How many successful educational projects do you know?
How do you know they are successful?
gives you the answer

WWW.DIVA-PROJECT.EU
Good Practices for Dissemination and Valorisation of Educational projects

European project under Life Long Learning Program

Measure KA4 Dissemination and exploitation of project results...

Main Aims
• to carry out European studies about successful educational projects
• to evaluate them based on especially defined criteria
• to support project coordinators as well as the EC and national agencies in designing future valorization activities

For everyone in Europe
- interested in educational projects
- looking for valorization strategies

Project Results
• a handbook for dissemination, valorization and sustainability of educational projects
• a good practice catalogue showing ideal candidates for transfer and further development
• recommendations to the EC and the national agencies for future activities...

learn more at... WWW.DIVA-PROJECT.EU
How to fine tune a dissemination Strategy?

A step for step aproach
How will this exercise work?

• We will aim to describe the dissemination strategy for three dissemination activities which are part of your project.

• These will serve as examples, if you like this way of thinking about dissemination you can reproduce this easily for your other dissemination tasks in the course of your project.

• To do this we just need a sheets of paper and a pen.

• We will first go through with the exercise and use the remaining time for questions and answers.
The five questions

- What are you disseminating, with which aim?
- To whom?
- How to you do it?
- When?
- Which resources do you use?
What are you disseminating?
And what is the aim?

• The project idea itself
  – Main Aim: Awareness raising
  – Example: Make the fact known that the project has started.
• Events
  – Main Aim: Actively involve target group
  – Example: Find participants for our prototype courses
• Products
  – Main Aim: „Sell“ the product
  – Example: Distribute the free final product to interested parties.

Please start by writing an example of what you wish to disseminate with which aim on top of your sheet of paper. Keep the example short and precise.
To whom?

• **Level one:**
  – The project members only.

• **Level two:**
  – Core target group outside the consortium

• **Level three:**
  – Stakeholders and decision makers

• **Level four:**
  – The general public

On each of your pages please note now who you want to reach with your dissemination activity.
When will you do it?

• Once, at an exactly defined moment
  – Example: Issue a press release on a certain date
• Whenever certain opportunities arise
  – Example: Present the project on at least three conferences
• In regular intervals
  – Example: Issue an electronic newspaper at the first working day of each second month.
• Continuously
  – Example: Print a poster and position it in the entrance area of the school.

On each of your pages note now when you want to do your dissemination activity.
How will you do it?

- If applicable: In which languages?
- How will proof of success be collected?
- Describe your activity in short words.

Example:
The website will be set up in English. The most relevant content will be translated in all project languages. There will be a member section which is password protected.

Note:
For a final version, this description would need to be much more comprehensive, but it should suffice for our workshop.

On each of your pages note which languages you will use, and how you will collect proof. If you want you can also add a short description (or you leave this for later).
Which resources do you use?

- Which partners are involved?
  - one, some, all?
- How much time will be needed?
  - estimate the working hours / days
- Other resources involved?
  - printing cost, subcontracts

Example:
P2 and P4: 3 working days, 200 EUR printing, each

On each of your pages note now which resources you will need to do your dissemination activity.
The dissemination strategy...

- ... is **more then just the sum** of single dissemination events.
- ... should involve all partners.
- ... take strengths and weaknesses of partners in account
- ... involve the target group as much, as early and as continuously as possible.
- ... use resources synergetically.
- ... be flexible enough to use opportunities.
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Project Coordinator: Rupert.Beinhauer@fh-joanneum.at