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Dissemination Plan

PREVIFORM, LDA

PROJECT SUMMARY

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DISSEMINATION AND COMMUNICATION STRATEGY

1.1. Main aspects of dissemination and communication strategy

Since dissemination concerns the development of a communication plan for creating project visibility, it is important to elaborate a strategic plan.

According to the **European Commission's guidelines** addressing the dissemination principles for EU co-funded initiatives, the work connected to Dissemination and Exploitation is described as follows:

“The project will be disseminated by all partners at a local, regional, national & EU level. A streamlined approach will be used that will produce a very clear dissemination strategy, a detailed dissemination action plan & a set of associated outcomes. This plan will ensure that the project consortium has a clear agreement on; overall mission for communications; key audiences/stakeholders; key communication programmes/activities; key messages for each audience/stakeholder; key measures of effectiveness; & roles & responsibilities for communication.”

This means that all partners will partake in raising awareness of the project from start until the project end and beyond. All partners will use their local and regional networks to disseminate the projects activities and learning products amongst:

- National/European policy-makers
- Employer stakeholder groups
- Stakeholder groups
- Target groups

The general objectives of this dissemination plan are the following:

- Briefly sketch out the project and its objectives and how it will address the European context or challenges that have been identified;
- Explain the aims of this dissemination plan, what the partners are hoping to achieve by disseminating this project and describe the dissemination and communication strategy thought for this project;
- Identify the target groups to be reached, all the potential beneficiaries that should be interested in the project and in knowing the Project Management methodology;

- Identify and describe the tools (such as printed materials or websites and social pages) that will support these activities;
- Explain how the dissemination efforts will be monitored and evaluated in an effective way, selecting measurable criteria for each dissemination activity;
- Give an overview of the dissemination activities and assign responsibilities to the project partners.

All dissemination activities should be planned and implemented in a structured manner, avoiding over-exposure and communication saturation, by conveying meaningful information following major stages of project progress and main outputs. On the other hand, a uniform approach among the project partners should be secured, avoiding duplication of work and ambiguous, conflicting, or disorienting messages.

Following the tasks identified in the application form in order to meet these objectives, the project overall dissemination strategy accounts for:

- **Raise awareness** - let potential beneficiaries know what we are doing and make them aware of the Project Management methodology;
- **Inform** - educate the community and make it aware of the benefits of joining our project and Project Management methodology;
- **Engage** - get input/feedback from the community in order to better meet their needs and identify new potential best practices and optimize outreach by monitoring and assessing the impact of dissemination activities;
- **Promote**— our outputs and results.

The main objective of dissemination is to create visibility and strengthen the impact of the project outcomes through activities, targeting and involving key actors at local, regional, national and European levels, and eventually facilitating sustainability.

The following tools and deliverables are foreseen to support dissemination objectives and respective activities:

1. A project website
2. Social networks accounts (Facebook)
3. Project visibility materials include:
 - Project logo
 - Newsletters

- Flyers
- Project website
- Partner organisation websites publication
- Local Media
- Social media tools (Facebook)

To this end, the dissemination coordinator will supervise all dissemination activities and moderate the optimal use of the available dissemination tools supporting these activities in the target countries. Key to the successful dissemination is the management and monitoring of dissemination activities, thus a specific task is dedicated to creating and maintaining a common dissemination activities database.

1.2. Project target users

One of the most important questions while setting a strategy for dissemination is to understand who are the end-users who will benefit from the project's results. The identification of the project target groups and beneficiaries will ensure the efficiency and efficacy of all planned dissemination activities, in terms of reaching the right audiences by the way of the right communication medium.

1.3. Corporate identity

There are several ways to create and maintain a recognizable identity for projects. This can be achieved when all partners use the same logo, colours, fonts, templates etc.

