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DISSEMINATION AND MARKETING STRATEGY

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Authors	Elke Halm, Hans Blankestijn
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1. Introduction

Dissemination refers to the process of making the results and deliverables of a project available to the stakeholders and to the wider audience. Dissemination is essential for take-up, and take-up is crucial for the success of the project and for the sustainability of the project outputs in the long term. To ensure that the project results will be taken up and embedded in the community, a project must develop a dissemination plan that explains how the outcomes of the project will be shared with stakeholders, relevant institutions, organisations, and individuals.

In Erasmus+ projects, dissemination and exploitation are critical topics for a good result of the project. That makes it important to start with dissemination from the very early start of the project.

This document contains some background information about dissemination. Its aim is to help the partners to set up their own dissemination plan and to implement it.

Question: Each chapter has some questions/tasks for the partner. By answering these questions, he creates the main part of his dissemination plan.

2. 5xR - Strategy

An effective dissemination plan should be based on a so-called 5xR-Strategy. This strategy should help to develop your dissemination plan. It contains five strategical measures for important message in the right place, right form and useful for the target groups:

Right target groups

- partner organisations (internal marketing)
- intermediaries (external marketing)
- press
- others

Question: Did you identify your target groups? Make an overview of it.

Right message

For example: a format for a leaflet with BIOCOMP promoting text on unique BIOCOMP promoting points and testimonials.

Question: Did you plan to make a leaflet, brochure, with the BioComp message in it?

Right medium

See chapter 4: Examples of instruments for internal and external project activities.

Question: Can you make an overview of the instruments you will use?

Right moment

Timeline from kick-off meeting in Prague till end of the project in Brussels, and after.

Question: Can you make a timeline for all your dissemination activities, internal and external?

Right place

Your network has structural and direct external contacts also after the project.

Question: You will be able to create a sustainable Network, also active after the end of the project? And how?

All answers you can use in your own dissemination plan.

3. Key elements of a dissemination plan

3.1 Purpose

All dissemination should have a purpose, and support or inform about project development in some way.

The purpose of the dissemination activity may be to:

- Raise awareness – let others know what you are doing
- Inform – educate the community
- Engage – get input/feedback from the community
- Promote – “sell” your outputs and results.

Defining the purpose of dissemination is a first step to decide on the audience, message, method and timing of the dissemination.

3.2 Audience

The dissemination process depends on who you want to reach and what they can do for your project. Therefore, the different individuals, groups, and organisations that will be interested in the project and its results need to be identified and informed. For that purpose, use can be made of the results of the stakeholder analysis. The following audiences may be considered:

- **Internal audience**

The members of the project consortium and your own institution need to stay well informed about the progress of the project. Adequate internal dissemination can also ensure that the project has a high profile.

- **Other project**

Sharing project results with coordinators and key actors of projects dealing with similar topics, both within the Erasmus+ programme and in others, will ensure visibility and uptake of results, and provide opportunities to receive feedback, share experiences and discuss joint problems and issues.

- **External stakeholders**

Persons, who will benefit from the outcomes of the project, as well as "opinion makers" such as teachers, researchers, librarians, publishers, online hosts, etc., can act as catalysts for the dissemination process.

- **The community**

It is likely that certain elements of the project, such as guidelines, methods, evaluation criteria, questionnaires, etc. can be used by a wider audience than the specific target group. These elements can be shared with the wider community through articles, conference presentations, case studies, etc.

Question: Make an overview from your categories of Audience.

3.3 Message

The message should be useful to keep the communication principles in mind:

- Messages should be clear, simple and easy to understand. The language should be appropriate for the target audience, and non-technical language should be used where possible.
- Messages should be tailored to the receiver(s). It is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the receiver should be checked each time.
- Messages of different projects related to the same subject can be coordinated to enhance impact.
- Information should be correct and realistic.

Question: Is the general BioComp message clear? And also in your specific situation?

