



Dissemination Plan of the Project FINALLY

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Project FINALLY

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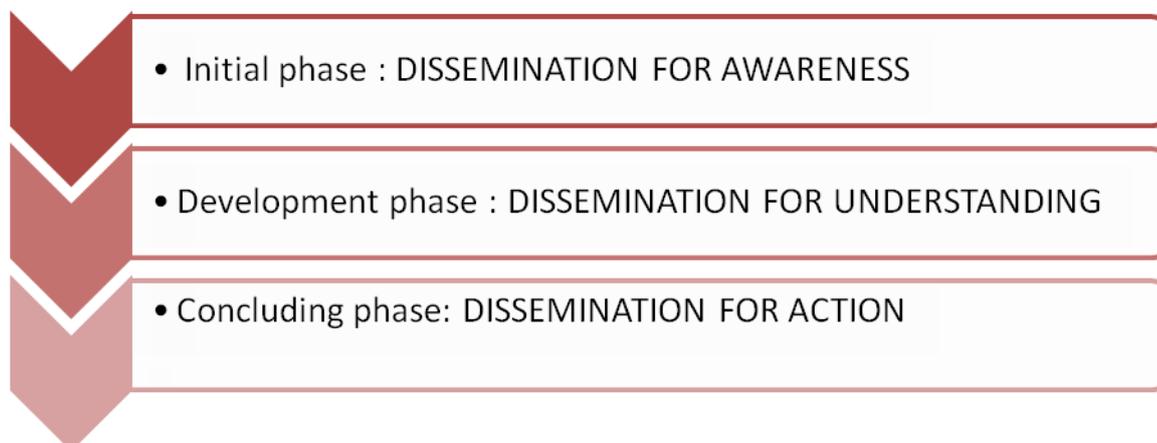
Introduction

“Dissemination is a planned process for providing information on the quality, relevance and effectiveness of the results of programmes and initiatives to key actors. It occurs as and when the results of the programmes and initiatives become available” (EU Commission).

The results become available the first day the funded projects list become visible: this is the first step to disseminate the project results starting from the title of the project that for the first time becomes visible.

In few words dissemination needs to start before the project has produced any real results. This means that emails, documents and brochure are often sent to the target groups/stakeholders with only a short description of the project that must be clear and attractive otherwise the main goal to create awareness and understanding of the activities will fail since the beginning.

Every project goes through different stages which can be divided in three phases that correspond to three different categories in the dissemination process:

