



Lifelong
Learning
Programme

EUROPEAN CULTURAL LEARNING NETWORK

LEONARD DA VINCI

ECLN

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DISSEMINATION STRATEGY



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I. INTRODUCTION

The ECLN project brings with itself a substantial change for the cultural and creative sectors, which will influence a wide range of stakeholders including artists, freelancers, cultural animators and educators (both professional and nonprofessional) as well as audiences and cultural project participants. To a great extent, the success of the project is dependent on the dissemination of the intended objectives and products, followed by the establishment of the European Association of Cultural Learning. Therefore, one of the most important elements of the “promotion” will be to create genuine engagement of the partners, cultural education professionals, other key recipients and possible stakeholders.

One of the basic project tools will be a portal (website) which will ultimately evolve into an “observatory”, whose actual popularity and usefulness will depend on taking up many communication activities. Another important element will be the identification and inclusion in the promotional process of the people who understand the importance of the activities and acting as “ambassadors” or “opinion leaders” of the project will be able to influence the engagement of the groups/communities in all the partner countries.

To start and, most of all, to manage the relationships and cooperation with the stakeholders requires systematic informational, promotional and, to some extent, educational actions (this concerns especially adopting a set of definitions and terms, or creating a common “dictionary”, useful in the case of various educational systems). The direction and scope of the project’s promotional activities within this strategy have been specified by the partners – it is worth emphasising that all the actions are initiated by the partners who are at the same time the most important source of the communicated content; the implementation of the project will require their engagement and the moderation of multilateral cooperation. There are twelve partners from eleven European countries: Collage Arts (project coordinator) and Rinova from Great Britain, New Arts from the Netherlands, Foundation ARTeria from Poland, Kau Academy from Estonia, VIA University from Denmark, Dimitra from Greece, Association Prostor Plus from Croatia, Mitra from Slovenia, Hope for Children from Cyprus, Associazione Culturale Mulab from Italy and CEPS Projectes Socials from Spain.



II. DOCUMENT'S OBJECTIVES (communication objectives)

The objectives of this "ECLN project Dissemination Strategy" have been based on the project's own objectives and result directly from the intended actions – they have been specified in accordance with the project's grant application – section E2 "Dissemination and exploitation strategy", the WP 6 and the schedule. They are also based on the partners' experience in conducting promotional activities on the local, national and international level.

The main objective of the ECLN project is to create the first European "body of knowledge" concerning vocational education through non formal learning in the field of cultural and creative industries and including such issues as:

- identifying the current qualification routes across Europe, relevant to the field of cultural learning
- reviewing the type of jobs and occupations performed by Europe's Cultural Learning practitioners
- developing new qualifications for Cultural Learning professionals
- creating a new web-based 'Observatory' to share information, practice, research, and expertise across the sector
- finally, considering the feasibility of establishing a new membership-based European Association of Cultural Learning (EACL).

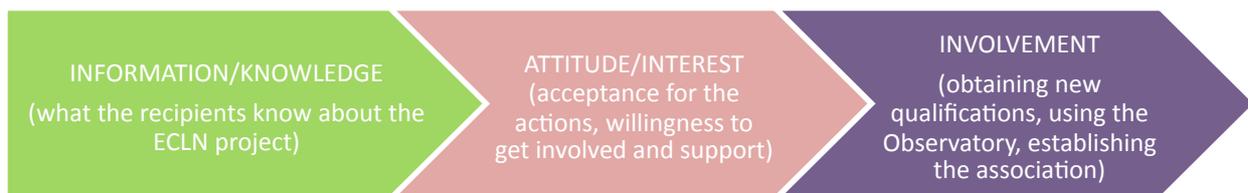
By 'Cultural Learning', we are specifically concerned with artistic and cultural learning in non-formal environments – not specifically the 'formal' studies that take place in school, Colleges and Universities. This is all learning that takes place or is delivered in arts centres, in artistic and cultural centres, through community and social pedagogy and that which helps artists and 'budding' artists to develop socially and economically. With regard to the abovementioned objectives this document contains a systematic vision which determines the directions, methods (tools) and content of the promotional, informational and educational activities, the objectives resulting from such activities and the structure of communication.

