



Dissemination Strategy

WiSaR – Regional Economy-oriented Learning Strategies for Lifelong Learning
167140-LLP-1-2009-1-AT-KA1-KA1ECETB

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ANNEX

Annex I: Timetable

Annex II: National dissemination plans

1. Introduction

This document has been written for the multilateral project "*WiSaR – Regional Economy-oriented Learning Strategies for Lifelong Learning*" (167140-LLP-1-2009-1-AT-KA1-KA1ECETB) funded by the action *Key Activity 1* within the framework of the *Lifelong Learning Programme*.

It presents the dissemination strategy for the 1-year WiSaR project including national dissemination plans for each project partner. All dissemination activities are either offered by partners or suggested by E.N.T.E.R.

The dissemination strategy does not focus only on the individual activities of each partner but gives also some general information and suggestions to achieve the best possible results. Certain issues and quality criteria should be taken into account by the implementation of dissemination actions. This paper also tries to give useful recommendations on this score.

A project and its results can only be successful when they are of sustainable value. For this reason it is necessary to provide a dissemination strategy. The actual use of project outcomes is dependent upon successful dissemination activities. Therefore, it is important to understand that a good dissemination strategy is the basis for successful exploitation of results. Both issues are closely related and dependent upon each other, hence this paper also contains some general information on exploitation.

Petra Kampf, E.N.T.E.R.

2. General information about dissemination and exploitation of EU project results

Whenever we speak of dissemination and exploitation of project results we refer to activities that are designed to ensure that these results are appropriately recognised, demonstrated and implemented on a wide scale. Within the field of dissemination and exploitation the term valorisation is also used to combine the two issues. E.N.T.E.R. prefers to use the expressions separately as they do not mean the same thing and should be seen as equally important even if they are closely related and dependent upon each other. However, at the beginning of the project process there should be a focus on general promotion and awareness-raising.

This strategy deals 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.

Dissemination

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.

Dissemination in general is a planned process of providing information to the target group and key actors in regard to project process, activities and results by the use of different dissemination channels at the local, regional, national, EU and international levels.

Exploitation

Exploitation includes the two activities; 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. Dissemination

The dissemination concept provided by E.N.T.E.R. 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. E.N.T.E.R. is supporting the vertical dimension in terms of providing dissemination instruments and templates as well as implementing dissemination actions at European level, although the actual success is very much dependent upon the support and cooperation of the project partners.

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.

Basically, they can be structured as follows:

- **Face-to-face activities**

Presentations, round tables, workshops, seminars, conference ...

- **Media-based activities**

Internet-based

forums, e-newsletters, websites, networks, e-documents ...

Paper-based

brochures, flyers, posters, articles, newsletters, 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 that should be answered by each dissemination strategy are:

- | |
|---|
| <ol style="list-style-type: none">1) Why disseminate2) What to disseminate3) Who to disseminate to4) Who will do it5) When will it be done6) How will it be done7) How it will be evaluated |
|---|

2.2. Exploitation

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.

3. Background objective and aims of the WiSaR project

By definition, the national strategies of lifelong learning cannot give adequate consideration to the requirements and specific circumstances of individual European regions. It is against this background that in many regions the demand for a regional specification of LLL strategies arises, which is above all expected to take the local economic conditions and frameworks into consideration. In response to this challenge, the WiSaR project sets out to develop regional economy-oriented strategies for lifelong learning on a cooperative basis. In the course of this project, the project partners will develop regional strategies of lifelong learning for their respective regions and make their experience (regarding methods and contents) available for exploitation and transfer to other regions by developing guidelines for the development of regional LLL strategies.

Aims and objectives

The overall aim of WiSaR is to develop strategies for lifelong learning (LLL) which reflect the specific requirements of a region and its industry.