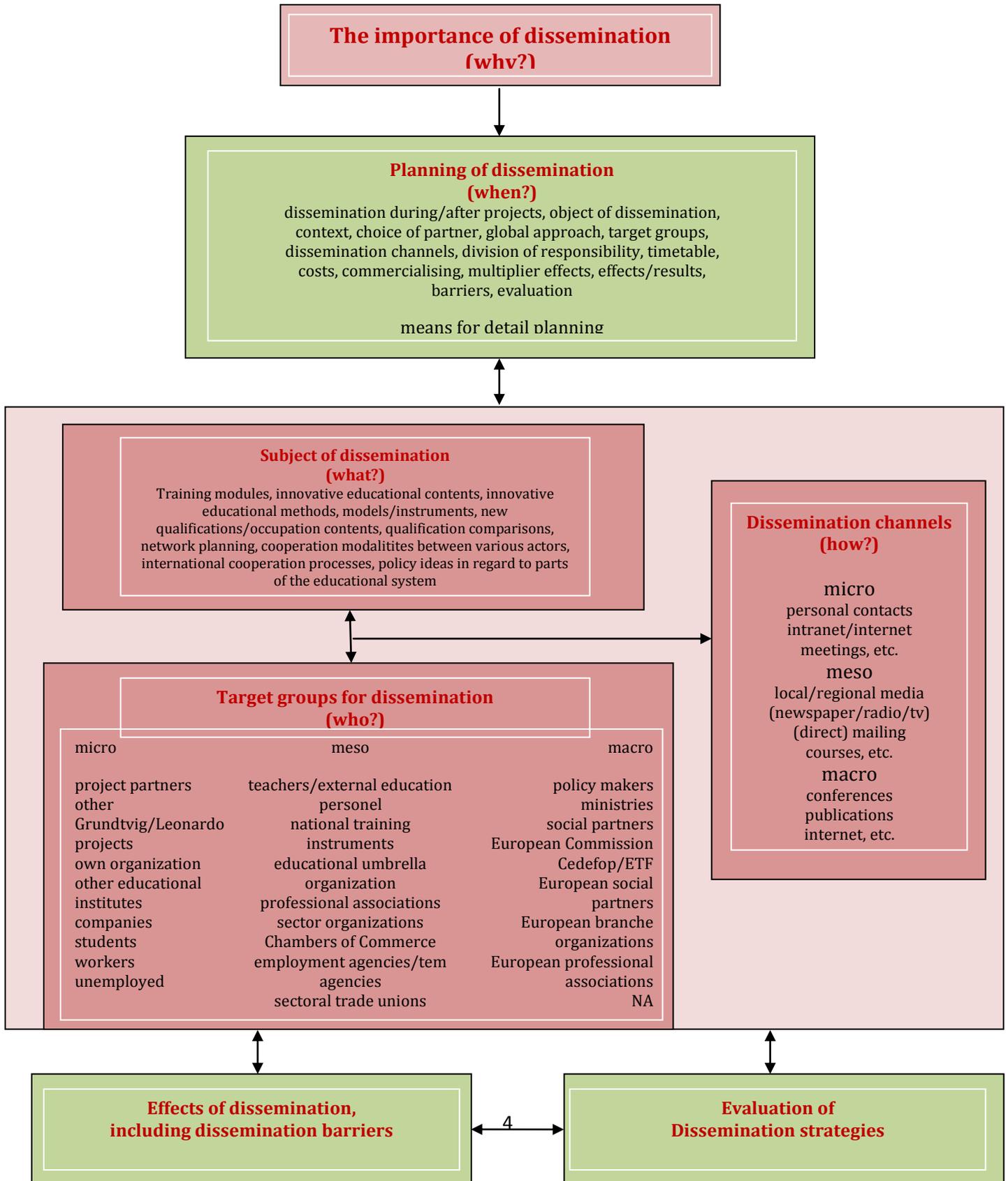


The dissemination tools and means must be tailored differently according to the above stage of the project and that is what will be in our FINALLY project.

This strategy will deal mainly with promotion and dissemination but also gives some explanatory information on exploitation. It is of crucial importance for achieving best possible results that all persons involved have the same understanding of these terms.

1.1 Dissemination

Dissemination is about spreading a message (the object of dissemination) to groups of people or organizations (the target group via one or more channels in order to achieve a specific impact (effect of dissemination). This is why we have to set out a Dissemination Strategy.



Promotion and awareness raising is an important part of the dissemination process. These activities take place at the beginning of the project, or even before it starts, in order to inform about the existence of a project, the aims and objectives and its planned developments.

1.2 Exploitation

Exploitation includes the two activities of mainstreaming and multiplication. Mainstreaming means the actual transfer of successful results to appropriate stakeholders and decision makers. Multiplication concerns the process of convincing end users to adopt or apply the results of the projects.

In summary dissemination and exploitation aim to achieve the following objectives:

- To promote and raise awareness with regard to the project contents and developments
- To provide information on the quality, relevance and effectiveness of the results
- To successfully transfer the results to appropriate decision-makers in order to achieve their sustainable promotion and support
- To convince individual end-users to adopt and/or apply the results, also after the project and support by the project partnership has ended

2.1 FINALLY: Dissemination Strategy

The dissemination plan of each institution will be updated and send to lead partner every six months (Annex 1):

- 7 th October 2013 (1/10/2013 - 30/4/2014)
- 15 th April 2014 (1/5/2014 – 30/10/2014)
- 15 th October 2014 (1/11/2014 – 30/4/2015)
- 15 th April 2015 (1/5/2015 – 30/10/2015)

The dissemination concept is built in two dimensions:

1) Horizontal dimension

The horizontal dimension contains all activities to strengthen the communication and Dissemination between the participants. This includes all internal activities to provide information and instruments for further individual dissemination of each partner. All project partners are requested to actively take part in these processes.

2) Vertical dimension

The vertical dimension concentrates on all activities designed to actually reach the target groups, stakeholders and final users. This includes all activities that will be carried out individually by each partner such as the involvement of their own partners, networks and stakeholders and the implementation of the individual national dissemination plan.

