



# DISSEMINATION



# 10iCampus is responsible

We have to have a dissemination plan:

- Available resources
- Proper implementation
- Specific expertise

Requests from the application

# Dissemination activities?

- What kind?
- What intensions?
- Through which channels?
  
- Requests from the application

# Aims and learning objectives

- We have to create our dissemination strategy
  - Local
  - Regional
  - National (EU)
- We must decide
  - what we will disseminate
  - how we will disseminate
  - when we will disseminate

**We have to agree upon  
a detailed dissemination plan**



# Read the handout

Chapter H.2. from the application:  
Dissemination and Use of Projects' Result

# What is dissemination?

## Dissemination for AWARENESS

local communities (local authorities, parents associations, strategic partners such as universities, local employers and media, other schools)

## Dissemination for UNDERSTANDING

teachers' organizations, educational magazines and newspapers; opinion leaders on education

## Dissemination for ACTION

the people within our partnership (partner school senior management members, the teachers, the students and their parents)

# What do we want to disseminate?

We have to have..

- A shared understanding
- An agreement upon the target audience
- An articulation in a clear and easy language
- An understanding to what we agree upon



# ...from our application (page 111)

- We will be disseminating for awareness, understanding and action.
- Our target audiences for awareness will be local authorities and media, strategic partners and parent associations, as well as other schools locally, nationally and Europe-wide.
- We are going to target teacher organizations, forums, magazines and other media for understanding.
- Finally, dissemination activities for action will be carried out among all six partner schools, including senior management members, teaching staff, students and parents.

# Our project's dissemination resources

(already agreed upon in Estonia)

- Paper media

newsletters, school and/or teacher journals, certificates of attendance, leaflets, calendars

- Events

workshops, round-tables, conferences, seminars, fairs

- Net-based and e-media resources

project websites, project e-book, European databases

- Social media

Facebook, Twitter, Wikis

# Our project's dissemination strategies

(already agreed upon in Estonia)

- Project webpage
- Logo
- E-Book
- Slogan
- Video
- Media
- Our schools, colleges and students
- Local, national and international levels

# Who are our stakeholders?

A stakeholder is

” any group or individual who can affect, or be affected by the achievement of the projects objectives – or can influence these objectives”

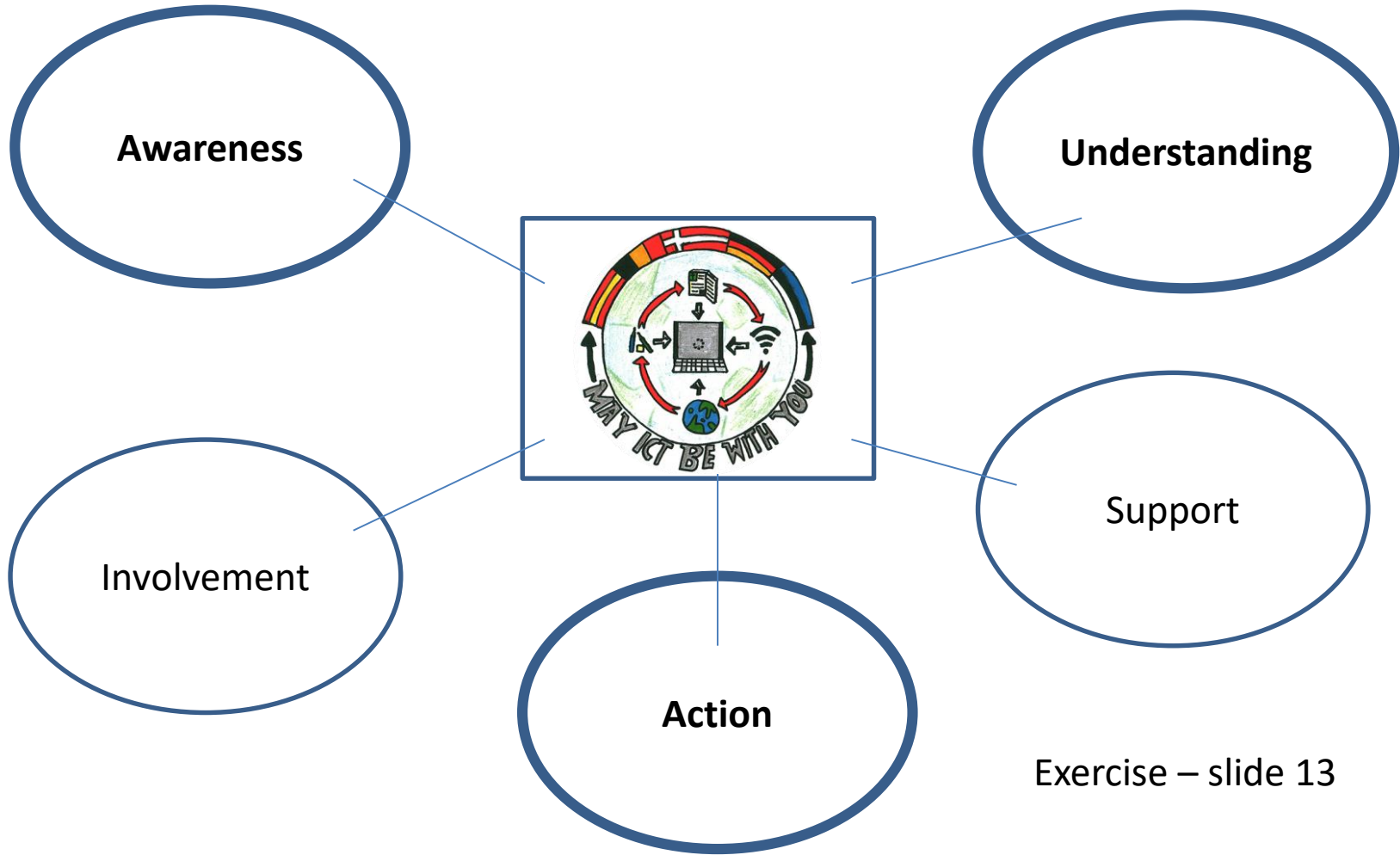
Connected:

Potential users, students, distributors

External audience: Local community, local and central government

Internal:

Employees, (project staff, department staff)



Exercise – slide 13

# How do we turn our strategy into an action plan?

Purpose	Target group	Method	Timing	Responsibility of
Why is it important?	To whom is it for?	How will we do it?	When will we do it?	10iCampus is responsible
Awareness	Local	Project website	Year Month Date	The school team The teachers The students
Understanding	Regional	Logo		
Action	International	E-book Slogan Video Media		

# Each meeting - dissemination?

What is each country responsible for?

Before the meeting?

After the meeting?

### Dissemination and Use of Projects' Results

1. To whom did you disseminate the project results inside and outside your partnership? Please define in particular your targeted audience(s) at local/regional/national/EU level/international and explain your choices.
2. What kind of dissemination activities did your partnership carry out and through which channels?  
Please also provide information on the feedback received.
3. Erasmus+ promotes an open access requirement for all materials produced through its projects. In case your project has produced intellectual outputs/tangible deliverables, please describe if and how you have promoted their free access to the public. In case a limitation was foreseen for the use of the open licence, please specify the reasons, extent and nature of this limitation.
4. How have you ensured that the project's results will remain available and/or will be used by others?
5. How did you see the potential to use this project's approach in other projects on a larger scale and/or in a different field or area?