

Erasmus+ Programme



MOBILITY OF WOOD WORKERS (JOINERS/CARPENTERS) ACROSS EUROPE
2015-1-ES01-KA202-015902

Dissemination plan

| Dissemination Level | |
|---------------------|---|
| Partners | All project partners: <ul style="list-style-type: none">○ AIDIME○ CFPIMM○ Amledo & Co AB○ Kayseri OSB METEM○ Woodwize○ C.I.P. F.P. CATARROJA○ HMC mbo vakschool |
| Authors | AIDIMME |

1 Beyond the definition of Dissemination

The dissemination mission is to communicate and to promote the methodology and findings of the project and develop a response mechanism between the consortium and the various stakeholders. Especially, communication means let others know something, it's the capability of communicate thoughts and feelings using a code and a message [1].

According to the literature review conducted by Gagnon [2], dissemination focuses primarily on communicating research results by targeting and tailoring the findings and the message to a particular target audience.

Regardless of the type of dissemination activity and who is involved in the process several fundamental guidelines foster knowledge dissemination:

- The design of dissemination processes and approaches should ideally be informed by high-quality evidence that considers the contextual or locally applicable factors that are critical to successful dissemination [3]. Messages should be clear, simple, action oriented, and tailored for each audience based on knowledge user need [4].
- Messengers or sources of the message should be individuals or organizations that are influential and credible with each target audience [5].
- Dissemination approaches should be knowledge user driven or tailored to how and when knowledge users want to receive the information. Possibilities include face-to-face meetings, written reports, or presentations [5].
- A dissemination strategy should include a plan to evaluate the impact of the chosen approach, including ways to measure success [3].

The knowledge transfer planning guide of Reardon et al. [6] [6] summarizes these points in five questions to consider when undertaking knowledge dissemination:

- 1) What is the message? Such messages could include credible facts and data, findings, and conclusions, and/or a body of evidence that can be expressed as an actionable idea.
- 2) Who is the audience? Messages should be developed considering targeted audiences.
- 3) Who is the messenger? Attention to messages is enhanced if the audiences regard the messenger as a credible spokesperson.
- 4) What is the transfer method? Transfer methods need to be carefully considered according to the nature and size of the audience and available resources to devote to dissemination.
- 5) What is the expected outcome? The dissemination plan should consider what impact the proposed activities will achieve before it is implemented. This may enhance the plan's success and facilitate evaluation of the plan.

However the knowledge transfer process can be influenced by negative situations. Here below a list of possible communication noises [7]:

- Environmental Noise: noise that physically disrupts communication, that stops the receiver to listen to the message;
- Physiological-Impairment Noise: physical maladies that prevent effective communication, such as actual deafness or blindness preventing messages from being received correctly;

- Semantic Noise: different interpretations of the meanings of certain words, like "LOL" is easily recognizable by most teens, but complete gibberish to older readers. This is a problem of common code to be used and sectorial language;
- Syntactical Noise: mistakes in grammar can disrupt communication, such as abrupt changes in verb tense during a sentence, or differing sentence structures between different cultures;
- Cultural Noise: stereotypical assumptions can cause misunderstandings, such as unintentionally offending Jews by wishing them a "Merry Christmas," that creates immediate bias and builds up insurmountable barriers;
- Psychological Noise: certain attitudes can make communication difficult, like when great anger or sadness causes someone to lose focus on the present.

For an effective communication, the dissemination of the project results will take care of avoiding these possible obstructions.

2 Dissemination plan

2.1 Main objective of the dissemination plan

The main objective of the dissemination plan is to ensure that relevant target groups and end users will be informed about the project's outputs and that exploitation of the results and market uptake can be initiated. The main activities include standard dissemination activities to raise awareness of the initiative among key actors and specific target groups on different levels in the sector and a broader European level.

Although AIDIMME are responsible for communication and dissemination tasks, support from all project partners is necessary. All consortium members have a role in dissemination and interaction with stakeholders and media through their forums at the regional/national/international level, at relevant seminars, trade fairs, conferences etc. All project partners will be responsible to provide AIDIMME with technical information input when requested and to keep AIDIMME informed about the progress of the project. All partners will keep a track record of the dissemination activities that have been carried out by them on a regional level during the project.

