



Dissemination Strategy

T-EST

Transfer of Employment Support Tools for People with Disabilities

PARTNERSHIP

P0 Jugend am Werk, Austria

P1 EASPD, Belgium

P2 Chamber of Commerce Dobrich, Bulgaria

P3 Marie Curie Association, Bulgaria

P4 FormAzione Co&So Network, Italy

P5 DGASPC Harghita, Romania

P6 Izmir Governorship, Turkey

P7 ALTINOKTA KÖRLER, Turkey



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1. Introduction

This document has been written for the Leonardo Transfer or Innovation project “T-EST –Transfer of Employment Support Tools for People with Disabilities” (project nr. 2012-1-AT1-LEO05-06976) funded with the financial support of the Lifelong Learning Programme of the European Commission.

It presents the dissemination strategy for the 2-years T-EST project including national valorisation plans for each project partner. All dissemination activities are either offered by partners, included in the application or suggested by E.N.T.E.R.

The dissemination strategy gives some general information and suggestions to achieve best possible results and then concentrates specifically on the dissemination situation of the T-EST project. Thereby also individual activities of partners will be taken into account. The dissemination strategy can be considered as basis to build up the specific national campaigns of awareness-raising in Bulgaria, Romania and Turkey.

Certain issues and quality criteria should be considered by the implementation of dissemination actions. This paper also tries to give useful recommendations on this score. Furthermore, some instruments to evaluate the dissemination activities will be presented.

A project and its results can only be successful when they are of sustainable value. For this reason it is necessary to provide a dissemination and exploitation strategy. The actual use of project outcomes is dependent upon successful dissemination activities. Therefore it is important to understand that a good dissemination strategy is the basis for successful exploitation of results. Both issues are closely related and dependent upon each other, hence both of them are discussed together in this paper.

Petra Kampf, E.N.T.E.R.

2. General information about dissemination and exploitation of EU project results

Whenever we speak of dissemination and exploitation of project results we refer to activities that are designed to ensure that these results are appropriately recognised, demonstrated and implemented on a wide scale. Within the field of dissemination and exploitation the term valorisation is also used to combine the two issues. E.N.T.E.R. prefers to use the expressions separately as they do not mean the same thing and should be seen as equally important even if they are closely related and dependent upon each other. However at the beginning of the project process there should be a focus on general promotion and awareness-raising.

This strategy deals with promotion, dissemination and exploitation and it is of crucial importance for achieving best possible results that all persons involved have the same understanding of these terms.

Dissemination

Promotion and awareness-raising is an important part of the dissemination process.

These activities take place at the beginning of the project, or even before it starts, in order to inform about the existence of a project, the aims and objectives and its planned developments.

Dissemination in general is a planned process of providing information to the target group and key actors in regard to project process, activities and results by the use of different dissemination channels at the local, regional, national, EU and international levels.

Exploitation

Exploitation includes the two activities; mainstreaming and multiplication. Mainstreaming means the actual transfer of successful results to appropriate stakeholders and decision-makers. Multiplication concerns the process of convincing end-users to adopt or apply the results of the projects.

In summary dissemination and exploitation aim to achieve the following objectives:

- To promote and raise awareness with regard to the project contents and developments
- To provide information on the quality, relevance and effectiveness of the results
- To successfully transfer the results to appropriate decision-makers in order to achieve their sustainable promotion and support
- To convince individual end-users to adopt and/or apply the results, also after the project and support by the project partnership has ended

2.1 Dissemination

The dissemination concept provided by E.N.T.E.R. is built on two dimensions.

1) Horizontal dimension

The horizontal dimension contains all activities to strengthen the communication and dissemination between the participants. This includes all internal activities to provide information and instruments for further individual dissemination of each partner. Jugend am Werk as partner responsible for the WP of dissemination carries the main responsibility for the horizontal dimension but also the project partners are requested to actively take part in these processes.

2) Vertical dimension

The vertical dimension concentrates on all activities designed to actually reach the target groups and final users. This includes all activities that will be carried out individually by each partner such as the involvement of their own partners, networks and stakeholders and the implementation of the individual national dissemination plan. Jugend am Werk is also 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 the project partners.

