**Network of Networks: International Network of VET providers, a grassroots approach**

**608977-EPP-1-2019-1-NL-EPPKA3-VET-NETPAR**

**Plan for Dissemination and Exploitation of Project and its Results**

**(Revised 14 February 2021)**

**Background**

This plan has been developed by New College Lanarkshire, the lead partner for the Network of Network project’s dissemination work package. It has been discussed and approved by representatives of the partner organisations in the project and endorsed by the project’s Steering Group.

**Purpose**

The objective of this plan is to promote a shared understanding, among partners, of **how** and **why** dissemination will be addressed by the project. It may also serve as an aide-memoire to partners throughout the project’s lifecycle.

**Key Concepts**

For the purposes of this project and this plan, concepts will be defined as follows:

* **Dissemination:** promotion and awareness-raising of the project and its outputs - to the project’s target groups, end-users and other influencers or key actors in VET - during its entire life cycle
* **Exploitation:** adoption and use of the project’s outputs by the project’s target groups, identified end-users and other relevant stakeholders
* **Valorisation:** ensures that the project’s results are valuable to and will be adopted by end-users
* **Sustainability:** the capacity of the project’s outputs for continuing use after the project ends

**Commitments made in the approved application**

The approved application indicated what the project and partnership would deliver in terms of **Dissemination** and to whom. This summarised in the table below:

|  |  |
| --- | --- |
| WHAT  (activities and channels) | WHOM  (audiences) |
| ARTICLES (in printed or digital form): at least 2 a relevant VET publication in each of the partner countries and 1 to an EU level publication | LEADERS and TEACHERS: in 44 VET providers in Network of Networks project |
| PRESENTATIONS: minimum 25 presentations to local/regional/national/European stakeholder audiences across the partner countries and regions | (Qualifications) AWARDING BODIES: those featured in the various NQFs in the five partner countries |
| EVENTS: 1 multiplier event in each of the partner countries  Plus  contributions to European VET Skills Weeks, Skills competitions, annual conferences of EfVET, EURASHE and the ECVET Forums | ECVET EXPERTS/TEAMS: in all of the partner countries |
| MATERIALS: publicity materials (predominantly electronic flyers and pamphlets)  Number not specified | EMPLOYERS ASSOCIATIONS: of large companies and SMEs in all of the partner countries. |
| WEBSITE: a project-specific with links to it from partners’ websites | SOCIAL PARTNERS: in all of the partner countries |
| PLATFORMS: tangible outputs to be uploaded to Erasmus+ Project Platform  Plus  Information posted on EPALE  Plus  Use of social media: Twitter; YouTube; and LinkedIn mentioned | (Stautory) POLICY-MAKERS and INFLUENCERS: in the regions and nations of the project partners |
|  | VET INSTITUTIONS:in countries where cooperation among VET providers either does not exist or is less structured  NB: these are, also targeted in Work Package 6 (REACHING OUT) |
|  | ERASMUS+ NATIONAL AGENCIES: in all the partner countries |
|  | OTHER NETWORKS and PROJECTS:networks and projects supported by the same KA3 Funding Call |
|  | (Existing) EUROPEAN NETWORKS: EURASHE, EfVET, ReferNET, Eqavet and ECVET Experts |

**Table 1: Dissemination Activity specified in approved application**

**Stages of Dissemination and their aims**

It is acknowledged that dissemination will occur at two distinct levels:

* Individual partner organisation and country/region
* Project and European level

It is inevitable that the WP on Reaching Out will involve a degree of dissemination as one of its objectives is to disseminate relevant activities and information on Network Building to VET Providers that do not have the benefit of extensive European coo-operation or are associations of networks with whom partners would anticipate as consumers of the project’s outputs.

A staged approach to undertaking dissemination would offer a clear pathway to its implementation. With that in mind, the following stages may be envisaged:

1. AWARENESS RAISING: of the project’s existence, aims, outputs, activities to internal stakeholders and other VET providers and relevant associations and networks.
2. CAPACITY BUILDING: to engage with (other) potential beneficiaries of the project’s outputs to alert them to the range and nature of the project’s outputs with a view to ensuring that they will be useful and relevant to end-users’ needs as well as the project’s aims.
3. EXPLOITATION & MULTIPLICATION: to promote customised outputs that meet the project and end-users’ needs and promote their adoption and replication through a series of multiplier events and a range of promotional activity.