Both the horizontal as well as the vertical dimension will be carried out by using different approaches, methods and instruments of dissemination, always dependent upon the most adequate means and possibilities of each project partner, as follows:

Face to face activities

- Presentations, round tables, workshops, seminars, conference

Media based activities

- Internet based: e-newsletters, websites, networks, e-documents
- Paper based: leaflets, posters, articles, activity reports
- TV/radio based: Interviews, presentations, news bulletins...

Performance activities

Activities in the project process when dissemination actions happen automatically such as the implementation of needs analysis, researches, pilot courses, involvement in evaluation activities.

The dissemination strategy runs parallel to the phases of the work programme and is specifically adjusted according to the main activities of each phase.

The most important questions we will accomplish in our project FINALLY are:

1) Why disseminate?

- To tell end users about the project and its results, deliverables
- To contribute to policy development (local, regional, national or European)
- To inform and advocate to sponsors and funding bodies
- To support and enhance the image of their own organization
- To increase the impact of the project by extending it to multipliers
- To inform professionals about the project and its results, deliverables

2) What to disseminate?

- The project mission or message
- The deliverables
- The project process
- The methodologies
- The European partnership

3) Who to disseminate to?

- End users
- Organizations that can help to reach others
- Organizations that can enhance the impact of the project in other ways

4) Who will do it?

All partners are responsible for their national dissemination activities including the involvement of stakeholders. The partner organizations have at their disposal good networks and contacts at regional level and experience in the field of European cooperation in order to carry out dissemination activities also beyond the borders.

5) When will it be done?

The project proposal presents an initial time schedule with regard to the completion of project results and dissemination instrument. Some steps have already been setup in the application form and other will be decided by single partners according to the project phase and the occasion of dissemination which will be encountered during the project life time.

6) How will it be evaluated?

A very useful way of evaluating the dissemination activities is the documentation of all activities by each partner. This documentation can be in form of lists of participants,

presentations, agendas, meeting minutes, pictures, copies of documents such as e-mails, articles or newsletters.

2.2 FINALLY: Dissemination instruments and deadlines

Some specific instruments are already defined in the project proposal. The instruments are available and all partners are expected to use them. Additionally the individual national dissemination plans for the partners include further instruments that will be used to disseminate the project outcomes.

The instruments of dissemination, foreseen in the project application, with their date of completion are as follows:

DISSEMINATION ACTIVITIES AND TOOLS					
TOOL	LANGUAGE	TIMING	RESPONSIBLE & PARTNERS INVOLVED	MILESTONES	EXPECTED RESULTS
Logo	ENG	4/2013	all partners	Draft by RIC NM	1
Newsletter	ENG, SI, SK, IT, BG, EL, SER, Romani Language	The due day for articles 30. 3. 2013 30. 9. 2013 30. 3. 2014 30. 9. 2014 30. 3. 2015 30. 9. 2015 Publishing 30/04/2013 30/10/2013 30/4/2014 30/10/2014 30/4/2015 30/10/2015	all partners	1. Each partner writes six articles (one article per each Newsletter) 2. Each partner translate (except two Greek partners) the whole Newsletters into national language 3. The designer provide the final version of each Newsletter in all national languages 4. RIC distribute each Slovene, English and Romani Newsletter, all other partners distribute through the e-mail each national	48 Newsletters send to stakeholders and interested, professional public

				Newsletters	
Leaflet	ENG, SI, SK, IT, BG, EL, SER	5/2013	all partners	<ol style="list-style-type: none"> 1. RIC NM prepare the draft of text and design 2. All partners translate the leaflets to their national languages and give feedback about the text and design 3. RIC NM prepare the final versions of Leaflets in all national languages 	7
Poster	ENG, SI, SK, IT, BG, EL, SER	5/2013	all partners	<ol style="list-style-type: none"> 1. RIC NM prepare the draft of text and design 2. All partners translate the posters to their national languages and give feedback about the text and design 3. RIC NM prepare the final versions of Posters in all national languages 	7
Project website	ENG	4/2013	all partners	<ol style="list-style-type: none"> 1. RIC NM design the site 2. All partners prepare minimum 2 news every six months; except Codici after May 2014 one news 	81 news on the website (from 4/2013-10/2015) – 12 website news per partner, except Codici 9 website news



