Work Package 4: Dissemination and exploitation Responsibility: Greece
Page 40-44 from Application Form

Dissemination (External communication) and Exploitation Strategy

INFO

Put simply, the verb "to disseminate" means to spread widely, means spreading the word about your activities or project. **Dissemination** is an essential part of all European projects. It is crucial in helping them to become sustainable after the funding has finished. Information-giving and awareness-raising are key activities to ensure that others benefit from your experience. Dissemination can also help to achieve a wider and more long-term impact both during and after the funding period.

If dissemination is about making project results available, exploitation is about ensuring that they will actually be used by the target groups: institutions, professionals and learners within and beyond the project partnership. Dissemination and exploitation are therefore distinct but closely related to one another.

Sustainability is the capacity for the project to continue to exist and function beyond the end of the contract. The project results are used and exploited continuously. Sustainability of results means use and exploitation of results in the long term.

Transferability is the relative capacity of a project's results to be adapted and used in new contexts. Factors supporting the transferability of project results include availability in several languages; use of generic terminology; clear descriptions and indexing of content; good dissemination activities; use of accepted ‚industry' standards, benchmarks etc; modular formatting; free access.

Target audiences:
1. Inside: students, teachers, parents of our students, school managers
2. Outside: representatives of other schools, school leaders, parents' associations, youth organizations, NGO, cultural organizations (museums, libraries)

DISSEMINATION CHANNELS TO BE USED:
- indirect channels: distribution of products in the community (project's site, flyers/leaflets, posters, newsletters), social media (social networking sites like Facebook, discussion groups, mailing lists, common working space using website www. dropbox.com and e-Twinning platform)
- direct channels: conferences, workshops, exhibitions, seminars, information sessions

DISSEMINATION AND EXPLOITATION ACTIVITIES:

a) Inside the Participating Organizations:
- activities to inform other teachers and students about project activities and results, sharing the experience of staff and learners, disseminating examples of good practice to other teachers in the school, to school's leaders
- demonstration with students on the application of the results (intellectual outputs) and their integration into the school activities program
- distribution of leaflets/flyers and posters
- creation of a panel of project/exhibition with images of implementation of project activities, with the project results
- posting the link to the project site on the school's website

b) In the local communities
- publication of articles in the local press
- distribution of leaflets and posters
- inviting the media and the local community in various activities organized by the project (such as transnational meetings)
- participation of students and teachers involved in the project implementation to activities carried out in the local community (seminars, conferences, exhibitions), on which occasion they will present the project and its results, they will share the experience, conduct a transfer of best practices to stakeholders
- distribution of tangible results: The teaching of Life Skills with Literacy "(A Training Manual) and "Think Literacy: Cross-Curricular Approaches" ("Literacy lessons")

c) In the wider lifelong learning community
- creation of a project website (in English) which will be updated regularly and will be promoted in the virtual community (similar projects websites, social networking)
- posting on the site of the final results of the project so that target audiences (representatives of other schools, school leaders, parents associations, youth organizations, cultural workers organizations) to have access to them and use and adapt for their own activities
- posting on the project website of periodic newsletters designed to inform target audiences about the progress of the project, about the results
- using the eTwinning platform to support the dissemination of the project results and intellectual outputs
- using of the Erasmus + Dissemination Platform

DISSEMINATION AND EXPLOITATION EVALUATION.
Indicators to assess dissemination and exploitation activities:
- Number of events to disseminate the project and its results and intellectual outputs and number of people attending this event (at least two events per partner)
- The number of articles published in the local press (at least one per partner)
- Visibility of the project in the virtual community
- Number of dissemination tools (brochures, posters) and final results distributed in the community
- Creation of a panel of the project in each partner school

At the end of each year of the project, each partner will complete a report on dissemination and exploitation activities performed. On this occasion, the success of these activities will be evaluated and evaluation results will be mentioned in the interim report and the final report. During evaluation, if appropriate, we will propose measures to improve these aspects.

