



TOI PROJECT

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ECVET-Trainer

Proposals for the gradual application of the ECVET model in the four key productive sectors of the EU

WP7: Dissemination and valorization of the results

R.11 Promotional Plan for the Project

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Responsible	EUPROMA
Compiled by	Adriana Baer and Ligia White
Partners	FETE-UGT, IFES, MPS, CERES, NOEMA-CMI, STPKC
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Table of Contents

- 1. Executive summary3**
- 2. Strategy3**
- 3. Target Groups4**
- 4. Communication tools4**
 - a. ECVET-Trainer Logo5**
 - b. ECVET- Trainer Website Trainer Website5**
 - c. Newsletters and / or press releases5**
 - d. ECVET-Trainer “10 Competitive Advantages...”6**
 - e. ECVET-Trainer Booklet.....7**
 - f. International promotional workshop7**
- 5. Dissemination time schedule (GANTT chart).....8**

1. Executive summary

The objective of the Dissemination Plan is to identify and organize the activities to be performed in order to raise awareness of the project's existence, its scope and planned outputs, to promote the project's results and to ensure their sustainability. Dissemination is a horizontal activity that goes parallel to other WPs and concentrates on spreading information about the ECVET-Trainer project itself and its outcomes to a wide range of existing or potential stakeholders.

This plan attempts to introduce the foreseen ECVET-Trainer project dissemination strategy, channels, tools and activities, which include amongst others the creation of a project website, publication of newsletters and or press releases, a project booklet and an international promotion workshop to take place in Finland.

Clear communication channels among the project partners as well as towards a wider community will play a crucial role in the success of the project.

The Dissemination work package is led by EUPROMA, and supported by IFES, STPKC and CERES. This work package runs throughout the 24 months of implementation of the project.

2. Strategy

The dissemination activities for the ECVET-Trainer project will be focused on the promotion of the results by raising interest and taking specific actions to promote awareness.

These activities will take place during the whole period of the project, and will be divided mainly in three categories:

1. Raising awareness by developing a project website in all languages of the consortium so that the project outcomes and relevant information are available to all social partners, public administrations, companies, training centers, consultants, universities, etc.
2. Promotion of the partial results of the project, presenting the competitive advantage resulting from the application of the European Credit System for Vocational Education and Training (ECVET) –The results of the project will be publicized using newsletters and booklets.
3. International promotion workshop and meeting in Finland.

3. Target Groups

The main target group for the ECVET Trainer project is VET teachers and trainers involved in VET programs for low-qualified workers (EQF levels less than 4), due to the fact that less qualified workers have lower rates of employment than medium and higher qualified workers.

Taking into account the nature of the project, we can consider as part of our target groups and stakeholders VET centers, Public Administration, Social partners, companies and universities, which in a way are related to VET and/ or the implementation of ECVET at local/ regional and national level.

4. Communication tools

For the accomplishment of the objectives of the dissemination work package, and proper communication of the project results, the following tools will be considered:

Nr.	Communication tools
1	ECVET-Trainer Logo
2	ECVET-Trainer Website
3	Partners websites
4	ECVET-Trainer newsletters
5	Partners newsletters

6	ECVET-Trainer Booklet
7	International promotional workshop

a. ECVET-Trainer Logo

The design of a logo that identifies the project during the whole period is foreseen for the first three months of the project.

b. ECVET- Trainer Website

A website for the ECVET-Trainer project will be available with the main objective to provide public access to the general information of the project, such as the project objectives, scope and main results. Additionally, it will provide private access to the consortium for the exchange of confidential information between the partners.

The website will be available in English for international audience, as well as in all the native languages of the participating countries: Spanish, Finnish, French, German, Italian and Swedish.

The website is scheduled to be operative as of project month 5 (Feb 13).

For the design and creation of the website, a storyboard will be drafted in English and translated by all partners to their native languages. This activity will be carried out in the first five months of the project.

The website will be designed, created, updated and maintained by STPKC.

c. Newsletters and / or press releases

The promotion of the outcomes of the project, accompanied by relevant news or information related to the ECVET system will be communicated to the main stakeholders through three newsletters that will be drafted in English and translated to the native languages of the participant countries. Partners are also free to promote the project results through press releases at national level or any other written or digital means. The impact

of those newsletters and press releases will be documented and reported to the WP leader Euproma after every publication.

The project proposal foresees the creation and circulation of three newsletters only, the first one to be issued after the first year of the project. However, we propose to start sending out newsletters already at an earlier stage of the project, and suggest publishing the first newsletter already after project month 9, i.e. after accomplishment of WP2. Possible contents of the first newsletter could be e.g. a report on the status quo of the ECVET implementation in the target sectors.

The newsletter template (layout/ design) will be created by STPKC. The content of the newsletters will be drafted by each of the key partners involved: EPM, IFES, STPKC and CERES. Each of these partners will be responsible for the content of one of the four newsletters in English language. The localization into the other partner languages is in the responsibility of the other partners.

We propose the following time schedule for the newsletters:

1 st Newsletter (Content: EPM)	Month 9 - 10	Target: Stakeholders per country	75 per
2 nd Newsletter (Content: IFES)	Month 13 - 17	Target: Stakeholders per country	75 per
3 rd Newsletter (Content: STPKC)	Month 18 - 22	Target: Stakeholders per country	75 per
4 th Newsletter (Content: CERES)	Month 22 - 24	Target: Stakeholders per country	75 per

d. ECVET-Trainer "10 Competitive Advantages..."

Linked to WP3, *Exchange of experiences and best practices for the implementation of ECVET*, the partners will define a promotional document entitled **"10 Competitive advantages of adapting ECVET in the development strategy for the productive sectors"** which will serve as a reference for the presentation and promotion of the project towards external bodies.

