

Social Inclusion of Adults Through Entrepreneurship

“SIATE”

ERASMUS+ PROJECT

DISSEMINATION
&
EXPLOITATION
STRATEGY



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Introduction

This dissemination strategy describes dissemination activities that will be carried out by “SIATE” partnership over the project’s lifetime, according to the target group, objectives of the project and project proposal.

The dissemination process is an essential and critical project activity not only for distributing information among target groups but also for motivating external actors to become involved in the different project activities and adding their contribution to the project.

The purpose of this strategy is to:

- Establish, build and promote awareness/reinforce the need to strengthen and develop a coherent local, national and European approach for using entrepreneurship education as a tool for social inclusion
- Disseminate project results to the widest possible audience
- Promote effective collaboration across the partnership
- Ensure continuation of the activities beyond the end of the project by providing information and assistance to specific target groups in relation to the benefits associated with developing professional training for low skilled adults in the area of entrepreneurship education
- Ensure clarity among the partnership regarding their specific roles and responsibilities around Dissemination processes
- Contribute to uptake of conclusions, results and tools developed in the project by external stakeholders.

Internal & External Dissemination

The dissemination plan includes activities that can be divided into internal and external dissemination according to the target audiences. Both paths reflect the individual interests and strategies of each of the organizations involved but also the needs and visions for the future developed through the project results.



Internal dissemination includes the tools and activities that give awareness of the results to the consortium members and that are not available to the public in general. It refers also to activities aimed to inform partner organisations about the idea underlying SIATE, concepts and methods applied and results obtained. Dissemination activities include further use of the results within partner organisations.

This kind of dissemination includes:

- Project meetings and resulting reports
- Information exchange by way of an (internal) e-mail list which includes all project participants
- A collaborative workspace document repository
- Video and phone Conferencing
- Reports, publications, outputs, etc.
- On-line collaboration
- Internal meetings.

External dissemination refers to activities and methods that create awareness of project results and its progress and documentation. The targets of those dissemination activities are specific users and interest groups that identified above as well as the public in general and academic and policy development networks connected to entrepreneurial education.

Target Groups

According to the objectives and purposes of the SIATE project, the three main target audiences of the dissemination activities will be:

End-users: teachers, training centres, students. Immigrants and low-skilled parts of the population that for various reasons have left school early or haven't been re-trained or re-educated to changing job market conditions (the Capacity Building elements, including educational tools and recommendations, will address providers and teachers). Those most in need include workers at risk of either losing their job or seeing it change significantly in coming years.

Decision-makers: Political and educational decision-makers in the training and educational sectors: public bodies such as national or regional governments and the responsible ministries (such as the Ministry of Education/Employment), as well as local authorities (Regions) and enterprise bodies.

Supporters, interested parties or stakeholders: professionals involved in entrepreneurial education, international bodies, universities, chambers of commerce, migrant integration networks and entrepreneurial specialists/researchers, National Agencies and Ministries not directly involved in the education sector, with particular interest in education or social inclusion, especially migration.



Managing the Dissemination Structure

The implementation of this strategy will be led and coordinated by Universal Learning Systems (ULS) Ireland with the support of the project Dissemination Team.

Communication and Collaboration

Utilizing a user-friendly platform for communication is critical (Microsoft Teams) to support and facilitate meaningful collaboration.

VUC will manage the project Web site and social media platforms. A section looking specifically at Dissemination will form part of the SIATE website.

ULS will work closely with each partner to ensure timely and relevant information is provided to WP Leader for inclusion in the website, press releases, policy briefs, e-newsletters, social media, etc.

ULS as dissemination leader will identify dissemination opportunities and prepare dissemination templates to be used by partners in their own activities.

Please ensure there are links from your own website to the SIATE project Website.

Whilst the main thrust of this plan is to utilize national and social media/professional networks to disseminate regular video blogs and audio/visual updates (**video campaign**) we will also be producing a range of print media items (press releases) to highlight our progress as we reach critical points in the project.

Visibility of the European Union and of the Erasmus+ Programme (Use of Logos)

All partners must use the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material. The preferred option to communicate about EU funding through the Erasmus+ Programme is to write 'Co-funded by the Erasmus+ Programme of the European Union' next to the EU emblem.

Examples of acknowledgement of EU funding and translations of the text are available at http://eacea.ec.europa.eu/about-eacea/visual-identity_en.

The brand name of 'Erasmus+' shall not be translated.

Please note that guidelines for beneficiaries on the use of the EU emblem in the context of EU programmes are available at;
http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf



Dissemination Work Package Leader(s)

ULS will coordinate dissemination activities and compile dissemination reports.

