

# DISSEMINATION AND COMMUNICATION PLAN

PROMOTING "e-VET" INCLUSION IN  
DIGITAL ECONOMY PROJECT

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# 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 policies.

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.THE OBJECTIVES OF “PROMOTING “E-VET” INCLUSION IN DIGITAL ECONOMY” PROJECT

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## General Objective

The main objective of the project is to create a digital entrepreneurial culture of ICT students by Improving the image of digital entrepreneurs and promote their role in society.



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# 1. THE OBJECTIVES

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## Specific Objectives of the Project:

- Increasing the quantity and quality of digital entrepreneurial skills and talent of ICT Students
- Developing an entrepreneurial mind-set and promoting ICT entrepreneurship among ICT Students
- Provide VET teachers with the necessary knowledge about digital start-ups and SMEs, starting business, cross-sectoral opportunities with ICT industry
- Easing the access of ICT entrepreneurs to finance and enhance investments
- Increasing the cooperation between ICT entrepreneurs and SMEs for Digital Transformation.



# 2. DISSEMINATION AND COMMUNICATION PLAN

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- According to European Commission “Dissemination is the planned process of providing information on the quality, relevance and effectiveness of the project results to key actors.



- Dissemination is a pre-planned and constantly running process that can be understood as the activity of promoting the project and its results to an extended audience beyond the project consortium.



- The dissemination and communication of the project outputs move towards the direction of raising awareness about the project objectives, activities and results, as well as the needs it is addressing.



- Dissemination activities also support exploitation of the project results, by encouraging stakeholders to engage in and foster new initiatives, be involved in existing initiatives, as well as use the project results and share them amongst their networks.

- This Dissemination and Communication Plan should be considered as a working document outlining and guiding activities to be carried out, but it should be flexible and open to changes as the e-VET project progresses.



## 2.1 PRINCIPLES AND KEY OBJECTIVES OF DISSEMINATION AND COMMUNICATION PLAN

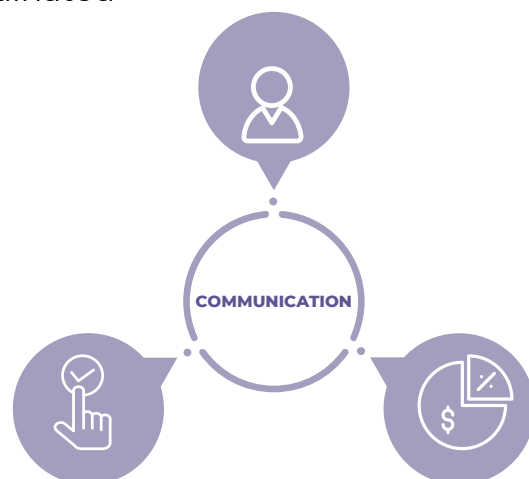


Cooperation Partnerships Projects are expected to have a long term impact on partner organisations/institutions and individuals. Projects will have to demonstrate their innovative character, the impact and sustainability of their results and how they intend to maintain or develop the outcomes.

In this framework, the **e-VET's** Dissemination and Communication Plan will promote awareness on the project's outcomes and to ensure maximum impact of the project both during its evolution and after the end of it.

The purpose of this document is to define and structure the **e-VET's** Dissemination and Communication Plan and to outline the associated responsibilities of the partners which will be undertaken by project partners during and beyond the project lifetime in order to ensure high quality dissemination of project scope and outputs.

This document gives an overview of the aims of **e-VET** dissemination activities as well as sets up guidelines for the principles and process flow of dissemination for internal project partners: when, who, to whom, how and what partners should disseminate led, coordinated







A clear dissemination plan is established in **"e-VET"** in order to ensure that the maximum level of dissemination is agreed, and mechanisms and tools are established across the partnership to capture the work in progress and depict the results progressively.

The dissemination plan is aimed to identify and organize the activities to be carried out throughout the project in order to promote its action, outcomes and results and make them widely known to the community and interested parties. The project includes activities that entail structured cooperation, exchange of experience and good practices, which will need to be communicated using appropriate resources to relevant stakeholders.