The defined objectives have been categorised as follows:

1. The strategic objective – determining the general direction of the promotional and communicative actions.
2. Operational objectives – used to formulate specific promotional and communicative activities.

The character, duration and multidimensional nature of the activities carried out within the project and, most of all, the variety of possible stakeholders from many EU countries pose a particular promotional challenge and determine the choice of particular channels and tools of communication that can combine information (including public relations), promotion (here also advertising), education or social dialogue.

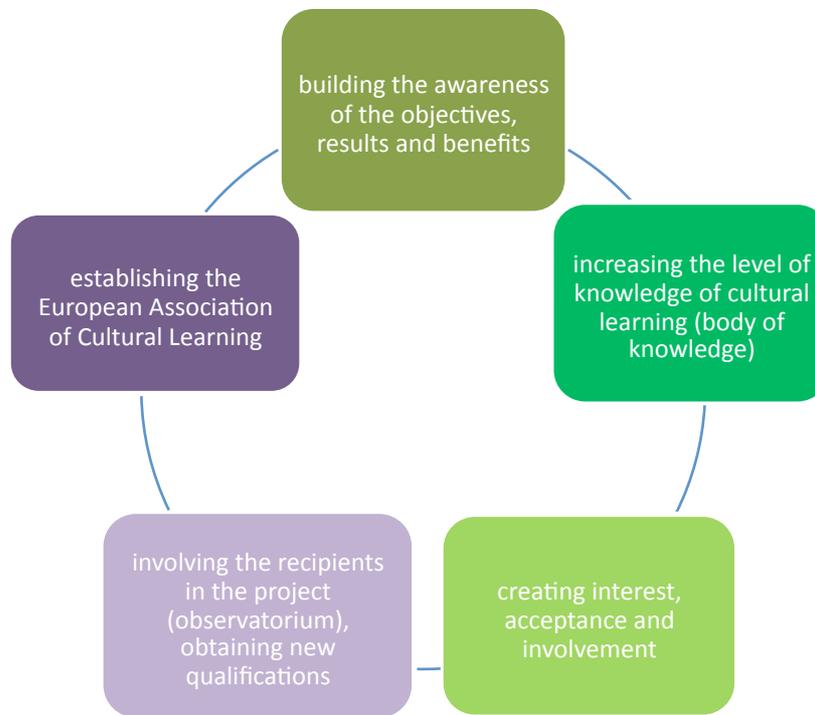
The structure of achieving the project's objectives refers to the three basic stages/steps of promotional-communication-educational activities:



Therefore, the strategic objective of the promotional activities is to facilitate obtaining the project's objectives by creating its positive and coherent image and to encourage the greatest possible number of stakeholders by providing a clear vision of the informational, educational and promotional activities of the project (together with the general schedule and time schedule for the activities – "action plan") to engage in the network activities and finally, to explore the feasibility of establishing a European Association of Cultural Learning.

The operational objectives include:

1. building the awareness of the objectives, results and benefits associated with ECLN,
2. increasing the level of knowledge of the ECLN project,
3. building the interest in the project, especially in the context of obtaining new qualifications in cultural learning,
4. involving the recipients in the project even at the implementation stage by the active use of the "observatory",
5. involving the recipients in the actions of the European Association of Cultural Learning (established after the completion of the project).



That being so, this ECLN project communication strategy defines the principles and structure of the basic promotional, informational and educational activities planned for the period between September 2012 – September 2015 (and captures those that have already taken place) and specifies the necessary involvement of various participants of the process, the monitoring procedures of the undertaken actions and the appropriate indicators. What is especially important is the fact that all the actions grouped under one “communication umbrella” are supposed to build the awareness and knowledge of the recipients concerning the solutions provided by the project, facilitate the exchange of experience and create a positive image of the project.