In T-EST project the vertical dimension shows two additional specifications:

1. Awareness raising campaign in 3 of the partner countries
2. Specific dissemination partner to foster dissemination at the European and international level

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

Basically, they can be structured as follows:

- **Face-to-face activities**
Presentations, round tables, workshops, seminars, conference ...
- **Media-based activities**

Internet-based

groups, e-newsletters, websites, networks, e-documents ...

Paper-based

brochures, flyers, posters, articles, newsletters, activity reports ...

TV/radio-based

Interviews, presentations, news bulletins ...

- **Performance activities**

Activities closely related to project work packages or process such as the implementation of surveys, seminars, workshops or pilot courses, involvement in evaluation activities ...

The dissemination strategy runs parallel to the phases of the work programme and is specifically adjusted according to the main activities of each phase.

The most important questions that should be answered by each dissemination strategy are:

- | |
|---|
| <ol style="list-style-type: none">1) Why disseminate2) What to disseminate3) Who to disseminate to4) Who will do it5) When will it be done6) How will it be done7) How it will be evaluated |
|---|

2.2 Exploitation

Even if exploitation takes place after the project's lifetime, when all project results exist as final products, it is necessary to plan exploitation activities from the start. The basis for successful exploitation is a well planned and implemented dissemination strategy at different levels. Furthermore, the identification of stakeholders has to be carried out as early as possible. This is mostly at a time when the first research phases are completed (e.g. needs analysis, questionnaires ...) therefore all further steps with regard to content and target group should be set for the remaining project process.

It is important to involve stakeholders or possible end-users in the project process. On the one hand they can be more easily convinced of the project outcomes when they have the chance to follow the development, but on the other hand also project consortia can benefit by including suggestions or recommendations from the stakeholder side in the development process.

Two key aspects to successful exploitation of project results:

- Producing relevant results of good quality to satisfy the demands of providers, policy-makers and ultimately society more generally
- Ensuring that results reach the right target audiences in a format and at a time, that provides greatest benefit.

In T-EST project the work package of dissemination and exploitation are lead by two different partners (Jugend am Werk for dissemination and Izmir Governorship for exploitation). It is highly recommended that both partners are constantly aware of the fact that those work packages are very much related in order to mach activities and have a close cooperation throughout the entire project period.

3. General preconditions of successful dissemination and exploitation of EU project results

The successful dissemination and exploitation of project results in terms of sustainable use and the permanent further development of results and outputs, especially after the funding for the development and pilot implementation of the outputs has ended, is very dependent upon a number of crucial key factors and criteria, which should be presented at this stage as a basis for the development of the project outputs. From our experiences we consider the following key factors to be relevant:

- Output quality:** To achieve a high degree of valorisation and use, the outputs produced need to be of a very high quality. It is important to pay considerable attention to the output quality during the entire project development, and therefore it is always advisable to introduce procedures and responsibilities for quality management in project processes in order to guarantee a high quality final output. Outputs must be up to date and appealing to the customers otherwise dissemination and further use cannot be expected.
- Adaptability of outputs to country and organisation specific circumstances:** From our point of view it is an important precondition that the results and outputs of the project are adaptable to a high degree in relation to the circumstances of different countries and

companies. This is particularly important as the developed materials and approaches should be relevant to different types of organizations and target groups.

- c) **Clear definition of advantages for users:** A high degree of use is, in our opinion, mainly dependent on the capacity of the project and the partnership to clearly show the advantages of using the instruments and outputs for the final target group. For this reason all partner institutions should always try to make the advantages of the project and its results transparent and evident, in relation to all events and possibilities. In particular the project website should make very clear what the added value of the output is and its use to the potential customer.
- d) **Early identification of stakeholders and potential users:** It is vital that relevant stakeholders and potential users (customers) of the project results are clearly identified and defined very early in the project's life. It is not advisable to change user groups during the project process. Identified stakeholders should be contacted and kept informed throughout the whole project process so as to ensure the sustainable use of results after the project ends.

