

DESSDYS

Dissemination Plan

1. Dissemination strategy

The description of National Dissemination Strategies (NDS) includes an overall description of individual actions to be carried out as well as others that can be undertaken jointly with other organisations. It is important that the NDS should be open to possible strategy changes and to be able to adapt it according to the lessons learned, other partners' suggestion, results, problems or failures or even improvements found during the project life cycle.

It is also useful to establish the range of dissemination actions (not all activities will have the same range of dissemination: some will be regional or just focused only on one sector, other will be national or European, etc.)

Each partner should think in its contribution to the sustainability of the project results. It is highly recommended to describe how your organisation can (or will) contribute to the sustainability of the project results.

A starting point could be the identification of potential users. At the same time we do it, we are performing dissemination and promotion to potential users and general public:

- Contact target groups with whom partners have already worked on previous projects/actions, etc. in order to inform them about the project and also to identify their worries and problems they experience in their day a day life/work.
- Identify new target groups/final users/policy makers and other stakeholders who may be interested in the Dessdys project in order to inform them about the project and also to identify their worries and problems they experience in their day a day life/work.

2. What do we disseminate?

- Project itself (background, aim, project partners, etc.).
- Project's objectives.
- Project's products/results.
- Project's activities (workshops, conferences, meetings, etc.).
- Ways to cooperate within the project (end users, policy makers, target groups, etc.).
- Ways to benefit from it (end users, policy makers, target groups, etc.).
- Project's experiences, policy lessons.
- Other actions you may find interesting and useful.

Issues/subjects to be disseminated will be different regarding the target group. Also, the information given should be suitable to their needs and interests.

3. Dissemination target group/end users

Describe the target group and potential users of the Dessdys project in your country or in your field of activity. Partners should look for audiences not reached before.

Pay attention to ensure that the information reach the right target audiences in a format and at a time which enables them to benefit.

4. Other audiences or stakeholders

During the development of the project some other audiences or stakeholders may arise or be interested in the project. It is useful to know how they have been aware of the project (identify other information/dissemination channels), in order to discover new ways of dissemination and also to know which are the more successful ways.

We must be flexible enough to open our plan to them and give customized and correct information.

5. Dissemination Channels and main activities

Describe the dissemination channels your institution usually uses and other new and innovative ones you think will be useful to promote the Dessdys project in your country.

- Brochures, leaflets, posters, etc.
- Own website (actively promoted and publicised).
- Dessdys website (actively promoted and publicised).
- Third party websites.
- Mailing/emailing addressed to particular targets.
- Newsletters and magazines.
- Regional conference/seminar for launching the project.
- Meetings, informal meetings.
- Media (press releases, articles for the local, regional, national or international press, etc.).
- Professional Fairs.
- Partner networks.
- Forum, blogs.
- Add others.

Describe also specific activities to carry out and also the estimated number of activities for the next period. Fill in the excel table “Dessdys Dissemination check list”.

Finally, describe how you will inform the support partners in your country, how you will cooperate with them and/or how and which new support partners you plan to invite to the Dessdys project.

6. Work schedule, timetable

Where possible, include a provisional timetable in which you reflect dissemination activities already done and the activities foreseen within the first project period (until the submission of the interim report). You could also fill these points in the excel file “Dessdys Dissemination check list”.

7. Expected impact in the target group

Describe the impact of the dissemination activities planned /carried out in your country.

8. Innovative process you have planned

Describe any innovative dissemination process or activities you have thought or you have discovered to be useful for the Dessdys project objectives.

DISSEMINATION REPORT TEMPLATE

In order to help us to prepare the reports about Dissemination activities, and to register all the partners' actions, it would be very helpful if you could complete the following form every time you are involved in an event where the Dessdys Project is disseminated and return it to the dissemination coordinator.

This includes presentations, conference papers, workshops, published articles, web-sites, meetings with policy makers, intermediaries, schools, training centres, universities, etc. It is necessary to add a copy of each document produced (articles, presentations, leaflets, pictures, etc).

It would be also necessary to register any "informal" Dissemination of the project, which means other projects meetings, non formal contacts with other entities/institutions... summarizing, you can include here any relevant situation in which you talk about the Dessdys Project.

To make dissemination activities more visible and inform even a wider public, please publish a short article about Dessdys related events in your country. You can publish news to the EN main site and also to on your national sites.