



DISSEMINATION PLAN



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INTRODUCTION

Dissemination¹ 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. The first goal of dissemination and exploitation is to spread projects' results. The second goal is to contribute to the implementation and shaping of national and European policies and systems.

1. Starts after the first findings are written

OBJECTIVES

- ▶ Informing, raising awareness and guiding policy change
- ▶ Informing and raising awareness of different stakeholders about role assistants, interprofessional practice within an educare approach
- ▶ 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 national and European levels

WHY

Dissemination (and exploitation activities) can often create new opportunities to extend the project and its results or develop new partnerships for the future. Successful dissemination (and exploitation) may also lead to external recognition of the work carried out adding further credit to it. Sharing the results will enable others to benefit from the activities and experiences of the Erasmus+ Programme.

WHAT

Tangible results

- ▶ 4 fact sheets
- ▶ 6 webvideos
- ▶ guidelines to raise awareness and inform about the project findings

Intangible results

- ▶ knowledge and experience gained by participants;
- ▶ increased skills or achievements

HOW

A team constituted by the communication focal points within each country, with AKF Prt coordination, will gather and produce / prepare contents to feed the following communication / dissemination channels:

WEBSITE

<https://www.value-ecec.eu/>

The Value website will contain all the relevant information:

- ▶ Project overview
- ▶ European Pilots description
- ▶ News (about all the activities within the project)
- ▶ Other relevant contents

Website workflow and procedures:

- ▶ Communication focal points gather information (and photos) about activities being held in their countries
- ▶ All activities are to be covered with news + photos
- ▶ Photos must be sent with maximum possible quality (around 2 MB / JPG)
- ▶ photos that show what actually happened are recommended, although group photos can still be taken / used

IMPORTANT: each partner must obtain the necessary consent declarations, in order to comply with the “right to Image of pictured persons”

Comm. focal points prepare the contents and send it to AKF Prt Communication Team

Considerations about the news:

- ▶ news should be brief (as possible) and answer to the following questions:
 - ▶ what (happened)
 - ▶ when
 - ▶ who
 - ▶ how
 - ▶ why

- ▶ news must include the key messages (see the key messages section)
- ▶ photos showing people are preferable

Considerations about the pilots

- ▶ In countries with just a two pilots, a description by pilot can be placed in the website
 - ▶ «Maria Booschap in Antwerp – Belgium» Pilot’s description can be used as a reference for other pilots (presenting the school ID, the vision of the school, etc. – see https://www.value-ecec.eu/?page_id=3668)
- ▶ In countries with many pilots, it’s better to produce and present an overall text, covering all the pilots in that country

FACEBOOK PAGE

<https://www.facebook.com/ValueDiversityInCareAndEducation/>

- ▶ Contents from the website (mainly the news) will be shared in the facebook page (always keeping a link to the original website page)
- ▶ Communication Focal Points are invited to share all the facebook posts in other facebook pages (to “spread the word” and to generate traffic in the website)

- ▶ Specific contents for the Facebook page are recommended to engage the Facebook audience. Meetings, events, interventions, etc., can easily generate a facebook post
- ▶ short news with pictures
- ▶ use of the #ValueDiversityIn-CareAndEducation tag
- ▶ always try to identify other Organizations Facebook pages, using @

NEWSLETTER

Three newsletters are to be sent in the following languages:

- ▶ English
- ▶ Portuguese
- ▶ Dutch
- ▶ Slovenian
- ▶ Danish

AKF Prt will produce the english version with contents provide by each partner. Communication focal points in different countries will be asked to translate the english contents to other languages.

