



SKILLS4LIFE

Dissemination Plan



SKILLS
4 life





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Introduction

The Dissemination Plan consists of the promotion of the ideas implemented during the SKILLS4LIFE project. This document covers the application of the dissemination plan during the life-cycle of the project and also after its completion. The aim of the dissemination plan is also to set key measurable indicators for the various actions proposed.

Description of Dissemination and Exploitation

The dissemination concept for the SKILLS4LIFE project will be built on 2 dimensions, a horizontal dimension and a vertical dimension. The horizontal dimension will comprise a range of activities designed to strengthen the communication and dissemination between and within the partner organisations in the project. This includes all internal activities to provide information and instruments developed locally for the individual dissemination of each partner organisation. The vertical dimension concentrates on all activities designed to actually reach the target groups and final users from individuals on the ground to business support organisations, right up to youth policy makers. This includes all activities that will be carried out individually by each partner such as the involvement of their own partners, networks and stakeholders and the implementation of local and national dissemination actions.

Both the horizontal and vertical dimension will be achieved using different approaches, methods and instruments of dissemination and these are very much dependent on what is appropriate and feasible for each partner organisation. Dissemination actions will most likely include 3 categories as follows: (1) face-to-face activities such as presentations, round-tables, workshops, seminars, conferences, etc.; (2) media-based activities which include Internet campaigns, e-newsletters, blogs, on-line networks, brochures, flyers, posters, articles in journals, newsletters, TV or radio interviews, etc.; (3) performance based activities which comprise actions related to project work such as conducting research surveys, conducting evaluations, testing and piloting outputs, etc.

Dissemination and exploitation actions will be carried out throughout the project life-cycle. Validating project results with all target groups will be one of the key activities in which partners will invest time and resources. Engaging local stakeholders from the beginning of the project and working closely with them throughout the development and implementation phases is a corner-stone on which the project success will be built.

Dissemination elements will; (1) set clear and measurable objectives and targets that are time-related, can be evaluated and change as the project progresses; (2) identify the most appropriate dissemination tools for each of the project target groups assuming that there will be different requirements and mechanisms for different groups; (3) compile a database of contacts for circulation of publications and project updates; (4) compile a database of media contacts to attract media coverage. The process of dissemination and exploitation of results will be coordinated by the Polish partner Acumen Training.

Identification of target audience

Initial target groups for dissemination activities inside the project consortium will comprise the following:

- (1) the staff of the organizations involved in the project consortium
- (2) the staff of the associated partners who have undertaken to support the development, testing, and implementation of the project
- (3) professionals engaged in the local control groups
- (4) new media professionals participating in the local control groups willing to share their ideas and evaluate the relevance of chosen technologies and created tools
- (5) learners interested in testing new tools and increasing the levels of their video-creation skills

All of these initial target group members will be formally introduced to the project at the beginning of the project life-cycle and informed about the aims of the project, the actions to be followed and the proposed tools and resources to be produced.

Partners will develop a range of standard presentations tailored for each specific target group for use at staff meetings, committee meetings, etc. These presentations will outline at the outset of the project what the proposed impacts will be to encourage continued participation and support. Key stakeholders from within the organizations involved in the project consortium will also participate in the local control groups to be established in each partner country.

The focus of this initial dissemination is to build a strong multistakeholder cohort of advocates for the project who will be able to speak knowledgeably about the project and its aims and objectives to other interested parties beyond the local areas. All project partners are members of different networks, committees, management groups, representative bodies at regional, national, and international levels and enjoy regular contact and interaction with other professionals working in similar circumstances or roles. These extensive contacts will be the main avenues for presenting and promoting the project concept and outcomes as they emerge. Exchanging best practices is a common occurrence through these channels and partners will take full advantage of all opportunities that present.

Beyond the level of practitioners, project partners will focus the attention of their dissemination efforts at national and international representative bodies like education agencies and institutions, in-service education providers and representative bodies, etc. Dissemination to these stakeholders will begin once concrete products have been developed and these target groups will be the main focus of dissemination actions in the final months of project implementation.

Throughout the project life-cycle partners will make a distinction between academic dissemination, i.e. dissemination to all those implicated in the development of education services to incorporate the results developed in the framework of the project and non-academic dissemination, i.e. dissemination to all those who might benefit from the impact of the project without necessarily being directly involved like local employers and indeed a general wider public audience.