3.4 Methods

While there are a wide variety of dissemination methods, it is important to select the right one(s) to get your message to the target audience and achieve your purpose.

To create awareness about the project:

- newsletters,
- flyers and
- press releases

To transmit information about the project:

- reports, journal articles,
- websites

To promote the project and its outcomes

- conference presentations and websites

Question: Make an overview of the methods you will use.

3.5 Timing

When planning the dissemination, it is important to decide when different dissemination activities will be most relevant. The ideal timing will depend on the progress of the project as well as on the agenda of the target audience. For instance, at the start of the project, it is best to focus on raising awareness; at the end on highlighting the achievements and deliverables. In terms of the “receivers” agenda, the time commitments of the target audience and stakeholders should be considered. For instance, school or bank holidays should be acknowledged, and when working with universities, it will be difficult to reach academic staff at the start of the term or during examinations. Use also the BIOCOMP Gantt chart.

Question: Make a timeline for the complete 30 month period and put all planned dissemination activities on this timeline.

4. Examples of instruments for internal and external project activities

The following instruments are examples for developing your own strategy for dissemination of the project.

Website with links to partner websites + hits

The website is seen as a valuable instrument and it is informative about your company, organisation or school. It gives indication for the communication of the message and it gives instruments and products to use in the own situation of the partners.

Presentations on meetings and events

The content, target and result should present on meetings and events in the local / regional level as well as in other authorities` meetings.

Publications, articles in magazines

A number of articles and publications can be produced during the project (e.g. cook events). The Project Management ask you to have one publication realised before TPM 2 in Dresden.

Press releases, interviews, free publicity

Press release, short videos and others can be used in the described media.



CoP-members and communication via social media

Social media enables fast communication on the channels Facebook, Instagram and others. But this form requires fast and up-to-date reporting with photos and pictures. (see also Annex 1)

Question: Make an overview of instruments you have planned to use. Combine it with the timeline from the previous chapter.

5. Marketing tools

A good dissemination of project results is impossible without a good marketing of it. To inspire all partners, an overview of ten important marketing tools follows. All these marketing tools refer to the different dissemination activities, e.g. producing a cookbook or using the videos and games in the media, in schools, organizations, in the member countries of the EU. It is not an exhaustive list, but it is directly based on the dissemination of the project itself and its results. It offers ideas to improve the dissemination plan. (see also Annex 2)

Question: Which Marketing Tools you plan to use? In what context?



6. Communication aims

In the introduction of this Manual, it was mentioned that dissemination is being considered as very important by Erasmus+. With the information in this document, it is possible to formulate the communication aims of the BioComp project.

What does BioComp want to realise?

- A numbers of target groups are aware of BioComp for each network at the end of the project.
- A numbers of target groups are using BioComp training manual for each network at the end of the project
- A number of website hits on project website and linked partner websites.
- A number of teachers/managers are using the educational instruments for their training manual in each partner school and region.
- A number of CoP are functioning in all partner countries.

This list of aims seems to be ambitious. However, by formulating it in advance – and in a quantitative way – it helps to control the implementation of the project.

Question: Formulate the (number of) target groups which are aware of BioComp. Do it in the same way for the use of materials and for trainers/teachers who use it.

Question: How many hits you want to realise on your website or on partner websites?

Question: What do you expect from the future of your Network (CoP)?

7. Planning for Dissemination

After the formulation of the aims, the next step is to formulate the own dissemination plan.

The answers to the previous questions have given already valuable input.

In other words: This dissemination plan should explain the following topics:

- Why – the purpose of dissemination
- What will be disseminated – the message
- To whom – the audience
- How – the method
- When – the timing.

The following table can be helpful for the timing and for the realisation.

Question: Copy the table and fill it in. Combine the table with the other collected information.