2.2 Target audiences

To adequately plan the dissemination activities, first the main target groups and end users have to be identified. Once the groups have been identified, for each of them their specific requirements, background, and fields of interest and expectations concerning the outputs of EUROJOINER have to be defined. This also means that there is no "one-fits-all" solution, in terms of dissemination modes. To select an appropriate mix of dissemination modes and efforts, a stakeholder analysis is planned.

This analysis is seen as a key to successful communication and dissemination activities.

The main target audiences identified in EUROJOINER are:

- Furniture installations and elements of carpentry manufacturers
- Unemployed in the furniture sector
- Students, future employees
- Trade unions and business associations
- Policy Makers
- VET Training centres
- European Qualifications Organisations

Some of these target groups have participated in the IO3 of the project, that is, in the Pilot Test of the training material allocated in the Moodle Platform.

3 Dissemination tools and channels

Each partner will prepare a presentation of their institution and the activities being performed related to the project objective.

The coordinator will prepare to the first project meeting a proposal to the web site content for the project, and possible logo.

All this information will allow a greater understanding between the partners, so that the work will be provided during the project, all these activities will be presented at the first meeting in which the objective is being reviewed. The methodology, the media use among partners, the contents of the site work and schedule of project dissemination activities, as well as all actions of administrative and management therefore will be defined.

All the project partners will be responsible for dissemination activities, all of them will participate in the preparations of the newsletters and their dissemination.

The project coordinator will be responsible for the elaboration of the website work and dissemination of the project at the meeting of the project drawn up a timetable which will collect the moments in which must perform different dissemination activities, as well as events type fairs is going to introduce or disseminate the project.

Each of the partners will provide graphical information in the different meetings of project covering the activities developed.

At the end of the project we will be held a European seminar to present the projects results.

The dissemination activities include:

- Development of web page of the project updated information as the same.
- Elaboration of Newsletters that will be disseminated to the media for publication
- Presentation of the project in forums and international trade fairs.
- Seminar of results project presentation with over 29 attendees.

During the development of the project, ALMOST 300 PEOPLE will benefit DIRECTLY from or will be directly target of the activities organized by the project:

- Multiplier Event 01 “Eurojoiner Qualification Presentation”: planned event to present the tangible result of the Intellectual Output 01 “Eurojoiner Competences Qualification Curricula”. Target: Furniture and wood working VET centres, companies and associations related to this sector. Estimated: 29 people.
- Multiplier Event 02 “Eurojoiner Training Course Presentation”: planned event to present the tangible result of the Intellectual Output 02 “E-Learning Training Content”. Target: Furniture and wood working VET centres, companies and associations related to this sector. Estimated: 29 people.
- Multiplier Event 03 “Self-Evaluation Test Presentation”: planned event to present the tangible result of the Intellectual Output 03 “Self-Evaluation System”. Target: Furniture and wood working VET centres, companies and associations related to this sector, as well as Organizations and Centres that are responsible of certificate the Qualifications in Spain. Estimated: 29 people.

- Intellectual Output 02 “E-Learning Training Content”. Each partner will involve at least 15 participants to carry out the pilot course:
15 participants x 7 partners : 105 participants in the Intellectual Output 02.
Total: 192 people
- During the development of the project, almost 100 PEOPLE will benefit INDIRECTLY from the activities organized by the project.
- It is estimated that, through partners dissemination activities during the whole project life, such as presentation of the project in their countries or international trade fairs related to the furniture sector, presentation in the General Assembly of INNOVAWOOD, or similar activities in each country partner, at least 100 indirect people will be involved (15 people / organization).

4 EUROJOINER website/portal

The EUROJOINER website will be developed in English, with two access levels, one for general public, and other internal working partners. The private part will be used as Project management tool and to store documents, interim results and developments can be archived and accessed by the consortium. Various security grades assure the commercial interest of the project partners.