4. Background, objectives and aims of the T-EST project

It is one of the key areas of the European Disability Strategy 2010-2020 to allow full accessibility to education as well as to the labour market for people with disabilities. In many European countries - and beyond - these requirements have still not been met. Suitable and powerful support concepts are missing. Therefore, the T-EST project will transfer the concept of SUPPORTED EMPLOYMENT, a well elaborated and successful concept that provides full access to the labour market as well as to vocational training for the target group.

Based on a toolkit for the planning and implementation of supported employment, which was developed within a former Leonardo da Vinci Partnership Project, the focus will lay on transferring this concept to Bulgaria, Romania and Turkey. It is particularly in these countries that supported employment will have an enormous positive effect on labour market participation, vocational training and integration of people with disabilities. Moreover, it will provide support for the three countries to reach the targets of the European Disability Strategy 2010-2020 in the fields of vocational education and the labour market.

In order to guarantee a successful transfer process, an initial analysis in the target countries will be

followed by adapting the toolkit for supported employment to the respective national systems and requirements. During a comprehensive pilot implementation phase the partners will closely watch the transfer effects and impacts. Furthermore, the entire transfer process will be embedded in an awareness raising campaign in the receiving countries to provide detailed information to companies, labour market institutions, training organisations, and associations for people with disabilities. It is of major importance that people understand the concept of supported employment to ensure its effectiveness and, therefore, an efficient exploitation of the project.

4.1 Project objectives

The main aim of the T-EST project is:

The transfer of the approaches and tools from the developed and tested Toolkit for Supported Employment to countries and regions that currently have no such system in place.

To ensure a smooth and sustainable innovation transfer, the T-EST project pursues the following objectives:

- Investigation and detailed definition of the background situation with regard to employment support for disabled persons in the transfer countries (Bulgaria, Romania and Turkey).
- Adaptation and cultural modification of the content of the toolkit for supported employment on the basis of the identified background situation and needs in the transfer countries.
- Linguistic translation of the toolkit content into the languages of the transfer countries.
- Training of transfer and implementation coaches from the transfer countries to empower them to use the toolkit and to successfully accompany the transfer process in the respective countries.
- Implementation of the toolkit content in the transfer countries.
- Evaluation and feedback collection regarding the transfer activity for future adaptation and further development of the toolkit content.
- In the transfer countries, planning and implementation of an awareness-raising campaign regarding supported employment and the European Disability Strategy 2010-2020 in relation to its effects on vocational education and training as well as the labour market.

4.2 Target groups and beneficiaries

The project T-EST is focusing on the following main target group:

1. Organisations for people with disabilities
2. VET organisations
3. Trainers of people with disabilities
4. Social workers

The final beneficiaries on the long-term perspective of all T-EST activities and outcomes are people with disabilities themselves.

Stakeholders can be found in the following sectors and areas (details about stakeholders will be identified in a stakeholder analysis):

- Social services
- Social work and counselling
- Inclusion and integration of people with disabilities
- Vocational education and training

4.3 Project results

To find the best time for dissemination it is very important to know the project outcomes and the time when their development is completed. All partners are expected to disseminate these results through their individual dissemination channels.

The results of the T-EST project in chronological order are as follows:

Project Results	
Date	Result
04/13	Adaption potential summary report
09/13	Training workshop for implementation coaches in AT
11/13	Toolkit draft BG, RO, TR
12/13	Implementation feedback tool Support and exchange platform

01/14 – 06/14	Support coaching visits
10/14	Toolkit final BG, RO, TR

5. Dissemination in the T-EST project

The dissemination strategy of the T-EST project follows the general guidelines of valorisation as explained above as well as the facts provided in the project proposal.

The strategy was developed with the support of all project partners. After the first project meeting templates to identify the dissemination channels of each partner were distributed and were used as the basis for the development of the T-EST dissemination strategy. The dissemination of T-EST consists of individual national dissemination plans that can be enlarged and adjusted by each partner at any time. The annex shows the first versions of these individual plans. The other part is the activities already predetermined in the work packages of the project. The results of T-EST are very well defined and embedded in a realistic timetable; hence it is easy for all partners to implement their dissemination activities.