The document, however, does not concern the internal communication within the project team, the details of specific promotional activities (for example the content of the articles published on the project’s website, press releases, etc.) or current actions performed locally by the project partners.

III. EU REQUIREMENTS CONCERNING THE PROJECT INFORMATION AND PROMOTION

Any products (electronic and printed materials), created as part of the ECLN project's informational, educational and promotional activities should appropriately be labelled, and will indicate the source of funding (programme identification).

Special attention should be paid to:

- appropriate labelling of any project's documentation, products etc.
- placing appropriate information on any electronic and printed materials
- providing spoken information during conferences, radio and TV appearances etc.



The logo above should be used on all external materials and communications. Information regarding the use and format of the logo can be obtained from the EACEA website, or alternatively from the Dissemination work package leader (Arteria) or the project management coordinator (Rinova).

In addition, any communication or article needs to include the programme disclaimer, namely:

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.

This is available in all partner languages and again can be obtained from the EACEA website or by contacting Arteria or Rinova.

EU visualisation together with appropriate notices should be published on the partners' websites as well as on the ECLN website. The partners' websites (or website articles) should also include the link to the project website, the project short info and optionally – the logos of the partners (whenever technically possible). The ECLN project website address will be included in any publications, press information and other materials concerning the project.

IV. TARGET GROUPS

The wide scope of the project activities that are supposed to bring the important change for the cultural and creative sectors influences directly the identification of the main target groups – the recipients of the communication actions. Therefore, at the promotional stage, each partner should identify the groups so that they can be reached:

- on the local level
- on the regional level
- on the national level
- on the international level (here the group should be defined especially by the partner responsible for the WP 6, namely, by Foundation ARTeria).

The project activity in terms of needs analysis and curriculum development is focused upon the Creative Learning practitioners. The wider target group for the European Cultural Learning Network project is all those working within the realm of Cultural Learning in Europe, incorporating:

- trainers, teachers and educationalists in cultural and creative non-formal and informal learning
- vocational information, advice and guidance personnel
- public policy officials and managers responsible for culture, economic development, and lifelong learning
- people working in the field of culture and social inclusion
- tutors and advisers working with learners who start up new CCI enterprises.

This can be further described to include (wider stakeholders):

- Individual artists, workers and freelancers in the arts, cultural and creative industries
- representatives of cultural institutions/organisations (museums, community centres, galleries, theatres etc.)
- representatives, where they exist, of associations and agencies who are responsible for the vocational education and continuing professional development (CPD) of people working in the cultural sector
- representatives of NGO's operating in the cultural sector, including the non formal learning sector
- organisations representing artists
- organisations supporting the business, economic and social development of artists and cultural sector workers
- representatives of the artistic education sector (including schools/artistic institutions), where these institutions are also involved in 'non formal' cultural learning

- representatives of associations, informal groups and local cultural initiatives
- representatives of institutions conducting creative activities in the field of culture and entertainment

The specific recipients in each Partners' countries are identified in Action Plan.

V. STRUCTURE OF COMMUNICATION ACTIVITIES

With regard to the abovementioned objectives and target groups the communication activities planned within this promotional strategy have been divided into three categories:

- **informational and educational activities**
- **complementary activities**
- **promotional activities**

The frequency of the communication activities depends directly on the stage of the project's implementation and is included in the strategy executive document – the action plan. Every action aims at strengthening the image of the ECLN network as the leader in the field of cultural learning and as possessing crucial, relevant competence in the area.

V.1 INFORMATIONAL AND EDUCATIONAL ACTIVITIES

Informational and educational activities have been divided into two basic types:

1. Permanent activities:

- every time a significant event occurs that is important for the project, information will be shared/published on Facebook, Twitter, LinkedIn, in the press etc. (before/after the partners' meetings, after launching the "observatory" etc.)
 - *frequency: as matters arise*
 - *responsible: all the partners to supply to Collage Arts for 'central' dissemination and to be active with their own regional/national/sectoral dissemination*
- information will be published on the project's website which is intended to become the main communication medium both in the promotional and informational-educational sense (as the database containing knowledge, practices, research results, cultural education expertise)
 - *frequency: as matters arise and no less than quarterly*
 - *responsible: all the partners*
- ECLN newsletter – we will consider the production of a newsletter, to be sent to all possible stakeholders whose data is contained in the partners' databases, to those who will subscribe for the newsletter on the project's website and to the institutions/organisations/networks that may be interested in the project on the local, regional, national and international levels. However, in the meantime the emphasis will be on populating and keeping current the content on the website 'blog', the project twitter account and the interactive media such as Facebook

- *frequency: always after a meeting of the partners (starting from the meeting in Poland), eventually – every three months*
- *responsible: the host partner in cooperation with other partners, then other partners in an agreed order*

2. **Occasional actions/activities** – concerning important project events or substantial progress in the project's implementation and closely connected with the project stages or products (for example: publishing research results). The activities may include:

- sending press information concerning the project's progress to local/regional/national media, sending the newsletter and the project info to international networks, convening local/regional conferences to present the result of successive project stages, presenting the project at events organised by the partners, etc.
 - *frequency: as matters arise*
 - *responsible: all the partners*
- answering the questions asked by the media, contacting the media (specialised and general) and formal and informal groups that may be interested in the issues covered by the project (for example NGOs operating in the educational sector or supporting artists)
 - *frequency: as matters arise*
 - *responsible: all the partners*

V.2 COMPLEMENTARY ACTIVITIES

Complementary activities have been initiated in order to complement and strengthen the effects of the informational, educational and promotional activities. They are supposed to be undertaken by the partners engaged in activities close in character to the ECLN project's subject matter and may include:

- **external conferences** – participation of the partners' representatives in conferences, seminars or panels dedicated to cultural learning, the creative/cultural sectors etc.
 - *frequency: as matters arise*
 - *responsible: all the partners*
- **media programmes and events** – participation of the partners' representatives in debates, panels, seminars devoted to cultural learning or the creative/cultural sectors in the media
 - *frequency: as matters arise*
 - *responsible: all the partners*
- **articles and interviews** – published by the partners' representatives in specialist periodicals, on Internet portals etc.
 - *frequency: as matters arise*

- *responsible: all the partners*
- **specific ECLN seminars and conferences** – participation of the partners' representatives in ECLN events, showcases, seminars and workshops which are specifically convened to promote ECLN by ECLN to external audiences
 - *frequency: a seminar with external artists and target groups to coincide with the partner research event in Estonia; and interim conference/workshop in Croatia at the mid way point; possibly further events in future partnership meeting locations and the final conference*
 - *responsible: the hosting partner, Collage Arts (final conference), all the partners*

An important element of the complementary activities will consist in creating around the ECLN project and its objectives (first in the partner regions – then on a higher level) **a group of opinion leaders**, recruiting from the communities engaged in artistic education, art, culture and from the creative sector. Their engagement should facilitate the reception of the project objectives in their own communities and increase the project's range of influence. Enlisting the cooperation of authorities, experts and leaders will be an important factor influencing the level of awareness and interest among possible stakeholders.

The opinion leaders will **create a positive image of the ECLN project** and **disseminate the knowledge of the project in their own communities**. The group may consist of people engaged in artistic animation/education, representatives of the NGO sector as well as independent artists and freelancers.

The opinion leaders should achieve the objectives in two stages, engaging various individuals in different ways:

stage 1 – **identification** of such individuals in local communities as well as on the regional, national and international level – the "search" process will also have a promotional and informational character with a wide range of influence

stage 2 – **mobilisation and integration**: making the individuals interested and involved in the promotion of the project through their engagement in the "observatory", through interviews, notices at conferences/seminars or media appearances.

V.3 PROMOTIONAL ACTIVITIES

Promotional activities consist in conducting typical activities described in the project such as preparing and distributing the project leaflet or holding a consultative events, or specific conferences.

Apart from the source of co-financing, every promotional activity should indicate the project partners – for example by including their logos in printed materials.

