

Dissemination

KA210-VET - Small-scale partnerships in vocational education and training
Project Title Training and resources to achieve a green era – TREE
Project No.: 2023-1-IT01-KA210-VET-000155836

PARTNERS

PART 1: DIFFUSION

I. Definition of the dissemination and communication strategy

Dissemination is the process by which project deliverables and deliverables are available to interested parties and a wider audience. Diffusion is essential for adoption, and adoption is critical for the success of the project and the sustainability of the results in the long term.

<https://webgate.ec.europa.eu/beneficiary-module/project/#/project-list>

The main aim is the constant dissemination of information about the project (in the initial phase) and the dissemination of results (when they become available).

The objectives of the dissemination are:

- Increase awareness of the project, its objectives and results
- Inform target groups about the project results
- Engage and obtain feedback from relevant stakeholders
- Coordinate with other European and national projects and networks

The overall dissemination activities will be led by AdIM Srl who will coordinate all activities with the project partners in order to achieve a coherent and localized approach to effectively reach different target groups. The project dissemination group is made up of representatives of all the partners and is coordinated by the AdIM

Spread pattern:

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II. Identification and differentiation of target groups

The project plans to address, with regards to diffusion, two levels of actors:

- Those who **could directly benefit** from the use of intellectual products (multimedia experience course on storytelling and training on interactive learning scenarios)
- **Those who could disseminate and transfer news**, information and communications regarding the project results and therefore able to support the project by spreading the word.

Internal audience:

Each partner involves not only a specific department but the entire structure in this project. Therefore the project is well known by the staff of each organization.

Assignments:

- Article on the project (after the kick-off meeting on the web pages of each partner),
- By creating a project web page to insert on the partners' website,

- Posting news on social media (Facebook, LinkedIn)
- Newsletter.

External audience:

Target group of the project: adult entrepreneurs, freelancers and unemployed aged between 30 and 45.

Recipients:

- Local adult entrepreneurs, freelancers and the unemployed will be the main beneficiaries of the initiative
 - Entrepreneurs and companies already experienced in a business creation process, as they will support the partnership by providing feedback and elements of real experience in the field to support the development of intellectual results
 - Local business associations because they will be able to transfer information to their members and because they will be directly involved in all initiatives that concern the product or service initiatives of their members' entrepreneurs
 - Chamber of Commerce, business incubators, Development Agency and all other stakeholders from the economic sector who would be potentially interested in offering the training and platform to connect companies and entrepreneurs
 - Local authority responsible for policies for business and economic cooperation as they can draw inspiration from the project and could intervene at a political level to support the idea promoted by the partnership.
 - Other networks operating at national and European level in the framework of promoting and supporting entrepreneurship
 - Other networks involved in European projects for the promotion of entrepreneurship
 - National Institutes for Entrepreneurship and Chambers of Commerce abroad representing partner countries in Europe
 - Adult education centers
 - Professional training institutions
 - Unemployment offices
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- Other projects focus on promoting entrepreneurship, especially those providing training for market development

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III. Identification of particular messages

- TREE inspires the whole community and increases opportunities for entrepreneurs at European and national level.
- TREE is the place where adults, freelancers and the unemployed meet practical and fresh-approach training, prepared by a group of professionals from education and training organizations from different European countries.
- Innovative methodology of e-learning education and training.

IV. Definition of personalized information materials

1. The article about the project on each partner's web page (A3) (after the kick-off meeting)
2. Press release
3. The communication plan (to be presented at the kick off meeting) (A6)
4. Project logo (A8)
5. Creation of the project web page on the individual partners websites (A9)
6. Leaflet (A10): Generic leaflet developed in electronic format to allow updating as key findings become available, will also include generic information about the project.
7. Newsletter – 3 issues for the entire project (A12) - AdIM will design the model.
8. Social media: 1 AdIM administrator, one news story per month from one of the partners.
9. Mailing list of target groups of stakeholders and interested parties. All partners are invited to contribute to the list or take care to forward the communication of the project to their contacts. The partners will also carry out “project networking” on an ongoing basis with the aim of greater visibility of the project through other websites and participation in events.

V. Defining means and methods of dissemination at national, European and international levels, including effective ways to collect feedback

The following dissemination channels have been identified for dissemination to the target group, target audience and other interested parties:

- **All partners will create a dedicated TREE project page on their institutional websites** : to allow wide dissemination of results/outputs, documents and information on the project. All public outputs resulting from the project will be available on the institutional websites of individual partners and shared, which will constitute the main source for project publications intended for a wider community. Furthermore, these pages will form the basis for accessing the training support platform to enable the implementation of pilot testing activities.