1) Why disseminate?

- To tell end users about the project
- To contribute to policy development (local, regional, national or European)
- To inform and advocate to sponsors and funding bodies
- To support and enhance the image of the own organisation
- To increase the impact of the project by extending it to multipliers
- To tell commercial organisations that you have a product to sell

2) What to disseminate?

- The project mission or message
- The deliverables (see also 4.3)
- The project process
- The methodologies
- The European partnership
- The European network

3) Who to disseminate to? (see also 4.2)

- End-users
- Organisations that can help to reach others

- Organisations that can enhance the impact of the project in other ways

4) Who will do it?

All partners are responsible for their national dissemination plans including the involvement of stakeholders. The partner organisations have at their disposal good networks and contacts and have rich experiences in the field of European project management. Jugend am Werk as WP leader is responsible for the overall dissemination and exploitation and will guide and coordinate the activities.

Additionally the partners from BG, RO and TR will launch a specific awareness-campaign on the topic and the partner from BE will carry out specific activities to foster the dissemination and exploitation at the European and international level. (see also 5.4)

5) When will it be done? (see also annex I)

The project proposal presents an initial time schedule with regard to the completion of project results and dissemination instruments. E.N.T.E.R. as external supporting partner gives additional suggestions to achieve best possible results. A timetable for all activities is provided in the annex.

6) How will it be done? (see also 5.1.)

The project proposal already gives specific instruments to be used for dissemination activities such as newsletters, project website and dissemination events in each partner country. Furthermore, the project includes specific activities targeted to raise awareness and to involve and engage the target group and stakeholders. Each partner also presented individual instruments in the national dissemination plans that show great promise for the implementation of the dissemination and exploitation phases.

7) How will it be evaluated? (see also 6.)

A very useful way of evaluating the dissemination and exploitation activities 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 or newsletters. The documentation should be based on the use of quantitative and qualitative indicators. In addition to the documentation of each partner's activities the WP leader will also use an internal instrument in order to monitor dissemination activities of each partner regularly.

5.1 Instruments of dissemination in the T-EST project

Some specific instruments are already defined in the project proposal. These instruments are available and all partners are expected to use them. Additionally the individual national

dissemination plans for the partners include further instruments that will be used to disseminate the project outcomes (see Annex II).

The instruments of dissemination with their date of completion are as follows:

Dissemination Instruments	
Date	Instrument
01/13	Project website
01/13	Newsletter 1
03/13	Project leaflets
03/13	Project posters
03-10/13	1 Press coverage per partner
11/13	Newsletter 2
*02/14	<i>Exploitation seminars</i>
*07/14	<i>Final conference in Izmir</i>
09/14	Newsletter 3
03-10/14	1 Press coverage per partner

**Instruments related to exploitation work package that also represent dissemination activities*

Additional instruments that will be provided and used to support the dissemination of T-EST:

- T-EST Facebook page will be established
- The T-EST project will be registered with E.N.T.E.R. project database in order to use all network services.
- E.N.T.E.R. – European Network for Transfer and Exploitation of EU Project Results was subcontracted to support the partnership in setting up the dissemination strategy and support all activities related to the work package
- A project article will be published in the European Magazine Focus Europe that will be released in June 2013.
- Registration of project with ADAM/EVE Database

- Development of project logo and corporate identity to be used for all instruments and products

Further issues to be considered by using the dissemination instruments:

It is recommended to use a corporate design in all material produced within the project to support an effect of recognition. In addition it is of crucial importance to follow the rules of corporate identity given by the European Commission such as clear instructions on the use of logos and disclaimers.

The project logo should be used together with the logo of the Lifelong Learning Programme, the project number and the disclaimer declaring that the project is funded with European money and that the Commission cannot be held responsible for



any contents. Depending on the dissemination instrument two different disclaimers can be chosen:

- **Visibility actions (notepads, folders, roll up etc):**

„With the support of the Lifelong Learning Programme of the European Union“

- **Publications (reports, papers, website, leaflet, brochure...):**

“This project has been funded with support from the European Commission. This publication [communication] and all its contents reflect the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”

The disclaimer for publications is officially translated in the EU languages and should be used in this form. Also the LLP logo is available in all EU languages and should not be changed individually.

