



DISSEMINATION



To whom will we disseminate?

We have to define our target audience:

- Local
- Regional
- National (EU)

Requests from the application



10iCampus is responsible

We have to have a dissemination plan:

- Available resources
- Proper implementation
- Specific expertise

Requests from the application



Dessimination 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

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

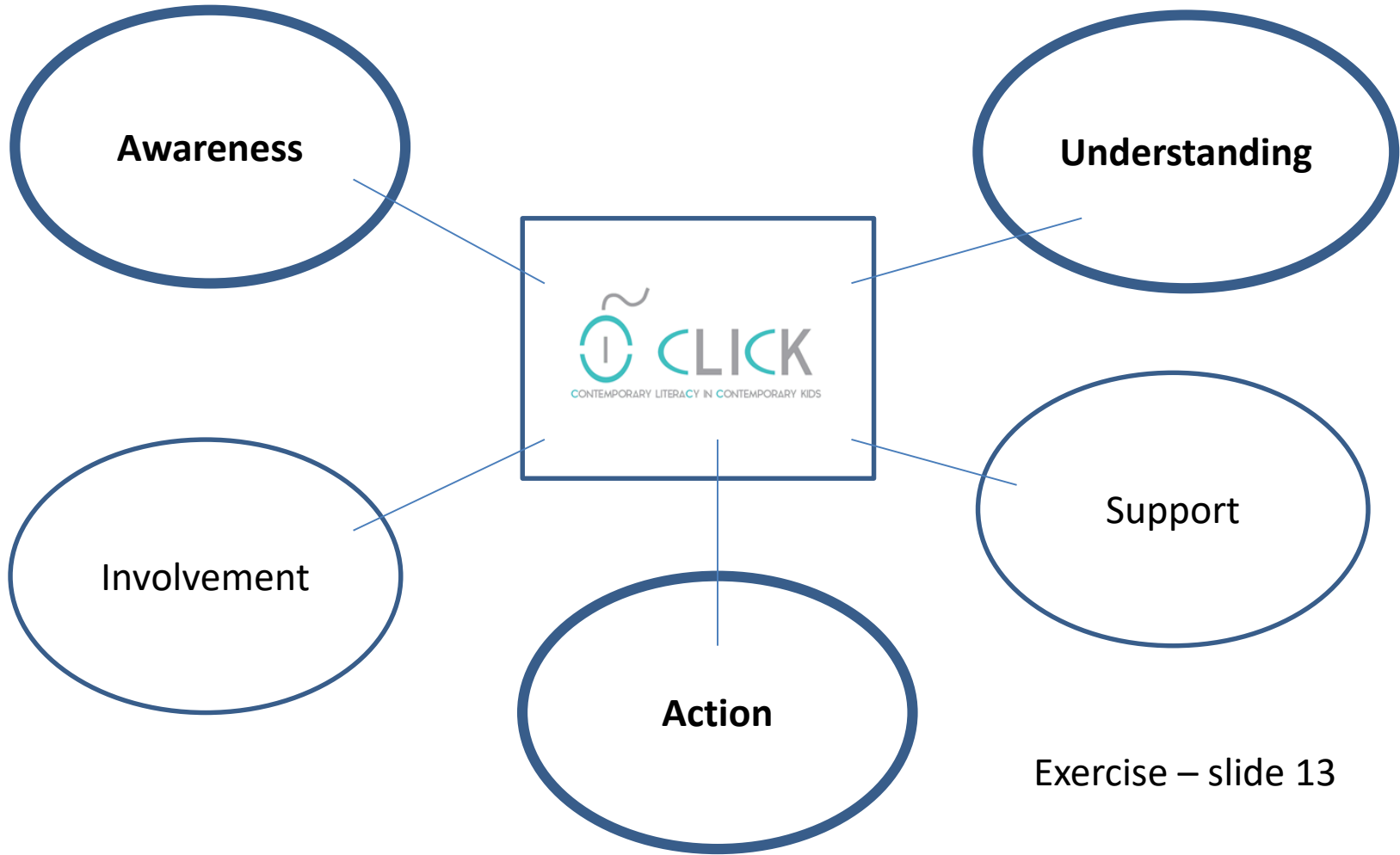


” any group or individual who can affect, or be affected by the achievement of the projects objectives – or can influence these objectives”

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?