The project develops a specific regional approach to the problems and challenges they constitute for the systems of lifelong learning. The project pursues the following main objectives:

a) Regional Development

The partner regions in the respective partner countries are – especially in times of economic crisis -in need of new and sustained impetus regional development to secure jobs and factories. By developing a strategy that is relevant to the region and has been coordinated between the key players in the economy and lifelong learning, the WiSaR Project makes an important contribution towards securing the area's attraction for business, and towards sustainable development of the regions.

b) Regional LLL strategy development

As there are huge local differences in economic structures and requirements, national LLL strategies are not sufficiently relevant, and there is a clear demand for adjusted and regionally relevant LLL strategies for the respective regions. Proceeding from the individual countries' national LLL strategies, WiSaR will initiate the development of regional educational strategies, provide the relevant methods and have them embedded in the region by the policy-makers and decision-makers in education.

c) Methods development

Against the background of the regional LLL strategy, individual methods will be developed in order to match offer and demand as well as underlying competence requirements and to integrate them into the available education and training programmes (formal and non-formal).

d) Networking

The WiSaR project aims at creating a development network among the regions involved in order to use potential synergies and share ideas. This network serves to interconnect regions which work on developing and embedding economy-oriented strategies for lifelong learning.

e) Sustainability

It is a major objective of the WiSaR project to embed and further develop the LLL strategy, which includes the developed methodology. Appropriate approaches will be developed for this strategy to be embedded in the region and be exploited by the relevant actors (educational institutions, political decision-makers, enterprises, NGOs, providers of non-formal ways of learning and/or informal learning). Ensuring long-term exploitation of the strategy is a step towards reaching the overall objectives.

3.1. Target groups

The target group is represented by decision makers in politics, economy and education in the regions, as well as representatives of public employment services. Short term beneficiaries will be enterprises, institutions for LLL, public employment services and individuals who benefit from the implementation of project.

Long term beneficiaries will be regional stakeholders, other regions and political decision makers on national level.

3.2. Stakeholders

Municipalities
Trade unions
Chamber of Commerce
Lifelong Learning Organisations
General education providers
Adult education providers
Vocational education providers
Universities
Career centres
Job guides and counsellors
Employment services

3.3. Project Results

To find the best time for dissemination it is very important to know the project outcomes and the time when their development is completed. All partners are expected to disseminate these results through their individual dissemination channels.

The results of WiSaR project in chronological order are as follows:

Project Results	
Date	Result
04/10	Project memorandum
08/10	Regional Lifelong Learning strategies
08/10	First version: Method paper concerning Panels, Delphi and round tables
08/10	First version: Work material
12/10	Report testing phase

02/11	Final version: Method paper concerning Panes, Delphi and round tables
02/11	Final version: Work material

4. Dissemination in the WiSaR project

The dissemination strategy of the WiSaR project follows the general guidelines of dissemination as explained above as well as the facts provided in the project proposal.

The strategy was developed with the support of all project partners. After the first project meeting templates to identify the dissemination channels of each partner were distributed and were used as the basis for the development of the WiSaR dissemination strategy. The dissemination of WiSaR consists of individual national dissemination plans that can be enlarged and adjusted by each partner at any time. The annex shows the first versions of these individual plans. The other part is the activities already predetermined in the work packages of the project. The results of WiSaR are very well defined and embedded in a realistic timetable; hence it is easy for all partners to implement their dissemination activities.

1) Why disseminate?

- To tell end users about the project
- 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 organisation
- To increase the impact of the project by extending it to multipliers
- To tell commercial organisations that you have a product to sell

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
- Organisations that can help to reach others

- Organisations 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 organisations 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. Dissemination activities will be carried out in cooperation with E.N.T.E.R. that will support the dissemination at European level with different network services.

5) When will it be done? (see also annex I)

The project proposal presents an initial time schedule with regard to the completion of project results and dissemination instruments. E.N.T.E.R. gives additional suggestions to achieve best possible results. A timetable for all activities is provided in the annex.

6) How will it be done? (see also 4.1.)

The project proposal already gives specific instruments to be used for dissemination activities such as flyer, the project newsletters and the final conference. A very important tool will be the project website that will provide all relevant information about the project including a download and networking area. Each partner also presented individual instruments in the national dissemination.

7) How will it be evaluated? (see also 5.)

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 emails, articles or newsletters. The documentation should be based on the use of quantitative and qualitative indicators.

