

**Grundtvig Multilateral Partnerships**

R.N. 2011-1-IT2-GRU06-23685-1



**PROJECT DISSEMINATION STRATEGY – TURKEY**

2013



**Lifelong  
Learning  
Programme**

## **DISSEMINATION STRATEGY**

What is “dissemination” ?

Dissemination informs the community about what you have developed.

What is ‘dissemination plan ‘ ?

Dissemination plan explains how we will share project outcomes and learnings with stakeholders and the community.

Dissemination strategy includes both common activities carried out by all partners and also organisation-specific activities that might be changed according to scope of the organisation.

**Basic features of Project Dissemination Strategy (PDS) should be ;**

### **1-Adaptable**

Activities carried out should be adaptable to new conditions that evolve during the project cycle. Strict PDS might be result in failure of some of the activities.

### **2-Open to new ideas, initiatives and opportunities**

PDS should be open to new ideas, initiatives and opportunities. For example PDS might point out a local seminar, if you have an opportunity of a national seminar, you should boarden the scope for the sake of the better dissemination.

### **3-Appropriate for the audience**

PDS activities should be appropriate for the audience. You might have perfect dissemination possibilities still if the activities are not appropriate and understandable for the target group you should modify your activities.

#### 4-Focused on main message

PDS should focus on the main message of the project. PDS should not include more than intended, it might result in ambiguity of overall message of the works. If you want to tell the parents of dyslexic children, they have options to help both their children and themselves, you should not include other learning difficulties in your Works .

#### 5- Sustainable

PDS should include sustainable activities to be more functional and effective. Mass media dissemination activities are the best for the sustainability of the Project Works .

#### **PDS will explain**

##### **1- What you plan to disseminate – the message**

- 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 found interesting and useful.

##### **2- To whom – the audience**

- **Internal** (e.g. your institution and/or the Project consortium) – They supported the project bid, so keep them informed about what you're doing.

- **External stakeholders** – Think about who might take up your outputs and the stakeholders that can help you to ‘make it happen’. These might be teachers, researchers, librarians, publishers, online hosts, etc. Think of opportunities to engage with them like conferences.

- **The community** – There may be much to share with the wider education and research communities. For example, guidelines, methods, evaluation criteria, questionnaires, and what you learned generally.

### **3- Why – the purpose**

- Raise awareness – let others know what you are doing
- Inform – educate the community
- Engage – get input/feedback from the Community

### **4- How – the method**

- Institution newsletter
- Project website
- Press releases
- Flyers /brochures
- Programme / cluster meetings
- Conference presentations
- Workshops
- Demonstrations
- Online discussion lists
- Journal articles
- Case studies

## **5- When – the timing**

- Take into consideration your audience while deciding time schedule
- Choose to the most appropriate time to reach your audience
- For example if your audience is parents , be sure that you have chosen the perfect time to invite them.
- Avoid holidays or important dates while planning your dissemination activity

## **Language**

Your project may be developing something that's technically difficult and complex. In dissemination activities, use language you can send the same messages to different audiences, but use appropriate language for each audience appropriate for the target audience, and non-technical language where possible.