



GSS-VET

Geothermal & Solar skills

VOCATIONAL EDUCATION AND TRAINING

WP7 / D 7.1

Dissemination strategy

Erasmus + Sector Skills Alliances 575891-EPP-1-2016- 1-EL-EPPKA2-SSA



Funded by the
Erasmus+ Programme
of the European Union

DISSEMINATION STRATEGY



GSS-VET

Geothermal and solar systems - Vocational education and training



DISSEMINATION STRATEGY

Page 2 of 13

Doc ID:
WPW-TASK 7.1.1. DISSEMINATI
STRATEGY.docx

Rev 25 Jan 2017



Table of Contents

I.	INTRODUCTION	4
1.	Aim, objectives and activities of the project	4
2.	Expected results of the project	4
II.	DISSEMINATION in GSS-VET project	5
III.	GENERAL PRECONDITIONS FOR SUCCESSFUL DISSEMINATION OF RESULTS	6
IV.	TYPES OF DISSEMINATION AND COMMUNICATION	7
V.	DEFINING THE TARGET AUDIENCE	8
1.	Core target groups outside the partnership	8
2.	Stakeholders and decision makers in the field of RES	8
VI.	DISSEMINATION AND COMMUNICATION, VISIBILITY AND INSTRUMENTS	9
1.	European Union emblem	9
2.	Disclaimers	9
3.	Project logo	9
4.	GSS-VET website	9
5.	E-Learning Platform	10
6.	Social media	10
7.	Other media	10
8.	GSS-VET data base	10
9.	Networking	11
10.	Newsletters	11
11.	Project poster and leaflet	11
12.	Brochures	11
13.	Project gadgets	11
14.	Face-to-face, meetings and interviews	11
VII.	CONFERENCES, WORKSHOPS, EVENTS	11
1.	Presentations at conferences, seminars, fairs	12
2.	Round tables & Workshops	12
3.	International Conference	12
VIII.	DOCUMENTATION	13
IX.	CONCLUSIONS	13
X.	DISSEMINATION PLAN	14



I. INTRODUCTION

Dissemination is essential for take-up, and take-up is crucial to the success of any project and the sustainability of its outputs in the long term.

Activities serving the dissemination of results are a way to showcase the work that has been done as part of the Erasmus+ project. Sharing results, lessons learnt and findings beyond the participating organizations will enable a wider community to benefit from a work that has received EU funding, as well as to promote the organization's efforts towards the objectives of Erasmus +, which attaches fundamental importance to the link between the Program and policies¹.

Dissemination is a planned process of providing information on the results of program and initiatives to key actors. It occurs as and when the result of project's **program and initiatives become available**.

1. Aim, objectives and activities of the project GSS-VET regarding EU policies for vocational education and trainings are:

- Making lifelong learning and mobility a reality;
- Enhancing creativity and innovation, incl. entrepreneurship, at all levels of education and training;
- Reaching the objective at least 15% of adults to participate in lifelong learning;
- Developing worldclass vocational education and training to raise the quality vocational skills;
- Promoting partnership between public and private institutions (to ensure appropriate curricula and skills provision);
- Promoting work based learning incl. quality traineeships, apprenticeships and dual learning models to help transition from learning to work.

2.Expected results of the project:

- two European core curricula in different learning units (for solar and geothermal energy's systems installers);
- an innovative teaching method incl.: face-to-face & ubiquitous learning, flipped classroom and work-based learning + guideline for replication + a training Platform;
- complete training contents for trainees and trainers with on-line materials – in 4 languages;
- an evaluation and certification framework ;
- trained 40 trainers and 200 trainees ;
- internships with 200 companies, and involvement of 4 local authorities and 4 BUS coordinators on the developed VET program;
- Memorandums of understandings signed between the 4 VET providers;
- a roadmap for official recognition of the trainings by 2025 and guidelines for replication;

¹ For more information Annex II – Dissemination and exploitation of results, A practical Guide for beneficiaries (<https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii>).