In the application form, ECLN is committed specifically to two formal transnational dissemination events (transnational in that their content is intended to incorporate fully the European dimension; to include the contributions of the transnational partners directly; and where appropriate to invite a transnational audience beyond the country within which the event is being hosted). These are:

- The Interim Seminar – to take place approximately one – half of the way through the project. Provisionally, this is intended for Rijeka, Croatia in March 2014.
- The Final Dissemination conference, to close the project. Provisionally this is intended for London in September 2015.

In fact, ECLN has already made some plans to go beyond this in that:

- The research workshop in Estonia, March 2013 included a seminar element with invitations to some 30 Estonian artists and members of the target group;
- Certain future meetings of ECLN will also consider the possibility of a transnational or national seminar to accompany the partnership meetings

Partners should also use the opportunity of the project's consultative methods, such as engaging with the target group in the research, to consider hosting dissemination events about ECLN in their own national or regional context.

VI. ECLN VISUAL IDENTIFICATION

Visual identification is a completely designed, coherent and consistently used set of graphic elements with which the organisation is identified. One of its most important components is the logo – a type of “warranty sign”. Therefore, for the sake of identification, the ECLN network has established a specific logo, whose elements (in order to emphasise the links between the two organisations) may be included in the logo of the association established in the future.

The logo, as the most important element of a visualisation system, has been designed to be easily recognisable, clear, and simple in terms of its form and colour. It is intended to emphasise and efficiently summarise the image of an organisation/network/project and evoke appropriate associations and mood in the viewers and, if possible, provoke a desirable reaction.

In producing the ECLN logo we were concerned for it to be:

- clear
- easy to remember
- eye-catching
- easy to use in promotional materials
- able to single out the organisation
- able to evoke positive associations.

The logo should be published on each of the project partners’ site (also as a direct link to the project’s site) and be present and easily discernible during every communication event, in printed materials, products etc.



(Above: The ECLN logo)

VII. COMMUNICATION CONTENT

The communication content and the informational and educational activities are supposed not only to increase the awareness of the ECLN project and disseminate the knowledge about it, but also, which is especially important in terms of achieving the project's objectives, to allow to receive feedback from the stakeholders, generate their involvement defined as an active search for information, the willingness to provide feedback (interaction), the participation in the debate (mostly within the framework of the "observatory") and active participation in the activities of the association.

Therefore, the communication content of every informational, educational and promotional activity is of special importance and should be:

- accessible – in terms of the complexity of the language used
- trustworthy – it should contain confirmed information, based on the materials prepared and accepted by the partners
- practical – it should emphasise the effects and specific benefits

The informational-educational content is dynamic, created during the implementation of the ECLN project and resulting from the events, products or materials. It will be disseminated by the media and during debates and conferences. It will also be published on the project's website, which will be the central communication point for the project. The content should include information concerning the progress of the project, the leaders' opinions, case studies of good practice in the field of cultural learning, conference materials, articles etc.

The information may be both general (intended for general public and including press releases, notifications, articles, presentations, reports etc. distributed mainly by means of the project's website and traditional media) or special (intended for particular recipients – in the form of presentations, consultations, articles, provided during events/conferences, seminars, panels etc.)

Promotional content is more static, with an intended message and a desirable aim (for example: a project leaflet). Its objective is to induce certain activities (for example: → [find out](#) → [log in](#) → [check](#) → [use](#), etc.), so it should be as simple as possible and able to present the benefits in such a way that they would encourage the recipients to act.

VIII. ECLN SOCIAL MEDIA AND WEBSITE – the main communication tools

In accordance with modern methods of communication and promotion, on-going ECLN dissemination will widen its 'community of practice' with a view to reaching out to and engaging with the stakeholders and opinion formers referred to earlier.

ECLN will operate a comprehensive social media environment as an 'ecosystem' that will aim to engage and interact with stakeholders at all levels. The key features of this include:.

