DISSEMINATION STRATEGY

The target groups of our dissemination activities inside and outside the partnership. Target audience(s) at local/regional/national/EU level.

The Dissemination and Exploitation Plan has been developed by ADA Association in collaboration with Itis Paleocapa, who will be responsible for its coordination. However, all project partners are involved in dissemination and exploitation to support access, foster awareness, and transfer results for impact, especially in their own countries and in their own communities.

Our dissemination strategy will ensure that awareness about the results of the project is raised, multiply the effects and assist the sustainability of the project.

Therefore with the cooperation of all partners the CONOCO consortium aims at distributing the knowledge generated by the project to a series of target groups outside the project's consortium, thanks also to the help of the Associate Partners involved in the project and who will support it.

More concretely, and in order to ensure that the awareness of the project's results reach the widest possible audience thus giving the project maximum visibility, at the initial stage of the project a structured dissemination plan will be designed detailing the following issues:

- Identification of the most appropriate dissemination channels for the project's results (i.e. public events, conferences, media, websites including the project's website…)
- Preparation of dissemination materials to be used by all consortium members;
- Definition of a set of criteria to be used to select the dissemination opportunities to pursued (e.g. in the case of a conference, some of these criteria could be the relevance of the subject to the project theme, expected number of participants, cost of participation and so on);
- Monitoring activity by all partners, who will have to report to the dissemination leader every month on the opportunities they have identified: the dissemination leader will then select the most appropriate ones using the selection criteria defined above.
- Setting up of a dedicated website to disseminate the project's results and activities, linked to the most relevant already existing specialised Portals, and being the starting point for the information sharing activity which is one of the important results of the project.

Objectives, based on Annex II of the Programme Guide:
1. **Dissemination to inform people**

It is important to inform people about the results of our project. This addresses those target audiences that do not require a detailed knowledge or special skills with respect to the work performed, but it is important for them to be aware of our activities and outcomes.

2. **Dissemination to create understanding, knowledge and skills**

This refers to a number of groups/audiences who are directly involved in our project and therefore also with our dissemination. As a matter of fact it is important to show the benefit from what our project has to offer, but above all the impact, and added value that our target group will receive from the project itself. It will be important, therefore, that these groups/audiences have a deeper understanding of our project. This concept of exploiting the results is linked to the impact and the effectiveness of the project itself.

3. **Dissemination to stimulate action**

Stimulating Action refers to an increased interest resulting from the research but also from the course development and communication generated by our project.

This concept is strictly linked to the sustainability of the project even after the end of the project itself.

4. **Dissemination to create awareness**

These activities will mainly involve political Institutions and those who have an influence on local policies at a wider level, to ensure the mainstreaming effect of the results of our project and the transfer of strategies to other formal, non-formal and informal education sectors.

One of the most important dimensions of an Integrated Project is the **exploitation of its results**. In fact, the investments which will be deployed by both the European Commission and the CONOCO partnership during the project's lifetime will be so significant that only a sound exploitation strategy ensuring a reasonable level of Return on Investments would justify them, in the socio-economic context in which the project carries out its action.

Target groups in general terms for all partner countries will be:

Direct target groups:
- Employees- employers,
- educators-students,
- parents- grandparents
Among them at least 14 people with special needs (deaf and blind people and people with mobility disease)

Indirect target groups:
- The population in general, with reference to associated stakeholders, to people who work for local authorities and who deal with formal, non-formal, informal education (which can, therefore, change policies) and least but not last to local companies.

Examples of specific target groups and actions:
- Meetings
- Workgroup
- Learning cafè
- Seminars and webinars
- Online training and information sessions using social networks
- YouTube
- Involvement of the National Agency.
- Involvement of Epale Ambassadors and use of Epale Platform through the creation of thematic and research working groups
- Articles/releases on local press
- Broadcasts on local TV
- Corsi di formazione anche on line

The dissemination plan concerns different (geographical) levels:

1. **Dissemination on a local level both**

a.   in the place the partner is based in

b.   on a wider local level (Province/District and Region)

All partners will disseminate project information through their networks and related organizational events, involving the associated partners and stakeholders.

2. **Dissemination on a National level**

All partners will use their educational related project activities within their countries to disseminate results based on the project's target audiences

3. **Dissemination on a European level**

All partners will use their European educational networks to disseminate information.