The GSS-VET **Dissemination Strategy** sets out the details of the type of the promotion activities to be undertaken during the GSS-VET project. Its purpose is to support the Consortium and - to promote and support the dissemination of information regarding GSS-VET, the project's results, the interim and final project's outputs and outcomes at national and European level throughout the duration of the project, using a variety of media tools to research key stakeholder, and beyond.

II. DISSEMINATION in GSS-VET project:

Why disseminate:

- To tell the users about the project;
- To contribute to policy development (local, regional, national, European);
- To increase the impact of the project by extending it to multipliers.

What to disseminate:

- The project mission and message;
 - The deliverables;
 - The project progress;
 - The training contents;
 - The methodologies;
 - The European partnership.
- Who to disseminate to:**
- Target groups;
 - Organizations that can help to reach others;
 - Organizations that can enhance the project in other ways.

Who will do? All partners are responsible for their national dissemination activities including the involvement of stakeholders. The partner organizations have (supposed) good network and contacts and rich experience in EU projects.

When it will be done? In order to achieve best possible results, all activities and milestones will be considered and adjusted in the Dissemination Plan.

How it will be done? The project proposal already gives specific instruments to be used for dissemination activities such as newsletters, project website, workshops etc. Furthermore the project includes specific activities targeted to raise awareness and to involve and engage target groups and stakeholders such as the discussions and seminars or the final conference.

Each partner will also present individual instruments in the national dissemination report so that to show great promise for the implementation of the dissemination phases.

How it will be evaluated? A very useful way for that is the documentation of all activities by each partner. This documentation can be in form of lists of participants, presentations agendas, meeting minutes, pictures, copies of documents such as emails, articles and newsletters. The documentation should be based on the use of quantitative and qualitative indicators.



To guarantee good quality and to achieve the best possible results, it is suggested to use different tools to measure the impact of the activities carried out. There are two main types of quality indicators – quantitative and qualitative data.

a) Quantitative data:

- Number of brochures, newsletters, flyers, posters;
- Number of visitors of the website;
- Number of visitors attending the workshops, conference;
- Amount of press coverage (number of articles, press-releases and items on radio/TV):
- Size of audience reached through dissemination activities.

b) Qualitative data - these indicators are more specific and not easy to implement. They could be in form of short survey as part of brochures or policy hand-outs. They can be distributed to participants at a workshop, conference etc. Qualitative indicators are useful:

- To obtain detailed subjective feedback;
- To give a general feeling to responses;
- To offer specific ideas about what has been successful, how to do things differently next time or new idea for future projects.

Main objectives of Dissemination:

- To increase the visibility of the Consortium;
- To create information channels;
- To communicate and inform the relevant stakeholders on GSS-VET added value for VET systems;
- To awake awareness on GSS_VET of different target groups;
- To assure the availability of project's outputs;
- To guarantee transferability of outputs in other contexts (geographical and/or sector);
- To ensure sustainability of the project results and outcomes also after the project finishing etc.
- To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed i.e. development of Dissemination Strategy and Plan. They should cover why, what, how, when, to whom disseminating results will take place, both during and after the funding period.

III. GENERAL PRECONDITIONS FOR SUCCESSFUL DISSEMINATION OF RESULTS:

- Early identification of stakeholders and potential users being informed throughout the whole project process;
- Outputs' high quality;
- Adaptability of outputs to country and organizations' specific circumstances;
- Clear definition of advantages for end-users;
- Concise, tailor-made messages to the different target groups;
- Transparent and evident results' presentation;



All project partners contribute to the dissemination activities in different ways: by producing documents and regularly documenting and communicating their work via the Basecamp and/or mailing list, by editing and providing source material for press releases, by suggesting interesting web links and resources, by presenting GSS-VET in conferences, and by promoting the benefits of the project to a widened community.

Concretely, via:

- Provision of a translated summary of the GSS-VET project;
- Provision of other documents/ newsletters, data needed for the project web site;
- Promotion of the website and its content to a wide public (by periodic mailing);
- Provision of materials and documents concerning the main publications related to the project;
- Dissemination of copies of each publication;
- Contribution to the writing of publications and articles;
- Contribution to the organization of media's advertising;
- Contribution to the promotion of the project in expo, conferences, seminars, workshops;
- Dissemination of the GSS-VET Platform;
- Promotion of the project benefits to a very wide audience and dissemination of results and outputs;
- Regular update among partners via circulation and exchange of documents produced during the project implementation like surveys, facts and figures, reports, examples of best practices etc. by email, Skype conferences, webinars.