The EUROJOINER portal will be designed to serve as the way to spread the word of the project towards all target groups. The EUROJOINER website/portal will be used as a window to discuss and present project results, publications and other outputs

The use of social media (eg Linked In, Twitter, Facebook) will also be considered to be used to enhance the EUROJOINER website, further raise awareness of EUROJOINER among target audiences and strengthen relationships with stakeholder

5 EUROJOINER Intellectual Outputs and personal communications

EUROJOINER multiplier events like workshops will be organized adapted to interests of the selected target groups. During these ME the project results will be presented a wider audience including several target groups. These ME will entail development of a ME concept (type of event, target group, programme, etc.); communication with stakeholders; organization of programme and invitation of speakers; organization of logistics, conference facilities, catering, etc.; compilation of mailing lists; distribution of developed promotional materials; setup of a ME desk; preparation of ME materials and a feedback questionnaire; holding of the actual workshops; ME review and follow-up.

There will be held three Multiplier Events.

6 Implementation of dissemination activities

At the beginning of the project the leader will prepare a web site, this website will be used for the work of the partners in the project like a work tool, in this web site there will be open areas to the public in general, so that they can throughout the project evolution and the activities that will develop.

Another activity to develop from the point of view of the dissemination will be informed by sending press releases, from the beginning of the project, objectives and activities that will be developed.

Throughout the project will be carried out dissemination activities of each of the documents are produced during the project. One of the dissemination activities will be to developed some newsletters, related to the more important outputs which will be used by all partners to publicize the activities carried out, these will be sent to the media and put in the project web site.

On the other hand we will participate in the European activities, like European furniture trade fairs or European meeting to disseminate and publicize the project, and the activities that we are developed, using brochures and posters.

We will send to the centres of vocational training of the speciality of wood and furniture information about the project, objectives and activities to develop, sending each of the newsletters that are generated.

We will send also to the qualification organisation information about the project and results.

Use of social networks as a means of sending of specific information on the project related to results of the same

All of these activities will be developed by partners and they will be European level.

7 Monitoring and evaluation

AIDIMME together with partners, in cooperation with the coordinator, will ensure interaction and efficient information flow with other project partners in dissemination issues, and facilitate network partners in their dissemination activities.

To evaluate the impact of the project on the participants, participating organisations, target groups and other relevant stakeholders we will measure the number of people involved in the training modules elaborated, the number of companies that apply the results of the project in their management actions and also, the number of vocational training centres teaching the new Joiner profile to future workers in the sector.

The dissemination carried out can be seen here: <http://www.eurojoiner.com/pressroom.asp>

8 References

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- [8] King, L., Hawe, P., & Wise, M. (1998). Making dissemination a two-way process. *Health Promotion International*, 13(3), 237-244.

1 Annex 1 - Performed activities

| Entity | Action title | Object/ occasion | Date or period | Target group | Dissemination material | People involved |
|---------|--------------------------------------|--|---------------------|--|------------------------|-----------------|
| AIDIMME | | | | | | |
| AIDIMME | 1 st Meeting in Valencia | Kick-off meeting | November 2015 | | Newsletter 01 | |
| AIDIMME | 2 nd meeting in Stockholm | 2 nd meeting | April 2016 | | Newsletter 02 | |
| AIDIMME | Valencia Habitat Fair | International furniture and related industries | February 2016 | Business | Slides/ presentation | |
| AIDIMME | AIDIMA Informa | Sectoral magazine | January 2016 | Associated companies of AIDIMA and sectoral entities | article | |
| AIDIMME | website | Official dissemination platform for the project EUROJOINER.com | Since November 2015 | Open for every body | | |
| AIDIMME | Madera sostenible | On line magazine | December 2015 | | ARTICLE | |

| CFPIMM | | | | | | |
|--------|---------------------------------|--|-------------|---|----------------------|-------------|
| CFPIMM | Eurojoiner Proje | Article magazine | 12/2015 | Trainees, trainers and companies for wood and furniture | Magazine | 2500 |
| CFPIMM | Defining the EuroJoiner Profile | Newsletter CFPIMM | 09/05/2016 | Trainees, trainers and companies for wood and furniture | Newsletter (digital) | 2500 |
| | Posting on websites | It has been posted on the Facebook page of our school https://www.facebook.com/Organize-Sanayi-B%C3%B6lgesi-Mesleki-Ve-Teknik-E%C4%9Fitim-Merkezi-Kayseri-OSB-METEM-596337950435631/ | 08.12.2015 | Our students and their parents | internet , photo | 1500 people |
| CFPIMM | Eurojoiner Proje | Article magazine | 31/ 05/2016 | Trainees, trainers and companies for wood and furniture | Magazine | 2500 |

