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## 1. Introduction

The communication and dissemination of the project ACUME is an extremely important and basic phase of the project. The dissemination of results and products of the project is a primary objective so that in particular the partner have focused their attention on the involvement of local institutions, enterprises, the social context, in order to obtain the adequate advantages through an efficient sponsorship of the project activities.

This specific phase is running for the whole duration of work plan and the main result is a detailed dissemination plan to update step by step taking in account the activities executed by all the partner and to guarantee an effective dissemination of both intermediate and final results.

This horizontal activity has been based on the shared definition between all the partners of a dissemination and valorization plan, to define of each partner the strategies, initiatives and products for the dissemination and exploitation concerning all the actions under the work program in order to ensure the adequate active involvement of interested user, both internal and external to the partnership.

The partners have to work to organize a process of mainstreaming, particularly in its network of stakeholders interested to the objectives and outcomes of the project, aiming to ensure dissemination and involvement of final beneficiaries and stakeholders following also a vertical optical in order to ensure the alignment of project with the levels of governance and designing and the impact on reference target group.

For this reason each activity related to the dissemination plan aiming to:

- Disseminate the project with its intermediate and final results;
- Create the basic conditions to stimulate other interested subjects to adopt the ACUME approach to manage their projects, initiatives and services.

## 2. Rationale and reference target

Europe is undergoing a process of change towards a multiethnic society that demands the rethink of the existing social structures in order to support the integration and inclusion of migrants. In this respect, a prominent role can be played by Intercultural Mediators. The relevance of these new actors has activated actions, in several European Countries, aimed at the definition and experimentation of the Professional Profile of the Intercultural Mediator and at the identification of the related digit. The work developed on the field by many organisations in Spain, Italy and France demonstrates the existence of training needs which are recurring and diffused in all Countries. Nevertheless, the training offer available is still characterised by some limitations, the main of which is the absence of a modular approach, competence based and tailored for the specific profile.

ACUME is aimed at adapting, integrating and transferring a Spanish training course for Intercultural Mediators, to enhance their competences in identified specific areas: Communication and relation, Languages (training on second language L2 and reinforcing of L1), Team work. The course will be adapted and integrated referring to principles, methodologies and approach related to cross cultural learning styles of trainees in vocational education and training. It will be also integrated with L2 blended training (e-learning modules and frontal lessons). The model will be shaped according to the VAE (Validation des Acquis de l'Expérience) approach, so as to allow the structure of the course, its contents and related pedagogical and didactical materials be built on a modular base. Thus, the model will be available for individual use - according to the competences of each individual benefiting from it - and it will be complemented with a system for the assessment of the competences of the trainees, with the aim of contributing to the definition of the Professional Profile of the Intercultural Mediator.

ACUME will be implemented by a partnership integrating Universities, private companies, regional authorities and an association participated directly by the target group. The Countries involved are: Austria, Italy and Spain.

The impact expected by the project is represented by: the qualitative improvement of the Services (social, health, education) where Intercultural Mediators operate; the contribution to the definition of the Professional profile within the EQF; the adoption of a modular and competence based training model by the VET systems.

### **3. Dissemination procedure**

The dissemination activities have been executed through a set of joint activities although different from each other. Indeed, the dissemination activities can be divided basically belonging to two distinct phases. During the first phase was designed and created the logo for the ACUME project. The project logo (fig.1), interpreting the project identity, has to give continuity and consistency across all instruments of dissemination (paper, media, external and internal).



Fig.1 – Project logo

So the institutional brochure must be created showing the main objectives of the project, the partnership and services which study and design have followed a specific brand identity logic with the objective to realize a real efficient sponsor information without making the communication obscure but as effective as possible.

During the first phase must be designed and created the portal reference to the project which has to be periodically updated with information relating to the progress of the project and ongoing activities for the public and deliverables for the protected and exclusive access to members of the consortium. In particular a specific products section can be created to show the current products through abstracts of the reserved deliverables.

The second phase must be certainly more operational and must be mainly focused on activities to disseminate the results achieved with the specific research activities conducted during the project. These assets belong to the second stage has to be characterized by the collaboration with the research groups of the other partner focused to realization of scientific papers publication and participation to national and international conferences.