Further information can be found on following websites:

http://eacea.ec.europa.eu/about/eacea_logos_en.php

http://ec.europa.eu/dgs/education_culture/publ/graphics/identity_en.html

5.3 Summary of dissemination activities of each partner in the T-EST project (see also Annex II)

All partners provided a first estimation of dissemination activities, dissemination channels and possible persons or organisations that could be reached by the activities. The partner from IT in its main function as internal evaluator will disseminate the project at all opportunities with the standard

dissemination instruments produced for the project but is not specifically included in this strategy or further reports. The partner from BE will provide a specific approach and strategy and is therefore also not included in this document.

Overview of additionally planned partners' dissemination activities and instruments	
Face-to-face activities	
Internal activities	External activities
Staff meetings (AT, BG2, RO, TR1, TR2)	Conferences (BG2, RO, TR1, TR2)
Meetings with stakeholders (AT, BG2, TR2)	EU project meetings (BG1, BG2)
Workshops (AT, BG2, TR1, TR2)	Workshops (BG1, BG2)
Presentations (AT, BG2, TR1, TR2)	Interviews (RO, TR1, TR2)
Conference (AT, TR1, TR2)	Pilot training (BG2, TR1, TR2)
Pilot training (BG2)	Networking/Lobbying (AT, BG2, RO)
Meetings with target groups and beneficiaries (RO)	Exploitation seminar (TR1, TR2)
	Meetings with stakeholders (AT, RO, TR1, TR2)
	Round tables (AT, BG1, BG2, TR1, TR2)
Internet-based activities	
Internal activities	External activities
Newsletters (AT, BG1)	Email pools (AT, BG1, RO, TR1, TR2)
Project e-newsletters (RO)	e-newsletters (BG2)
Organisation Website (AT, BG1, BG2, RO, TR1, TR2)	Website of third parties (AT, BG1, BG2, TR2)
Mailing lists (AT, RO, TR1, TR2)	Social media (Facebook) (AT)
Social media (Facebook) (TR1)	E.N.T.E.R. network (AT)
	Online discussion group (RO)
Paper-based activities	
Internal activities	External activities

Leaflets (AT, RO, TR1, TR2)	Articles Press coverage (AT, BG2, TR1, TR2)
Posters (AT, RO, TR1, TR2)	Leaflets (BG1, BG2, RO, TR1)
Reports (RO)	Posters (BG1, BG2, RO, TR1)
	Newsletters (BG1)
Radio/TV	
Internal activities	External activities
	Radio announcements (BG2, TR2)
	Press conference (RO)
	TV announcements (TR2)

The first version of the national dissemination plans show various activities that are additional to those stated in the project proposal. Partners also provided additional instruments of dissemination such as conferences, meetings and publications.

According to the first national dissemination plans approximately 225.350 persons and more than 600 organisations can be reached. The given number is compared to other projects extremely high, but it also needs to be taken into account that the numbers stated above are only estimations. Most internet activities (networks, website visitors) show very high amount of recipients. Of course it has to be considered that not all visitors of the website will really receive the specific information. On the other some partners did not include the numbers in this first template. There is no doubt that the dissemination activities and number of persons will change during the project period when it comes to reporting on activities that have really been implemented. It is highly recommended to watch the developments of dissemination activities until the interim report when the first reporting of dissemination activities will be summarised. The activities are concentrated mainly at local, regional and national level. The overall balance including the European perspective could be improved. But the BE project partner will specifically concentrate on that level.

Based on experience in other projects the national dissemination plans do change during the project lifetime. New channels will be added that will correspondingly influence the number of persons and organisations reached through the activities. Other instruments might occur or existing ones will be used more frequently. The dissemination actions will be updated by each partner at regular basis.