# 3. TARGET GROUPS AND BENEFICIARIES

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In order to achieve maximum outreach and audience involvement, it is crucial to understand who our audience is: who do we need to communicate with? As a result, all communication actions will eventually be targeted towards these stakeholders, which will be our target groups for the communication activities.



The **e-VET** identifies different targets and beneficiaries of people who need to develop their skills and competencies in Digital Economy.

## Primary Target Group

**-VET Learners:** The students continuing their vocational education in the field of ICT, and also the students, in any field of VET institution, who want to establish a startup company

**-VET Staff in ICT Field:** The teachers who don't have the necessary knowledge about startups and the teachers who want to improve their knowledge, skills and competencies regarding Digital Erasmus+

**-VET Institutions and VET Centers:** All formal and non-formal institutions that works on Vocational Education.

**-SMEs:** The firms that are willing to seize digital opportunities and seeking solving partner from ICT field

**-NGOs and Business Clusters:** NGOs that operates with the topics related in Digital World, The Business Clusters that consists a union of firms who need Digital Transformation.

-Researchers, or other people involved in activities related to the project's topic and interested in following its development and outcomes;

# 3. TARGET GROUPS AND BENEFICIARIES

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## Secondary Target Groups

- Stakeholders, potential employers of graduates; experts or practitioners in the field and other interested parties;
- National Agencies of partner countries
- Policymakers and decision-makers
- Developers of Erasmus + Projects
- Entrepreneurship Clubs
- People who may not have professional interests in the project, but that in terms of visibility result to be very important for the project.

Therefore, sustainability on the long-run of the e-VET initiative is crucially tight to the involvement of stakeholders in VET institutions, universities, business cooperations in project partners's countries.



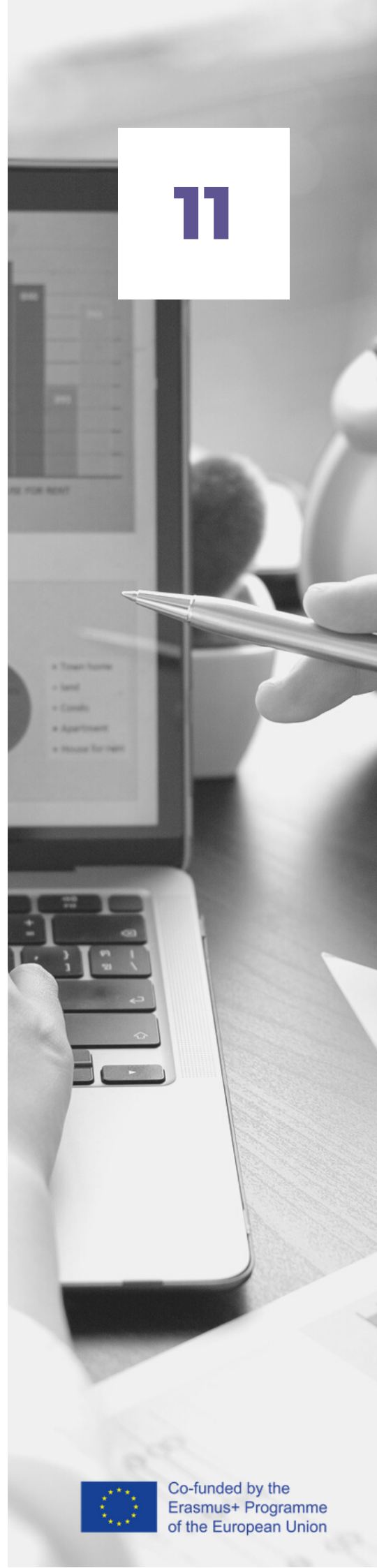


# 4. IMPLEMENTATION OF DISSEMINATION STRATEGY

Each partner will complete the following tasks stated in the table below:

