

Innovative **Trainer**

**A Transfer of Innovation Project
supported by the
EU Lifelong Learning Programme**

WP6: DISSEMINATION PLAN

AUTHOR(S)	Louth County Enterprise Board
MAIN CONTRIBUTOR(S)	Canice Consulting (UK) European Business and Innovation Network (BE) Louth County Enterprise Board (IE) Mindshare Consulting (FR) Newry and Mourne Enterprise Agency (UK) The National Enterprise Network (UK) Universidad Politécnica de Valencia (ES) Universitea Politehnica din Bucuresti (RO)
CATEGORY	Work Package 6
STATUS	Final
DUE DELIVERY DATE	
ACTUAL DELIVERY DATE	

Table of Contents

1	Introduction
2	Description of INNOVATIVE TRAINER
3	Overall Dissemination Strategy
4	Targeted Audience
5	Dissemination Database
6	Dissemination Methods and Tools
7	The Market for INNOVATIVE TRAINER
8	Dissemination Plan
9	Dissemination Activities
10	On-line Activities
11	Development of the project website
12	Development of a project brand and logo
13	Project eZines
14	Creation of a project brochure & direct mail campaign
15	Energetic and Vibrant PR Campaign
16	Hold a Transnational Conference

Appendix 1: Dissemination Strategy Action Items and Partner Responsibilities

Appendix 2: Dissemination Activities Template

Appendix 3: Dissemination database Template

1. Introduction

The broad objective of this Work Package is to present the plan for the successful dissemination of the INNOVATIVE TRAINER project outcomes on a transnational basis across the European Union.

The Dissemination Plan is intended to be a work in progress. The present document will outline the main actions and principles (Dissemination Framework) of the Dissemination strategy which will have to be adapted and refined as the project develops.

What follows is a framework of the INNOVATIVE TRAINER Dissemination strategy and the envisaged methods and tools to be used together with the targeted audiences' definition in section two. In section three a description of the service is provided and section four gives an overview of the targeted market. The INNOVATIVE TRAINER dissemination framework including key partner responsibilities and the timeframes for the completion of various dissemination activities together with key marketing messages and web site aims are presented in section five.

The project calls for a number of specific dissemination actions to be taken over the life of the project. These actions are detailed below:

- Preparation of draft dissemination plan
- Circulate to all partners for feedback
- Complete final version
- Each partner develops database of “interested parties”
- Create, update and maintain a project Facebook page
- Create, update and maintain a LinkedIn profile
- Production and distribution of first electronic newsletter
- eZine #2 Including main findings of the Baseline Audit
- eZine #3 Including Pilot Test results
- Development of promotional brochure in all partner languages
- PR and publicity campaign on product launch by each partner.
- eZine #4 on product launch
- Uploading of summary evaluation onto website
- Distribution of summary evaluation to all e-zine list members

The remainder of this dissemination plan puts ‘flesh’ on the bones of the raw dissemination activities outlined above.

Innovative Trainer Dissemination Plan – Work Package 6

While Louth County Enterprise Board has overall responsibility for coordinating the dissemination work package, it is understood that each partner will be required to ensure there is effective dissemination within their respective jurisdiction.

2. Description of Innovative Trainer

Innovative Trainer is a 24-month project co-financed by the European Commission's Directorate-General (DG) for Education and Culture under its Lifelong Learning Programme. The project will identify the vocational education and training (VET) needs of business trainers and mentors (BTMs) and other actors providing training to SMEs in the field of innovation. On the basis of this needs analysis, project partners will create a new, multilingual, blended learning course addressing these needs by adapting existing training materials and developing new materials as appropriate and necessary.

The training course will be made available as an online and DVD resource pack for use both as "Train the Trainer" and directly with start-up and early stage SMEs. It will also be presented to policy and decision makers so that they are more attuned to the changing needs of SMEs and thus better equipped to provide relevant support services at the appropriate level.

The project consortium includes partners in the United Kingdom, Ireland, Romania, France, Spain and Belgium. Training materials and other project results will be translated into partners' national languages as appropriate.

