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# COMMUNICATION AND DISSEMINATION PLAN<sup>1</sup>

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<sup>1</sup> **Dissemination** is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

## Executive summary

(...)

## Communication Plan

### Stakeholders:

- Partners
- ECEC practitioners
- Researchers
- Others (...)

### Message:

- Information concerning the activities and initiatives being hold

### Goal of communication:

- Keeping the stakeholders updated
- Prepare the “ground” (workflows, focal points and tools) for dissemination – and (later on) for the exploitation phase.

### Duration:

- until the end of 2020

### Tools and resources

- Visual/Graphic identity (logo and templates with funding logo)
- [Google drive](#) folder («VALUE\_shared workspace») to share assets and work in progress
- [Website](https://www.value-ecec.eu/) (https://www.value-ecec.eu/)
- Private menu in the website to share final documents
- Newsletter (in the different languages)
- Communication task force: AKF COM team and focal points within all partners

### Focal points (so far):

Jerneja Jager	jerneja.jager@pei.si	korakzakovom@pei.si	Slovenia
Mateja Režek	mateja.rezek1@guest.arnes.si	korakzakovom@pei.si	Slovenia
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### Call for action:

- » Gather focal point for Denmark
  - » We will need to schedule a skype call with all focal points
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### Workflow to feed the website and the Newsletter

- Focal points follow the interventions / pilots
- Focal points prepare short news (in English) with at least one photo each (maximum resolution possible) and send this news to AKF COM Team
  - News must have a title and «answers» to:
    - who did / what happened / when happened / where happened / how it happened
- Ready contents will be publish in the VALUE website
- Focal points should share all the news in relevant websites and social media pages, in order to increase the number of accesses to the Value website
- Periodically (every 3 months...), with contents provided by each partner according to a structure agreed among all he AKF COM Team will produce a newsletter (in english), using the Mailchimp Platform.
  - The original “campaign” will be in English
  - The original Campaign will be duplicate to create the versions in the adopted languages
    - Focal points help will be required to enter the respective duplications and translate the contents

- After the translations, different campaigns will be send to the different mailing lists
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#### Call for action:

- » Gather national mailing lists to upload in Mailchimp
  - » Decide the contents structure for the newsletter.
  - » Later: Promote the newsletter subscription forms in different countries (right now, we can see the different subscription forms in the private menu. Later on we'll see how to promote the subscription forms (in other websites, for instance)
- 

Some of the English newsletter contents will have a “read more” link for the website complete version of those contents as a way to increase traffic in the website.

#### Possibilities still under appreciation:

- Facebook page<sup>2</sup>
- Press releases
- Events (conferences, Workshops, others)
- Liaisons with other projects / networks

### Dissemination plan

Starts after the first findings are written

#### Goals

- Informing, raising awareness and guiding policy change
  - Informing and raising awareness of different stakeholders about role assistants, interprofessional practice within an *educare* approach
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<sup>2</sup> We first decided not to do a Facebook page but it can be useful to increase awareness (concerning the Value Project and its findings) and to increase traffic in Value Website



- Dissemination (and exploitation [later]) of training toolbox and publication for policy and practice with the aim to ensure the results of the project will be made available, discussed and understood and put into practice in other countries and localities.

Note: We'll have to consider two levels: national and European

## Advocacy tools

- Four Fact sheets for different target groups with findings and recommendations
- Six Videos showing experience of different stakeholders<sup>3</sup>
- Publication
- Web dissemination: ask ECEC institutions to place a link to the VALUE website in their own websites (and to share our articles in their social media pages)
- Guidelines to raise awareness and inform about the projects findings
- Toolbox
- **Call for action**: create lists of ECEC / schools) institutions

Note: all the materials will be publish in the VALUE website (with open access)

## Activities

- Meetings (in each country – local and national level) to discuss the progress and results of the pilots
- Organization of symposiums (live dissemination – regional, national and European level)
- Multiplier events
- Participation in national and international conferences

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<sup>3</sup> (practitioners, school directors, training institutes, local and European policy makers)



## Exploitation plan

- Conference – invite policy makers and other key decision makers
- (...)

Draft for discussion