All Partners

Each partner will be involved in dissemination activities and will contribute to development of the dissemination plan which includes:

- Compiling a list of planned **“local”** Dissemination activities.
- Timely completion of Dissemination Activity Reports - completed via the web portal after each dissemination activity and regular updates of planned dissemination activities. Through these reports partners will provide a list of stakeholders and contact details.
- Ensuring that information is managed adequately locally - information regarding dissemination activity must be easily accessible for potential audits.
- Each partner will nominate one representative from their organisation to work as part of the Dissemination Team.
- Supporting awareness campaigns as required.

The Dissemination Team

Each partner will nominate one representative to work as part of the Dissemination Team. The representative will act as the point of reference regarding any dissemination activity and will attend Dissemination Team meetings as required. The Dissemination Team will meet quarterly, more often if required, depending on project activity/critical milestone dates.

With leadership and guidance from ULS, the Dissemination team will support the development and management of Dissemination infrastructures which include:

- Video Campaigns
- Development of PR - promotional Materials as appropriate
- Transnational Dissemination activities
- Website - Dissemination section
- Regular Communication
- Meet at a minimum on a quarterly basis.
- Identifying Key Dissemination messages
- Public Relations
- Social Media
- Sharing news



- Identify relevant target groups
- Publications, conference papers and articles

The Dissemination Team will ensure;

1. **Meaningful collaboration across the partnership**
2. **A Relevant *targeted* approach**
3. **Linkages are made across the partnership**
4. **Identified personnel** responsible in each organisation for sharing promotional materials across Social media/WWW/TV etc.
5. Relevance of **target audiences**
6. **Maximum Impact** - Timely and well coordinated
7. **Clarity** regarding Dissemination Activity **roles and responsibilities** across the partnership

The Dissemination Plan

This dissemination plan utilizes varied dissemination methods, including written information, digital/audio/visual media, and person-to-person contact and will incorporate both proactive and reactive dissemination channels.

All dissemination activity will be clear and accessible and orientated toward the needs of the target groups, incorporating the types and levels of information needed into the formats and language preferred by the target groups.

This plan incorporates effective quality control mechanisms to ensure that information is clear and understandable, accurate, timely, relevant, useful and shared using a systematic, coordinated and targeted approach which will ensure greater impact.

This strategy will employ a wide range of dissemination approaches. The main thrust will be to utilize social media/professional networks to disseminate regular video blogs (**partner interviews**) as well as audio and visual updates (**video campaign**) at critical points throughout the project.

Local and **systematic partner dissemination** will be supported by ULS throughout the lifetime of this project.

There will also be training events where successes and key learning points from the project are shared.

Awareness Campaign 1 - Partner Interviews (video)

This Video Campaign will report milestones, news updates etc. as they happen in chronological order - see APPENDIX 1.

Each partner will complete **two** short (10 minutes) **interviews** with ULS.



The **first** round of interviews will take place in **2021** and will include: a brief introduction of each partner company/organization/university and their particular target groups; previous experience of

entrepreneurial education; potential impact of the tools; progress to date; challenges, expectations; what added value has Erasmus+ brought; transnational dimensions, etc.

The **second round of interviews** will take place in **2022**, towards the end of the project, and will cover: general feedback; achievements; learning achieved; impact of the project; next steps/recommendations.

ULS will host and facilitate each interview.

Interviews will be uploaded and stored in a central location by ULS and will include subtitles/translation as required.

There will also be short videos at critical points in the project development which may also be considered for use during National conferences/events.

Using a coordinated approach, each partner will share videos on all social media/magazines (Youtube, LinkedIn, Facebook etc.).

There should be little or no cost associated with the video. ULS will schedule and manage video using **Zoom** (tbc).

The agreed timetable will be shared and ULS will contact partners directly to agree protocols - i.e. platform and time.

[Awareness Campaign 2 - Critical milestone \(video\) updates](#)

The Dissemination Team will agree and allocate tasks across the Partnership regarding making 4 short video blogs which will include:

- 1. Video Blog - About ENTNET/SIATE?**
- 2. Video Blog - Analysis of existing entrepreneurial models of Learning** - presenting findings, best practice. This will support the development of national Policy Briefs. The need for ENTNET. Recruitment of “Architects” and “Developers”. Recommendations on Learning Materials.
- 3. Video Blog - Capacity Building Tools and Resources** - a presentation of what tools and resources are available through ENTNET.
- 4. Video Blog - National/EU Policy briefings** - presentation of project findings and recommendations.

Video footage from the **country specific curated seminars** will also provide a useful resource.

Work package leaders will input as appropriate.



This approach is designed to ensure regular dissemination and maximum reach.

Awareness Campaign 3 - Critical milestone updates (PR)

Coordinated Press Releases/News updates for TV, Radio and Print Media will support both the partner/critical milestone video campaigns and will be produced by ULS. These will be distributed to coincide with critical milestone events in the project for dissemination across the partnership Target Groups and appropriate Media.

