



COPE Project

Dissemination Plan

Project title: Promoting innovation through Cooperative model in entrepreneurship education for adults

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BACKGROUND

Defining Dissemination

Dissemination has been defined within the **Erasmus+ Programme Guide** as:

"[...] a planned process of providing information on the quality, relevance and effectiveness of the results of programs and initiatives to key actors. It occurs as and when the results of the programs and initiatives become available."

Dissemination Aims and Objectives

The aim of the dissemination activities taking place in Sweden, Italy, Iceland and Cyprus is to allow as many people as possible to inform about the results, outputs and achievements of the project the target groups.

The project will achieve this aim by working towards the following objectives:

- raising awareness of the project and its rationale, aims and objectives;
- informing stakeholders (organizations and individuals) about activities and the results of the project;
- creating the conditions for a successful valorization of the project's main outputs.

Target groups and Stakeholders

- trainers from partner institutions,
- Cooperative unions and Federations
- Researchers and academic community;
- Experts/organizations in the field of social economy/ cooperative model
- European organizations and networks;
- Public at large.

Stakeholders are also identified for each partner of COPE project in the valorisation plan and they will be reached through this dissemination plan.

Summary of Roles and Responsibilities

Dissemination of outputs across Europe will be the responsibility of all members of the partnership but **SERN** will lead and manage the overall dissemination strategy of the project.

Each partner will function as a hub for dissemination and exploitation in its own area in relation to the education and academic communities and networks. The local arrangements and strategies adopted for dissemination reflect the different educational contexts in the partnership countries.

SERN will, in strong collaboration with **Consorzio Icaro and Confcooperative Romagna**

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devise a local strategy for dissemination of the project initiatives and results in **Italy**.

Coompanion Ostergotland and **Mikrofonden Väst** will devise jointly a local strategy for dissemination of the project initiatives and results in **Sweden**.

Bifrost University will devise a local strategy for dissemination of the project initiatives and results in **Iceland**.

CARDET will devise a local strategy for dissemination of the project initiatives and results in **Cyprus**.

Partner	Organisation	Country	Responsible person
P1	Coompanion Ostergotland	Sweden	
P2	Consortio Icaro	Italy	
P3	Sweden Emilia Romagna Network	Italy	Ginevra Roli
P4	Mikrofonden Väst	Sweden	
P5	Bifrost University	Iceland	
P6	CARDET	Cyprus	

OUTLINE OF DISSEMINATION ACTIVITIES

All partners have a shared responsibility for the dissemination plan and activities. Although activities will take place at country level, partners will work together to support each other in the planning and implementation of these activities.

1. **Web/Multimedia**

- 1.1. Website
- 1.2. Facebook/LinkedIn/Twitter
- 1.3. Forums/Blogs

2. **Written communication**

- 2.1. Newsletters
- 2.2. Press-releases
- 2.3. Journals

3. **Events (Face-to-Face)**

- 3.1. Multiplier Events
- 3.2. Institutional events
- 3.3. Conferences
- 3.4. Networking (pre-primary schools, academic staff etc.)

4. **Promo-Kit**

- 4.1. Logo
- 4.2. PPT presentation
- 4.3. Press release article

1. Web/Multimedia

1.1 Website

Companion Osteragotland is tasked with creating and maintaining the main website for the project in English. The language of the website will be English. This site will present content related to the project as a whole. This site will also have a page where those visiting the site can give feedback on the website to be used by the project participants for quality assurance purposes. Outline of pages for the main site:

- home page which offers a general introduction to the project;
- background page which details the aims and objectives of the project;
- partners page;
- news and events page;
- contact information;
- Intellectual outputs.

Links to both the local web pages and the social networking sites will be added to all publicity materials, mailshots and any other correspondence between stakeholders and project participants.

1.2 Facebook

SERN will create a Facebook page which will be used to spread information and live updates about transnational and local project work through posts containing pictures and/or videos. Partners are encouraged to become “friends” or to “follow” the project via Facebook, as well as stakeholders. Social networking sites like Facebook will be regularly used and updated by SERN and the partners.

Links to both the website and the social networking sites will be added to all publicity materials, including emails and any other correspondence between stakeholders and project participants.

2. Written communication

2.1 Newsletters

Communicating through newsletters will help spreading knowledge on the project among the network of contacts of the partner organisations. They are also a good tool to reach out the general public and practitioners which are interested in the theme. Project partners should include articles describing the latest activities of COPE in their newsletters.

2.2 Press Releases and hosting visits by the Media

Each partner will oversee the dissemination of the project initiatives and results through the local medias in their country. Local partners should consult the press offices at their institutions for advice and guidance on how to do this. The project participants are invited to help each other and offer advice on how to handle this, even if there may be differences in how the medias work in each country.

Press releases will be issued to both the regional and national press especially at the

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beginning and at the end of the project. Partners are invited to issue a press releases also in occasion of the transnational events or multiplier events hosted in their countries. All press releases must include reference to the Erasmus+ programme.

2.3 Journals

The project participants will produce papers for the community of practitioners and academia concerning the theme of the project. Partners shall work together to identify the most appropriate journals to target and this will be included in the dissemination plan and timescales.

3. Events

3.1 Multiplier Events

Each partner will organise or support the organisation of one dissemination event.

The locally-organised events will be carefully planned taking into consideration the aims and objectives of the dissemination plan. A key issue to bear in mind at these events is how the materials can be used after completion of the project to ensure sustainability and maximum exploitation. These events will also include 'hands-on' sessions with the learning materials. At each event a participants list signed by the attendees shall be collected. The list shall include name, date and place of the event, and for each participant: name and signature of the person, name and address of the sending organisation of the participant.