IV. TYPES OF DISSEMINATION AND COMMUNICATION:

Horizontal (internal) dimension – it includes all activities to strengthen the communication and dissemination among partners i.e. all internal activities to provide information and instruments for further dissemination to each partner;

Vertical (external) dimension – includes all activities to reach the target groups and final users. The activities will be carried out individually by each partner such as the involvement of their own partners, networks, stakeholders and the implementation of individual national dissemination plans.

The WP7 leader is responsible for the vertical dimension in terms of providing concepts, encouraging and controlling the activities, although the actual success is very much dependent upon the support and cooperation of all project partners.

For external communications, it is suggested to use:



- Distribution of findings and results to stakeholders in order to raise awareness and to support the implementation of the project activities. For this reason it is essential to reach all relevant target groups with the right messages in the right form;
- To attract the target groups and to encourage them to use the GSS-VET web page and Platform.

Both the horizontal as well as the vertical dimension activities will be carried out by using different approaches, methods and instruments of dissemination, always dependent upon the most adequate means and possibilities of each partner.

Basically they will be structured as follows:

- Face-to-face activities: - presentations, workshops, seminars, conferences;
- Internet-based – website, e-newsletters, networks, e-documents;
- TV/radio based- interviews, presentations etc.
- Paper-based- brochures, flyers, posters, articles, activity reports.

V. DEFINING THE TARGET AUDIENCE:

The Dissemination Strategy and Plan contemplates activities and actions to attract the following target groups:

1. Core target groups outside the partnership:

- Vocational training institutes providing training in geothermal and solar energy installation field – at regional and national levels;
- Plumbers and electricians – at local, regional and national levels;
- Specialized trainers of vocational courses in geothermal and solar sector;
- Companies engaged in geothermal and solar sector.

2. Stakeholders and decision makers in the field of RES:

- Construction professionals/energy consultants – from SMEs, professionals and their associations;
- Advisors and assessors in VET institutions –adult trainers associations, quality assessment in education specialist; ;
- Policy makers in the field of continuous education and training – national and regional policy makers, accreditation bodies;
- Public bodies- from education and training sector, as well as RES departments in all partner territories;
- Stakeholders – electricians and plumbers’ associations, workers federations and confederations, chambers of commerce, green energy institutions, RES departments in all the partner territories, national energy associations, research institutes etc.
- Media representatives – specialized journals and digital blogs.

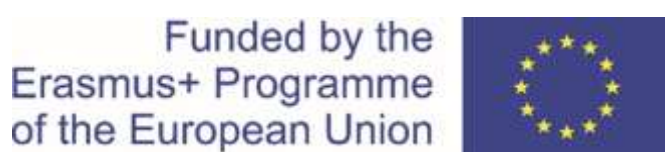
VI. DISSEMINATION AND COMMUNICATION - VISIBILITY AND TOOLS



Some specific instruments are already defined in the project proposal. These instruments are available and all partners are expected to use them. Additionally, it is recommended to identify the individual national dissemination channels.

1. Information on Union funding and use of **European Union Emblem**.

Any communication or publication related to the action, made by the partners jointly or individually, including at conference, seminars or in any information or promotional materials (such as brochure, leaflets, posters, presentations etc.) shall indicate that the action received funding from the Erasmus + Programme of the European Union and shall display the European Union emblem.



2. **Disclaimers** excluding Commission responsibility.

Any communication or publication related to the action made by the partners jointly or individually in any form and means, shall indicate that it reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

4. Project **logo**.

The logo's main purpose is to enhance the visibility and recognition of the project by reflecting the project's unique elements. **It will be used in all project related printed and online materials, together with the EU logo.**

Fonts, colors to use, layout of letterheads, word and power point documents are part of the identity elements each partner will have to use for internal and external purposes. A good use of it will help to communicate and disseminate project results in a consistent and effective way.