Jugend am Werk will suggest specific target points to receive reports and actual information about the implementation and the future plans of activities in the field of dissemination and exploitation. (suggested measuring points can be found in 6.3) The summary of activities and the national dissemination plans for each partner are to be found in Annexes II.

5.4 Specific support of dissemination and exploitation activities in the T-EST project

1. Awareness campaign

Supported Employment based on the toolkit will be implemented and transferred to BG, RO and TR. Therefore, those countries will plan and implement specific activities to prepare the ground for the implementation phase. The partners already included meetings with stakeholders and representatives of the target group to create a general awareness on the topic. Furthermore, this will be done with other local events, publications and further activities. The phase of awareness-raising is of crucial importance and a challenge because almost no material or products are available to be distributed. Therefore, it is recommended to highlight especially the benefits for the target groups and stakeholders by the upcoming tools and activities. It is important to convince them of the quality of the outcomes. In most countries this phase works very well by face-to-face meetings. Personal meetings or short informative talks have usually more impact than informal emails or internet based actions. Those actions should be done anyway in order to also inform and reach the broad public but in terms of recruiting participants for the following project steps personal contacts might be more useful on the long-term perspective and for concrete feedback or evaluation reasons at the same time. It is recommended that the concerned project partners exchange some ideas and approaches with each other and the responsible partners for dissemination. Of course there might be differences in the individual countries how to approach and attract the target group and stakeholders, how to actually reach, involve and engage them. However, it has been seen that an exchange between partners and work package leaders usually built a fruitful basis to also identify new and creative ideas. Summarising it can be said that the awareness campaign presents specific dissemination activities to prepare the sector for a new tool. A variety of institutions and types of organisations is represented in this sector. Therefore, the awareness campaign will include a mix of dissemination instruments to match the different needs, wishes and tastes of the audience.

2. EASPD (BE) as special dissemination partner

EASPD (BE) will specifically support the dissemination activities at European level and even reach third countries through their network organisations. The BE partner will also use its own promotion activities such as annual conferences and other events to present the project and to promote the transfer of the Supported Employment concept in other countries.

Promotion of the project through:

- Further exploitation through contacts with European authorities, other European bodies and EASPD members.
- Ensuring availability of the website to a wide audience through promoting it in brochures/newsletters of partner organisations.
- Lobby activities on transnational level and involvement of European bodies: EASPD will use its contacts in the Council of Europe, the European Agency for Development in Special Needs Education, the High Level Group, the Social Platform, ETUC and many other European bodies.

All details of activities and approaches can be found in the separate strategy and action plan provided by EASPD.

Most activities need to be implemented by the entire partnership and will be covered as best as possible via the contact and networks of EASPD at the European level.

Concrete aims and activities at the European level:

- Identify people and organisations interested in the outcomes of our work and interested in facilitating valorisation of results during and after the lifetime of the project
- Ensure availability of the adapted model (training course) to a wide audience through promotion in brochures/newsletters of partner organisations
- Participate in events if possible in countries other than those represented in the project partnership
- Engage in lobby activities at national/regional and transnational level
- Facilitate the involvement of European organisations and agencies
- EASPD website www.easpd.eu and www.employmentforall.eu will contain information on the project
- EASPD newsflashes
- Agenda setting in different governmental bodies: ensure that T-EST outcomes, achievements and concepts are on the agenda of relevant bodies at EU and national level
- Meetings with relevant national governmental agencies or European Agencies (e.g. Cedefop, CofE)

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- EASPD conferences such as:
 - Thessaloniki, Greece: 30-31 May 2013
 - Budapest, Hungary: 13-14 September 2013
 and seminars:
 - Varna, Bulgaria: national provider forum and board meeting NASO, 4-6 June 2013
 - Brussels, Belgium: Policy Impact Group, 4-5 December
 - Project presentations and helpdesk at different employment related expert meetings: ILO Global Business Disability Network, EASPD Standing Committee on employment
 - Request that Inclusion Europe, EUSE, IASE and other interested umbrella organisations promote T-EST final conference on their website

3. The role of E.N.T.E.R. in the project

E.N.T.E.R. supports the project as external expert (subcontracted by Jugend am Werk, AT) to support and consult the dissemination and exploitation activities carried out within the project. At the same time E.N.T.E.R. supports and works in close cooperation with the project coordinator in Austria and EASPD in BE.