Summarizing the dissemination procedure has to regard the following activities and results:

- Participation to local or international conferences;
- Participation to local or international workshops;
- Participation to local or international meetings;
- Realization of dissemination materials:
  - Brochure;
  - Papers;



- Newsletter inserted on own official web site;
- Poster;
- Presentations of the project (power point presentations);
- Realization of a dedicated project web site;
- Scientific publications.

#### 4. Instruments for the communication and dissemination

In this paragraph the main instruments to use to guarantee a relevant and effective dissemination and communication actions are reported:

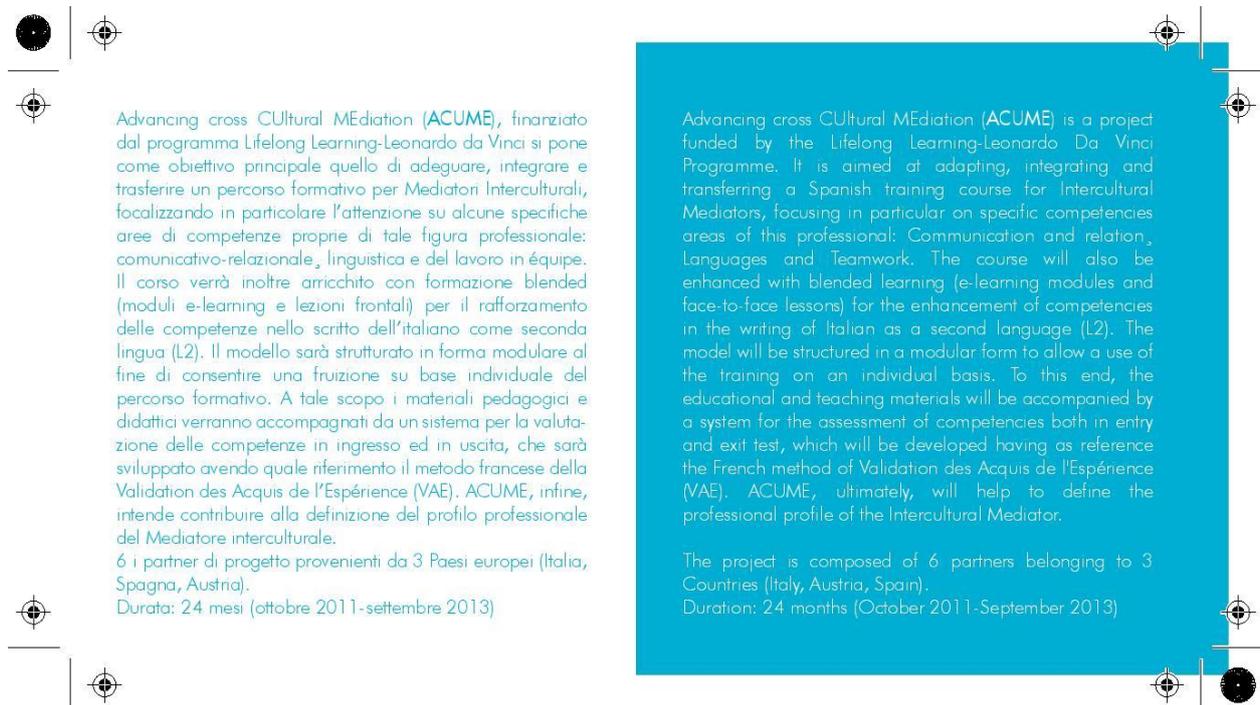
- **Project brochure/card:** immediately after the creation the logo a specific brochure regarding the ACUME project must be designed and developed (see Fig.2 a) and b)). The brochure has to be designed mainly taking into account two basic aspects that one side is the target and the other to convey in the most immediate and effective way the main objectives of the project.

#### Example of brochure

Fig.2 a) – Project brochure – external part



Fig.2 b) – Project brochure – internal part



- **Press releases and review:** a very important action linked to the dissemination and sponsorship activities is represented by the publication of specific press releases on local journals particularly before of the organization of workshop or consortium meeting and the publication of specific papers regarding the progress state of the project on reviews.
- **Scientific papers:** during the execution of the project the partners it's important to write specific scientific papers.
- **Internal meeting:** During the activities of the project must be organized a lot of meetings between the project partners and their research groups. The meetings, as videoconferences, conference call using dedicated social software as Skype were a tool of great utility to share choices both from a technological point and strategic and management one. The collaboration and comparison between the consortium partners during the activities of this project must be constant and certainly of fundamental support to all activities that will follow. The objective of internal meetings is the sharing and dissemination of methods, techniques and experiences of the project.
- **Project web site:** Including the dissemination of the project is the creation of a website, accessible at link [www.acume.eu](http://www.acume.eu). The site acts as the main vehicle for dissemination during construction of the products created by the constant involvement of selected stakeholders. In fact the aim of the site is to reach the highest possible number of contacts with minimal costs in order to stimulate the discussion on the project activities and results. An example of web site is the following one (see Fig. 3).