				per six months;	
Facebook of project by the profile on lead partner – RIC NM	ENG	9/2013	all partners	1. RIC NM provide the release about each project meeting and about important milestones, outputs of the project	1
Press Releases	ENG, SI, SK, IT, BG, EL, SER	2/2013 9/2013 4/2014 12/2014 8-9/2015	1 press release per partner after each project meeting (except Codici for three meetings)	1. All partners prepare text and photography and send to local and national media; 2. Each partner ensure minimum one publication	33
Press articles (print, online)	SI, SK, IT, BG, EL, SER,	30/04/2013 30/10/2013 30/4/2014 30/10/2014 30/4/2015 30/10/2015	Every six months at least 1 article per partner	1. All partners prepare text and photography and send to local and national media; 2. Each partner ensure minimum one publication Every six months	42
Press Conference after Kick of meeting	SI, EN	2/2013	Lead partner	done	1
Final Press Conference	SI, EN	8-9/2015	Lead partner	All partners should participate at the conference	1
Printing outputs of WP3 Training Course	ENG, SI, SK, BG, EL, SER, Romani language	6-7/2015	All partners	All partners (Codici English version) make available 20 books in their national languages in their local libraries	books in 7 languages
Printing WP4 Finally Toolbox	ENG, SI, SK, BG, EL, SER,	6-7/2015	All partners	All partners (Codici English	books in 7 languages

	Romani language			version) make available 20 books in their national languages in their local libraries	
Printing WP4 Guidelines for Finally Toolbox	ENG, SI, SK, BG, EL, SER, Romani language	6-7/2015	All partners	All partners (Codic English version) make available 20 books in their national languages in their local libraries	books in 7 languages
The National reports of WP2 (online and sent to stakeholders)	ENG, SI, SK, IT, BG, EL, SER	9-10/2013	All partners	<ol style="list-style-type: none"> 1. Each partner provides that on its website the national report is online; 2. Each partner send the National report to minimum 10 stakeholders or other interested public or professionals; 3. The English versions of national reports will be online on the project website; partners provide the reports to RIC NM 	<ul style="list-style-type: none"> - 6 national reports in English and in national languages on the project website - 6 national reports on the partners own websites - 6 national reports sent at least to 70 e-mail addresses;
Outputs of WP3 Training Course (online or sent to stakeholders)	ENG, SI, SK, BG, EL, SER, Romani language	6-7/2015	All partners	<ol style="list-style-type: none"> 1. All partners (Codic English version) provide that on their website the Outputs of WP3 is online; 2. All partners 	<ul style="list-style-type: none"> - in 7 languages outputs of WP3 will be published on the project website - in 7 languages outputs of WP3

				(Codicci English version) send the Outputs of WP3 to minimum 10 stakeholders or other interested public or professionals; 3. The English versions of Outputs of WP3 will be online on the project website;	online on the partners own websites - in 7 languages outputs of WP3 sent at least to 70 e-mail addresses;
WP4 Finally Toolbox and Guidelines (online or sent to stakeholders)	ENG, SI, SK, BG, EL, SER, Romani language	6-7/2015	All partners	1. All partners (Codicci English version) provides that on its website the Outputs of WP4 is online; 2. All partners (except Codici) send the Outputs of WP4 to minimum 10 stakeholders or other interested public or professionals; 3. The English versions of Outputs of WP4 will be online on the project website;	- in 7 languages outputs of WP3 will be published on the project website - in 7 languages outputs of WP3 online on the partners own websites - in 7 languages outputs of WP3 sent at least to 70 e-mail addresses; in 7 languages outputs of WP3 on the project website

Also other dissemination activities and tools inside and outside partner's organizations will be used. Every six months partners will full fill and provide the Table (Annex 1) to lead partner. **We will use for dissemination during the whole period of the project:**

Face to face activities: presentations, round tables, workshops, seminars, conference	each partner minimum 4 (except Codici 1)
Paper based activities: leaflets, posters, articles, activity reports	each partner minimum 3 (except Codici 1)

Media based activities: TV/radio based: Interviews, presentations, news bulletins...	each partner minimum 4 (except Codici 1)
Performance activities: implementation of needs analysis, researches, pilot courses, involvement in evaluation activities, networking	each partner minimum 3 (except Codici 1)
Other activities	each partner minimum 3 (except Codici 1)

But the quantity of each activity will be created simultaneously every six months.

The project logo will be used together with the logo of the Lifelong Learning.

Programme, the project number and the disclaimer declaring that the project is funded with European money and that the Commission cannot be held responsible for any contents. Depending on the dissemination instrument two different disclaimers can be chosen:

Visibility actions (notepads, folders, roll up etc):

„With the support of the Lifelong Learning Programme of the European Union“



Publications (reports, papers, website, leaflet, brochure...):

“This project has been funded with support from the European Commission.