This document will also be available in English as well as all the native languages of the participating countries. It will be made available in the period July to September 2013.

MPS/ CERES, as WP3 leaders, will be responsible for this document.

e. ECVET-Trainer Booklet

An important dissemination tool will be the "***ECVET-Trainer booklet***" that mainly consists of the description of the most important project outcomes, including recommendations for the development of ECVET in the productive sectors.

The work package leader EPM, with the support of IFES, STPKC and CERES will define the criteria for this document and draft the contents. The document will be then distributed to the rest of the partners for feedback.

The design of the ECVET-Trainer Booklet will be in charge of STPKC.

The final document will be delivered at the final event.

f. International promotional workshop

In order to present the final results of the ECVET-Trainer project to the target stakeholders, the consortium will organize an. The organization of this event will be in the responsibility of Noema, but all other partners will have to support its success by actively promoting it to the target stakeholders in their networks and countries.

This workshop will include a roundtable discussion with experts and will present the project results. The attendance of approx. 20 representatives of the main stakeholders is expected.

5. Dissemination time schedule (GANTT chart)

ecvet trainer project		Dissemination Action Plan (Oct 2012 -Sep 2014)			 Lifelong Learning Programme	
Steering group: EPM, IFES, STPKC, CERES						
Task No.	Task Title	Activity no.	Activity	Partners involved	Deadline	Comments
T7.1	Dissemination Strategy	A7.1.1	Draft Dis. Strategy for the whole project period	EPM	31.12.2012	Accomplished
T7.2	ECVET-Trainer Logo	A7.2.1	Creation of ECVET-Trainer Logo	IFES	31.12.2012	Accomplished
T7.3	Definition of the content of the ECVET-Trainer website / Storyboard for website (EN)			STPKC	28.02.2013	Accomplished
T7.4	Definition of the content of the ECVET-Trainer website / Storyboard for website (ES, FI, FR, DE, IT, SE)			IFES, NOEMA, MPS, EPM, CERES, STPKC	28.02.2013	??
T7.5	ECVET-Trainer Website in English and all partner languages			IFES, NOEMA, MPS, EPM, CERES, STPKC	31.05.2013	
T7.6	Document: ECVET-Trainer "10 Competitive Advantages of adapting ECVET in the development strategy for the productive sectors"	A7.6.1	1st. Version of document	MPS/CERES, and ALL PARTNERS	30.08.2013	
		A7.6.2	Final Version (EN)	MPS/CERES	15.07.2013	
			Design	STPKC	31.07.2013	
		A7.6.3	Translation of the final Version (ES, FI, FR, DE, IT, SE)	IFES, FEIE, NOEMA, MPS, EPM, CERES, STPKC	31.08.2013	
T7.7	Database of stakeholders	A7.7.1	Create a data base of minimum 75 stakeholders in each participating country for dissemination purposes	IFES, FEIE, NOEMA, MPS, EPM, CERES, STPKC	30.04.2013	
T7.8	1st. ECVET-Trainer Newsletter	A7.8.1	Drafting of the 1st. newsletter (EN)	EPM, and support by IFES, STPKC, CERES	15.05.2013	
		A7.8.2	Design of the 1st. newsletter (EN)	STPKC	31.05.2013	
		A7.8.3	Translation of the 1st. newsletter to ES, FI, FR, DE, IT, SE	IFES, FEIE, NOEMA, MPS, EPM, CERES, STPKC	15.08.2013	
		A7.8.4	Distribution of 1st. Newsletter to minimum 75 stakeholders in each country	ALL PARTNERS	30.08.2013	
T7.9	2nd. ECVET-Trainer Newsletter	A7.9.1	Drafting of the 2nd. newsletter (EN)	IFES and support by EPM, STPKC, CERES	15.12.2013	
		A7.9.2	Design of the 2nd. newsletter (EN)	STPKC	31.12.2013	
		A7.9.3	Translation of the 2nd. newsletter to ES, FI, FR, DE, IT, SE	IFES, FEIE, NOEMA, MPS, EPM, CERES, STPKC	15.01.2014	
		A7.9.4	Distribution of 2nd. Newsletter to minimum 75 stakeholders in each country	ALL PARTNERS	31.01.2014	
T7.10	3rd. ECVET-Trainer Newsletter	A7.10.1	Drafting of the 3rd. newsletter (EN)	CERES, and support by EPM, IFES, STPKC	15.05.2014	
		A7.10.2	Design of the 3rd. newsletter (EN)	STPKC	31.05.2014	
		A7.10.3	Translation of the 3rd. newsletter to ES, FI, FR, DE, IT, SE	IFES, FEIE, NOEMA, MPS, EPM, CERES, STPKC	15.08.2014	
		A7.10.4	Distribution of 3rd. Newsletter to minimum 75 stakeholders in each country	ALL PARTNERS	30.08.2014	
T7.11	4th. ECVET-Trainer Newsletter	A7.11.1	Drafting of the 4th. newsletter (EN)	EPM, and support by IFES, STPKC, CERES	15.08.2014	
		A7.11.2	Design of the 4th. newsletter (EN)	STPKC	31.08.2014	
		A7.11.3	Translation of the 4th. newsletter to ES, FI, FR, DE, IT, SE	IFES, FEIE, NOEMA, MPS, EPM, CERES, STPKC	15.09.2014	
		A7.11.4	Distribution of 4th. Newsletter to minimum 75 stakeholders in each country	ALL PARTNERS	30.09.2014	
T7.12	ECVET-Trainer Booklet	A7.12.1	Definition of the content and criteria	EPM, IFES, STPKC, and CERES	30.08.2014	