DISSEMINATION ACTIVITIES	STATUS OF PROGRESS	DATE
1- Partners will post on their websites, LinkedIn profiles and social media accounts.		
2- Introductory meetings will be held within the sphere of influence		
3- Social media accounts specific to the project will be created.		
4- VET" platform will be opened for demonstration purposes. This task will be performed by Eu&Pro.		
5- Various ads will be generated after all features are activated.		
6- All stakeholders will collaborate on the project logo, the most popular logo will be used in all project advertising materials.		
7- There will be news in the written, visual and digital media.		
8- Press conferences will be held at certain times by the participating institutions.		
9- Participating institutions will carry out institutional visits in their immediate surroundings and will announce the results of the project to the public.		
10- There will be live broadcasts from social media accounts. Various people will be invited to these live broadcasts that will increase interest.		
11- After the project activities are completed, the number of meetings and visits for dissemination will be increased.		
12- After the completion of the project results, all partners will organize workshops and seminars.		
13- Updates on news, various projects and blog posts from Erasmus + Platforms such as eTwinning, School Education Gateway, EPAL and Salto-Youth		
14- Presentations will be prepared by all partners for dissemination activities		

DISSEMINATION ACTIVITIES	STATUS OF PROGRESS	DATE
15- Each partner will also create their own visual products such as handbooks, brochures, gifts.		
16- Emails will be sent to organizations in partners' business networks to promote project results		
17- Each partner will contact associations and non-governmental organizations (NGOs) providing VET in their region.		
18- After the project financing is completed, the "e-VET" portal will be used to disseminate the project results. Content created by participating organizations will continue to be used on this website.		
19- Visibility Materials such as roll-ups, brochures, booklets, pens, notepads, files, flyers, flags, banners, written and visual media will be created and used.		
20- All partners Project results will be used and disseminated in these events that will be organized around different themes.		



# 5. DISSEMINATION AND COMMUNICATION TOOLS AND CHANNELS

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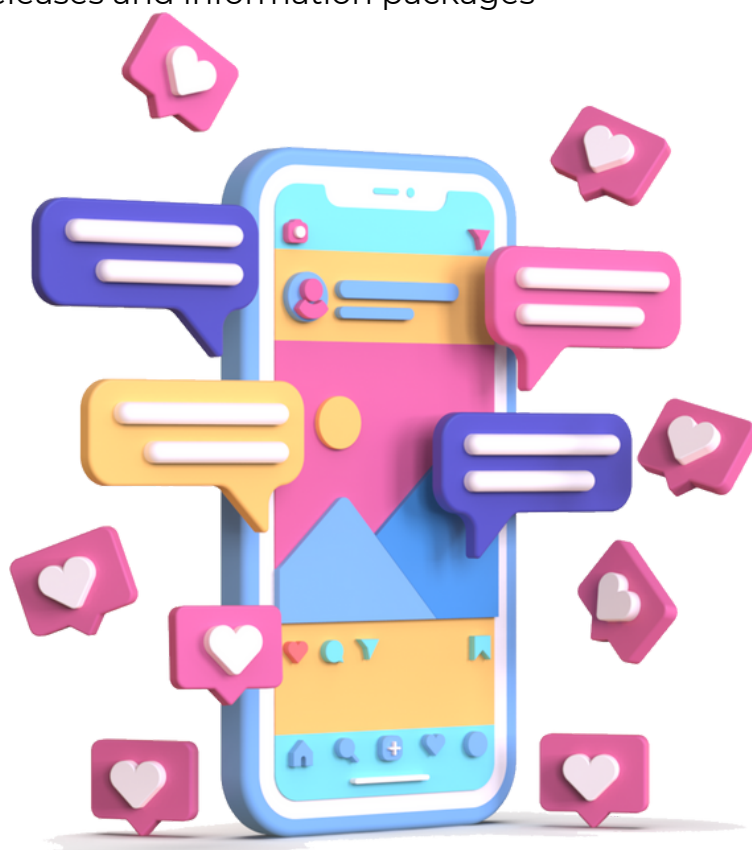
Communication channels” are the means for transporting specific messages to the targeted audiences (the various stakeholder groups specified before) with the aim of reaching the objectives of the **"e-VET"**. To maximise impact of the communication activities, different target groups should be reached via the most appropriate channels and performing the most effective communication activity(ies).