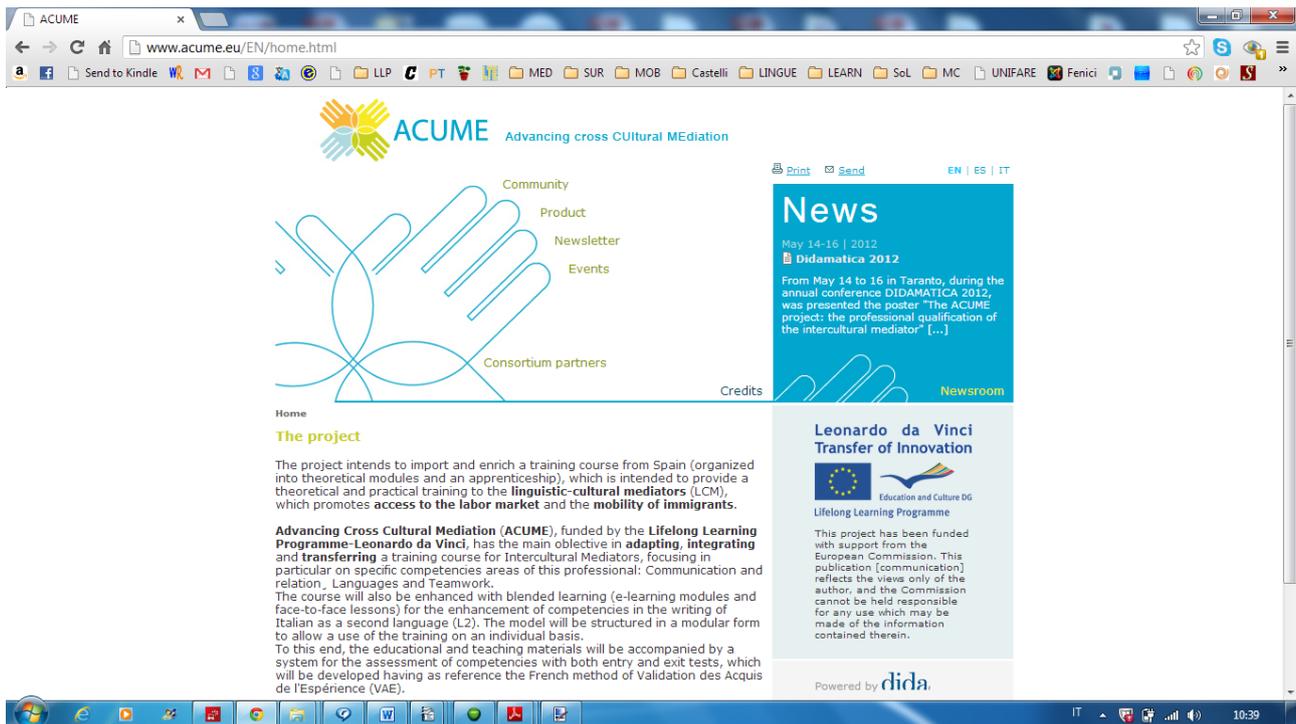


Fig.3 – Project web site

The main sections of the web site can be the following:

- Home page with the project presentation and last news;
- About the project;
- Consortium partner;
- Products;
- Newsroom;
- Events;
- Newsletter;
- Impressum.

The ACUME web site will be a multilanguage one.

- **Workshop organization:** In the work plan of the project concerning the dissemination activities the partner can insert also the organization of two workshop dedicated to the meeting and discussion with local stakeholders.
- **Face to face meeting with each local stakeholders:** In order to disseminate the results of research and to explore the potential market for services developed and at the same time to experiment in a real context such services, it's important to have a lot of meetings with reference local stakeholders.