Thereby, on the one hand E.N.T.E.R. supports the project consortium directly at project management level. On the other the focus of the cooperation was embedded in the support of specific dissemination and exploitation activities at European level, which is the part of the main aim of the European network with more than 600 members from 35 different countries.

E.N.T.E.R. supports the project partnership with the following activities:

- Development of a dissemination strategy (incl. action plan) for the entire project period based on national dissemination plans provided by each project partner and the dissemination activities already planned in the project proposal
- Consulting and guidance of the T-EST project during its lifetime in regards to dissemination activities in general and specific tasks of organisational and administrative issues occurring in the work package of dissemination. Support by the elaboration of reports and by the documentation of dissemination activities
- Unlimited registration of the T-EST project with the network's project database (www.enter-network.eu)

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- Dissemination of T-EST project through different network services such as the network newsletter, E.N.T.E.R. news section, Email Alerts, E.N.T.E.R. Facebook page etc.
 - Publication of an article about T-EST project in the European Magazine Focus Europe – Spotlighting European developments and projects
 - Presentation of T-EST project at network or other events such as conferences seminars and workshops
 - Recommendations from external perspective on dissemination reports for interim and final reports
 - Documentation of all dissemination activities performed by E.N.T.E.R.

All activities will be implemented in close cooperation with the coordinator of the T-EST project. The work package leader will also inform E.N.T.E.R. about the milestones achieved in the T-EST project and provide information for news release and publications. Furthermore, the network will receive some dissemination material in order to display and distribute at events.

6. Evaluation and Quality Assurance

To guarantee good quality and 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.

6.1 Quantitative data

- number of enquiries about a product
- number of orders for a product
- number of brochures, posters etc. distributed
- number of visitors to a website
- number of visitors attending a conference, seminar, workshop
- amount of press coverage (number of articles and items on radio or TV)
- size of audience reached through dissemination activities

The national dissemination plans already include information about quantitative data. It should be an objective of the partnership to try to enlarge the activities implemented, meaning that it is possible to change the dissemination plans for each partner at any time.

6.2 Qualitative data

These indicators are more specific and not so easy to implement. They could be in the form of short surveys as part of brochures or publicity hand-outs. They can be distributed to participants at a conference, seminar or workshop. If the project has a single partner responsible for evaluation and quality assurance it might be useful to include a few questions in regard to dissemination material and/or activities in general surveys of project/process/product evaluation.

Qualitative indicators are useful:

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

6.3 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 maybe also qualitative data to measure impact and ensure quality. Each partner is expected to document its own activities carried out in the field of dissemination and exploitation. The form of documentation can vary depending upon the dissemination activity, e.g. pictures, presentations, hand-outs, list of participants, agendas, meeting minutes, notes, copies of emails, newsletters, press articles ...

During the project’s lifetime there will be an update with regard to the partners’ dissemination activities. This feedback will include the actual state-of-the-art dissemination achievements of T-EST and should not show any significant variations from the national plans.

E.N.T.E.R. provides reporting templates and a reporting system to the partnership in order to organise the documentation of dissemination activities as efficient and easy as possible for all partners and the coordinator. The reporting templates can be found in Annex III.

Administrative issues	
Date	Document
*02/13	<i>Stakeholder Analysis</i>
04/13	Dissemination Strategy

06/13	Update of dissemination plans
10/13	Interim report on dissemination activities and documentation
*11/13	<i>IPR Agreement draft</i>
*11/13	<i>Exploitation strategy draft</i>
07/14	Update of dissemination plans
*10/14	<i>IPR Agreements final</i>
*10/14	<i>Exploitation strategy final</i>
10/14	Final report on dissemination activities and documentation

**Activities and products related to exploitation work package that are also relevant for dissemination*

7. General recommendations and further steps in the T-EST project

According to the next work packages and development of results E.N.T.E.R. gives the following recommendations to the project consortium to support dissemination and exploitation. These are suggestions that should be taken into account in the project process and should be discussed during the next partnership meeting.