WHEN? Dissemination and exploitation of the project and its results will be achieved not only during the duration of the partnership, but before starting the project and after its completion. In the beginning, we will announce the world "we exist" and we will explain what we intend to do. Then, we will focus on project results: "The teaching of Life Skills with Literacy" (A Training Manual) and "Think Literacy: Cross-Curricular Approaches" ("Literacy lessons").

The ERASMUS logo will be used for any type of dissemination documents as well as the DISCLAIMER.

http://www.eurireland.ie/news/erasmus-plus-logo-and-guidelines-for-use.2202.html

Tools:

- posters;
- flyer (leaflets);
- newsletters;
- project website;
- Power Point presentations;
- face to face interaction (seminars, conference, workshops, presentations);
- mailing lists (list of stakeholders at local, national, regional, european level);
- intellectual products.

Project Tip!
Making your results sustainable is another route for exploitation. Keeping your results on a Web-site after your project has finished (either free-of-charge or at a cost for the user) is one way of ensuring they have a life beyond the funding period.

Project Sustainability (page 44 from Application Form)

Methods, means and actions to ensure the sustainability of the project after completion of the funding period in Erasmus:

- The project's website is maintained and fully operational for three years after the end of the funding period. Through the website potential users can access the project results and intellectual outputs and ask for support from the project partnership when using them (a person from each partner school will still be available on the project site after the end of project).
- Creating a stable relationship between partner schools so that there is the prospect of cooperation after the project.
- Results and intellectual outputs will be used and integrated into schools offer educational activities. Training program for students to develop literacy skills will be applied to other students who participated in the project activities.
- Results and intellectual outputs will be disseminated in local and national community after the project. Thus we can convince others to use the results of our partnership.
- Follow-up activities evaluate the utility and effectiveness of intellectual outputs which may result in improving the quality of measures or techniques used in future projects. Follow-up is a key mechanism for feedback. It allows to learn from the experiences of previous

projects and allows to share the intellectual outputs. This knowledge can be utilized to improve future projects.

- Develop high quality products and portability is a major factor that can ensure sustainability of the project. Intellectual outputs does not addressed to a single discipline, but to all teachers, regardless of subject taught, for each teacher is also a professor of literacy. The results can be used both in the classroom, but can be integrated in the offer of extracurricular activities in partner schools. Also, intellectual outputs are relevant to other areas. Through the project's products, we target primarily the teachers, but the training program can be applied in non-governmental organizations which organize activities for children and young people in cultural institutions (such as libraries and museums).
- Implementation of projects by partner schools using e-Twinning platform. Thus, working with other schools in the European educational community project, activities will be multiplied, and the products can be updated and improved.

To ensure that follow-up activities are not neglected, we will complete a short report. In order to avoid extra work and allow for comparison, we will develop a simple template for all the project team to report about their internal follow-up activities. The follow-up reports should include as a minimum: contact person, description of the follow-up activities, issues or problems identified, further actions proposed to deal with the issues, results, lessons learned.

Main dissemination products to be produced

No.	What?	What for?
1.	Project logo	Visual identity of the project
2.	Project Website	Central dissemination instrument
3.	Project Flyer/leaflet	Information about project (objectives, activities, results).
4.	Project poster	Information about project (objectives, activities, results).
5.	5 Project newsletters	Promotion of meeting results and project activities.

Project Tip!

Leaflets and posters *are simple but effective ways to provide an overview of project.*

Newsletters *also help to keep people informed about project's activities.*

Publications *should be easy to read, avoid jargon and be attractive to readers.*

Logo i*s a graphical element that facilitates identification of the project by target groups.*