Dissemination plan			
Name partner			
Type of activity	Planned date(s)		
Article on Website			
Press release			
Publication on the partner website			
Publication in the network			
Invitation for ME			
Presentation during ME			
Interviews			
Other publicity			

Reporting tool

For making a report about the dissemination activities a **Reporting Tool for dissemination** is developed. (see Annex 3)

All partners are asked to list their dissemination activities on a regular basis and to send a report to PM every six months.

Question: list all your dissemination activities into the “reporting tool for dissemination” and send it every six month to the PM.

Final report

For writing the final report, all partners are asked to combine all their dissemination activities in a report. The planning for the writing of this report is at the end of the project, shortly after the last meeting in Brussels. Since the PL needs to have a complete overview of all dissemination activities, evidence is needed: copies of articles, screen dumps from websites, attendance lists from meetings, pictures, etc.

The content of this dissemination report is as follows:

Part 1: General introduction, main objectives and quantitative analysis

- 1.1 Why: Main objectives for the partner
- 1.2 What, when and to whom: Quantitative description of dissemination activities
 - 1.2.1 Website
 - 1.2.2 Promotion by email
 - 1.2.3 Cooking events
 - 1.2.4 Multiplier Events
 - 1.2.5
 - 1.2.6

Part 2: Approaches, tools and resources

- 2.1 How: Approaches
- 2.2 How: Tools
- 2.3 Resources

Part 3: Main conclusions, replicability and transferability of the NIK project

- 3.1 Main conclusions and recommendations
- 3.2 Possibilities for reproduction
- 3.3 Transferability of the NIK project model

Question: At the end of the project please make your own dissemination report, with the content structure as mentioned above.

8. Used Sources

Thompson MF, Green L, Hernández-Cordero, LJ, Fullilove RE (2006). Obvious and Not-So-Obvious Strategies to Disseminate Research - Health Promotion Practice, 7(3), 306-311.

IACEE (1999) - Tools for planning the dissemination of project results
<http://www.leonardodavinci.fi/dissemination/tools.pdf>

CAFEA - Consumers, Health, Agriculture and Food Executive Agency
Managing projects - Elaborating a Dissemination Plan
http://ec.europa.eu/chafea/management/Fact_sheet_2010_06.html

TOL: Taste of Life, regional, healthy food in schools (Project-number: 2014-1-NL01-KA202-001225)

Intellectual Output 01: Activity O-1/A-1 “Manual Managing Tool”, Chapter 2 - Marketing strategies

NIK: Newcomers in the kitchen (Project-N° 2017-1-NL01-KA202-035176)

NIK-WP 2 – Dissemination plan and marketing tools



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OVERVIEW OF DISSEMINATION MEASURES – Methods, Purpose, Hints and Tips

Methods	Purpose	Hints and Tips
Newsletter Awareness	Inform	Project or institution newsletter can be used to announce the project, give regular updates, develop a profile, and get buy-in. Be creative. For example, include an interview with your project 'champion', some quotes from end users, or praise from an external evaluator. Make sure they know the project is a success.
Project website	Awareness Inform Engage Promote	A project website is one of the most versatile dissemination tools. It can contain information for different audiences. Add to it regularly so people keep coming back. Sell the project and engage the community.
Press releases	Awareness	A press release is a formal announcement to the national press. Projects can issue one to announce important achievements. It takes skill to write a press release and get it to the right media.
Flyers /brochures	Awareness	Flyers in printed form can be handed out at conferences or to colleagues at your institution. An electronic version (e.g. PDF file) can also be circulated electronically. Glossy brochures are rarely worth the time and expense.
Programme meetings	Engage	Programme meetings are excellent opportunities for projects to learn from each other, discuss common issues, and get feedback on their work.
Conference presentations	Engage Promote	National and international conferences are an important opportunity to share your achievements with experts in the field. Make sure you have something to say, select conferences where it will have an impact, and ones that will attract the experts you want to impress.
Conference posters	Engage Promote	A poster session at a conference may be more appropriate when you have work in progress. You write up your work in poster format, and present it to delegates who attend the session. It may not be as glamorous as doing a presentation in the auditorium, but it is an excellent way to engage people, gauge their reactions, and get one-to-one feedback.
Workshops Engage		Workshops are small interactive events held to achieve a specific objective. A workshop can be used to get feedback from users on a demo or from experts on particular issues. Make sure to make it a work shop: the emphasis should be on discussion, not presentations.
Demonstrations Engage		Demonstrations are useful early in the project to get feedback from stakeholders on functionality, usability, and look-and-feel. Consider a demo for stakeholders at your institution to keep them informed about what you're doing and to help with buy-in.
Online discussion lists	Awareness Inform Engage	E-mail lists are useful for discussing new developments, problems, and issues. They are an opportunity to be proactive and reactive, share your learning with the community, and develop a profile for your project.
Journal articles	Inform	Any and every opportunity should be taken to get articles published about the project. Consider peer reviewed journals in relevant disciplines near the end of the project when you have data and results to report. Make sure to post a copy of all publications on your website.
Case studies	Inform	Case studies explain what you did and what you learned so others can benefit from your experience.
Reports and other documents	Inform	Reports on specific topics can be posted on your website so they are accessible to a wide audience. Think of anything your project has developed that may be useful to others, e.g. guidelines, methods, evaluation criteria, toolkits, or questionnaires.