1.3.1. Corporate logo

The logo aims to be a recognizable symbol that disseminates the project and informs at the same time. It shall create cooperative identity and a familiar feeling to the members of the project and to those who feel addressed by it. A logo is characterized by the following features:

- Clear definition, forwardness and catchiness
- Easy to remember and to recognize

- Brings up a positive feeling and association with the project

1.3.2. Corporate design

In order to create and maintain a Corporate Identity for the project, a Corporate Design will be created. On one hand, it is used to make a visual statement about the project and on the other hand, it is a recognizable positive feature of the cooperation between the partners. This way the corporate design is not only strengthening the sense of belonging but also achieves the international recognition of the project.

Every outcome of the project will be documented in a unified way with the help of common Word, Excel and PowerPoint templates. All partners will use the same font, colours, tables and the same logo. Due to the constant use of these tools, a recognisable image is created.

As soon as the final project logo is designed it will be used in all disseminative materials (newsletters, flyers, webpage) through project activities.

1.3.3. Erasmus+ logo and disclaimer

Although internal and external communication templates include the foreseen Erasmus+ logo and disclaimer, please note, that it is **legally required to use the foreseen logo and disclaimer**, acknowledging the funding received from the European Union. Any written information produced for the project must include the disclaimer:

"This project has been funded with support from the European Commission. This publication [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."

The translation of these disclaimers can be found here:

http://ec.europa.eu/dgs/education_culture/publ/graphics/agencies/use-translation.pdf

DISSEMINATION TOOLS & MATERIALS

1.4. What to disseminate

Dissemination is a horizontal activity and concentrates on obtaining the largest impact of the project results and increasing the project visibility reaching a great number of target groups and stakeholders. The dissemination aims to provide useful information about project results and milestones and raise awareness about the existence of these results and milestones. The majority of the project results and activities consist of:

- Intellectual Outputs:
- Multiplier event
- Transnational meetings

Local Media (in all partner regions)

Project Webpage

Social Media Tools (e.g Facebook group)

These results and activities will constitute the content for the dissemination activities.

1.5. Dissemination tools & materials

Partners will embed dissemination activities to showcase the project activities, results and impact at each stage of the project to maximise the scale, reach and influence of core messages. As well as more traditional methods usually presented within EU projects (e.g. posters, leaflets, presentations), and in light of the ICT nature of the project, digital media will be used extensively throughout the project. All dissemination activities will be supported by a set of tools consisting of the following:

1.5.1. Project website

The project website is an important element of the dissemination. Online marketing has a big impact in respect of publication and promotion of the project. It contains information about the partners, objectives and purpose of the project, its progress and results, news and latest updates related to the project. The website will trigger the project dissemination actively.

The link to the website will be posted on all partners websites together with the logo and a brief description of the project. The website will be monitored by the dissemination leader and refreshed frequently with an emphasis upon quality content and main milestones achieved in each moment of the project lifetime. All partners will contribute to the filling of the website.

The website is designed to be attractive and user friendly with easy navigation through at least the following sections:

- **A home page** which contains a brief description of the project, all partner logos, social media buttons and main contacts;
- **About page** with a description of the project, objectives, activities foreseen and target groups;
- **Partner page** with information about the partners;
- **Erasmus+ page** with information about the Erasmus+ programme;
- **Contact page** with contact form.

1.5.2. Social media

The extensive use of social media driven by partners but then led by end-users will be part of the dissemination. Partners will prepare awareness/promotions campaigns based on key activities and phases of the project. Partners will aim to build a substantial national, European and international following on different social media pages. This community will be used to 'push out' core messages, receive feedback and contributions and ideas from an interested and informed community.

1.5.3. Newsletter

The project will design and edit a project newsletter aimed at disseminating information about the project's main activities and milestones so that newsletters will be designed during the project duration.

The project newsletter will be produced in English, however, partners may decide to translate it into their own languages. All partners contribute content to the project newsletter and spread the newsletter within their network making use of the most effective communication channels their organisation has in place to reach out to the identified target audiences.

1.5.4. Networking & events

Partners will plan to attend and utilise local, regional and national events (e.g. live skype conferences, volunteer activities, network group meetings) and transnational events (e.g. partners are also involved in other EU projects as well as local festivals). When doing this, partners will use their regional, national and European-wide networks to embed dissemination activities throughout the project lifecycle.

