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DISSEMINATION AND VALORISATION



**PROJECT
ACTIVITIES
PLANNING**



The dissemination and communication plan

An effective dissemination and communication plan has to answer to all these questions:

- ▶ WHY?
- ▶ TO WHOM?
- ▶ WHAT?
- ▶ HOW?
- ▶ WHEN?
- ▶ WHERE?
- ▶ TIME?
- ▶ WHO?
- ▶ COST?





WHY : THE PURPOSE

- The dissemination has to have a purpose, and support or inform about the project development in some way. The purpose of a specific dissemination activity may be to:
 - Raise awareness – let others know what you are doing
 - Inform – educate the community
 - Engage – get input/feedback from the community
 - Promote – ‘sell’ your outputs and results.
- Defining the purpose of dissemination is a first step to decide on the audience, message, method and timing of the dissemination.



The ‘process of disseminating and exploiting the results of projects with a view to optimising their value, strengthening their impact, transferring them, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European levels’.

http://ec.europa.eu/dgs/education_culture/valorisation/index_en.htm/





TO WHOM? **STAKEHOLDERS**

The different audiences the project needs to communicate are called “**target groups**”. These groups have different characteristics and needs. To be effective, it is important to know precisely who we need to address and develop **tailored messages** for each target group.

The concept of stakeholders is essential part of the audience. They may be crucial to the success of the project , in terms of exploitation and sustainability.

Identification of different stakeholders (those organizations that can benefit and be beneficial for the project) is very important for the dissemination plan



TO WHOM?:STAKEHOLDER ANALYSIS/MAPPING

The dissemination strategy should be based on a stakeholder analysis.

A stakeholder is anyone who has a vested interest in the project or will be affected by its outcomes.

A stakeholder analysis is an exercise in which stakeholders are identified, listed, and assessed in term of their interest in the project and importance for the its success and further dissemination.





TO WHOM?:STAKEHOLDER ANALYSIS/MAPPING

Each project has different stakeholders to be addressed:

- **End-users (Students):** The ones that direct use the product or benefit from the project results
- **Decision Makers/Replication Actors(Directors and Local Leaders):** Those that stand at the higher level of organizations or institutions and have the decision power for the adoption of project results in their organizations or the integration of the project results into policies.
- **Market actors(Parents):** potential influencers who can affect the adoption of the results
- **Internal audience(Teachers):** others who may use the expertise to reach end-users
- **The funding Authority(National Agency/E+):** the entity (e.g. the EC) that funds or co-funds the project claims for demonstrating (among other things) that its policies and the public money are well spent



WHAT CAN BE DISSEMINATED?

Already defined key messages, that vary during the life of the project (when, to whom, etc),

enlightening :

- Objectives and scope
- Project intermediate and final results
- Lessons learnt (good and bad ones)

It is useful to keep the communication principles in mind: messages clear, simple and easy to understand; language appropriate for the target audience; messages tailored to the receiver(s).

Information should be realistic.



HOW? DISSEMINATION METHODS

Importance to select the right one in order to get the message to the target audience and achieve the purpose.

i.e.

Newsletter, articles, press release-> to create awareness at the beginning

Reports, journal articles, web site-> to transmit info about the project

Conference presentations-> to promote outcomes





HOW Dissemination channels

This table shows the most common examples of dissemination channels

Examples of interpersonal communication	Examples of mass media communication
<ul style="list-style-type: none">• Dialogues, face-to-face conversation• Group discussions• Conferences• Brokerage events• School visits• Tours• Round tables• Exhibitions• Meetings• Workshops• Open days• Demonstrations and prototypes• Telephone calls• E-mail information service (question and answer)• Internet debate• Policy brief	<ul style="list-style-type: none">• Newspapers and magazines• Press releases• Newsletters• Manuals• Brochures, booklets, flyers• Letters• Radio• Television• Video• Posters• Stickers• Banners• Billboards• Website• Blogs• Social media
Smaller audience, lower costs, more effort (more effect?!) Interactive, good for acquiring input Flexible (easy to change tone, strategy and content)	Potentially large audience Uses the credibility of the mass media



WHEN: Timing and responsibilities

When designing the dissemination activities, it's important:

- To decide when different dissemination activities will be most relevant to occur (linked to workplan / milestones)
- To adapt to project progress
- To take into account activities (events, conferences) required, that are beyond the control of the project



WHERE to disseminate

- Need to draw the attention of European, national, regional and local authorities and other public and private funding sources to the needs and benefits of the project goals and results
- Enhance the profile and visibility of the partner organizations at local, national and international level



LEVERAGING RESULTS



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WHEN

WHY

TO WHOM

TIME

HOW

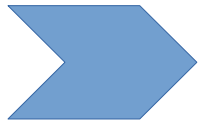
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COST

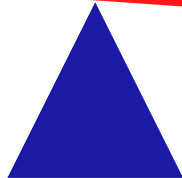
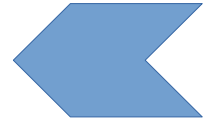
WHERE

IMPACT

WHAT



EVALUATION



Mainstreaming is the planned process of convincing individuals and decision-makers to adopt the experiences and results from your project and to use them in local, regional, national or European policy and systems.

Strategy for Dissemination and Exploitation of Results of the Youth in Action Programme







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Thank you