INNOVATIVE TRAINER - project aims

The objectives of the project are to:

- Identify the training needs of BTMs with respect to innovation
- Adapt the existing course materials and create new materials based on the needs identified above
- Pilot test the materials with both target groups (SMEs and BTMs)
- Ensure widespread uptake by VET and BTM professionals
- Foster stronger links between SMEs, BTMs and VETs

3. Overall Dissemination Strategy

The objectives of this Dissemination Strategy are to:

- Raise the promotion of the INNOVATIVE TRAINER projects learning resources among SMEs, BTMs and the business advisory community

Innovative Trainer Dissemination Plan – Work Package 6

- Generate an energetic dissemination campaign to stimulate awareness & existence of the project
- Produce a meaningful project brand that will transcend partner countries
- Develop original but compelling promotional materials (text and graphics) and translate them
- Develop a website as a key promotional tool
- Identify key milestone dates within the timeline of the project with which to facilitate a steady flow of consistent but newsworthy information on the status and outcomes of the project

This section will:

- Define the Project's shared goals and the common understanding of the Partners with respect to the groups it is seeking to target and the dissemination & exploitation of the Project's findings.
- Define the most suitable actions and tools to address these specific target groups.
- Decide the types of information which should be disseminated, the key messages, and define the format(s) and channels based on the INNOVATIVE TRAINER Partnership's assets and needs.
- Define, plan and schedule the key actions and activities, for both the entire project and for each partner, in order to implement the dissemination objectives of INNOVATIVE TRAINER.
- Define performance indicators for each dissemination action.

4 Target Audience

It is critical to clearly define 'who' the project is targeting. Creating a complete database of groups/targets is the cornerstone of the dissemination strategy. It will need to be consistent across partner countries. The target audiences within each partner country can be divided into groups which together form the cornerstones of the dissemination strategy:

- 1) SME key decision makers and SME representatives in SME networks.
- 2) Intermediaries supporting SME development, especially knowledge enhancement.
- 3) Business Trainers and mentors (BTMs)

Innovative Trainer Dissemination Plan – Work Package 6

- 4) Policy makers
- 5) Media.

For each category of users, INNOVATIVE TRAINER needs to have specific dissemination activities. On the following page, there is a more detailed taxonomy of possible beneficiaries.

	Type of Actors/beneficiaries	Potential interest in INNOVATIVE TRAINER
SME Users	<ul style="list-style-type: none"> - SMEs specifically: <ul style="list-style-type: none"> • Owner/managers • Research/Development staff - SMEs Networks, including <ul style="list-style-type: none"> • Chambers of Commerce 	<ul style="list-style-type: none"> • Help with retraining needs analysis • Training and education i.e. learning.
Intermediary Bodies	<ul style="list-style-type: none"> • Central, local Government and NGO Business/economic development professionals. • Consulting companies working with SME's 	<ul style="list-style-type: none"> • Create new businesses, employment and wealth creation opportunities. • Increase the sophistication and competitiveness of SMEs. • Make SMEs more focused on the needs of business and the labour market.
The Policy-making community	<ul style="list-style-type: none"> • Senior public servants in relevant organisations with a policy-making role. • European Commission officials in relevant DGs. 	<ul style="list-style-type: none"> • Assess current policies against the findings of INNOVATIVE TRAINER • Use INNOVATIVE TRAINER findings to help frame future policy and funding interventions.
Media	<ul style="list-style-type: none"> • Newspapers <ul style="list-style-type: none"> • Specialty Press • On line formats • Other (various newsletters, websites, brochures etc) 	<ul style="list-style-type: none"> • Business media channels in each country which act as informants of collaboration, innovation etc.

Table 1: The dissemination “landscape”

5 Dissemination Database

Building a database (consistent in design) across these target markets will be essential to the dissemination strategy for the following reasons:

1. BTMs and SMEs represent the ‘pull’ element of the strategy since it is through them that the demand will be stimulated.
2. The government /support agencies /intermediaries in each partner country will represent the ‘push’ aspect of the strategy since this channel will be a significant contributor to raising profile awareness of the project and will also be a key promoter in pushing the learning tools and outcomes of the project to SMEs, Intermediaries and BTMs

Innovative Trainer Dissemination Plan – Work Package 6

3. Integrating online and off-line media contacts will enhance this “push pull” strategy.

Database Design and Layout

LCEB will create a master database to capture all the potential contacts for dissemination. This database will be populated by each individual partner with their ‘local’ contacts. A master contact list will be created from these local databases to be maintained on the TRAC system by LCEB.