OVERVIEW OF MARKETING TOOLS

- **Network**

The creation of a network is a very important basis/ foundation for the design and development of sustainable group to exchange and develop ideas, strategies. It should be established nationally or in the regions / districts and should be an advisory body. The network should be composed of partners are necessary and helpful to achieve goals. Describing the tasks of each individual partner in the network has laid the foundation for a well-functioning network.

- **European Education week**

Once a year, a week of the European Education should take place. The aim of the European Education Week should be focus on the strategical point of the education for future. Goal is, to talk and share experiences about the education, their systems and content and the strategy for future in Europe.

- **Test run**

A well-proven way for the partners is the test the modern learning material, exchange ideas and experiences about the content of the Intellectual Outputs. In practical courses teachers, students can test the new developed modern learning materiel (e.g. AR) and can give their feedback to the actors in the project.

- **Best Practices**



The collection of best practices should show the collected learning material with their background and stories. They should be an inspiration to try out the learning materials for oneself, to use them and to get into conversation with the partners; to build a European identity as well.


- **Education / LTTA**

Education is a part of the most important process in the societies in Europe. Based on the modern learning material, developed in the BioComp-project, teachers should be motivated to use it in the lessons. Also the organisation, focus on the bio-based economy, can be use these material.

- **Media**

The dissemination plan shows all the measures can use for the promoting of the BioComp-project and their results.

  									
Project Dissemination activities									
<small>In this database all partners report their dissemination activities. E.g. promotion at a congress, event or meeting, newsletters in newsletters, posting items on [own] website, etc. Please send documentation (photo's, screenshots, etc.) to project management to be uploaded to the dissemination reporting folder and number the annexes logically.</small>									
No.	Activity	Date of activity	Description	Direct target group	Dissemination level	Country	People reached (Number)	By Partner	Available documentation
1									annex 1 (name your annexes 1-2-3-4 etc.)
2									annex 2
3									annex 3
4									
5									
6									
7									
8									
9									
10									
11									
12									
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16									
17									
18									
19									
20									

	Do not change these lists!		Main target group: VET Educational Institute (staff) University (staff) Business representatives Government represent Students Other Combination of the above	People reached: 1 to 10 10 to 50 50 to 100 100-500 500+	Partner: VSCHT OEC Blankcon SBGDD Pro Time-R Vasil Beron school Univ. Of West A EUEI	Country: CZ BE NL DE RO BG EL Other EU-wide Multiple countries
	Activity: Online Publication (n Local Offline Publication (d Regional Emailing and newsletter National Bi-lateral conversatio EU Dissemination at fair, International Organisation of event Dissemination within own organisation Other	Level:				