

Dissemination Plan for the AURORA Project

Introduction

The present document defines the activities to be carried out in the project to enhance the successful dissemination of the project by outlining dissemination planning, tools and strategy. The Dissemination Plan intends to guarantee the spread of the knowledge gained in AURORA in the broadest and most comprehensive way. The dissemination plan includes **strategies** how the project expects to share its outcomes with other relevant institutions, organizations and individuals, it describes the appropriate dissemination activities and target groups and outlines the main objectives of the dissemination activities as well as the steps to be followed in order to achieve them.

Additionally, the plan describes the basic mechanisms that the consortium partners will adopt and possible steps towards their realization. **AgoraVox will oversee the dissemination work within the project; however, all project partners will share responsibility for dissemination activities** to ensure that project results are transferred to the target groups at local, national and European level. Because there can be unforeseen changes in terms of progress and outcomes once a project is underway it is important for the Dissemination Plan to be seen as something flexible in order to remain responsive.

The main objectives of the Dissemination activities are:

- To use the partnership and its network to disseminate the results generated, lessons learnt and experience gained by partners
- To maximise the impact of the project results by optimising their value, strengthening their impact, transferring them to different context, integrating them in a sustainable way and using them actively in systems and practice at local, national and European levels
- To convince individual end-users to adopt and/or apply the results, also after the project and support by its partnership has ended

About the project

Nowadays a profound economical crisis is tackling most of the European countries affecting particularly the creation of new employment opportunities and specifically the job insertion of young people. This difficult situation in the European scenario is facing also some substantial changes in the technological fields offering new complexities to the already weakened European SMEs. From both these challenges, the new technological emerging model and the lack of employment opportunities for young people, springs out the present project aimed at empowering European organisations able to make an impact in realising initiatives for both young people and SMEs using EU programmes/initiatives/funds and projects. The need for the present project thus rests mainly in the fact that professionals working in similar specialized environments require upgrading and a deepening of already-acquired professional skills in EU competencies in regard to the new programming period 2014-2020. New skills are needed to become able to address with efficacy and efficiency employment EU policies, strategies, youth issues and new technological patterns.

The project aims at maximising project partner's knowledge about the new EU/EC programming period 2014-2020 via peer-to-peer collaboration with a view to strengthening the cooperation between institutions/ organisations providing learning opportunities, enterprises, social partners & other bodies in order to improve the respective working skills.

What will be disseminated? - The message to be sent

The project focalises on the new EC programming period in the field of lifelong learning, education, training, working life, enterprise creation & SME strengthening. It makes provision for the use of web-based instruments to better engage professionals in the new aspects of the 2014–2020 EU programmes. Therefore during the lifetime of the project Interactive Lessons will be realised focusing on the expertise and experience of each project partners. The materials from the Interactive lessons will be available on the project's website and webinars open to relevant stakeholders and the public based on those materials will be organized.

The topics of the Interactive lessons are the following:

Nieuwe Media School VZW - Belgium:

- Theory & Practices methodology in Management & Development of Competencies in training/ teaching, Adults in Lifelong Learning, Perspective: strengths based training

Innovacion Social Emprendedores Sociales - Spain:

- Lesson learnt from the previous Leonardo TOI programme: what evaluators evaluate
- Multimedia activities for project dissemination - use of specific social media (e.g. pinterest, vimeo)

Gazi Üniversitesi, Teknoloji Fakültesi - Turkey:

- The University - business dialogue: Knowledge Alliances & the University Business Forum for local and international contacts

Gazi Üniversitesi, Ostim Vocational High School - Turkey:

- EU Networks on employment & SMEs: Community of Practice on Inclusive entrepreneurship
- EU Network employment on Youth, EU platform against social exclusion

Core Sp zoo - Poland:

- European funds for SMEs
- COSME 2014-2020 European funds for SMEs in the 2014-2020 Programming Period

Société des rédacteurs d'AgoraVox - France:

- Dissemination & promotion via social networks & online magazines
- Civic participation in EU projects: make people participate on internet
- Citizen journalism and web 2.0 (kick off meeting in Paris – 2013)

Ideella föreningen Globulen - Sweden:

- Helping women and migrants to be involved in European projects
- European Qualification Framework, EQF and ECVET/ EQAVET

Wisamar Bildungsgesellschaft gGmbH - Germany:

- Erasmus+: perspectives for unemployed people (lone parents, migrants young drop outs)
- Transnational mobility inside Erasmus+: competences for a European labour market

For all partners:

- News and update about Erasmus plus program in each country and at European Level
- Original contents about Erasmus plus program in Italian, French, English, Spanish, German, Swedish, Polish, Dutch and Turkish
- Pictures and videos taken during the Aurora mobilities and meetings

To whom? - The audience/ target groups

The audience for dissemination activities will be those individuals and organizations who have the potential to carry forward the activities, lessons and outcomes during the lifetime of the AURORA project and into the longer term after the project has finished. AURORA partners will identify concrete organizations and individuals in their countries belonging to the target groups.

The AURORA project will have three main target groups for dissemination:

- 1) professionals working in the partner institutions & similar organisations already involved in EU/EC initiatives (universities; colleges; NGO's; training centers; national bodies in charge of education, training and employment)
- 2) web surfers which make use of EU/EC programmes, EU/EC projects and EU/EC funds, as a means of enforcing and/or sustaining their main activities in educational or consultancy operations able to have an impact in the labour market, thus the LLP community in general (teachers, trainers, project managers and coordinators)
- 3) organisations and individuals not yet involved in EU/EC projects to inform them about the possibilities within the Lifelong Learning Programmes and to offer them for successful project planning and management

How? - The methods/ tools

The AURORA Project will disseminate using the following methods and tools:

- Creating a project logo to be used in all communication and dissemination material, in the website and in all products
- Using Pinterest for establishing a project website/ internet repository to inform about the project, link to social networks, invite to the webinars and to make relevant content and materials regarding the Interactive Lessons and webinars podcasts available for the public
<http://www.pinterest.com/auroraleonardo/>
- Linking the project website on the websites of project partners

- Establishing a contact database of relevant organizations to whom dissemination materials should be addressed using the networks of the project partners
- Post news about the AURORA project, Erasmus+ and other relevant EU programmes; one common facebook page in English for the whole partnership (managed by ISES)
- Presenting at least 12 Interactive lessons during the 6 transnational meetings
- Sharing the generated materials, contents and opportunities presented during the Interactive Lessons with third parties via 6 webinars open to the public using the software Adobe Connect
- Organizing 8 national or local seminars to transfer results in each project partners' premises
- Developing a communication strategy for at least 30.000 people/ stakeholders
- Produce project newsletters, articles and press releases distributed to a mailing list of the project partners' contacts and the media (journals, newspapers, radio)
- Design a flyer to promote the project (PL)
- Attending and participating in conferences and seminars to present the AURORA project

When? - The timing

The content of dissemination and the different activities depend on the timeframe of the project and are linked to the Interactive Lessons taking place at the transnational meetings. Milestones will be set according to these events in order to obtain better results.

Dissemination will take place throughout the life of the project and will be in three stages:

- Stage One: From December 2013 on dissemination activities will be focused on creating awareness of the project activities and identifying relevant stakeholders to disseminate to.
- Stage Two: Starting in March 2014 the focus will mainly be on sharing the knowledge of project partners organizations during Interactive Lessons and webinars with relevant stakeholders identified during the first stage.

March 2014	- 2 Interactive Lessons at the transnational meeting in Spain
April/ May 2014	- 1-2 webinars
June 2014	- 2 Interactive Lessons at the transnational meeting in Poland
September ? 2014	- 1-2 webinars
October 2014	- 3 Interactive Lessons at the transnational meeting in Sweden
December/ January 2014	- 1-2 webinars
February 2015	- 3 Interactive Lessons at the transnational meeting in Germany
March/ April 2015	- 1-2 webinars
June 2015	- 5 Interactive Lessons at the transnational meeting in Turkey



- Stage Three: In the last 4 months of the project, dissemination activities will focus on publicising the AURORA project's outputs (both products and processes), the lessons learnt, and the benefits gained.

In this stage each partner will organise a seminar for stakeholders to disseminate the results of the project work based on the interactive lessons. Stakeholders will be informed by press releases, social networks & newsletter.