MONITORING

Dissemination activities to be undertaken by all partners, as well as their impact through certain indicators will be tracked down and assessed throughout the project. Partners will embed dissemination activities to showcase the project activities, results and impact at each stage of the project to maximise the scale, reach and influence of core messages. Will prepare and implement the European dissemination plan (this document) will collate reports from partners and prepare a dissemination report for four months summarising the scope, reach and success of dissemination activities. During all meetings and in between dissemination will be discussed and all partners will be made aware of their responsibilities.

▪ **Dissemination Activities Report (Excel file)**

A Dissemination Activities Report will be developed and will be sent to all partners that will be filled out on a 4-monthly basis. Every partner continuously completes this template. In this template the following information is required:

- Dissemination activity (used dissemination materials/method)
- Short description of the dissemination activity
- Direct target group
- Dissemination level (local, regional, national, EU, outside EU)
- Number of people reached
- Date
- Partner
- Available documentation

Such a template enables us to gather a very precise overview of the dissemination activities. The template will include drop-down menus to ensure consistency. With the help of this template, the project consortium is always informed of the latest dissemination activities and outcomes.

▪ **Dissemination Evidence Report (Word file)**

In addition to the Dissemination Activities Report, there will be a Dissemination Evidence report template to collect the supporting evidence of the dissemination activities. Screenshots

of articles (press releases, web page news, etc.), publications, copies of newsletters etc. will be collected and listed in this document with corresponding identification numbers to the Dissemination Activities Report.

- **Database of stakeholders (Excel file)**

Each partner will create and update a regional/national database of stakeholders and key contacts including related/complementary regional, national and EU projects. This will be used to communicate messages at each stage of the project to raise awareness and interest in the project and its result. This database will also be used for the distribution of the project newsletters.

Using the templates ensures that the partners will use the same tools, communicate uniformly and report back in the same manner. One of the aims of monitoring and reporting is to guarantee quality at every stage of the project and to evaluate the development of the project and its progress towards reaching the objectives. All these templates will make the gathering and reporting of all partners' activities and information more uniform and thus ease the process of writing the interim/final report.

DISSEMINATION ACTIVITIES – OVERVIEW

The following table summarizes all dissemination tools and materials as an action plan describing what will be done when and by whom.

Tool / Material	What?	Who?	When?
Corporate identity	- Dissemination plan - Logo - Templates	PREVIFORM	Continuously Jan 2021
Reporting	- Templates - Dissemination Activities Report	ALL	Every 4 months
Stakeholder database	- Regional/national database of stakeholders	ALL	update continuously
Project website	- EN version - Translations - Updates	ALL ALL ALL	Feb 2021 Ongoing Continuously
Social media	- Decide for pages - Create Facebook group - Create Twitter/Facebook/other? - Updates	ALL ALL ALL ALL	Feb 2021 continuously
	-		
E-newsletter	Per 4 months	All	
1st newsletter	- Design - Content - Translation - Submitting	ALL ALL ALL ALL	April 2021
2nd newsletter	- Design - Content - Translation - Submitting	ALL ALL ALL To be defined	TO SET THE DATE
3rd newsletter	- Design - Content - Translation - Submitting	ALL ALL ALL To be defined	TO SET THE DATE
4th newsletter	- Design - Content - Translation - Submitting	ALL ALL ALL To be defined	TO SATE THE DATE
	-		
	-		
Multiplier events	- Local media press release - Local/regional Festivals - Volunteer-based activities - Live skype conferences		Project duration activity calendar Project duration activity calendar Project duration activity calendar Project duration activity calendar

	-	webpage		
Transnational meetings	-	Transnational meeting in SP	All	JAN 2021
	-	Transnational meeting in PT	All	JUL 2021
	-	Transnational meeting in SP	All	FEB 2022
	-	Transnational meeting in IR	All	NOV 2022
Networking & events	-	Networking and events	All	Continuously