The addresses are:

AdIM: <https://www.adim.info/erasmus/>

AiNP: www.agencianewproject.org

Zeus: <https://zeusconsulting.com/>

- **Regular news feeds in public news channels** : Each partner will identify at a national level the websites, blogs and publications most relevant to the target audience and will commit to providing them with regular news feeds. the AdIM is responsible for this at EU level.
- **stakeholder events and conferences to discuss, promote and disseminate the results and impact achieved by the project, involving the target audience and relevant stakeholders such as industry and sectoral organisations, policy makers, experts management and service providers.** Participants will be invited to contribute their experiences, insights, expectations, feedback and ideas to the development of project outcomes.
- **Social media:** the LinkedIn and Facebook pages of individual partners will be implemented where participants will be able to interact with colleagues. Partners are asked to invite as many “FB friends” as possible.

To reach the target group and interested parties, a set of common dissemination material will be prepared to be used in the different channels identified:

- **Brochure:** Generic booklet developed in electronic format to allow updating as key findings become available, will also include generic information about the project.
- **Press releases** : a standard press text will be developed which will focus on the main results and outputs achieved so far, at least 4 issues will be developed in conjunction with the release of the key outputs of the project. Available in English for partners to customize and translate.
- **Project presentation:** a standard ppt project presentation will be developed by AdIM and used by all partners in their dissemination activities. The presentation will be continuously updated and partners will be able to customize it for local/national dissemination activities

All material will be published in English and, where deemed necessary, translated into other project languages to ensure that both the target group and other interested parties can access the results.

All materials will undergo continuous updates at regular intervals throughout the duration of the project.

VI. Definition of the approach to measure the success of dissemination

The general approach to dissemination will be agreed in the preparation phase and the first version of the PD will be prepared at the beginning of the project (month 2). A periodic review and updating of the PD will ensure high quality and adaptation of dissemination activities in case of changes with respect to the target groups. It is aimed at early involvement of the sector's target audiences and relevant stakeholders in Europe, as this will help ensure timely implementation and considerably increase overall impacts.

Monitoring dissemination activities and evaluating whether results have been achieved will be an ongoing activity from start to finish.

DIFFUSION INDICATORS:

WHAT	INDICATOR
Number of newsletter recipients	minimum 100 (3 numbers x min. 50 receivers x 2 Partners)
Number of posts published on the project's social media pages	minimum 20
Number of times the project name is mentioned or linked to other websites and organizations	minimum 10
Number of visits to the project website	300

VII. Detailed planning and distribution of dissemination actions among partners.

WHAT?	FOR WHO?	WHEN?	WHO?
Project logo	Internal and external audience, target group	Month 2	AdIM
Creation of the project web page on the individual partners websites	Internal and external audience, target group	The model prepared for the kick-off meeting	All Partners

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WHAT?	FOR WHO?	WHEN?	WHO?
Flyer	Internal and external audience, target group	Month 6	AdIM
Newsletters	Internal and external audience, target group	Model – month 6	AdIM
Facebook account	Internal and external audience, target group	Month 4	AdIM will open the account, each partner will provide some news every month.
Press release	Internal and external public,	The first after the kick-off meeting	AdIM will prepare the English version and send it to all partners
Participation in local events	Project partners	Second year of the project	Every partner
Connection with similar projects	Project staff	Second year of the project	Every partner
Organization of the twenty multipliers	Project partners	Last months of the project	Every partner

Branding: establish an identity that evokes a positive image and includes all the visual elements that identify the project (logo, fonts, colors, etc.) to consistently communicate and disseminate the project's activities and results.

Branding includes: logo, brochures, templates – presentations, newsletters, posters and drafting of press releases to be delivered to the written press, radio, TV, websites, internet, promotional videos on the project.

PART 2: EXPLOITATION OF THE PROJECT RESULTS:

Exploitation involves defining the necessary actions to give greater visibility to the project and to involve target groups, end users, stakeholders and transfer the results into their professional fields.

The crucial tasks:

- Exploitation during local multiplier events.
- Maintenance of the web page created on the institutional sites of the various Partners at least 3 years after the end of the project.
- Free access to project results – interactive learning scenarios.
- Permanent contact with decision-making institutions.
- Networking with relevant networks.
- Create synergies with similar projects.
- The growth of the online simulation tool.

PART 3: COMMUNICATION IN THE PROJECT

Fluid and fruitful communication is the key to successfully achieving project objectives.

Communication channels:

Email segreteria@adim.info

Telephone +39 081 7871810

Skype – admin.secretariat

Periodic meetings (3 transactional meetings for an entire project):

November 2023 – Spain

May 2024 – Greece

March 2025 – Italy

Common place for documentation:

Google Drive:

https://drive.google.com/drive/u/2/folders/1_CmZsXR-QE1-7ubjUxsyQtA0PWqH1OXH