Dissemination on local, national and transnational level

Initial local dissemination will be achieved through the external project structures, the local working groups comprising adult educators and training provision specialists to be established by all implementing partners. These local working groups will meet at least 6 times during the project life-cycle in real or virtual forums as appropriate. These local working groups will play an important role in creating a sense of ownership of project outputs and cultivating positive attitudes within the target groups.

At national level, implementing partners will make contact with adult education providers and employment support centres. The focus at national level will be placed equally at practitioner and policy level. At transnational level partners will engage with their considerable networks of project managers working in the field of lifelong learning, adult education, enterprise support and business development.

Logo and Design

The project will use the following logo:



The logo should be included in each document developed in the framework of the project. The logo has been designed to allow visual identity of the project. The logo together with Erasmus+ program logo will be placed in the project headed paper and it should be used in each document produced in the framework of the project. Integrated branding concept was developed by Polish partner Acumen Training.

Website and social media

The website will contain information concerning the project and the partnership. It will also contain news related to progress of the project and each project result developed. The results of the project will be available on integrated online learning portal. The website will be developed by the Irish partner TRH.

In addition, there will be created a profile on Facebook and Instagram. The Facebook profile will be created by Polish partner Acumen Training and edited by all partners – each partner will have appointed redactor status. The fan page will keep followers updated about progress of the project. It is proposed to upload newsletters on the fan page in order to achieve high number of readers and increase impact of the project.

Newsletters

Four newsletters will be created during project timeframe. Acumen Training will be responsible for development of newsletter including design and content. The newsletters will be translated to each partner language and distributed. Newsletter will present the project, the partnership, results and inform about its progress. As in the proposal it was assumed that the newsletters will have at least 1000 recipients during whole project lifecycle, it is proposed to upload newsletters on the website and on the social media fan pages (Facebook and Instagram).

Local working groups

In each partner country will be set a local working group consisting of 6 members (adult educators, training provision specialists). The members of local working groups will be engaged in development of the project on local level. These local working groups will play an important role in creating a sense of ownership of project outputs and cultivating positive attitudes within the target groups.

Stakeholders

In order to ensure dissemination on wider range it is proposed to set up stakeholders list from each partner country. It is essential that all relevant stakeholders and target group members are clearly identified early in the project life-cycle and that they are contacted and kept informed throughout the project development process so as to ensure the sustainable use of results after the project ends.

The stakeholders will be informed about project progress e.g. through newsletters or during the meetings on local level. It is proposed to collect 30-50 stakeholders per partner (to be defined). The pattern for stakeholders list is attached to the document.

Partners will also extensively disseminate project activities and outputs through their existing networks and through structures like the European Business Network, ENTER Network, etc.

Multiplier events

The project predicted multiplier events in each partner country. Each multiplier event will named “SKILLS4LIFE Learning Lab” and will be attended by at least 30 participants – representatives of target groups of the project. At the national level, all partners will be responsible to organise, hosting and managing the event, including the agenda, registration, catering and media release.

The project planned also Final Conference in Austria. The staff of MOVEO will present the full suite of products developed by the project and the results of performed learning and teaching activities. MOVEO will be responsible to organise, hosting and managing the event, including the agenda, registration, catering and media release. At least 40 participants will attend the Final Conference.

All partners will support the coordinator in these tasks, especially in the promotion of the event. To ensure the success of the event, a conference agenda will be created with the topics and activities to be addressed; a key-note speaker will be invited to participate in the event; event facilities and logistic will be early organised; formal invitations for initial and eventual target groups will be designed, sent and shared throughout social media and networks; participants will be registered and supported; a final report about the event will be developed; participants will be invited to evaluate the event; a press release of the event will be supplied. The main objectives of this event will be to showcase the project results, to share our lessons learned from the project, and to encourage other education and guidance providers to engage with and use the full suite of resources developed.

Monitoring of dissemination

The partnership is convinced, that proper dissemination is important factor of success of the project. That's why partners will be obliged to report dissemination activities in framework of progress reports, which will be prepared every six months of project development (Annex 2). The progress reports received from each partner will be compiled by the Polish partner Acumen Training in the form of transnational report.