- Presentation of T-EST at other conferences/seminars/project fairs/events etc.
- Connecting with other European projects working in the same thematic or related fields as well as with project teams in other funding programmes
- Project dissemination material to be used by all partners to promote and raise awareness
- Links from partner organisations' websites to project website
- Participation of all partners in Facebook activities
- Discussion within the partnership about usefulness of further social networks
- "Dissemination" including updates, next steps and reporting of each partner should be scheduled with sufficient time in all meeting agendas
- Close cooperation between work package leaders dissemination and exploitation
- Same understanding of tasks and importance by each partner

- Close cooperation between BE and WP leader JaW in order to supplement activities on both sides as best as possible
- Links from other websites to T-EST website (other projects, organisations, networks etc)
- Strong involvement of stakeholders during the entire project period
- Building awareness campaign upon the contents of the dissemination strategy
- Plan all activities well in advance, especially those requesting the recruitment of participants (workshops, events)
- Active and continuous involvement of all project partners in dissemination activities
- Try to find cooperation with other European networks and further dissemination channels to enlarge the quantitative but also geographical dimension of T-EST dissemination
- Continuous communication within the project partnership
- Continuous enlargement and updates of activities in national dissemination plans
- Reporting of activities in all details
- Follow rules of corporate design and graphic identity from T-EST project and European Commission
- Clarification of IPRs (intellectual property rights) during the second project year
- Continuous documentation of all dissemination activities by each partner
- Collecting feedback related to dissemination activities

8. Conclusion

Project results can only be of sustainable value and use if the dissemination and exploitation of them is well planned and implemented at different levels. The strategy aims to support all activities in the fields of dissemination and exploitation by presenting general aspects as well as specific information to be used by each project partner according to the national dissemination plans. 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 of dissemination and exploitation process.

As a result of E.N.T.E.R.'s experience in the field of dissemination and exploitation the communication within the partnership is considered as being very important for achieving the best results. Even if not all partners are equally involved in each work package they must be kept up to date about developments and outcomes.

In general, dissemination and exploitation can only be successful through close cooperation between all partners. Not only the communication but also the individual use of national dissemination channels, contacts and networks has great influence on the impact of a project.

Most partners of the T-EST project are experienced in European project business and the first versions of the national dissemination plans look very promising. Although it needs to be monitored that the activities of each partner will be implemented and documented during the project progress in order to even raise the amount of persons and organisations informed about T-EST and its activities.

An additional value in the work package of dissemination represents on the one hand the specifically planned awareness campaigns in the countries where the transfer of products will take place. On the other the role of EASPD (BE) promises good results related to impact on the long-term perspective. With those two approaches the dissemination and exploitation activities focus on national (incl. local and regional level) as well as the European dimension. With Izmir Governorship (TR) an experienced partner has been selected to lead the work package of exploitation.

The overall success of the work packages dissemination and exploitation as well as the impact and sustainable value of the products will highly depend on the successful involvement and engagement of stakeholders and the target groups. As already seen in the national plans of the project partners the contacts and networks are available and concrete actions have already been planned. It will be important for the partnership to start with the first phase of the dissemination concept as planned in the proposal – awareness campaign – as soon as possible to have sufficient time and resources to

convince the audience of the benefits and quality of the outcomes. It is considered as crucial phase for future project developments and activities (e.g. recruiting participants for pilot trainings) and requires much effort and motivation by all partners. The T-EST coordinator as well as EASPD will need to strongly encourage and also monitor and support those activities.

The dissemination strategy elaborated by E.N.T.E.R. should be seen as part of the overall dissemination and exploitation concept that is completed by the EASPD approach and action plan and the exploitation plan (both separate documents).

From the perspective of dissemination there is no cause for concern. All activities will be observed to enlarge the dissemination activities during the project period. Recommendations will be given continuously and partners are encouraged to follow the recommendations and provide all requested details to make an analysis of dissemination activities in T-EST project possible and transparent.

E.N.T.E.R., Graz 04/13