Website:

Website URL: <http://ecln-network.com>

The portal (ECLN website) being one of the most important communication tools, will be the source of valid project information intended for a wide spectrum of stakeholders and the place where a community will be created around issues connected with cultural learning. As a 'land site' it will represent the first entry point to the project for many and act as an initial reference. It will contain the twitter feed, a blog of events, contact points for all partners, downloadable material and will form an initial 'repository' which will evolve into the 'Observatory' that is foreseen for the final 12 months of the project.

The website is operated by Collage Arts, and all partners are to cooperate fully with the site development and growth.

Twitter:

Twitter address: @ecln_network

ECLN operates its own dedicated twitter feed, through which it will build up a following of connections and stakeholders. As of today (December 2013), combined with the twitter accounts of the partners,

ECLN has a direct reach of over 2,000 stakeholders and organisations (reached directly from partners and through 're-tweeted' information from ECLN) through twitter and this number is expected to rise four-fold over its lifetime.

Facebook:

<https://www.facebook.com/eclnnetwork>

In certain partner contexts (e.g. Central and Eastern Europe), it is reported that Facebook is a more common dissemination and interactive media than Twitter. Therefore ECLN will also maintain and update a Facebook profile through which it will also post visual material.

Registration:

Registration page: <http://euro-aspire.us2.list-manage2.com/subscribe?u=ad6cdf380b87bfbff04032829&id=a24aa429a5>

Initially, ECLN will provide an online registration form for all enquirers to register their details. As the Network progresses, this will be more actively promoted.

Email:

Email address: info@ecln_network.com

The project has registered a specific email address which, in the first instance, will act as the contact point for general enquiries for the network and will send out automated replies and specific messages

Brochure

Brochure / Flyer (English): <http://ecln-network.com/wp-content/uploads/2013/11/ECLN-flyer.pdf>

ECLN has produced a digital 'flyer' in the form of a short brochure. This is to be made available in all of the languages of the partners.

In addition the brochure design will lend itself to either (a) simple print or (b) glossy print for specific environments where hard copy material is required

Pinterest:

<http://www.pinterest.com/n22openstudios/european-networks/>

A Pinterest site will be maintained as a repository for initial visual contact material for partners.

Linkedin

Linkedin: <http://www.linkedin.com/groups/European-Cultural-Learning-Network-7410248?gid=7410248&mostPopular=&trk=tyah&trkInfo=tarId%3A1395601476001%2Ctas%3Aeuropean%20cultural%20learning%2Cidx%3A1-2-2>

ECLN has set up a specific profile on the professional social media networking site, LinkedIn. In addition, partners will disseminate ECLN through their own personal or organisational LinkedIn profiles.

IX. MONITORING AND EVALUATION OF PROMOTIONAL ACTIVITIES

This Strategy has been produced as an overview document to capture and outline the 'high level' considerations of Dissemination in ECLN. It is complemented with the Action Plan.

It has been produced as a base document as a result of consultations and considerations during the initial stage of the three-year project and therefore may in the future undergo various modifications in order to respond to the occurring changes.

This is why it is crucial to monitor the promotional, educational and informational activities, which is the responsibility of the partners, the leader and in particular cases – within the W6 – of Foundation ARTeria. This multilevel monitoring will be supported through the use of sub-groups of partners with specific interest and expertise in EU dissemination and in specific areas (eg social media) and Dissemination will be the subject of a specific agenda item at every meeting of the Network Steering Group partnership meetings, which will act as the primary monitoring vehicle. Partners will also report, through the Activity Reports, on local dissemination activities, and dissemination will be the subject of the periodic exercises and ongoing quality assurance and evaluation of the project conducted by Rinova to secure high efficiency and effectiveness of the intended, complex communication activities. Finally the external evaluation of ECLN, with its focus on valorisation of key messages for external audiences, will also consider the context of the project being co-financed by the EU within the framework of the Leonardo da Vinci programme (a part of the European Lifelong Learning Programme)

→ *In addition, the monitoring schedule, specifying the partners responsible for particular activities together with the initial and final indicators are published in the "action plan"*

Fundacion Arteria

With Rinova Ltd

Incorporating the contributions from the ECLN partners

December 2013