5. **GSS-VET Website**

GSS-VET (<http://www.gss-vet.eu>) website is a strategic tool to function as a source of information for all interested parties outside the project. GSS-VET website will be a **main public channel for information and dissemination**. It will allow users to easily access all the analysis, documents, power point presentations of the seminars, project guides as well as pieces of information in the national language of the countries involved in the project. For this reason it will be constantly updated with news regarding on-going initiatives, events, results.

The website will be in English, but accordingly to accessibility and transparency concepts, it will also provide information in the national language of each involved Country. The website will be available at least for two years after the project closure.

Links from partner organizations will be established with the project website.

The internal (horizontal) communication among project partners will be carried out via the Basecamp Platform – it will be used to exchange information and work together remotely on common project’s issues-

6. An “e-learning VET Platform” will be developed as a module of the website for the purpose of the training of trainers and VET of electricians and plumbers.

6. Social media - construction of a **LinkedIn Group/Facebook project page**.

On-line networks are another potentially useful dissemination too and channel. The aim is to promote, understand and develop common knowledge base and language among the different stakeholders – where people with different interests, knowledge and power can meet and interact.

The project has to take advantage of the well-established social media channel by creating a **LinkedIn** group and - via **Facebook project page**.

Twitter in a form of micro blogging will be the channel to make contacts with other projects/individuals with similar interests. Twitter will be used as well to engage participants at events and increasing the impact and visibility of such events.

Blogs help to publicize project effort and results and may be particularly effective.

7. Other Media.

Information about GSS-VET could be disseminated through promotion in broadcast media, either **television or radio**.

The project partners should publish **articles** on the project and the project results in specific journals, national and local daily newspapers.

As part of dissemination strategy, partners will prepare as well **press releases**. A part of the national languages, they will be prepared for major European languages (EN, FR, GE, SP) for distribution to the media and other stakeholders on completion of specific project milestones and publication of deliverables.

Press-conferences could be organized with journalists upfront to spread out the project’s results.

The press and media partners will contribute to a wider promotion of the project results, practical implications and benefits in the EU. The message should be communicated to the public in a simple, concise and descriptive way.

These dissemination tools will be a support matter for vocational education and training initiatives. This aims to elicit participation and generate interest in GSS_VET, draw attention to published materials or drive interested parties to source such as at the project website and make them useful tool in support of other engagement and the dissemination strategy

8. GSS VET data base.

A specific database with contacts of key target audiences, experts, stakeholders, attendants to project meetings will be created and constantly updated. All of these contacts will feed a mailing list, that will be used for spreading the newsletter, invitation to project events and delivering project results. The mailing list will be updated and managed through the website.



9. Networking.

The partners should use the large number of their networks especially that of sectorial organizations members to raise awareness of the objectives of GSS VET project and its products;

10. Newsletters.

Newsletters will be elaborated by ELI in cooperation with the other project partners. Each newsletter will consist in 2 pages documents. During the project lifetime, 5 **newsletters** presenting the results achieved to be implemented, will be produced.

The newsletter is in pdf format and is available in all partner languages. It will outline news and progress results obtained within the project activities.

Newsletters will be addressed primarily to the identified key target groups and will be delivered to stakeholders using the ad-hoc created mailing list or **via website subscription**;

11. Project poster and leaflet.

Although sharing the same contents, the **Project poster and leaflet** have different functions and use. The GSS-VET poster is used in Conferences in order to clearly and effectively divulgate the main contents of the project and to have visual impact on the participants, so they could link a clear image and message to that particular conference/meeting experience, better identifying the particularities of the project.

On the other hand, due to its little and practical sizes, the leaflet can be easily distributed by hand to participants of the project events, so that they can take an essential but direct understanding of the project structure, development, purpose, aims away with them.

12. Brochures.

They will widen public awareness on GSS-VET objectives and activities. These ones will be available at events (such as seminars, workshops, international and transnational conferences) and handed out to visitors in order to disseminate information to the targeted audience as well to reach those stakeholders not directly involved in the project, but who might be potentially interested.

13. Project gadgets.

Block notes, USBs, pens, eco bags, mugs will be created and provided to participant of the final Conference - these items are specifically created to suit key stakeholders.