WHEN and WHO?
Timing and Tasks

No.	Activity	Responsibilities/ Tasks	Timing
	Developing a Dissemination and Exploitation Plan.	Project Coordinator and partners	10/2014
	Launch of the partnership at each institution. *Project Tip:* *Dissemination starts with making the project known: The first thing to do is to send out the message: We exist, this is who we are, this is where we are and this is our mission!*	All partners	10-11/2014
	Creating products to promote the project (poster, leaflet/flyer, logo). *Project Tip:* *A project should have an unmistaken visual identity which helps people to identify and remember it. Core elements of a visual identity are the project title, the project logo, recurrent visual elements (subjects), a uniform lay-out of the project communications (colors, fonts etc.), and perhaps, a project slogan.*	**SPECIFIC TASKS FOR DISSEMINATION TOOLS:** ▪ Romania: flyer/leaflet (at the beginning of the project) to disseminate the project (with information about the objectives, activities, impact, partners) ▪ Bulgaria: flyer/leaflet for the presentation of project results and intellectual outputs ▪ Greece: project website ▪ Italy: project poster ▪ Turkey: project logo **(Page 41 from Application Form)**	11-12/2014-01/2015
	Develop "e-Newsletter 1" to disseminate the results of the first project meeting.	The "e-Newsletter 1" is realized by host partner (Romania). The newsletter will be sent to partners no later than two weeks after the project meeting. Each partner will disseminate the project meeting results at local and national level. Each institution is responsible for disseminating the results of the meeting project in their own language.	03/2015
		Greece	01/2015

	Launching the project's site. *Project Tip:* *In most Projects the project website is the central dissemination tool because of the potential audience.* *When setting up a project website basic principles of website usability and online reading behavior should be taken into account:* • *The website navigation should be simple and intuitive;* • *Update the project website regularly;* • *Provide texts and materials which are concise and easy to scan;* • *Do not copy paste from formal project documents, write lively journalistic texts;*		
	Develop "e-Newsletter 2" to disseminate the results of the second project meeting.	Host Partner in collaboration with Romania, will develop "e-Newsletter 2" to disseminate the result of second project meeting. The newsletter will be sent to partners no later than two weeks after the project meeting. Each partner will disseminate the project meeting results at local and national level. Each institution is responsible for disseminating the results of the meeting project in their own language.	06/2015
	Up-date the project site	All partners	06-07/2015
	Evaluating the Dissemination and Exploitation with the occasion of the mid-term evaluation. **Completing the Dissemination and Exploitation Report for the first year.**	All partners	06-07/2015
	Develop "e-Newsletter 3" to disseminate the results of the fourth project meeting.	Host Partner in collaboration with Romania, will develop "e-Newsletter 3" to disseminate the result of third	10/2015

		project meeting. The newsletter will be sent to partners no later than two weeks after the project meeting. Each partner will disseminate the project meeting results at local and national level. Each institution is responsible for disseminating the results of the meeting project in their own language.	
	Up-date the project site	All partners	10-11/2015
	Develop "e-Newsletter 4" to disseminate the results of the fourth project meeting.	Host Partner in collaboration with Romania, will develop "e-Newsletter 4" to disseminate the result of fifth project meeting. The newsletter will be sent to partners no later than two weeks after the project meeting. Each partner will disseminate the project meeting results at local and national level. Each institution is responsible for disseminating the results of the meeting project in their own language.	03/2016
	Up-date the project site	All partners	03-04/2016
	Activities to disseminate the intellectual products of the project. *Project Tip:* *When approaching the end of the project the final products become more and more important in the dissemination strategy.*	All partners	03-07/2016
	Develop "e-Newsletter 5" to disseminate the results of the sixth project meeting.	Host Partner in collaboration with Romania, will develop "e-Newsletter 5" to disseminate the result of sixth project meeting. The newsletter will be sent to partners no later than two weeks after the project meeting. Each partner will disseminate the project meeting results at local and national level. Each institution is responsible for disseminating the results of the meeting project in their own language.	05-06/2016

	Up-date the project site	All partners	06-07/2016
	Evaluating the Dissemination and Exploitation with the occasion of the final evaluation. **Completing the Dissemination and Exploitation Report for the second year.**	All partners	06-07/2016
	Completing the Erasmus+ Dissemination Platform	All partners	07-08/2016

Project Tip!
- *Encourage flexibility in terms of dissemination and exploitation - one size does not fit all!*
- *New opportunities will arise during your project and sometimes things may not go exactly to plan.*