Exploitation plan

The proposed exploitation elements will (1) outline essential exploitation actions; (2) ensure that partners take advantage of all emerging exploitation opportunities; (3) ensure that the OER objectives of Erasmus+ are observed; (4) build a framework for lobbying to influence policy at local and national level.

The project results to be exploited

WP1 – Project Management

Within this WP partners will conduct dissemination activities in order to promote the project. Website of the project and social media fanpages (Facebook and Instagram) will be developed. Four project newsletters will be created, translated and distributed by each partner on local level.

WP2 – SKILLS4LIFE Serious Game

The main objective of this WP is to co-create with institutionalized young adults, adult educators and social workers the SKILLS4LIFE SG. The SG will have the aim to provide a safe and positive learning environment for the acquisition of cognitive, conceptual skills and practical skills that can allow a better and smoother transition to adulthood of institutionalized young adults. SKILLS4LIFE Serious Game will be developed through the following topics: Area 1: Personal and Social; Area 2: Autonomy and Daily Life; Area 3: Labour Market and Professional Skills; Area 4: Financial Literacy. Each topic will have 8 levels organised in 4 categories: 1. Introductory; 2. Intermediate; 3. Advanced, 4. Expert. The level of difficulty will increase as participants advance according to the levels proposed. All topics can be played independently, according to each learners' educational needs.

- SKILLS4LIFE Online Platform: The SKILLS4LIFE Online Platform will be built in a constructivist approach to learning. The constructivist theory counteracts the polarisation of the relationship between the learner and the educator. The aim to stimulate learners' creativity and motivation in a student-centred approach. Furthermore, it will have a clear framework for quality assurance for monitoring the development and implementation of the platform. Clear standards are set to guarantee the quality of the platform. Quality standards will be divided into 6 main axes: 1. Quality of the Online Learning Platform accessibility and navigation; 2. Quality of learning outcomes; 3. Quality of learning resources; 4. Quality of learner support; 5. Quality of learning assessment; 6. Quality of user privacy. The SKILLS4LIFE Online Learning Platform structure will have two sections (1) for young adults - in which SG will be available for enrolment, and (2) for social workers and non-formal educators - in which the results of the WP2 will be available for enrolment.

WP3 – SKILLS4LIFE Training Package for Adult Educators

The main objective of this WP is to design, develop and test the SKILLS4LIFE Training Package for Adult Educators that includes an Handbook and the design of an In-service training programme. The Handbook on the Development of Transition to Autonomy Programmes aims to support community educators, social workers and professionals that work with young adults in institutionalized and/or alternative care settings to build successful autonomy programmes both social and personal empowerment. Personal Autonomy programmes involves a process in which individuals get to know themselves better, identify their potentials, interests and passions and establish strategies and goals to achieve their own objectives and reach their fulfilment in all dimensions.

The SKILLS4LIFE In-Service Training Programme aims to provide a tailor-made training scheme for adult educators, community educators and social workers to support the implementation of the project results in a variety of contexts. The curriculum structure was developed in order to provide a transdisciplinary training approach and to ensure a logical sequence of knowledge.

WP4 – SKILLS4LIFE Community Engagement and Outreach

This WP involves several activities including:

- Development of Policy Paper that will analyse the main results and considerations gathered by the partner countries of the project consortium and provide a map of recommendations based on the results and experiences achieved, both at qualitative and quantitative levels.
- Organization of SKILLS4LIFE Learning Lab (multiplier event) in each partner country.
- Organization of SKILLS4LIFE Final Conference in Austria summarizing development of the project.

Indicators of achievement

DISSEMINATION CHANNEL	INDICATOR OF ACHIEVEMENT
WEBSITE	Number of visitors, number of uploads of documents published
NEWSLETTERS	Number of newsletters sent (e.g. by CreateSend or Freshmail) and number of downloads (from website or FB)
FACEBOOK	Number of likes of the fan page
INSTAGRAM	Number of followers
MULTIPLIER EVENTS	Number of participants, evaluation of the event
LOCAL EVENTS	Number of participants, evaluation of the event

Indicators of achievement will be analyzed and reported in the transnational dissemination report which will be prepared every six months by Polish partner Acumen Training.

The logo consists of a stylized 'L' shape with a gradient from yellow to red. To its right, the text 'SKILLS' is in a bold, black, sans-serif font, and '4 life' is in a similar font but with a lowercase 'i' and 'f'.

SKILLS 4 life