This publication [communication] and all its contents reflect 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.”

The disclaimer for publications is officially translated in the EU languages and should be used in this form. Also the LLP logo is available in all EU languages and should not be changed individually.

Further information can be found on following websites:

http://eacea.ec.europa.eu/about/eacea_logos_en.php

http://ec.europa.eu/dgs/education_culture/publ/graphics/identity_en.html

2.3 FINALLY: Dissemination documentation

It is considered as very important to document all dissemination activities. On the one hand the documentation serves to keep an overview about dissemination activities in general and on the other hand it provides quantitative and maybe also qualitative data to measure impact and ensure quality. Each partner is expected to document its own activities carried out in the field of dissemination.

The form of documentation can vary depending on the dissemination activity, e.g. pictures, presentations, hand outs, list of participants, agendas, meeting minutes, notes, copies of emails, newsletters, press articles.

Activity	Proof	
	Mandatory	Optional
Face to face activities: presentations, round tables, workshops, seminars, conference	list of participants (see Annex 3), presentations, hand outs, pictures,	meeting minutes agendas
Internet based: e-newsletters, websites, networks, e-documents	copies of emails, newsletters	/
Media based: Interviews, presentations, news bulletins...	press articles, clip, agendas	the text and photo which you send to media
Paper based: leaflets, posters, articles, activity reports	leaflet, articles, photo of poster, e-mail	/
Performance activities: networking, pilot/implementation	list of participants, meeting minutes, agendas	notes

During the project's lifetime regular updates with regard to the partners' dissemination activities are recommended. This update basically concerns adjustments within the national dissemination plans.

With the monitoring report each partner will summarise all dissemination activities carried out and will deliver a dissemination report (Annex 2).

3. General recommendations and further steps in the FINALLY project

Here are suggestions that can be taken into account in the project process:

- Involvement of potential stakeholders from the beginning on
- Continuous communication within the project partnership

- Project information on all partner websites
- Including FINALLY in gateways of Lifelong Learning (e.g. EVE) and other Learning Virtual Communities
- Use social networks to promote the project and its activities if it is of benefit in your country
- Establishing a project mailing list
- Update the stakeholder analysis
- Connecting with other European projects working in the same thematic field
- Try to find press media for the dissemination of FINALLY project
- Use conferences or seminars of other EU projects to present the project or at least to display dissemination material
- Use other EU project meetings to inform project partners and coordinators about FINALLY project
- Continuous documentation of all dissemination activities by each partner
- Continuous enlargement of activities in national dissemination plans
- Follow the project's corporate identity and the graphic identity regulations from the Commission by developing any layouts

4. Exploitation in FINALLY project briefly

Even if exploitation takes place after the project's lifetime, when all project results exist as final products, it is necessary to plan exploitation activities from the start. The basis for successful exploitation is a well planned and implemented dissemination strategy at different levels. Furthermore, the identification of stakeholders has to be carried out as early as possible. This is mostly at a time when the first research phases are completed (e.g. needs analysis, desk studies...). Therefore all further steps with regard to content and target group should be set for the remaining project process. It is important to involve stakeholders or possible end users in the project process. On the one hand they can be more easily convinced of the project outcomes when they have the chance to follow the development, but on the other hand also project consortia can benefit by including suggestions or recommendations from the stakeholder side in the development process. Two key aspects to successful exploitation of project results:

- Producing relevant results of good quality to satisfy the demands of providers, policy makers and ultimately society more generally
- Ensuring that results reach the right target audiences in a format and at a time, that provides greatest benefit.