Local European offices such as local European Representatives and Europedirect, Eurodesk and other local networks dedicated to dissemination may be involved too. An extremely important channel of dissemination is the Erasmus+ Project Results Platform together with eTwinning, School Education Gateway and ALTO-YOUTH.

Activities to be carried out in order to share the results of the project beyond the partnership

To allow the results to reach a wider audience at different levels the following channels will be used:

•Project's website: it will act as one of the main sources of information available to all the different categories of stakeholders and the first point of contact and ongoing communication mechanism with external audiences. The website will provide significant levels of interactivity in a consultative process, particularly with highly motivated, proactive stakeholders. Its contents will include: the training materials, handbooks, an overview/description of the project, its purpose and goals, description and contact details of the consortium partners research results, events (e.g. meetings, training activities news, related links and a contact/queries form.

The project website will be in English, but each partner will be allowed to translate the sections or part of them into their own language.

•Personal communications. They will be held in:

a.   synchronous mode (phone calls, online meetings, group chats, etc.)

b.   asynchronous mode (emails, reports, etc.)

•The partners will also participate in conferences and seminars outside the consortium for presenting the project in order to increase visibility and sharing of results.

•Media communications and press releases: as part of its dissemination strategy, the partnership will prepare a project narrative and will issue press releases on national media. Press releases will be issued in English and then translated into each partner's language to allow a minute distribution to media and stakeholders. The consortium will attempt to develop 4 Newsletters issued on a quarterly basis and addressed to the target groups and stakeholders with the aim of informing them of the progress and achievements made. That will be used by each partner as a baseline for external communication.

• Online social networks will act as dissemination tools: the results of the project may be disseminated through popular social networks such as Facebook. Regular updates on planned and completed activities of the project will be guaranteed via the project's website, the partners' websites and the social media that each partner uses (social networks, blogs, social sharing websites, forums, etc.).

•A project visual identity includes the project logo and the project flyer, with information on the project, the partnership and the expected results and, finally, specific templates for the deliverables to provide

uniformity. The leaflets will be produced by P1 in English and by the rest of the partners in the consortium languages (Greek, Spanish, French, Italian, Romanian).

•Registration at the EU dissemination and EPALE platforms.

Responsibility for the dissemination activities within the partnership.

All partners will be responsible for dissemination activities, but ADA in collaboration with Itis Paleocapa will be the supervisor of all activities and will monitor the accurate implementation of all dissemination activities by each partner.

To ensure European coverage of the project results dissemination activities will be carried out simultaneously by all partners. Each partner will undertake dissemination in their respective country and will contribute to the promotion of the project at national and European levels. Organizations will include project information on their websites, and profiles on social networks.

The Dissemination Plan will be proposed by ADA in collaboration with Itis Paleocapa but will be shared by each partner in order to ensure that dissemination and exploitation of the results are implemented by all of them.

Annexed to the strategy, P1 will also include all the appropriate mechanisms for measuring performance and the impact of the dissemination activity, such as questionnaires, participants' lists, database of target group, database of stakeholders and a monitoring tool for all awareness raising activities carried out at local, regional, national and European level. The partners will have the responsibility of updating all tools, depending upon each completed task and forward them to the lead partner of each project activity.

P1 will also gather and compile all feedback received by the partners. This will form the evidence for all dissemination events and activities the partners will have undertaken in the project.

The resources available will be the material such as announcements and press releases, the social media pages and the website that will be created for this project.

A final dissemination report will be compiled at the end of the project, with an analysis of all dissemination activities carried out within the partnership, the feedback received, the monitoring tool with all the activities and the supporting evidence.

Specific Actions and Expectations – Indicators

• People to participate in national survey
• Visits of the CONOCO website
• Stakeholders reached
• Participants in online mini conference
• Interest of target group to respond to the survey
• Interest of target group to participate in interviews
• Interest of experts to participate in focus discission groups
• Interest in participating in testimonial videos
• Interest in subscribing to the projects' online news
• Interest in articles written by journalists about the projects' results
• Interest generated by educational policy makers
• Interest generated by public authorities
• Interest by citizens with special needs
• Reaction to Social Media communication