

VAL.U.E. C.H.A.IN. Competitiveness

**VALidating & Upskilling Employees Competences
Hence Accruing INdustry competitiveness**

EaSI Progress – VS/2020/0158

Dissemination Plan

(WP 8 - D 8.1)

Confidential Document (reserved to project partners)



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Introduction

The present document defines the activities to be carried out during the lifetime of the VALUE CHAIN COMPETITIVENESS project to enhance the successful dissemination of the project by outlining dissemination planning, tools and strategy. The Dissemination Plan intends to guarantee the spread of the knowledge gained in VALUE CHAIN COMPETITIVENESS in the broadest and most comprehensive way. The dissemination plan includes strategies how the project expects to share its outcomes with other relevant institutions, organizations and individuals, it describes the appropriate dissemination activities and target groups and outlines the main objectives of the dissemination activities as well as the steps to be followed in order to achieve them.

INAPP will oversee the dissemination work within the project; however, all project partners will share responsibility for dissemination activities to ensure that project results are transferred to the stakeholders and target groups at local, regional, national and European level.

Dissemination objectives, activities and main outputs

Objectives

Dissemination contributes to achieving the objectives of the action, by informing stakeholders on the activities carried out within the action, systematising and disseminating deliverables and, in so doing:

- ⇒ raising the awareness among relevant stakeholders on the UP and how they can directly contribute to its implementation
- ⇒ improving their capacity to implement UP
- ⇒ ensuring a proactive involvement of relevant actors in the implementation of the action.

The action adopts a diversified and multi-agent approach to dissemination and awareness raising by envisaging different activities and developing a range of tools developed within the action .

The objectives of dissemination are the following:

- ⇒ Develop tailored dissemination
- ⇒ Proactively involving relevant stakeholders, line institutions, local authorities, other networks in sharing and discussing project results
- ⇒ Support outreach activities of UP stakeholders

Visual identity

Logo proposals will be produced on voluntary basis, by one of the partners: it will appear on each of the produced outputs (together with EU logo and official disclaimer)

INAPP will prepare ppt-slides which shall be used by all partners to present the project internal and external and will ensure that the logo is included in all project deliverables and in all external communication by all partners.

Project website

INAPP will lead the designing and activation of a dedicated website.

The structure of the website will be as follows:

- a) Home
- b) News and events
- c) The project
- d) Materials
- g) Contacts.

The finalization of the website is planned on month 2. After that the website will be continuously updated by FGB and Inapp.

Newsletters

During the lifetime of the project at least one newsletter every four months will be drafted by INAPP in cooperation with all project partners and will be made available on the website and promoted through the communication channels of the partners. The newsletters will inform about the latest and upcoming project activities and the project results.

Events and networking

Project meetings

Partners will meet regularly, in plenary or bilateral format, to discuss the updated process at their institution.

Events

The project partners will prepare briefings to be included in local/ regional/ national events related to VET or adult learning in which they take part.

A one-day conference will be organised towards the end of the project in order to present to stakeholders and wider public the action, its activities and outcomes, especially the model for the implementation of the UP and the related tools. It is aimed at raising awareness on the UP implementation and lay the foundation for increased cooperation and better coordination among stakeholders. The conference will foresee a series of presentation as well as more interactive sessions. It is expected that approximately 80 participants will attend. The final conference will represent an important tool to directly involve stakeholders and/or policy makers addressed by the

guidelines and tools so that they can more easily be taken on board. To this aim, the objective of the final conference will not only be to inform them, but also to discuss the potential for improving existing practices, amending legal framework if necessary, improving cooperation. The detailed outline of the conference as well as the invited stakeholders will therefore depend on the concrete outputs of the project.

Online Networking

In order to reach a wider audience and to raise awareness on the project, the project partners will try to include the VALUE CHAIN COMPETITIVENESS project in different EU databases and networks.

Interpersonal Networking

In addition to the online networks, also personal networking offers numerous opportunities to reach the target group and to make use of the spread of contacts. The project partners will arrange meetings with local/ regional/ national decision makers and key persons from networks and umbrella organizations identified previously, who have been informed about the project beforehand through other dissemination tools as for example the newsletter. During those meetings, the partners will present the project results to authorities and decision makers.

Reporting and monitoring

This activity will be carried out by INAPP and will result in a wholly-encompassing report which summarises main results from all the preceding WPs and related activities, including lessons learned and an executive summary.

As enshrined in the monitoring plan, INAPP will periodically collect the proofs for dissemination activities from partners following a common dissemination template in order to be able to prepare a final dissemination report at the end of the project.