Separate sections will be created within the Excel spread sheet as follows:

1. SME support bodies (e.g. Chambers of Commerce and intermediaries)
2. SMEs
3. BTMs
4. Policy makers (including regional and national authorities)
5. Media outlets (e.g. newspapers, speciality press, on line formats)
6. Other Interested Parties

Contact details (organisation name, contact name, address, phone, email and web address at a minimum) will be maintained for each contact.

It will be the responsibility of each partner to maintain an up to date data base of their local contacts.

Each partner will be responsible for compiling a database for their own country. Each partner will be expected to generate a database of contacts for these six target markets which is relevant to their local area and which will ensure that all interested groups and decision makers are going to receive information about this project.

(Database template is available on TRAC system, in the WP6 section on dissemination)

6 Dissemination Methods and Tools

The dissemination of the findings of the INNOVATIVE TRAINER Programme will maximise the visibility of the project in order to:

- Comply with the requirements of the LLP Programme.
- Identify target communities and environments for use.
- Explore the “market” reaction (i.e. from BTMs, SMEs intermediaries and policy-makers) to the INNOVATIVE TRAINER Programme and ultimately the tool-kit which it produces.
- Track market trends and problems from these responses.
- Generate ideas for new projects.

Innovative Trainer Dissemination Plan – Work Package 6

- Help to define a “go-to-market” strategy for the INNOVATIVE TRAINER toolkit.

To fulfil the above-mentioned aims, the following methods of dissemination have been identified:

- Definition of INNOVATIVE TRAINER identity – develop a corporate brand for the project which represents INNOVATIVE TRAINER Partnership.
- Organisation of consultations with BTMs, SMEs, intermediaries and policy-makers.
- Participation in conferences and demonstration activities.
- Organisation of an INNOVATIVE TRAINER conference – a Transnational Product Conference in Brussels; key stakeholders will be invited to ensure maximum exposure of the toolkit.
- Development of the project website.
- Production of regular eZines which will form part of a direct marketing campaign targeting potential beneficiaries and stakeholders.
- Production of testimonial video clips for the INNOVATIVE TRAINER website.
- Agreement by all partners to key milestone dates for the release of dissemination materials.

In order to be assured that all partners contribute not just to the definition, conceptualisation but also the implementation of the Dissemination Plan, partners will provide a regular report on their dissemination activities. This feedback will be detailed in a “Dissemination Activities” provided in the Annex.

(Dissemination activities database can be found on the TRAC system, in the WP6 section on dissemination).

7 The Market for INNOVATIVE TRAINER

Defining the market

As already defined, the INNOVATIVE TRAINER project will be of interest to:

- SMEs or SME Networks.
- Intermediary Bodies.
- Network of BTMs
- Policy-makers.
- Media

Target market segments

The potential customers and users can be categorised as:

Market Segment	End users
Higher Education Institutions -Further Education Colleges	Educators, researchers and students
Higher Education Institutions - Non-university research institutes	Researchers and research students
SMEs or SME networks	Owner-managers/technical directors/R&D staff/Chamber of Commerce Managers and members of other SME networks
BTM companies	Their client base
Intermediary Bodies	Central and local government and NGO business/economic development professionals
Policy-makers	Senior public servants in relevant organisations with a policy-making role/European Commission officials in relevant DGs
Media	Newspapers Specialty Press On line formats Other (various newsletters, websites, brochures etc)

Prioritisation of target market segments

The following market segments are identified within the INNOVATIVE TRAINER market based on their potential to benefit from the INNOVATIVE TRAINER tool-kit. The target market segments for INNOVATIVE TRAINER have been prioritised as follows:

	Type of Users	Priority
1	SMEs or SME Networks	1
2	BTM Companies	1
3	Media	1
4	Policy-makers	2
5	Higher Education Institutions – Further Education/Technical Colleges, Non-university research institutes	3

Highest priority = 1

Groups/organisations belonging to one of the categories above can be further differentiated through internal, meso and external categorisation.

Innovative Trainer Dissemination Plan – Work Package 6

All partners will be required to secure copies of the media exposure they gain for the project. This will lead to a dynamic media file of compelling press clippings, articles and pictures, which can be used to endorse the success of the project upon its completion.

8 Dissemination Plan

Once contents, channels and performance indicators are defined, it will be necessary to scrutinise all dissemination channels which have the potential to be targeted (newspapers, TV, radio, events, contacts, books, professional journals etc) at both a national and pan-European level. This will be an on-going process, which implies strong monitoring of the initial plan, revising it where necessary as external circumstances change. The dissemination activities planned are reported within the Dissemination & Activities Matrix, which is attached in the Annex to this Report.