3.2 Institutional Events

The partners will present the project internally. For example at the local city council sessions, Annual General Assembly (SERN) and other institutional events taking place at internal level.

3.3 Conferences

The project partners are requested to present COPE project at national and international conferences and engage with the research and academic communities. This activity is mostly expected for the second and third year of the project (2022-2023), when the intellectual output will be outlined.

3.4 Networking

Project participants will build a list of contacts (stakeholders) throughout the project at local, national, European and international level. The contact lists will be stored and updated in the virtual workspace (Google Drive)). Across the lifetime of the project, the project participants will draw on their contacts, relationships and backgrounds to establish connections with different stakeholders and beneficiaries of the project work. Promotional materials, websites and social networks will enable partners to signpost interested people to the project work.

Beyond that, trialing the experimental activities in each of the partnership countries is also considered a dissemination activity. This activity is directly linked to the target-users and their feedback is central to the main outputs of the project.

4. Promo-Kit

4.1 Project logo

A range of promotional materials will be produced during the lifetime of the project in order to facilitate the communication activities to the partners. SERN will instruct a graphic designer to develop a minimum of two proposal for the project logo, which will be voted by partners.

4.2 PPT Presentation

Presenting the project during national or transnational conferences require an adequate communication material. SERN will develop a PPT presentation in english about the project which can be used by all partner to describe COPE during such events.

4.3 Press release article

In order to facilitate the communication with local and national medias, SERN will develop a press release model, which will be uploaded on Google Drive folder of the project.

Partners are locally responsible for overseeing the production of these materials in their local languages. All publicity should contain the project logo and the Erasmus+ programme logo.

PLAN OF DISSEMINATION ACTIVITIES

The range of planned activities to implement at a local and wider level is outlined in the following overviews for each partner. All the activities are tied reaching the different stakeholders. In order to facilitate the understanding of the dissemination plan, the formulation was based on the following questions:

- Action: what?
- Objective: What for?
- Target group: to whom?
- Actor: who?
- Method: how?
- Timing: when?

Main Dissemination Products

No.	What	What for	When	Who
1	Project logo	Visual identity of the project	M4	CARDET
2	Press release article	Information about project, facilitating contacts with medias	M4-M36	Each PA
3	Project PPT presentation	Presentation of the project at conferences and seminars	M5	SERN
4	Project website	Central marketing instrument, information and download, access to virtual workspace	M6	Coompanion
5	Social networks	Exchange platform for educators and researchers	M1	SERN
6	Project articles	presentation of the project to educational communities	Regularly	Each P

Coompanion Osteragotland (SE)

Type of Activity	Target Groups	Date	Comments
Multiplier event in Sweden	Trainers, cooperatives unions and federations	April 2023	
Pages and posts on own web channels (webpage about the project on own website)	Public	February 2021	The web presence summarizes the project informs about events and links to the official web page
Articles and posts (social networks)	follower (teachers, citizens etc.)	regularly -once every 3 months	
Distribution of information and project presentation at conferences	teachers, teacher trainers, civil servants		
Local Newsletter	Public		

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Consorzio Icaro (IT)

Type of Activity	Target Groups	Date	Comments
Organisation of multiplier events in IT together with SERN	Trainers, cooperative unions and federations	April 2023	
Pages and posts on own web channels (webpage about the project on own website)	Public		The web presence summarizes the project informs about events and links to the official web page
Articles and posts (social networks)	follower	Regularly (once every 3 monts)	
Distribution of information and project presentation at conferences	teachers, teacher trainers, civil servants		
Press release to local newspapers	General Public		

Mikrofonden Väst (SE)

Type of Activity	Target Groups	Date	Comments
Support P1 in organisation of multiplier events in Sweden	Trainers, cooperative unions and federations	April 2023	
Pages and posts on own web channels (webpage about the project on own website)	Public		The web presence summarizes the project informs about events and links to the official web page
Articles and posts (social networks)	follower	Regularly	
Newsletter			
Distribution of information and project presentation at conferences	Trainers, cooperatives		

Confcooperative Romagna(IT)

Type of Activity	Target Groups	Date	Comments
Support SERN and Consorzio Icaro in the organisation of multiplier events in the UK	Trainers, cooperative unions, and federations	April 2023	
Pages and posts on own web channels (webpage about the project on own website)	Public		The web presence summarizes the project informs about events and links to the official web page
Articles and posts (social networks)	follower	Regularly	
Distribution of information and project presentation at conferences	Cooperatives, cooperative unions at regional/ national		

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project presentation at conferences	level		
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CARDET (CY)

Type of Activity	Target Groups	Date	Comments
Organisation of multiplier events in Cyprus	Cooperatives, trainers, researchers	April 2023	
Pages and posts on own web channels (webpage about the project on own website)	Public		The web presence summarizes the project informs about events and links to the official web page
Articles and posts (social networks)	follower	Regularly	
Distribution of information and project presentation at conferences	Researchers, national and European networks and project partners		
Local Newsletter			
Press release to local newspapers	General Public		

P9 SERN (IT)

Type of Activity	Target Groups	Date	Comments
Multiplier event IT	Trainers, cooperative unions and federations	April 2023	
pages and posts (web presence about the project on the SERN website)	members of SERN and its partner institutions		The web presence summarizes the project informs about events and links to the official web page
Articles and posts (social networks)	follower (civil servants, cooperatives, European networks and project partners..) network accounts of SERN and other projects)	Regularly	
Distribution of information and project presentation at conferences	Trainers, researchers, cooperative unions		
General Assembly	Decision makers, members cooperatives civil servants	2021,2022,2023	
SERN Newsletter	Municipalities, members, project partners and European networks	Quarterly	

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