2 SIATE Project Newsletters will be produced 2022/2023 and this process will be managed by ULS. Each E-newsletter should be forwarded to identified stakeholders.

Awareness Campaign 4 - Systematic Partner Dissemination

Local and systematic partner dissemination will be supported by ULS throughout the project lifetime. **Each partner will be required to provide a list of at least 5 planned local dissemination activities to the Dissemination WP Leaders.**

A Dissemination recording sheet has been designed to help partners keep track of dissemination activities and produce the dissemination report. This will be available on Microsoft Teams. Each partner will complete the form each time a dissemination activity is carried out.

All partners must ensure that copies of presentations/articles/minutes/signature lists or list of participants as well as pictures are readily available.

Awareness Campaign 5 - National Policy Briefs, Workshops, Trainings to include Academic and Professional Awareness

The main purpose of this plan is to ensure that project experiences and outputs are timely, appropriate and effectively communicated to target audiences with the view to creating a foundation for sustainable exploitation and mainstreaming of the project results.

Dissemination is an interactive process of communication experiences, results and knowledge to target audiences so that their use leads to a desired change and uptake. Widespread dissemination of project objectives, interim and final results is crucial for project success, as it will facilitate further exploitation and deployment of the outputs and outcomes.

The dissemination activities to be undertaken in Campaign 5 include four consecutive phases:

- Awareness raising and project profile: setting up information channels; informing stakeholders; digital awareness
- Promoting networking engagement with professional networks; presentation of research and practice-oriented results; participation in conferences and other public events to make target audiences aware of project progress; engagement with migrant groups and regional employment structures



- Content expertise regarding social inclusion and migration; seminars (attending and providing); webinars; publishing articles in appropriate employer online and paper journals
-
- Exploitation and mainstreaming: communication of final outputs to target professional and employment audiences; Final conference; proactive involvement of decision makers; demonstration of specific results; presentation of the project experiences and final products focusing on models of best practice.

Workshops and training seminars will be structured in such a way that the experiences, insights, achievements and outputs of the project are made known to all relevant stakeholders. A key focus will be the added value that builds on innovation in project outcomes.

Country specific curated seminars will provide a platform for entrepreneurs and those interested in developing new approaches (teachers, trainers, people with special interest) to the Social Inclusion of Adults through entrepreneurship “SIATE”.

Partners need to work as a team at all times to ensure that dissemination enhances the impact, visibility, value and longer-term development of the project outcomes in terms of research, policy and entrepreneurial education. Another key focus is the quality and best practice required to provide excellence in provision of entrepreneurial education.

Recommended networks include:

Danske regioner
Region Sjælland
Fonden for entreprenørskab
Danske HF og VUC
Dansk Erhverv
EPSN

To support and build the relevance and attraction of the network, the project will also develop the following elements:

- National Policy Briefs addressing adult entrepreneurship education
- European recommendations policy paper
- Collection of Capacity Building materials with recommendations on the use of methods and entrepreneurial educational tools for educators
- Specific focus on immigrant and marginalized groups engaged in entrepreneurial activity

The above mentioned dissemination activities will take place from the start of the project and will continue throughout the entire lifecycle of SIATE project.

Ongoing Evaluation



The Dissemination Activity Template will provide access to digital reach data.

As part of the interim evaluation partners/selection of stakeholders will be requested to fill in a dissemination feedback questionnaire - this will be produced by Pixel.

This will give us the opportunity to review and amend (if required) Dissemination approaches.

Managing Information

All partners must ensure that information is managed adequately locally - information regarding dissemination activity must be easily accessible in view of auditing requirements.

ULS are available to support partners with any aspect of this plan.

This plan was produced by ULS in collaboration with VUC.





APPENDIX 1

A GUIDE FOR DISSEMINATION TEAM

MEMBERS

Managing the Dissemination Process

Dissemination and exploitation is one of the award criteria on which the application will be assessed. Whilst WP Leaders ULS will take the responsibility for dissemination and exploitation coordination for the whole project, the responsibility for implementation is shared among all partners. Each partner will be involved in these activities according to the needs and roles in the project.

ULS will coordinate the implementation of the Dissemination plan and partners will be responsible for coordinating their own partner specific local dissemination activity.

Partners will upload dissemination materials used to the Dissemination section of the website where other partners can access and utilize these as required.

The Dissemination Team will meet quarterly, more often if required, depending on project activity and critical milestone dates.

Dissemination Activity Reporting Template

Dissemination Activity Reports - must be completed after each dissemination activity (local & WP Leader Coordinated) and will include regular updates. A link to this template will be available on Microsoft Teams.