4.1. Instruments of dissemination in the WiSaR project

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. (see Annex II)

The instruments of dissemination with their date of completion are as follows:

Dissemination Instruments	
Date	Instrument
04/10	Project Newsletter
05/10	Dissemination materials
05/10	Project website
09/10	Project Newsletter
01/11	Project Newsletter
02/11	Final conference

Overview of dissemination instruments and additional material

1) Project website – www.wisar.eu

Available in all partner languages including download and networking area as well as a link collection with further information on related topics.

2) Dissemination material

- **Project folder**

A project flyer will be produced in all partner languages providing general information to raise awareness.

- **Printed version of LLL strategies**

A project flyer will be produced in all partner languages providing general information to raise awareness.

- **Press releases**

All partners will present different press coverage especially at local and regional level to inform stakeholders about the project activities and prepare sustainable use of the outcomes.

3) Project newsletter

All together 3 newsletters will be released in all partner languages.

4) Final conference

The final conference will be organised in Fohnsdorf with the participation of all project partners and representatives of the target group and stakeholders from the local and regional area.

Further issues to be considered by using the dissemination instruments:

It is recommended to use a corporate design in all material produced within the project to support an effect of recognition. In addition it is of crucial importance to follow the rules of corporate identity given by the European Commission such as clear instructions on the use of logos and disclaimers.

The project logo should 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

4.2. Summary of dissemination activities of all partners in the WiSaR project

The first version of the national dissemination plans show various activities that include dissemination actions already stated in the project proposal and those that are listed additionally. Partners also provide additional instruments of dissemination such as conferences, meetings and publications.

Overview of additionally planned partners' dissemination activities and instruments	
Face-to-face activities	
Internal activities	External activities
Workshops (AT, PL)	EU project meetings and final conference (all partners)
Round tables and meetings (AT, PL)	Meetings with stakeholders (EL, SK, SI)
	Workshops and round tables with regional key players (EL)
Internet-based activities	
Internal activities	External activities
Internal coordination emails (AT, PL, EL)	Emails sending project documents (all partners)
Staff information emails (EL)	Emails to target group and stakeholders (all partners)
Project information on organisation website (all partners)	Project Website (AT)
	Project Newsletter posted on different websites (EL)
	Project information published on regional portal (SK)
Paper-based activities	
Internal activities	External activities
Brochures at the organisation reception (EL)	Flyer and brochure to stakeholders and target group (EL, SK)
	Publication of newsletter and project information in local newspapers (EL, SK, SI)
Lobbying/ Networking	
Internal activities	External activities
	Networking activities with European Association for the Education of Adults and with European Society for the Institutes of Vocational Training (PL)
	Newsletter send to local networks (EL)

Even if not all can tell the exact number of persons or organisations expected to be reached through particular activities, the first estimation shows a very good result. According to the first national dissemination plans approximately 9.560 persons can be reached. These numbers are only a first estimation because a lot of internet based activities and publications in newspapers cannot be reported with exact numbers. Many activities are dependent on developments within WiSaR project and therefore cannot be reported here in all details. Due to the project objective of developing regional economy-oriented learning strategies for Lifelong Learning, the activities focus on local and regional level of dissemination but there are also activities which refer to the national and European level and some also reach persons outside the EU.

Based on experience in other projects the national dissemination plans do change during the project lifetime. New channels will be added that will correspondingly influence the number of persons and organisations reached through the activities. Other instruments might occur or existing ones will be used more frequently. The dissemination plans can be changed and updated by each partner at any time. The national dissemination plans for each partner are to be found in Annex II.

It has to be seen how the dissemination activities of all partners will develop during the upcoming project phases and which instruments will be the most effective to reach the target group, stakeholders and other beneficiaries.

5. Evaluation and Quality Assurance

To guarantee good quality and achieve the best possible results it is suggested to use different tools to measure the impact of the activities carried out. There are two main types of quality indicators, quantitative and qualitative data.

5.1. Quantitative data:

- number of enquiries about a product
- number of orders for a product
- number of brochures, DVDs etc. distributed
- number of visitors to a website
- number of visitors attending a conference, seminar, workshop
- amount of press coverage (number of articles and items on radio or TV)
- size of audience reached through dissemination activities

In WiSaR project some quantitative data was already mentioned in the project proposal that has to be seen as **minimum to fulfil**.