The channels that are going to be used by the **"e-VET"** team throughout project duration vary depending on expectations of the audience, as well as on complexity, importance and content of the message to be communicated, and they include:



- Website
- Social media
- Promotional e-mails
- Collaterals such as brochures, leaflet, posters, and flyers
- Other communication materials such as presentations, press releases and information packages





# 5.1. PROJECT WEBSITE

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The website is the main promotional tool for publishing project results and activities as well as a dynamic database for collecting all project printings and media work. It is divided into two levels of content, the first which contains the public content, and the other is the restricted area. The website is developed using the up-to-date technologies that integrates social media tools with the pages and articles in order to facilitate sharing and sending options.

It is important that this website is mobile friendly so visitors will not find any difficulty to view the website and share content from their mobile devices. The content of the project website is in English.



## 5.1. PROJECT WEBSITE

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The proposed domain name is [www.e-vetproject.com](http://www.e-vetproject.com). The website will incorporate the project logo already designed. The e-VET website serves several functions:

- Diffuse information about Cooperation Partnerships Erasmus+ project entitled the Promoting "e-VET" inclusion in Digital Economy Project (e-VET).
- The production of a website is an integral part of the project and key to the dissemination strategy.

- It will reach a wide audience on an international scale giving visitors details on the project in general, activities carried out during the project lifetime, the partnership and project results.

- It will have an integrated statistics tool to track the geographic location of visitors, number of connections per month, etc. The website information architecture will be optimised for search engines. Potential visitors should be able to find the website when they write the name of the project or related key words.

The project's website should be fully integrated with social media. The visitors of the website will have a tool bar to share the posts and news directly on the main social media platforms.



## 5.2. SOCIAL MEDIA

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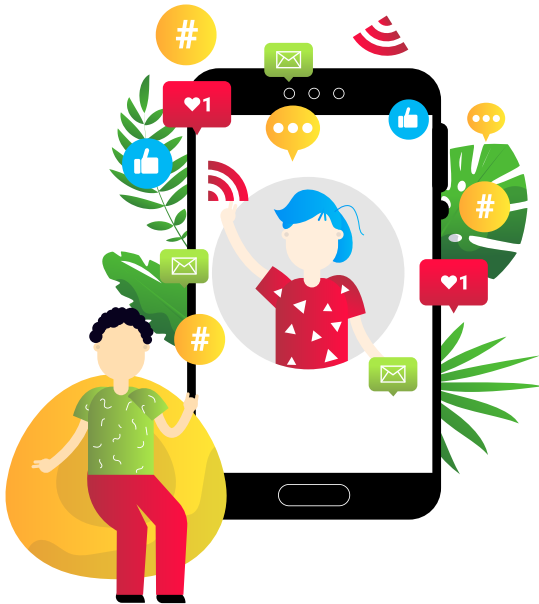
In addition to the project website, Social Media will also be used to disseminate events and achievements, as well as to promote discussions and engage researches, VET teachers, academicians and other stakeholders.

Social networks are useful tools for establishing a continuous interaction with project stakeholders, for keeping daily interest towards project initiatives and events and for sharing key achievements. The main objectives of social media are:

- Spreading project information, activities and results
- Broaden the outreach of the e-VET
- Exchanging experiences
- Allowing the creation of a very interactive dissemination
- Analysis of the audience feedback to adjust the dissemination and communication strategy.

As an example,

- a Twitter account has been created for e-VET
- an Instagram account has been created for e-VET
- an Facebook account has been created for e-VET





# 5.3.PROMOTIONAL EMAILS

Projects partner will draw and send Information/Promotion emails devoted to the different project stakeholders to inform about relevant events. The emails are intended to provide an appealing message for attracting the attention and interest of the recipients. To reach this goal, all promotional emails will be sent with the visual identity of the e-VET project (in terms of logo, colours, structure).

All partners are invited to share Information/Promotion emails within their networks.



## 5.4. LEAFLETS, POSTERS, FLYERS

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Various leaflets and brochures will be prepared by all partners of the consortium on various topics. These will be useful disseminating information on the project's outcomes in relevant events and meetings. They will also be used to disseminate information within each partner's institution who are encouraged to create or re-create leaflets and posters in their local languages.



