

Project Title	Get in shape for Europe (GISE)
Program	ERASMUS+ KA2 - Cooperation for innovation and the exchange of good practices KA229 - School Exchange Partnerships
Project start	01.09.2018
Project end	31.08.2020
Project duration	24 Months
Project coordinator	High School “Stefan Procopiu” (Romania, Vaslui)
Partners	5th General Senior High School of Aigaleo (Aigaleo, near Athens, Greece) Foreign Language Secondary School (Bulgaria, Pleven) Zespół Szkół Ekonomiczno-Gastronomicznych (Tarnów, Poland) Istituto Istruzione Superiore 'E. Majorana - A. Cascino' (Piazza Armerina, Italy)

Work Package 4: Dissemination and exploitation Responsibility: Bulgaria Page 127-128 from Application Form

Dissemination (External communication) and Exploitation Strategy

Useful information: https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en

INFO

What do dissemination and exploitation mean?

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.

Exploitation is (a) a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and (b) a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives, on the other hand. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

Dissemination and exploitation are therefore distinct but closely related to one another.

Information from Page 127-128 from Application Form

At the beginning of the project, a dissemination plan will be drafted that clearly sets out the tasks of each partner. This dissemination plan will answer the following questions WHAT? WHEN?, WHO?. Each partner's networks are essential dissemination channels and will be included in this plan.

Main target groups:

- Inside: teachers, students
- Outside: representatives of other schools (principals, teachers, pupils), youth organizations, educational institutions, the media and the general public.

Dissemination channels used:

- indirect: project site, newsletters, articles, social media (Facebook, discussion groups, mailing list), eTwinning
- direct: presentations, workshops, exhibitions, teachers and students meetings

The networks of each partner are essential dissemination channels and will be included in the partnership's dissemination plan. Participating teachers and students are valuable resources because they will share their experience in a genuine and natural way.

Dissemination tools: posters, logo, flyers, project site, newsletters, articles, brochures, events (presentations, workshops, exhibitions, conference).

Both intangible results (learning experiences, new or improved skills, good practices, lessons learned) and tangible results (publications) will be disseminated.

DISSEMINATION AND EXPLOITATION OF RESULTS

a) inside the partner schools

- informative activities on project activities and outcomes among teachers and pupils, sharing experiences, exchange of best practices and lessons learned
- distribution of flyers, posters
- creating a corner of the project (panel, roll-up)
- organizing some exhibitions with the results of the project
- posting the link of the project site on the school's site
- publishing articles in the school journal
- use of methods and best practices by teachers in school and extra-curricular activities
- integrating the European Club activities in school activities
- evaluating the impact on pupils and teachers

b) in the local community

- publishing articles in the local press
- presentation of the project, sharing and transfer of experiences, good practices at local events (seminars, symposiums, teacher and students meetings, workshops)
- invitation of teachers and pupils from other schools to the project activities
- distribution of materials (leaflets, posters, brochures)

c) in the wider lifelong learning community

- the project site will be permanently updated and promoted in the online community
- Facebook page
- periodic newsletters about project activities
- using the eTwinning and the Erasmus + Dissemination Platform to support the dissemination of project results

Indicators to assess dissemination and exploitation activities:

- the established tools (logo, poster, site, folders, newsletters, Facebook page, Twinspace)
- the number of articles in newspapers, magazines
- number of events and number of participants
- the number of lessons and activities organized by teachers and pupils in European Clubs

Visibility of the European Union and of the Erasmus+ Programme

Beneficiaries shall always use the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material. The preferred option to communicate about EU funding through the Erasmus+ Programme is to write 'Co-funded by the Erasmus+ Programme of the European Union' next to the EU emblem.

Examples of acknowledgement of EU funding and translations of the text are available at http://eacea.ec.europa.eu/about-eacea/visual-identity_en.

The brand name of 'Erasmus+' shall not be translated.

Guidelines for beneficiaries on the use of the EU emblem in the context of EU programmes are available at http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

Main dissemination products to be produced

No.	What?	What for?
1.	Project logo	Visual identity of the project
2.	Project Website	Central dissemination instrument
3.	Project Flyer/leaflet	Information about project (objectives, activities, results).
4.	Project poster	Information about project (objectives, activities, results).
5.	6 Project e-newsletters	Promotion of project results.
6.	Twinspace on eTwinning	Information about project activities
7.	Articles, brochures etc.	Information about project activities
8.	Events (presentations, workshops, exhibitions, conference etc.)	Information about project activities, about project results (tangible and intangible)
9.	Social media (project Facebook page)	Promotion of project results and activities.