**Relevant Project Work Packages**

The Network of Networks project is implemented through nine work packages. In addition to the dedicated dissemination work package (WP 9), the stages of the Dissemination Plan to which other work packages contribute is outlined, below:

|  |  |  |
| --- | --- | --- |
| STAGE  (of dissemination) | Work Package | HOW |
| Awareness Raising | Steering Committee (WP 2)  Policy Development (WP 5)  Regional/national networks | (i)Keeping individual VET provider institutions updated on the project through contacts with regional/national networks.  (ii) Demonstrating relevance of project’s activities to VET policy |
| Capacity Building | Capacity Building (WP 4)  Regional/national networks | Promoting and sharing examples of interesting practice amongst regional/national networks and amongst individual VET institutions. |
| Exploitation and Multiplication | Network Building (WP 3)  Reaching Out (WP 6)  Regional/national networks | (i) Providing models of network formation and development for emerging and nascent networks to consider  (ii) Establishing links with regional/national networks in other parts of Europe.  (iii)Sharing lessons learned from Building the Network of Networks. |

**Activities, Audiences and Channels**

The implementation of an effective dissemination strategy involves selecting the correct channels for contacting and/or engaging with appropriate or targeted audiences. To do this a range of channels have been proposed under the “WHAT” column of the table of commitments made in the approved application.

The table below outlines a framework for implementing the project’s aspirations for dissemination.

|  |  |  |  |
| --- | --- | --- | --- |
| STAGE  (of dissemination) | (Target)  AUDIENCE | ACTIVITIES | CHANNELS |
| Awareness Raising | LEADERS and TEACHERS: in 44 VET providers in Network of Networks project | * Inform them of project’s existence and website * Advise them of envisaged project outputs * Identify key contacts for various project outputs * Identify national links | * Customised email with relevant national and project contacts and weblink to partnersin.vet * Flyer/leaflet outlining project’s aims |
| (Existing) EUROPEAN NETWORKS: EURASHE, EfVET, ReferNET, Eqavet and ECVET Experts |
| OTHER NETWORKS and PROJECTS:networks and projects supported by the same KA3 Funding Call |
|  |  |  |  |
| Capacity Building | LEADERS and TEACHERS: in 44 VET providers in Network of Networks project | * Share project outputs with them | * Emails directing them to relevant section of project website * Social media |
| VET INSTITUTIONS:in countries where cooperation among VET providers either does not exist or is less structured  NB: these are, also targeted in Work Package 6 (REACHING OUT) | * Test project outputs with them for relevance | * Email * Direct discussions * Social media * Presentations |
|  |  |  |  |
| Exploitation & Multiplication | (Qualifications) AWARDING BODIES: those featured in the various NQFs in the five partner countries | * Share final outputs with them | * Leaflets/flyers * Email with link to project website * National multiplier events * Final project dissemination event (conference) * European VET Skills week * Erasmus+ Project Results Platform * EPALE * Project website |
| SOCIAL PARTNERS: in all of the partner countries |
| (Stautory) POLICY-MAKERS and INFLUENCERS: in the regions and nations of the project partners |
| ERASMUS+ NATIONAL AGENCIES: in all the partner countries |
| OTHER NETWORKS and PROJECTS:networks and projects supported by the same KA3 Funding Call |
| (Existing) EUROPEAN NETWORKS: EURASHE, EfVET, ReferNET, Eqavet and ECVET Experts |

**Table 2: Methodology for achieving dissemination outlined in approved application**

**Measuring Dissemination**

The approved application indicates various targets for various dissemination activities. These are the minimum that we should seek to achieve. The table below, outlines the targets that were specified in the approved application.

|  |  |
| --- | --- |
| **Activity** | **(minimum) Number** |
| Articles  (printed or digital) | * 2 articles to a relevant VET publication in each of the partner countries, which is a total of 10 * 1 article to an EU level publication |
| Presentations  (across the partner countries and regions) | * 25 presentations to local/regional/national/European stakeholder audiences across the partner countries and regions. |
| Events | * 1 multiplier event in each of the partner countries * contributions to European VET Skills Weeks, Skills competitions, etc. * contributions to annual conferences of EfVET and EURASHE and the ECVET Forum. |
| Materials  (digital flyers and pamphlets) | * No minimum number specified but must be some of these |
| Website  (project) | * partnersin.vet domain purchased , so this target is met |
| Platforms  (external) | * Erasmus+ Project Results Platform * EPALE * Twitter * YouTube * LinkedIn |

**Table 3: Minimum measures of dissemination to be achieved**

Having specified the targets outlined above, it is recommended that members of the dissemination working group address the topic proactively rather than reactively. Furthermore, it will be important that a mechanism is established to allow individual institutions across the network to report on any dissemination activity that they undertake. With this in mind the reporting template (Appendix 1) attached is proposed for consideration.

**Appendix 1: Dissemination Recording Template**

**Organisation:** New College Lanarkshire **Country:** Scotland

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Activity** | **Frequency of activity (if relevant)** | **Audience** | **Size of audience** | **Purpose** | **Evidence of activity** |
| 31/01/2020 | Presentation to Scottish network | 1 time | International Officers at 6 VET Schools | 9 people | Introduce NoN project | Notes of meeting distributed to participants |
| 28/11/19 | Digital flyer | 1 time | College’s VET and HE Mobility partners | 32 institutions | Present NoN case study on Skills competitions | Copy of flyer (electronic) and list of recipients (electronic) |
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