	Pending
	<i>Content Translation to BG</i>	BICC	M12	Pending
	<i>Content Translation to ES</i>	SCIENTER	M12	Pending
	<i>Content Translation to EL</i>	OLN	M12	Pending
	<i>Distribution</i>	MILITOS/ALL	M12	Pending
8.4	Drafting PR4 in EN (mentoring skills)	MILITOS	M16	Pending
	<i>Content Translation to BG</i>	BICC	M16	Pending
	<i>Content Translation to ES</i>	SCIENTER	M16	Pending
	<i>Content Translation to EL</i>	OLN	M16	Pending
	<i>Distribution</i>	MILITOS/ALL	M16	Pending

8.5	Drafting PR5 in EN (training events)	MILITOS	M20	Pending
	<i>Content Translation to BG</i>	BICC	M20	Pending
	<i>Content Translation to ES</i>	SCIENTER	M20	Pending
	<i>Content Translation to EL</i>	OLN	M20	Pending
	<i>Distribution</i>	MILITOS/ALL	M20	Pending
8.6	Drafting PR6 in EN (round tables)	MILITOS	M24	Pending
	<i>Content Translation to BG</i>	BICC	M24	Pending
	<i>Content Translation to ES</i>	SCIENTER	M24	Pending
	<i>Content Translation to EL</i>	OLN	M24	Pending
	<i>Distribution</i>	MILITOS/ALL	M24	Pending
9	ROUND TABLES			
9.1	Folder & Notepads / Design & layout	MILITOS	01/08/2013	Pending
9.2	Folders & Notepad printing	MILITOS	30/08/2013	Pending
9.3	1 st round table	MILITOS	M24	Pending
9.4	2 nd round table	BICC	M24	Pending
10	DISSEMINATION ARCHIVE			
10.1	Creation and Management of Dissemination Archive	MILITOS	28/12/2011	Working
10.2	Partners' contribution (update)	ALL	Periodical	Ongoing
10.3	Final dissemination archive to be included in final report	MILITOS	End of project	Pending

12.2 TEMPLATE OF PRESS RELEASES TRACK RECORD

		No of recipients					
PR No		PR1	PR2	PR3	PR4	PR5	PR6
Date		01/2012					
Title		Kick off meeting					
PARTNER	BICC-Sandaski						
	BGCPO-Pazardzhik						
	SCIENTER España						
	MILITOS						
	OLN						
	INOVA						
	Other...						
	Other...						
	Other...						
	Total No of recipients						

12.3 TEMPLATE OF WEBSITE PUBLICITY TRACK RECORD

	Organisation	Link
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

12.4 TEMPLATE OF MEDIA COVERAGE TRACK RECORD

	Partner	Media Type	Date	Information
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

12.5 TEMPLATE OF LIAISON ACTIVITIES TRACK RECORD

Partner	Organisation/Institution/Project	Date	Contact Person	Email	URL	Action
MILITOS						
MILITOS						
BICC Sandanski						
BICC Sandanski						
BGCPO Pazardzhik						
BGCPO Pazardzhik						
SCIENTER España						
SCIENTER España						
OLN						
OLN						
INOVA						
INOVA						

12.6 TEMPLATE OF EXTERNAL EVENTS TRACK RECORD

	Type	Title	Organiser	Date	Location	No of participants	Presenting partner	Dissemination tools
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
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13. GLOSSARY

Awareness Raising:	Publicising, promoting and creating visibility on the existence of the project, its aims, objectives and activities in order to achieve awareness among the target group. This definition excludes the publicising of results. As such, promotion and awareness raising is an activity with a broader more generic focus that serves to introduce the project to the target group. Please note: Throughout this document the terms "promotion" and "awareness raising" will be used interchangeably.
Communication:	For the purpose of this document "communication" will refer to both awareness-raising and dissemination activities. Communication in this context refers primarily to external communication and not to internal communication among the consortium and within the partner organisations.
Dissemination:	Dissemination is defined as a planned process of providing information on the quality, relevance and effectiveness of the project results to key actors. It occurs as and when the results become available.
Exploitation:	Exploitation consists of 'mainstreaming' and 'multiplication' which both aim at creating maximum impact and sustainability of the project's results. Dissemination and exploitation are distinct but closely related. Keys for a successful exploitation of results are: <ul style="list-style-type: none"> · To produce relevant results that satisfy the demands of providers, policy-makers and ultimately society more generally · To ensure, through the use of effective dissemination and exploitation, that such results reach the right target audiences in a format and at a time which enables them to benefit from them
Impact:	Impact is the effect that the project and its results have on various systems and practices. A project with impact contributes to the objectives of programmes and to the development of different European Union policies.
Mainstreaming:	Mainstreaming is the planned process of transferring the successful results of the project to appropriate decision-makers at local, regional, national and European level, so as to create an impact on policy and practice. This process includes identifying lessons, clarifying the innovative element and approach that produced the results, their dissemination, validation and transfer. More specifically, mainstreaming also defines the phase of transfer and the way in which other actors take account of the elaborated results, approaches and key elements.
Multiplication:	Multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.
Sustainability:	Sustainability is the capacity of the project to continue to exist and function beyond the end of the contract. The project results are used and exploited continuously. Sustainability of results means use and exploitation of results in the long term.
Valorisation:	'Valorisation' is the French term for dissemination and exploitation of results, also used in the European context. Valorisation activities are required to ensure that the results of the LLP and its predecessors are appropriately recognised, demonstrated and implemented on a wide scale.