9 Dissemination Activities

The core activities of the dissemination campaign will be based on a few, sound clear messages.

The core information will cover the following elements:

- What is INNOVATIVE TRAINER – who are its Partners?
- INNOVATIVE TRAINER's Target groups.
- What are INNOVATIVE TRAINER's objectives?
- The results of INNOVATIVE TRAINER's activities.
- INNOVATIVE TRAINER's added value and benefits.

The activities which are planned correspond to the general guidelines set out in the dissemination framework; these will be set against a timeline in the appended Dissemination and Activities matrix.

The project calls for a number of specific activities that must be completed. These are:

Various dissemination activities will take place:

- A public project website.
- A project summary leaflet.
- Regular eZines which will form part of a direct marketing campaign targeting potential beneficiaries and stakeholders.

Innovative Trainer Dissemination Plan – Work Package 6

- Press releases; targeting in particular business and education journalists locally and nationally in each jurisdiction.
- TV/radio interviews.
- Conference presentations and where appropriate journal submissions.
- Participation in important events targeted at expanding links between Higher Education Institutions and SMEs.
- Organisation of an INNOVATIVE TRAINER Conference - a Transnational Product promotion Event in Brussels.
- Using the Trac platform
- Social media

10 On Line Activities

One of the key parts of the dissemination strategy will be to use the online formats available by networking with other projects and using the *European Shared Treasure* website and the ADAM database/web portal <http://www.adam-europe.eu/adam/homepageView.htm>. There is huge potential to leverage publicity and dissemination through the Leonardo main website <http://www.leonardo.org.uk/>

These tools will be a cost effective addition to the INNOVATIVE TRAINER dissemination strategy. They will:

- Reach many organisations internationally ensuring maximum exposure with minimal effort
- Improve availability & accessibility of projects and products
- Increase project visibility
- Encourage collaborative working
- Act as a partner search tool
- Reduce chances of project duplication

Establishing links with partner websites as well as web portals of other key business/collaborative networking entities will be viewed as an integral part of the on line dissemination strategy.

11 Development of the Project Website

One of the key promotional tools for the project is the utilisation of integrated, user friendly website which outside its core remit of acting as a learning resource will allow for marketing focused actions:

- The publication of key project material and documents to function as a publicity site
- The publication of learning materials
- The publication of best practice case studies, searchable by sector or country.
- An interactive discussion forum in which users can discuss learning and look for network partners

Innovative Trainer Dissemination Plan – Work Package 6

- The generation of detailed web statistics regarding user activity
- Web optimization in terms of search engine positioning and especially, Google rankings, and linking to other relevant sites

The website will support our dissemination strategy by

- Allowing coverage of achieving project milestones and directing people to visit the site as a result of reading off line press releases etc.
- Each partner organisation will also use every opportunity to promote the website. In particular, they will ensure that there is a link to the project website from their own website, and linking same into key business information websites in

The ultimate aim of this dissemination tool is to continuously update the INNOVATIVE TRAINER target market as to the progress which is being made by the partners on various initiatives. Moreover, it will be used to shape a database of research and learning materials of interest to third parties. This will be deployed around four key thematic areas/marketing messages, namely:

1. **UNDERSTANDING** what the INNOVATIVE TRAINER is. This “welcome” area (i.e. the INNOVATIVE TRAINER website homepage) will provide a simple definition of INNOVATIVE TRAINER defining also the target audiences of the project including also a “latest NEWS” banner/link.
2. **LEARN** about INNOVATIVE TRAINER’s work. This thematic area will give an overview of the project, information about partners and project progress. Non-restricted project deliverables will also be made available on this level of the website.
3. **DISPLAY** the INNOVATIVE TRAINER demo training materials. A trial training programme will give the web-visitor an opportunity to comment on the proposed training materials/tool-kit. This will be a simple way to start an interaction with potentially interested external users, producing a database of their contact details to activate later on.
4. **JOIN** the INNOVATIVE TRAINER community. This section will refer to the INNOVATIVE TRAINER value proposition; it will present the process to be and the privileges of being an INNOVATIVE TRAINER SERVICE user.

The use of the proven approach of “Awareness – Interest – Trying – Adoption” will form the basis of our focus for guiding website visitors towards appropriate and mutually beneficial actions.