Annex 1: Dissemination Plan

FINALLY Planned Dissemination and Exploitation activities														
Organisation:											Country:			
Period:	1 st October 2013 – 30 th april 2014													
	Activity	Quantity (minimum)	Short description	Dates/Duration	Place	Geographical level*					Target group	Size/number of organisations /persons reached (approx.)	Proof (mandatory on page 14 DP)	
						L	R	N	EU	O				
inside your organisation	Face-to-face activities (minimum 1 activity by your choice)													
	Meeting/Round table													
	Workshop													
	Seminar													
	Conference													
	Other													
	Internet based activities (minimum 4 activities)													
	Email	the 2nd Newsletter			30.10.2013									
	Publication/Newspaper				30.9.2013									
	Website of own organisation	2 news and national report online			20. 11. 2013 and 30. 4. 2014									
	Other													
	Paper based activities (minimum 1 activity by your choice)													
	Brochure/flyer/poster													
	Other													
	Performance activities (by your choice)													
	Pilot/Implementation													
Other														
Other (give your ideas) (by your choice)														
outside your organisation	Face-to-face activities (1 activity by your choice)													
	Meeting/Round table													
	Workshop													
	Seminar													
	Conference													
	Other													
	Internet based activities (minimum 5 activities)													
	Email	the 2nd Newsletter			30.10.2013									
	Publication/Newspaper	1 article for the 2 nd Newsletter			30.9.2013									
	Website/Internet	2 news and national report online on the project website			20. 11. 2013 and 30. 4. 2014									
	Other													
	Paper based activities (by your choice)													
	Brochure/flyer/poster													
	Other													
	TV/Radio based activities (minimum 2 activities)													
	Interview													
Presentation														
Press Release	1			30.9.2013										
Other														
Performance activities (minimum 1 activity)														
Lobbying/Networking														
Pilot/Implementation														
Other														
Other (give your ideas) (minimum 1 activity)														

L=local; R=regional; N=national; EU=European; O: outside EU

Representative of target group(s); potential (end-)user of project's products; support at dissemination activities; political empowerment; co-operation partner for pilots, meetings, conferences etc.



Annex 2: Dissemination Report

FINALLY Planned Dissemination and Exploitation activities													
Organisation:													
Period:	1 st October 2013 – 30 th april 2014												
	Quantity (minimum)	Short description	Dates/Duration	Place	Geographical level*					Target group	Size/number of organisations /persons reached (approx.)	Proof (mandatory on page 14 DP)	
Activity					L	R	N	EU	O				
inside your organisation	Face-to-face activities (minimum 1 activity by your choice)												
	Meeting/Round table												
	Workshop												
	Seminar												
	Conference												
	Other												
	Internet based activities (minimum 4 activities)												
	Email	the 2nd Newsletter		30.10.2013									
	Publication/Newspaper			30.9.2013									
	Website of own organisation	2 news and national report online		20. 11. 2013 and 30. 4. 2014									
	Other												
	Paper based activities (minimum 1 activity by your choice)												
	Brochure/flyer/poster												
	Other												
	Performance activities (by your choice)												
	Pilot/Implementation												
	Other												
	Other (give your ideas) (by your choice)												
	outside your organisation	Face-to-face activities (1 activity by your choice)											
Meeting/Round table													
Workshop													
Seminar													
Conference													
Other													
Internet based activities (minimum 5 activities)													
Email		the 2nd Newsletter		30.10.2013									
Publication/Newspaper		1 article for the 2 nd Newsletter		30.9.2013									
Website/Internet		2 news and national report online on the project website		20. 11. 2013 and 30. 4. 2014									
Other													
Paper based activities (by your choice)													
Brochure/flyer/poster													
Other													
TV/Radio based activities (minimum 2 activities)													
Interview													
Presentation													
Press Release		1		30.9.2013									
Other													
Performance activities (minimum 1 activity)													
Lobbying/Networking													
Pilot/Implementation													
Other													
Other (give your ideas) (minimum 1 activity)													

L=local; R=regional; N=national; EU=European; O: outside EU

Representative of target group(s); potential (end-)user of project's products; support at dissemination activities; political empowerment; co-operation partner for pilots, meetings, conferences etc.



Annex 3: List of participants

Event:

Place and date:

Nr.	Name and surname	Name of Organisation	Email	Type of organisation ¹	Size of organisation (persons)	Main areas of activities ²	Level of activities ³					Level of importance for the project			Signature
							L	R	N	E	O	basic	superior	top	
1															
2															
3															
...															
100															

LEGEND:

mandatory fields

additional information if available

1 E.g. University; public authority; union; chamber; NGO, hospital; professional association etc.

2 E.g. Teaching; publishing; representation of interests; political decision maker etc

3. L = local; R = regional; N = national; E = EU; O = outside EU

4 E.g.: Representative of target group(s); potential (end-)user of project's products; support at dissemination activities; political empowerment; co-operation partner for pilots, meetings, conferences etc.

Note: Each participant with his signature on the list of participants agrees that the name of the organization gather their personal information for its own purpose and keep a database of participants. It also agrees that the name of the organization publish the photos and videos in different media.