| OSB METEM | | | | | | |
|-----------|---|--|------------|---|---|--|
| OSB METEM | To be posted on the web page of our school | | | | | To be posted on the web page of our school |
| OSB METEM | To be posted on the web page of the administration of organized industrial zone in Kayseri | WEB page | 01.08.2016 | Sector representatives, furniture companies, businessmen | internet | 1000 people |
| OSB METEM | To be sent to the Ministry of Education and General Directorate of Vocational and Technical Education | Paper, Photo | 01.10.2016 | Rule makers and administrator of vocational and technical education | paper , photo, curriculum both in Turkish and English | 10 administrators |
| OSB METEM | News appeared on paper | To be posted as news on a local newspaper in Kayseri | 01.12.2016 | Students, parents, rule makers, technical teachers, administrators, businessmen | paper, photo, project information | 10.000 people |
| OSB METEM | To be posted on news | To be posted on news sites around Turkey | 01.02.2016 | Students, parents, rule makers, technical | paper, photo, project information | 100.000 people Students, |

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|--------------|--|--------------------------|------------|--|---|---|
| | pages | | | teachers, administrators, businessmen | | parents, rule makers, technical teachers, administrat ors, businessme n We will help it be broadcast at least 20 websites |
| OSB METEM | To be appeared on newspapers around Turkey | Newspapers around Turkey | 01.04.2016 | Students, parents, rule makers, technical teachers, administrators, businessmen | Paper, photo, project information | 100.000 people Students, parents, rule makers, technical teachers, administrat ors, businessme n We will help it be broadcast at least 2 |

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|--------------|--|--|------------|--|-----------------------------------|--|
| | | | | | | websites |
| OSB METEM | To be appeared on magazines | To be appeared on the magazines issued by the administration of organized industrial zone every two months | 01.05.2016 | businessmen, administrators of vocational and technical education, | paper, photo, project information | We will try to broadcast it on at least 3 magazines. The magazines are issued all around Turkey |
| OSB METEM | To be referenced shortly at the workshop | workshop | 01.06.2016 | businessmen, administrators of vocational and technical education, | paper, photo, project information | Teachers, businessmen, administrator of non-governmental organizations |
| WOODWIZE | | | | | | |
| WOODWIZE | Page on website on Eurojoiner Project | Website - information | 12/2015 | Trainees, trainers and companies | Webpage | 2000 companies |

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|--------------|--|--|--------------------------|---|--|------------------------------------|
| | | | | for wood and furniture | | |
| WOODW IZE | Article in own periodical newsletter | OCH Informail | 2016 | Trainees, trainers and companies for wood and furniture | Newsletter (paper and digital) | 4000 companies and clienst |
| WOODW IZE | Presentation project | To board (representatives employers and employees) | 2016 + 2017 (bi-monthly) | Companies and employees | Presentation status of project | 2000 companies and 17000 employees |
| WOODW IZE | Presentation project | To colleagues other sector through national agency EPOS | 26/09/2017 | Colleagues sectorial training centers | Presentation project + results + goals | 50 |
| WOODW IZE | Presentation project to EU commission (Club du Bois) | Presentation project + results + goals concerning EU Skills Agenda | 04/05/2017 | EU social partners, federations wood and furniture, EU commission | Presentation project + results + goals | 30 |
| WOODW IZE | Presentation project to EU social dialogue Furniture | Presentation project + results + goals | 13/06/2016 | EU social partners, federations Furniture, EU commission | Presentation project + results + goals | 30 |
| WOODW | Presentation project to EU social dialogue | Presentation project + results + goals | 14/06/2016 | EU social partners, | Presentation project + results + | 30 |

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|--------------|--|--|------------|--|--|---|
| IZE | WOOD | | | federations Woodworking, EU commission | goals | |
| WOODW IZE | Presentation project + possible follow-up programs | Presentation project + results + goals | 30/05/2017 | EU social partner (employees) EFBWW | Presentation project + results + goals | 3 |
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2 Annex 3 – Fairs, events... to disseminate the project

| Nr. | Action title | Object/ occasion | Date or period | Target group | Dissemination material | People involved |
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