# Stories in the Life of Dissemination & Exploitation Activities

## December 21, 2017
## 17:00 – 18:30

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# What is Dissemination and Exploitation

- "Dissemination means to spread widely
  - In terms of the Erasmus+ Program this involves spreading the word about the project successes and outcomes as far as possible."

- "Exploitation means to use and benefit from something
  - For Erasmus+ this means maximizing the potential of the funded activities, so that the results are used beyond the lifetime of the project."

# Dissemination Plan Importance

- The dissemination plan is aimed at being a comprehensive strategy with
  - a structured planning of dissemination activities
  - identification of target groups and key stakeholders at micro and macro level
  - channels of communication and timetable of activities

# Dissemination Philosophy & Partner Embrace

- The project consortium recognizes that dissemination and stakeholders' engagement are central to the success of the project and are committed to contribute, each one according to its capacity and through its networks, in promoting the work that will be done as part of the project and in raising awareness on project contents and impacts

# On Going Process

- Whenever we speak of dissemination and exploitation of project results, we refer to activities that are designed to ensure that these results are appropriately recognized, demonstrated and implemented on a wide scale

# Exploitation - Impact

- Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice

- Exploitation includes the two activities:
  - mainstreaming: the actual transfer of successful results to appropriate stakeholders and decision-makers
  - Multiplier Effect: it concerns the process of convincing end-users to adopt or apply the results of the projects

# Roles in Dissemination Process

## LEAD PARTNER

- Development of **dissemination plan** including channels and activities
- **Monitoring progress**, planned results/deadlines and roles for dissemination
- Developing **dissemination tools**, **guidance and templates** (e.g. reporting template, Word and PowerPoint template, project logo, Newsletters)
- **Providing support to partners** with dissemination actions (e.g. organization of dissemination workshops)

## PARTNERS

- **Disseminating about the project on their own website** and through their **own networks** (local, regional, national and international level)
- **Writing news articles** for the project website, for local media and on social media
- **Contributing to newsletter**
- Providing **Dissemination Report** (every 6 months), including evidence for dissemination activities

# Dissemination Model – Practical Approach

1. A clear **rationale** for and **objectives** of dissemination and exploitation;
2. A strategy to identify **which results** to disseminate and to **which audiences** – and designing programs and initiatives accordingly;
3. **Consider Differences**; Determining organizational approaches of the different stakeholders and allocating responsibilities and resources;
4. Implementing the strategy by **identifying and gathering results** and undertaking dissemination and exploitation activities;
5. Monitoring and evaluating the effects of the activity.

# Objectives

- Disseminate information on the project overview and findings to the wider community, as well as to specific audiences.

- Contribute knowledge in the research and practitioners communities.

- Use the knowledge from the project to improve the quality of subject matter offered.

- Achieve stakeholder and institutional buy-in

- Create a sense of ownership among the widest cross-section of stakeholders during the project life-cycle

# Aims of Dissemination

- Raise awareness
- Extend the impact
- Engage stakeholders and target groups
- Share  solutions and know how
- Influence policy and practice
- Develop new partnerships

# Dissemination Baseline Activities

- Dissemination Plan

- Web Portal

- Project Leaflet

- Project Logo

- Social Media

- Printed Media

- Audio/Video Production

- Dissemination Monitoring tools

# Dissemination Activities (example)

- Distribution of 1000 project leaflets (200 per partner)
- 24 press releases/3 press releases per partner
- 96 news items to be published to the portal/12 news items per partner
- 3 Social Media pages (i.e. Facebook, Twitter, You Tube).
- 1 Video will be developed and will be available online
- Presentations of the project and its activities at 10 conferences (2 per partner)
- Share project outputs via the project website
- Visit stakeholders and institutions and disseminate project activities
- Dissemination of the project via mainstream media (TV, radio, newspapers, thematic magazines)
- Secure 20,000 visits to the online platform

