



ENTRE

@ V E T S C H O O L S

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Erasmus+ KA2  
Strategic  
Partnership for  
VET

Dissemination  
Plan

2 EK Peiraia

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# 1. Introduction

The goal of the ENTRE@VETSchools project is to design, deploy and evaluate a CAREER GUIDANCE EDUCATIONAL TOOL KIT to support CAREER ADVISORS to strengthen their profiles and in therefore to upgrade their methods and practices for a better career orientation towards entrepreneurial competences for VET students.

Our consortium consist of partners from Leibniz University in Hanover, Germany, 2 EK Peiraia School in Piraeus, Greece, Fundatia CDIMM Maramures in Baia Mare, Romania, A & A Emphasys Interactive Solutions Ltd Nicosia, Cyprus, Reykjavik University, Iceland and Lancaster and Morecambe College in the UK.

The aim of the ENTRE@VETSchools dissemination plan is to inform all stakeholders (carrier counsellors/advisors/teachers, VET students, regional and national educational authorities, entrepreneurs etc.) about the projects progress, products and results. Especially to spread the information about the creation and the usefulness of the mail project outputs, the ENTRE@VETSchools CARRIER GUIDANCE TOOL KIT and platform (Interactive portal). Therefore the dissemination plan and our dissemination strategy must include every possible way of communication with the stakeholders.

The dissemination and communication strategy will be structured in two main dimensions: the SECTORIAL DISSEMINATION and the CROSS-SECTORIAL DISSEMINATION.

The SECTORIAL DISSEMINATION aims to involved groups working in the sector mainly impacted by this proposal. It si addressed to the following TARGET GROUPS:

- VET school teachers/Career Counselors
- Schools leaders
- Teacher educators
- Support teachers
- Psychologist, career counsellors
- Students
- School staff in charge of IT

- Parents and their families
- Staff from schools of different levels
- Other staff of organisations involved in the partnership

The CROSS\_SECTORIAL DISSEMINATION is aimed at enhancing the development and the adaptation of the project's results to be used outside the school sector as widely possible. It is addressed to the following TARGET GROUPS:

- Associations promoting entrepreneurial acquisition / start-ups
- Other schools, school boards etc.
- Enterprises, companies
- Public authorities and policy makers at local, national and European Level
- Universities and research centres
- Other citizens
- Media at local, national and EU level

The dissemination activities include on-line debates and postings, newsletters, info days, creation of ambassador groups and also a stakeholders network, in order to make the outputs of our project known to as many beneficiaries possible.

The dissemination is responsibility of all partners, according to the project application. Dissemination activities of all partners will focus on 3 key engagement levels; local, national and trans-national. Initial local dissemination will be achieved through the external project structures, research control groups, to be established by all relevant partners ensuring the active participation of target groups and stakeholders throughout the project development phase. Each of these groups will meet at least 4 times during the project life-cycle to create a sense of ownership of project outputs within the target groups.

Activities should be organized in each country and in every possible level. Posters, leaflets, brochures etc. will be produced by Lancaster and Morecambe College in cooperation with 2 EK Peiraia.

The timetable of the dissemination activities is open, as this period includes the holidays, various in each country. But the time limit is May 2021, when the project is finished.

The dissemination plan is very critical for our project, especially the creation of the stakeholders network and forum, as one of our aims is to ensure sustainability of our intellectual outputs.

## **2. Dissemination guidelines**

- Partners will receive communication guidelines with obligatory and optional logos, supporters' information, disclaimers, agreed hashtags, and visuals.

- Project branding and visual identification. In order to ensure a common public image and design within this project, P4 will provide a common template to be used for each publication and activity, which makes reference to the strategic partnership and its funding body Erasmus+.

- Promotion on social networks, Social media channels, such as Facebook, Twitter and Instagram will be used by each partner regularly to display the project's activities, progress and results. This task each partner fulfils according to the timeline of the project and the local activities and will be agreed upon with the formal partnership agreement.

- Local media. Each partner will disseminate ongoing activities and outcomes in their local media, newspapers, youth magazines, websites, whenever relevant. The visibility and transparency of the ongoing project, the Strategic Partnership and the project's results, including all Intellectual Outputs, is thereby ensured.

- Local and regional dissemination events (Phase 1 and 2 of the Dissemination Plan). Each partner will organise and conduct local and regional events, such as InfoDays, Open Days etc. in order to raise awareness and start building up synergies. Partners will also use the EU VET SKILL WEEK/ EU ENTREPRENEURSHIP WEEK or any other events offered to promote the project' idea to other organisations, companies etc. encouraging them to support the consortium.

- Participants' Committee Reports: During the implementation stage each partner will be responsible to set up the Participants' Committee who will be the representative of the target group that will participate in the project.

- Intellectual Property Rights Agreement: P3 will take the responsibility to investigate the potential of using and exploiting further the products and results of the project so that sustainability is achieved.

### **3. Dissemination activities**

Partners will be producing relevant of material, on-line (youtube, videos, radio etc.) and off-line in order to built up the HUBS, such as:

- MOTIVATIONAL VIDEOS with KEY ENTREPRENEURS at the National Level (interviews)
- PETITION
- DECLARATION TO THE PUBLIC LEVEL
- GRASSROOT INITIATIVES, such as SLOGANS in Social Media etc.

Or any others to be initiated by each partner. Each partner will produce 1-2 different ideas based

Multiplier events will be held in each country at EU and International Level - Presentation of the results of the ENTRE@VETSCHOOLS project to the highest level - EU VET SKILLS WEEK - Declaration to the EU - Policy Recommendation Strategy. Details on the application.

Detailed activities and responsible partners in the following table.

Activity	Content	Responsible
Create posters brochure etc	Create poster brochure, etc for both online and for on place present ENTRE@VETSCHOOLS modules	
Posting about the project	To inform stakeholders of the value of participating in the ENTRE@VETSCHOOLS project.	
Multiplier Event or Information conference	<p>Presentation of ENTRE@VETSCHOOLS TOOLKIT.</p> <p>To inform stakeholders of the value of participating in the ENTRE@VETSCHOOLS project</p> <p>To motivate participants to become "ambassadors" of this idea and promote the products of the project by participating in the project</p> <p>Info desk service with information about the project (flyers, posters etc)</p> <p>Selection of 'ambassadors' (counsellors ...) for participation - signing of relevant letters if needed</p> <p>Workshop to discuss the findings and possible ways to promote the assessment of competences and validate students' learning</p>	
Teachers training	<p>Training of using the ENTRE@VETSCHOOLS interactive portal</p> <p>To create trainers for promoting of the ENTRE@VETSCHOOLS outputs.</p>	
EU CONFERENCE	To present all I.O. produced in order to raise awareness, create interest for participation and creation of new synergies.	

	<p>To emphasise the need to build on EU policies Digital Agenda, Rethinking Education, ET2020 etc and urge MS to set up mechanisms for making the DIGITAL TEACHER</p> <p>Create advisory group</p> <p>Experts from the EU and stakeholders who participate in the advisory group will discuss the results of the project in each country in relation to ENTRE@VETSCHOOLS process.</p>	
Posting about the project	<p>Presentation of ENTRE@VETSCHOOLS courses.</p> <p>To inform stakeholders of the value of participating in the ENTRE@VETSCHOOLS project.</p>	All
Promoting of ENTRE@VETSCHOOLS on the internet	<p>Technical progress of ENTRE@VETSCHOOLS webpage and modules and its emergence in educational, school etc webpages, in order to promote the participation and participation of teachers in the portal.</p>	
online meetings	<p>Discussion about development and continuation of the program. Organization, evaluation, follow up etc.</p>	All