Furthermore, an interest-feedback form will be included in all areas for visitors to express an interest or to email their comments into the project.

In addition, the website will contain links to similar work projects on the partners’ websites. Further, the INNOVATIVE TRAINER website will provide a well-

Innovative Trainer Dissemination Plan – Work Package 6

thought, targeted and effective environment of communication between the INNOVATIVE TRAINER service and different targeted groups of potential users.

Visitors to the INNOVATIVE TRAINER website will be able to download all project related publications and information in the languages of the partner jurisdictions .

INNOVATIVE TRAINER partners will ensure that the project website is linked to from as many SME development agency sites as possible from within their jurisdictions; this effort together with search engine optimisation will help to generate user visits to the project website.

Eventually the website could evolve into a two-level space (public + extranet) in which specific external users groups could (such as past service users, consultants, researchers, etc.) find their own knowledge and interaction space accessible through a Login and Password.

On completion of the evaluation of the INNOVATIVE TRAINER Project, key learning points will be posted on the INNOVATIVE TRAINER website and well as being included in the final e-zine and press release which will be available for download on the project website.

The Trac system has the potential to become a dissemination platform where project partners can upload and share information and dissemination activities. It can be used to highlight the breadth of activity in which the partnership is engaged.

Social media platforms such as Facebook, Twitter and LinkedIn will be used to gather information from as well as disseminate the work of the partnership to SMEs, BTMs, intermediaries and policy makers. Social media can help build INNOVATIVE TRAINER's brand, raise the profile of issues and generate new leads and enquiries.

12 Development of a project brand and Logo

The LCEB3 will be responsible for creating a project logo that is both meaningful and visually eye catching. This logo in conjunction with a suitable tagline will form the brand for the project and will appear on the website and *all* supporting promotional materials to include brochures, letters, flyers, eZines, press releases, case studies, presentations, launch invites and CDs and any other suitable mediums deemed appropriate by the partners.

13 Project eZines

A key part of the promotional mix for the project is the use of e-marketing. Among the many benefits that e-marketing brings to a project of this magnitude include:

Low cost – e-marketing is one of the cheapest forms of dissemination available

Innovative Trainer Dissemination Plan – Work Package 6

Instantaneous – e-marketing ensures immediate dissemination of the message
Extensive global reach – e-marketing has the potential to secure extensive global reach
Measure effectiveness- E-marketing can be measured for success by recording statistics like receipt rate, response rate etc, error rates etc.

We suggest a phased approach as follows:

eZine 1

The eZine distributed at the outset will inform targets of the project objectives and the role of each partner in the project. The second eZine will highlight the initial findings of the baseline audit.

Phase 2

This eZine campaign will come around month 18 with presentations of the pilot test results

Final Phase

This eZine campaign will present a summary of the findings of the project including achievements and learning outcomes and potential for mainstreaming some of its best practices and final launch event.

Note: In each phase the eZine campaign can be tailored depending on what is considered newsworthy at a particular point in time. The content for each e-zine will be drafted by LCEB utilising materials and information provided by the different partners involved. Each partner will be responsible for ensuring that the e-zine is distributed to the target groups in their *own region* in a language that is most relevant to that geographical area. The e-zines will also be carried on the project website.

14 Creation of project Direct Mail Campaign

The project will develop business cards in each language that can be distributed as part of ‘guerrilla dissemination’ throughout the life of the project. These can be distributed at any event where there are members of the target audience gathered. This multiplies significantly the scope of the dissemination campaign. The project will also develop leaflets on the project for distribution as part of the awareness building campaign.

15 Energetic and Vibrant PR Campaign

Consistent with the other promotional efforts, each partner will work diligently to leverage its influence and promotional capabilities to generate maximum impact within the various media to include local, national and regional newspapers, specialist

Innovative Trainer Dissemination Plan – Work Package 6

press, radio and website linkages. The PR campaign is an intrinsic part of the dissemination since it aims to use every means possible to create interest in the project in much of the partner countries and beyond.

LCEB will draft press releases to be issued following Partner meetings and completion of project milestones. Partners will be responsible for other press releases but will submit to LCEB for information. Partners will seek to optimise photo-shoot moments (where appropriate) in order to gain maximum exposure at minimum cost. It will be important that each partner emphasises local achievements or any innovative aspects of the project that they are working on.