# Dissemination Log Sample

| | | | | Level* | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Reporting dissemination activities for SOFIE** | | | | | | | | | | | |
| Organisation: | | | Partner No: | | | Period: | | | | Country: | |
| Type of Activity | Please specify if necessary (short description, names, titles, web addresses, etc.) | Date(s) Duration Frequency | Venue | Level* | | | | | Characteristics of Target group | Approx. number of organisations/persons reached | Evidence n. |
| | | | | L | r | n | e | O | | | |
| a) Media based activities [Newspapers, Specialist magazines, News Agencies, Press releases, Online editorials, etc.] | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| b) Internet based activities [Website, Newsletters, Social media, etc.] | | | | | | | | | | | |
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| | | | | | | | | | | | |
| | | | | | | | | | | | |
| c) Face to face activities [Business and trade fairs, Training seminars, Promotion events, existing events, Meetings/roundtables] | | | | | | | | | | | |
| | | | | | | | | | | | |
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| d) Other [Radio, TV, Bluetooth, messaging, etc.] | | | | | | | | | | | |
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| | | | | | | | | | | | |

Please add as many rows as necessary.

* L = local; r = regional; n = national; e = EU level; O = outside Europe.

# Time plan of Upcoming Activities

| What | Who | When |
| --- | --- | --- |
| Project Logo | Partner A | End of October 2018 |
| Dissemination Plan (draft version) | Partner B | First week of November 2018 |
| Dissemination Plan plus Tools (Final version) | Partner C | November 15 2019 |
| Creation and set-up of project website and social media page(s) | Partner D | January 25 2019 |
| 1st Newsletter | Partner E & all partners | January 30 2019 |
| 1st Dissemination Reporting | All partners | April 15 2019 |

# Basic Dissemination Admin Rules

- In all documents related to the project always use the logo of the project, the Erasmus + logo and the EU disclaimer available at: http://ec.europa.eu/dgs/education_culture/publ/identity_en.htm

- Inform all partners of any dissemination and visibility activity, at least one week prior the event.

- Provide a short report upon the implementation of any activity for dissemination and visibility purposes within one week from the completion of the activity.

- Update the dissemination log.

- Network the project as widely as possible.

- All partners should provide news items by set dates (preferably every month) in order to secure an updated and active portal

# Multiplier Events (Example)

- 2 Seminars per partner country
- Each event will be attended by a minimum of 20 persons (2X5X20 = 200)
- Targeting adult training providers, networks, local communities representatives, youth organizations, public servants, academics, civil society organizations
- European Sustainability and Multiplication Conference

# Supporting documents for Multiplier events

- Proof that the event has taken place and is of acceptable quality - description in the final report
- Invitation to and programme of the event
- Detailed agenda of the event and any documents used or distributed at the event
- Pictures/Video
- Signed attendance list with <u>name</u>, <u>date</u> and <u>place</u> of the event  and for each participant:
    - Name
    - Email address
    - Signature of the participant
    - Name and address of the sending organisation of the person

# Project Lasting Effects

- Cooperation in planning and communication in all fields where youth is engaged between the different countries of Europe
- The exchange of good practices between network partners
- The best use of results and the innovative project final product through the creation of online tools that would be  sustained
- New forms of information literacy in order to stimulate active participation in modern society
- Adequate field learning and the provision of associated values, attitudes and behaviors in youth adult groups
- The strengthening of ties between young adult learning

# Sustainability

Keys to future sustainability:

1. Encouraging adult training providers and education institutions to promote the project to young adults;

2. Engaging an increasing number of civil society organizations, adult learning providers, policy makers, public services and EU citizens.

3. Establishing, formalizing and growing these arrangements will be critical to sustained success

4. Project to be integrated in the training activities of at least 10 training providers in each partner country by the end of the project

# Dissemination Monitoring Tools

- **Dissemination Log**
  - Activities Description
- **Rubrics**
  - Collecting Numbers
- **Proof Collection and Filing**
  - Pictures, Video, Signatures
- **Stakeholder's Contribution**
  - What was covered by which partner

# Thanks

# Context & Background

- Partners have a direct interest to the project as a pioneering concept that they will integrate in their mainstream training activities, as well as in their overall services provisions

- Local ownership of the networks/clouds developed around project development is crucial to sustaining the potential impact into the future

- Entire European community is represented in its diversity in terms of nationalities, economic sectors and types of organizations in dissemination activities