## 5.5. PRESS RELEASES

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# Press Release

Press releases for local media, internet press and audiovisual media will be published at strategic times, in the beginning and end of the project and when major achievements have been made. The person responsible from each partner institution will transfer copies of such publications to Eu&Pro, who is the responsible partner for the relevant deliverable.





# 5.6. EVENTS AND MEETINGS



Project Meetings: **e-VET** has planned a number of meetings (Transnational Project Meetings, Management Meetings etc.) in order to effectively coordinate the implementation of the project and facilitate partners' collaboration.

Workshops: **e-VET** has established a well-organised plan for training events and workshops which will be taking place throughout the duration of the project.



# 6. VISUAL IDENTITY (LOGO) OF THE PROJECT

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At the beginning of the project, Partners focused on defining the project vision. Along with the definition of the project identity in terms of mission and goals. Partners also developed the project visual identity. A number of suggestions for the project logo were developed by EU&PRO and presented to the Consortium members.

The **e-VET** visual identity will contribute to the uniform presentation of the project and its perception. The identity is important because it will render the project recognizable over time and its documentation and developed products and services may be easily distinguished. Moreover, being an Erasmus+ project, poor design of its products may have a negative effect on the project overall.

The following logo is the final one selected by the project Coordinator and all Partners:



Partners are invited to use consistently the project logo, the templates and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards.

There will be no formal restrictions regarding the use of the logo, however it will be requested that the same logo is used in information material by all partners, and that the colors remain the same and the logo is not distorted or rotated.

# 7. ACKNOWLEDGEMENT OF ERASMUS+

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Any publication regarding **e-VET** requires to acknowledge funding from the European Union in the following way which is suggested by the EU Commission (<http://ec.europa.eu/.....>)

Partners are required to indicate the European Union emblem (flag) and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag.



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# 8. MONITORING OF DISSEMINATION AND COMMUNICATION PLAN

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The objective of monitoring of the Dissemination and Communication Plan is to ensure that the goals and principles defined herein are constantly respected by partners. It involves actions that will allow the effective monitoring of the relevant activities defined here.

All dissemination and communication activities need to continually respect the plan in order to have a sustainable impact to all targeted stakeholders. Eu&Pro will be monitoring the implementation of the present dissemination strategy.



# 8.1. INDICATORS OF PROGRESS AND THEIR MEASUREMENT

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As identified in the Logical Framework Matrix, dissemination-related indicators and objectives that need to be evaluated throughout the duration of the project are the following:

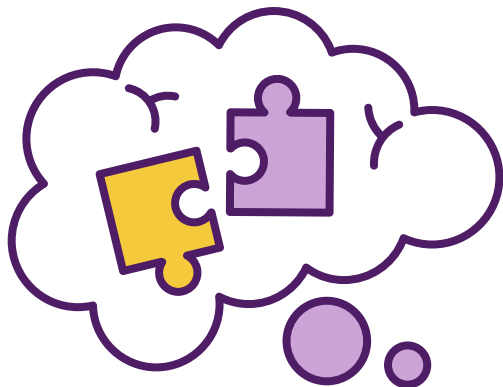
Performance Indicator	Expected progress	Measurement Methodology
Number of Unique visits,	20	Quantitative, Data Collection
Question responses in surveys	50	Quantitative, Data Collection
Project website	Visitors: 1500	Quantitative, Data Collection
Newsletter, Press Releases, Factsheet & Leaflets	Number: 50 Recipients: 250	Quantitative, Data Collection
Twitter Account	Followers: 1000 Tweets: 50	Quantitative, Data Collection
Facebook Account	Likes: 1500 Posts: 50	Quantitative, Data Collection
Instagram Account	Likes: 1500 Posts: 50	Quantitative, Data Collection



# CONCLUSION

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The **e-VET**'s Dissemination and Communication Plan assumes that the results of the action should be made visible to the wider research community, as well as to the specialized public and in general. This can be done via teaching materials, online learning platform the Internet and social media / networks, written, visual, and digital press. This is what the **e-VET** community aims to do throughout the entire project cycle. The operational bases for the main future communication and dissemination activities of the project have been built in this document.





# ACKNOWLEDGEMENTS

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