Website, Social & Visual Media

VUC will manage the project Web site and social media platforms. A section looking specifically at Dissemination will form part of the SIATE website. Documents will also be made available through Microsoft Teams.

ULS will work closely with each partner to ensure timely and relevant information is provided to WP Leader for inclusion in the website, press releases, policy briefs, e-newsletters, social media, etc.

Please ensure there are links from your own website to the SIATE project Website.

Whilst the main thrust of this plan is to utilize national and social media/professional networks to disseminate regular video blogs and audio/visual updates (**video campaign**) we will also be



producing a range of print media items (press releases) to highlight our progress as we reach critical points in the project.

Electronic Press Kit (EPK)

An EPK (Electronic Press Kit) will be available on the Microsoft Teams page and will include;

- Information on Partner organisations and relevant personnel (as required)
- Background to project and other useful documentation
- Visual Identity Guidelines including Logos of all partners & EU specific Logos
- Copies of Press Releases/photographs and noteworthy press coverage
- Contact Information

Additional Campaign Specific Information

Critical Milestones (Visual & Press Releases) will be produced locally with guidance from ULS.

Partner Interviews will be managed by ULS. Timetable to follow

2 SIATE Project Newsletters will be produced 2022/2023 and this process will be managed by ULS. Each E-newsletter should be forwarded by partners to identified stakeholders.

Systematic Partner (local) Dissemination Plan - In addition to the overall project Dissemination plan, each Partner will compile and implement a list of 5 (minimum) planned Dissemination activities using the shared template. ULS are available for guidance.

Workshops, Training events and Final Conference including Academic and Professional Awareness - Policy briefs Provide relevant receivers and list them in Dissemination Activity Template, created by the WP leader. Translate the briefs to your national language if relevant and optionally add content to make the brief more attuned to your own national context.

Please also note;

Each partner will be requested by ULS to produce **news items at critical points** during the project. This will be shared across all media.

Written Media - please **target the press releases** at your local and national (as appropriate) media, translate and adapt them from the English version provided by ULS if required. Involve national media in national level activities whenever possible.

Social Media - be sure to follow the SIATE project accounts with your organization's Twitter, Instagram, Linked-In and Facebook accounts and also feel free to use your own private accounts as relevant or if you use them for work related purposes.

Photographs - take photos at national workshops and conferences, prepare attendance registers for your own workshops, meetings, etc. and forward them to the ULS as soon as possible to include



names, context and dates. In this way, we can ensure that the communication channels stay updated and interesting. When taking pictures, please notify the participants and please obtain their consent (using the **consent form** available in the EPK on the SIATE project website unless you have your own form).

Subtitles & Translation re videos/dissemination materials - where required - will be supplied by each relevant Partner.

ULS will send updates to project partners as new information becomes available for dissemination.





APPENDIX 2

Social Inclusion of Adults Through Entrepreneurship

About SIATE

The main purpose of the SIATE-project is;

To create the European Network for Entrepreneurship in Adult Education (ENTNET) with the explicit goal of strengthening and developing a coherent local, national and European approach for using entrepreneurship education as a tool for social inclusion.

Project outputs include:

- Creation of the European Network for Entrepreneurship in Adult Education (ENTNET)
- Five National Conferences
- Collection of Capacity Building materials with recommendations on the use of methods and entrepreneurial educational tools for educators
- National Policy Briefs
- European recommendations policy paper

This project will contribute to the Upskilling Pathways recommendation by focusing on a type of Adult Learning which is particularly suited to a specific target group, namely entrepreneurship education for low skilled adults.

Project Partners

VUC Storstrøm, Denmark

Fønix, Norway

HF & VUC Fyn Denmark

The University of Education, Freiburg (Pädagogische Hochschule Freiburg; PHFR) Germany

Archivio della Memoria (AdM)

ULS (Universal Learning Systems) Ireland

Associated partners:

EU Basic Skills Network, EBSN Hungary

VUC Denmark (Centre of excellence) Denmark

Region Sjælland Denmark

Studieskolen Denmark

AMU - Fyn Denmark



LærDansk - Fyn Denmark

3F - Fyn - Denmark

The Norwegian Association for Adult Learning (NAAL) Norway

The Confederation of Norwegian Enterprise (NHO) – Work & Inclusion Norway

European Platform for Rehabilitation (EPR). Belgium

German Association of Economics Education Germany

Association for European Economic Education Germany

The Order of Rome Architects Italy

The Young Entrepreneurs Movement Italy

The Dept. of Economic Development, Tourism and Labor of the Mini-Municipality of Rome Italy

CGIL Italian General Confederation of Labour Italy

Immigrant Council of Ireland

Cultúr Ireland

Rural Ethnic Micro- Entrepreneurs Network Ireland

SARI Ireland