For example the development of 5 regional strategy documents for an economy-oriented lifelong learning process or the preparation of 3 newsletters for the dissemination of the project.

The national dissemination plans already include information about quantitative data. It should be an objective of the partnership to try to enlarge the activities implemented, meaning that it is possible to change the dissemination plans for each partner at any time.

5.2. Qualitative data:

These indicators are more specific and not so easy to implement. They could be in the form of short surveys as part of brochures or publicity hand-outs. They can be distributed to participants at a conference, seminar or workshop. If the project has a single partner responsible for evaluation and quality assurance it might be useful to include a few questions in regard to dissemination material and/or activities in general surveys of project/process/product evaluation.

Qualitative indicators are useful:

- to obtain detailed, subjective feedback
- to give a general feeling of responses
- to offer specific ideas about what has been successful, how to do things differently next time or new ideas for future projects

5.3. 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 ...

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. Before the final report is written E.N.T.E.R. will provide a form to each partner to summarise all dissemination activities carried out. This feedback will include the actual state-of-the-art of dissemination achievements of WiSaR and should not show any significant variations from the national plans.

Administrative issues (see also Annex I)	
Date	Document
12/10	Update of national dissemination plans by each partner
02/11	Report on dissemination activities (Final Report)

6. General recommendations and further steps in the WiSaR project

According to the next work packages and development of results E.N.T.E.R. gives the following recommendations to the project consortium to support dissemination. These are only suggestions that can be taken into account in the project process.

- Involvement of potential stakeholders from the beginning on
- Registration of the WiSaR project with E.N.T.E.R. in order to use the email alert service and to be fully registered with the network's project database
- Use performance activities (see page 6) for intensive dissemination in the first phases of WiSaR project (building of groups for the different methods, questionnaires)
- Continuous communication within the project partnership
- Project information on all partner websites
- Links from partner organisations' websites to project website

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- Including WiSaR 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
 - Connecting with other European projects working in the same thematic field
 - Try to find press media for the dissemination of WiSaR project
 - Use conferences or seminars of other EU projects to present WiSaR project or at least to display dissemination material
 - Use other EU project meetings to inform project partners and coordinators about WiSaR
 - Creation of Email Footer in order to promote specific events of the project such as the final conference
 - Continuous documentation of all dissemination activities by each partner
 - Collecting feedback
 - 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
 - Contact E.N.T.E.R. in case of questions or if any kind of support is needed
 - Clarification of IPRs (Intellectual Property Rights) during one of the last project meetings

7. Conclusion

Project results can only be of sustainable value and use if the dissemination of them is well planned and implemented at different levels. The strategy aims to support all activities in the fields of dissemination by presenting general aspects as well as specific information to be used by each project partner according to the national dissemination plans. Furthermore, the strategy tries to highlight specific indicators for achieving high impact as well as for how high quality can be assured in the implementation of dissemination process.

As a result of E.N.T.E.R.'s experience in the field of dissemination and exploitation the communication within the partnership is considered as being very important for achieving the best results. Even if not all partners are equally involved in each work package they must be kept up to date about developments and outcomes. This is of critical importance in projects running only for a short time when partners don't have the opportunity to meet very often, as could be the case in the WiSaR project.

In general, dissemination can only be successful through close cooperation between all partners. Not only the communication but also the individual use of national dissemination channels, contacts and networks has great influence on the impact of a project.

The partners of the WiSaR project have rich experience in the European project business and the first versions of the national dissemination plans look very promising. The number of individuals reached with the dissemination activities is acceptable for a first estimation but it has to be seen during the project process how the dissemination activities of each partner will develop in the coming project phases. The activities should be clearly increased at a later project stage. Furthermore, in the reporting phase it is possible to provide more details about the individuals reached with the activities that will allow even better conclusions on the activities implemented in each partner country and beyond.

From the perspective of dissemination there is no cause for concern at the moment.

E.N.T.E.R., Graz 04/10