Subscription forms

In order to obtain subscribers, 5 subscription form are already created and ready to go:

- ▶ English subscription form: <http://eepurl.com/dECFpn>
- ▶ Danish subscription form: <http://eepurl.com/dEEuZv>
- ▶ Dutch subscription form: <http://eepurl.com/gwEJNv>
- ▶ Slovenian subscription form: <http://eepurl.com/gwEZSj>
- ▶ Portuguese subscription form: <http://eepurl.com/gwE-qv>

These subscription forms are translated automatically by each person's internet browser, according to the selected language in it's settings

It's strongly advised to share these subscription forms asap, in order to gather audiences for the mailing lists (already created for each language, but still "empty")

Structure for the newsletters

All the 3 editions will follow the same structure, with 3 sections:

- ▶ Core Principle (cfr. key messages)
- ▶ Pilots: news about the pilots will fulfill this section
- ▶ News have to be short (500 characters [with spaces]). If needed, longer texts can be produced, placed in the website, and the option "read more" will appear in the newsletter (with link to the full article in the website)

- ▶ although the newsletter doesn't require large images, good quality pictures are always a good asset (specially when placing a full article version in the website)
- ▶ when writing the news for this section, mind the "key messages" approved in the Copenhagen meeting

Planning newsletters

1th newsletter – September/October 2019

- ▶ Strengthen professional identity through CPD as core principle
- ▶ Desk research

2nd newsletter - January 2020

- ▶ Strengthen an educare approach
- ▶ Final evaluation report

3th newsletter - May 2020

- ▶ strengthen collaboration which values diversity in staff
- ▶ Dissemination events

KEY MESSAGES

Strengthen professional identity

Strengthen professional identity through continuous professional development for and collaboration

between all staff profiles, including assisting practitioners.

Strengthen an educare approach

Continuous professional development for all and collaboration between core and assisting practitioners should start from a holistic view of education where both caring and learning needs of children are addressed.

Strengthening collaboration which values diversity in staff

Continuous professional development for all and collaboration between core and assisting practitioners values the diverse background and experiences of different staff members.

NATIONAL STAKEHOLDERS GROUPS

In each country a stakeholders group is organized. Aim of the stakeholders group: discuss the progress and results of the pilot schools, contribute to the structural conditions and assure the sustainability of the VALUE project. Participants of the stakeholder group are: school leaders, local and regional policy makers, training institutes, representatives from the pilot schools. This stakeholders group creates a bottom-up approach, as policy makers and other key decision makers are actively involved in the VALUE project and support the dissemination and exploitation of the VALUE results.

DESIGN

TO WHOM

- ▶ Practitioners
- ▶ school directors
- ▶ school networks
- ▶ training institutes
- ▶ policy makers (national and european level)

LOGO



The logotype above is the main element of visual identity for the Value Project. It will be present in all documents and communication materials. It's available in the Google shared folder.

TEMPLATES FOR DOCUMENTS AND PRESENTATIONS

The templates of the Value Project are available in the Google Drive shared folder

VISIBILITY OF THE EU AND ERASMUS+

On all project communication, respecting the basic rules for the use of the european emblem.

ACTIVITIES AND DELIVERABLES

- ▶ Dissemination plan (purpose, target groups, methods, timing and responsibilities)
- ▶ Image of the project (logo, colors, font and templates)
- ▶ Project website
- ▶ Advocacy tools
 - ▶ 4 fact sheets for:
 - ▶ practitioners
 - ▶ school directors and school networks
 - ▶ training institutes, policy leaflets local and european policy makers
 - ▶ 6 webvideos
 - ▶ guidelines to raise awareness and inform about the project findings via facebook
- ▶ Training the trainers
 - ▶ activities in each country
 - ▶ training of the trainers to ECEC coordinators, coaches and training institutes that were not part of the project
- ▶ Multiplier events at national level (with policy makers and key decision makers)
- ▶ Presentations about project on relevant events (regional,

national and european level)

- ▶ write and publish articles (on the project activities and results)
- ▶ Symposium on EECERA
- ▶ Symposium on ISSA
- ▶ ECEC working group on the implementation of the European Quality Framework for ECEC (December 2019 or February 2020).

EVALUATION (OF THE DISSEMINATION)

WEBSITE STATISTICS

A Google analytics account was associated to the website and its traffic is being monitored since March, 2019

SOCIAL MEDIA COVERAGE OF PROJECT

Facebook updates and followers; other statistic informations.