14. Face-to-face, and interviews and questionnaires.

Direct contacts and information about project outcomes. Interviews with relative sectorial representatives not in the project.

VII. CONFERENCES, WORKSHOPS, TRAINING COURSES AND OTHER EVENTS

1. Presentation of GSS-VER in **conferences/seminars/project fairs/events**;

Conferences are a means of developing national and international connections with relevant stakeholders and engaging in a direct, face-to-face communications and discourses.



The Consortium partners have to prepare and deliver papers, slide show presentations and lectures to seminars, relevant events and selected international conferences.

2. National round tables and VET knowledge and experiences workshops.

The round tables are very useful to initially present the project's objectives and actions.

Workshops are an essential knowledge dissemination means. This event has as a main purpose the share and the exchange of experience among experts and other parties involved in the project. Consortium partners will use workshops to present the project's results to the regional authorities, especially the results of the pilot.

3. GSS_VET international Conference

The final GSS_VET meeting will be an International conference involving 50-60 major stakeholders. The conference will ensure GSS-VET project visibility at the end of its implementation. This event will assure the project highest visibility also involving key stakeholders and politicians to all levels.

In order to optimize the efforts and the costs related to the organization of the event as well as guarantee the largest possible participation, the event will also be broadcast by internet streaming. Furthermore the event will also be an occasion for participants to network and to learn directly about partner's experiences, indeed, each partner is requested to report on their own experience explaining difficulties, solutions and achieved results.

It will have the task to capitalize the results obtained along the GSS-VET project, valorizing the activities undertaken during the seminars, workshops and to promote the use of the publications and all material collected and realized.

VIII. DOCUMENTATION.

It is considered as very important to document all dissemination activities. On the one hand, the documentation serves to keep an overview about dissemination activities in general and on the other hand it provides quantitative and may be qualitative data to measure impact and measure quality. Each partner is expected to document its own activities carried out in the field of dissemination.

The form of documentation can vary depending upon the dissemination activity, e.g. pictures, presentations, hand-outs, lists of participants, agendas, meeting minutes, copies of emails, newsletters, press articles.

Each partner is obliged to present a dissemination report to the lead partners each 6 months. It is up to the WP leader to define the most appropriate strategic points to collate the individual reports.

IX. CONCLUSIONS

Project results can only be sustainable value and use if the dissemination of them is well planned and implemented at different levels.



The Strategy aims to support all activities in the field of dissemination by presenting general aspects as specific information to be used by each project partners. Furthermore, the Strategy tries to highlight specific indicators for achieving high impact as well as for how high quality can be assured in the implementation and dissemination process.

It is recommended to identify the dissemination channels and opportunities for each partner and to set up measuring/reporting points for national dissemination activity/.

The Dissemination Strategy should be seen as starting basis for the development of further, as additional activities and instruments according the needs of the project at its different stages. The dissemination activities and instruments must be developed with certain flexibility in order to react immediately on possible delays or other unexpected issues related to deliverables.

The GSS-VET Consortium should use this Strategy as well as the Dissemination plan below as initial strategy which will be further reviewed, revised and updated as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with stakeholders interests and barriers.

X. DISSEMINATION PLAN

3. The Dissemination Plan is an integral part of the GSS-VET project. It provides a sustainable and efficient vehicle for achieving the dissemination goals of the project. It is a working tool that reflects the approach and activities outlined in the project's Application Form.

The Dissemination Plan aims also to help project partners while planning or being involved in any kind of communication activities, especially those addressed to the project's priority target audiences. It will be enriched by inputs and achievements of all partners and be reviewed and updated at regular intervals (**every six months**).

Objective – to share results, lessons learnt, outcomes & findings – make the community benefit of the EU funding via Erasmus +;

The quality dissemination plan should include measurable and realistic objectives, a detailed timetable and mention the responsible partners for the dissemination activities.





GSS-VET



Contact and information:
www.gss-vet.eu

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Funded by the
Erasmus+ Programme
of the European Union



GSS-VET PARTNERS

The project is realized by a Consortium of 15 partners from: Bulgaria, Germany, Greece and Spain