WHEN and WHO?
Timing and Tasks

No.	Activity	Responsibilities/ Tasks	Timing
	Developing a Dissemination and Exploitation Plan.	Project Coordinator and partners	9-10/2018
	Launch of the partnership at each institution. <i>Project Tip: Dissemination starts with making the project known: The first thing to do is to send out the message: We exist, this is who we are, this is where we are and this is our mission!</i>	All partners	9-10/2018
	Creating products to promote the project (poster, leaflet/flyer, logo, project site, project Facebook page, Twinspace on eTwinning). <i>Project Tip: A project should have an unmistakable visual identity which helps people to identify and remember it. Core elements of a visual identity are the project title, the project logo, recurrent visual elements (subjects), a uniform lay-out of the project communications (colors, fonts etc.), and perhaps, a project slogan.</i>	SPECIFIC TASKS FOR DISSEMINATION TOOLS:	Starting 11/2018
	Develop “e-Newsletter 1” to present the project and the partners.	The “e-Newsletter 1” is realized by the coordinator (Romania).	11/2018
	Launching the project’s site. <i>Project Tip: In most Projects the project website is the central dissemination tool because of the potential audience. When setting up a project website basic principles of website usability and online reading behavior should be taken into account:</i> <ul style="list-style-type: none">• The website navigation should be		12/2018

	<p><i>simple and intuitive;</i></p> <ul style="list-style-type: none"> • <i>Update the project website regularly;</i> • <i>Provide texts and materials which are concise and easy to scan;</i> • <i>Do not copy paste from formal project documents, write lively journalistic texts;</i> 		
	<p>Activities to disseminate the results for the transnational activities C1 and C2.</p> <p>C1-Short-term joint staff training Events - Teaching Common Values in Europe</p> <p>C2-Short-term exchanges of groups of Pupils - Get in Shape for Europe ... in Bulgaria</p>	<p>Each institution is responsible for disseminating the results of the meeting project in their own language.</p> <p>Host Partner in collaboration with the partners, will develop "e-Newsletter 2" to disseminate the results C1 and C2.</p>	Starting 02/2019
	<p>Activities to disseminate the results for the transnational activities C3 and C4.</p> <p>C3-Short-term joint staff training Events - Interculturality and non-discrimination</p> <p>C4-Short-term exchanges of groups of Pupils - Get in Shape for Europe ... in Italy</p>	<p>Each institution is responsible for disseminating the results of the meeting project in their own language.</p> <p>Host Partner in collaboration with the partners, will develop "e-Newsletter 3" to disseminate the results C3 and C4.</p>	Starting 04/2019
	<p>Evaluating the Dissemination and Exploitation with the occasion of the mid-term evaluation.</p> <p>Completing the Dissemination and Exploitation Report for the first year.</p>	All partners	06-07/2019
	<p>Review Dissemination and Exploitation Plan for the second year.</p>	All partners	08-09/2019
	<p>Activities to disseminate the results for the transnational activities C5 and C6.</p> <p>C5-Short-term joint staff training Events - Democratic Competences in the Digital Era</p> <p>C6-Short-term exchanges of groups of Pupils - Get in Shape for Europe ... in Greece</p>	<p>Each institution is responsible for disseminating the results of the meeting project in their own language.</p> <p>Host Partner in collaboration with the partners, will develop "e-Newsletter 4" to disseminate the results C5 and C6.</p>	Starting 11/2019
	<p>Activities to disseminate the results for the transnational activities C7 and C8.</p>	Each institution is responsible for disseminating the results of the meeting project in their own	Starting 03/2020

	C7-Short-term joint staff training Events - Inclusive school practices C8-Short-term exchanges of groups of Pupils - Get in Shape for Europe ... in Poland	language. Host Partner in collaboration with the partners, will develop "e-Newsletter 5" to disseminate the results C7 and C8.	
	Activities to disseminate the results for the transnational activities C9 and C10. C9-Short-term joint staff training Events - European Values: Gender Equality and Equal Opportunities C10-Short-term exchanges of groups of Pupils - Get in Shape for Europe ... in Romania	Each institution is responsible for disseminating the results of the meeting project in their own language. The coordinator will develop "e-Newsletter 4" to disseminate the results C9 and C10.	Starting 05/2020
	Evaluating the Dissemination and Exploitation with the occasion of the final evaluation. Completing the Dissemination and Exploitation Report for the second year.	All partners	06-07/2020
	Completing the Erasmus+ Dissemination Platform	The coordinator and partners	Starting 09/2020

Project Tip!

- *Encourage flexibility in terms of dissemination and exploitation - one size does not fit all!*
- *New opportunities will arise during your project and sometimes things may not go exactly to plan.*