NEWSLETTER

- ▶ Number of newsletters published
- ▶ Number of persons receiving newsletter

STAKEHOLDERS GROUP

Communication focal points are invited to track/obtain this information

- ▶ Number + profile of key stakeholders involved
- ▶ Actions undertaken to involve key stakeholders
- ▶ Results of dialogue with key stakeholders

TRAINING OF THE TRAINER ON VALUE TOOLBOX

Communication focal points are invited to track/obtain this information

- ▶ Number of participants in training of the trainer about VALUE toolbox

- ▶ Experienced added value by participants in the training of the trainer about VALUE toolbox - A small set of questions needs to be prepared
- ▶ Planned future actions to exploit VALUE toolbox

OTHER DISSEMINATION ACTIONS

Communication focal points are invited to track/obtain this information

- ▶ Number + profile of participants to multiplier event in each country
- ▶ Experienced added value of multiplier event by participants
- ▶ Number of persons receiving publication for policy and practice
- ▶ Other events undertaken to disseminate results + number of people targeted per event
- ▶ Paper dissemination of results + number of people targeted

Remark: categories used by EACEA to report on target group:

- ▶ School students
- ▶ HE students
- ▶ VET learners
- ▶ Adult learners

- ▶ Volunteers
- ▶ Other learners (to be specified)
- ▶ Teachers/educators
- ▶ Educational institutions
- ▶ NGO'S
- ▶ Private companies
- ▶ Local/regional/national/European authorities
- ▶ Other stakeholders:(to be specified)

TIMELINE AND RESPONSABILITIES

DISSEMINATION PLAN	31 August, 2019	AKF Prt
UPDATE WEB SITE (WITH DISSEMINATION CONTENTS)	31 September, 2019	AKF Prt coordination
TEMPLATES FOR 4 FACT SHEETS	15 October	AKF Prt
FIRST NEWSLETTER	31 September, 2019	AKF Prt coordination, partners deliver content + photo's
SECOND NEWSLETTER	31 January, 2020	AKF Prt coordination, partners deliver content + photo's
THIRD NEWSLETTER	31 May, 2020	AKF Prt coordination, partners deliver content + photo's
FACT SHEET FOR PRACTITIONERS AND SCHOOLS	31 March, 2020	AKF Prt + partners
FACT SHEET FOR TRAINING INSTITUTES	31 March, 2020	AKF Prt + partners
FACT SHEET FOR POLICY LEAFLET LOCAL	31 March, 2020	AKF Prt + partners
FACT SHEET FOR EUROPEAN POLICY MAKERS	31 March, 2020	AKF Prt + partners
TRAINING OF THE TRAINERS IN EACH COUNTRY	September - November 2020	partners
VALUE PRESENTATION ON RELEVANT CONFERENCES AND WORKSHOPS - REGIONAL LEVEL	Ongoing	partners
VALUE PRESENTATION ON RELEVANT CONFERENCES AND WORKSHOPS - NATIONAL LEVEL	Ongoing	partners
VALUE PRESENTATION ON RELEVANT CONFERENCES AND WORKSHOPS - EUROPEAN LEVEL	ongoing	partners
WRITE AND PUBLISH ARTICLES (ON THE PROJECT ACTIVITIES AND RESULTS)	2020	partners
EECERA CONFERENCE / SELF ORGANIZED SYMPOSIUM	August 2019	VBJK, DPU, Erasmushogeschool
ISSA CONFERENCE / SELF ORGANIZED SYMPOSIUM	Juni 2019	VBJK, ERI, Karel de grote hogeschool
VÍDEOS SCRIPT FOR DISCUSSION	November 2019	VBJK
VÍDEOS DEVELOPMENT	November - March 2020	VBJK
VÍDEOS LAUNCH IN THE WEBSITE	31 March, 2020	VBJK
MULTIPLIER EVENTS PORTUGAL	April - November 2020	AKF Prt, IPSantarèm
MULTIPLIER EVENTS BELGIUM	April - November 2020	VBJK, Eramushogeschool, Karel de Grotehogeschool
MULTIPLIER EVENTS DENMARK	April - November 2020	DPU
MULTIPLIER EVENTS SLOVENIA	April - November 2020	ERI

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