In total each partner will be responsible for publishing 3 articles and providing evidence of same in terms of article cut outs etc.

16 Hold a Transnational Conference

European Business network will have responsibility for organising a transnational event in Brussels with the presence of partners and key representative bodies and other stakeholders. Press releases will be sent to newspapers and relevant business journals to raise awareness of the project and the event in the business community. The partners have agreed to hold the launch towards the end of the Programme. It will consist of a 1-day seminar attended by representatives of all the partners involved, as well as interested parties,

The aims of the conference will be to:

- Present the objectives of the INNOVATIVE TRAINER project
- Report on its main findings and recommendations
- Promote the learning tools designed as a result of the programme
- Highlight the approach for how the learning tools the Programme has developed can be mainstreamed throughout all the partner regions.

This will be a high profile event involving relevant guest speakers from the world of academia and best industry practices from the BTM and SME sector.

European Business network will be responsible for its organisation and a high profile media campaign will be organised to raise awareness of the event both pre and post launch. Promotional materials required will include:

- An eye catching launch invite
- Pop up banners
- Creation of a bank of press releases (pre & post launch)
- Design of conference pack (report/with key findings & memory sticks with copy of conference presentations and other relevant information)
- Promotional brochure (as discussed above)

Innovative Trainer Dissemination Plan – Work Package 6

Feedback forms will be distributed to conference attendees in order to evaluate its performance. ENB will ensure that any evaluative information will be passed on and distributed to all partners especially to LCEB and Momentum Consulting who are responsible for evaluating the project. Moreover, the partners will meet post launch to evaluate its performance based on the learning outcomes delivered by the project up to that point.

Appendix 1 - Major Action Item List

Dissemination Strategy Action Items and Partner Responsibilities		
Partner	Actions	Responsibilities
N&MEA & All Partners	Develop Target database for each partner country	Based on the standard database format outlined in this marketing strategy document, each partner country is to compile a local/regional database of target groups based on the four vertical segments of <ol style="list-style-type: none"> 1. BTMs 2. SME support bodies 3. SMEs 4. Policy makers 5. Media 6. Other Interested parties <p>LCEB will to ensure that all partners build a local database for their respective countries by Dec 2012</p>
Canice Consulting	Project website	Canice Consulting is the partner charged with developing a website for the project <p>All Partners will be expected to provide website content during the life line of the project as required by Canice Consulting</p>
LCEB	Design a corporate logo	LCEB is responsible for designing a project logo and accompanying tagline that clearly communicates the cross border multi partnership aspect of the project.. <p>Partners will vote on the logo of choice by Dec 2012.</p> <p>Final Logo to be supplied to Canice Consulting for inclusion on website by end Dec 2012</p>
LCEB	Develop a project e-zine format Distribute e-zine at 4 stages throughout the programme	LCEB will take the lead on producing an e-zine that will drive the marketing efforts of this campaign <p>All partners will be responsible for supplying content information for the production of a relevant e-zine. As outlined above 4 e-zines will be produced</p>

Innovative Trainer Dissemination Plan – Work Package 6

		by NMEA in 3 distinct phases throughout the project as follows:
LCEB & All Partners	Maximise publicity about the project	<p>LCEB will take the lead on driving the PR campaign</p> <p>As outlined earlier, All partners are responsible for ensuring maximum publicity in their respective countries by compiling a record of dissemination activities.</p> <p>Each partner is to ensure that at least three articles are published in relevant media circles in their own region by the end of the project.</p> <p>Each partner to have created a link between their own website and project website by December 2012.</p>
EBN & All partners	Transnational Conference	EBN is responsible for organising a transnational event in Brussels in the final phase of the Programme where the learning materials developed by the Project and the final analysis and evaluation of the programme will disseminated to all partners and stakeholders.

Appendix 2 - Dissemination Activities Template

All partners will provide information on their planned dissemination activities according to the following template.

INNOVATIVE TRAINER Dissemination Activities Template

	Dissemination Action ^a	Target Date	Target Group ^b	Partner responsible	Means ^c	Estimated Numbers Reached in the Target Group ^d	Expected benefits ^e
1							
2							
3							
4							
5							
6							

^a Meeting, event, publication, contacts, or any other dissemination action carried out or planned to be carried out;

^b Indicate the users or intermediary community targeted;

^c Please specify which dissemination tools you plan to use;

^d How many persons may be reached by the activity?

^e Message for specific target.

