

Dissemination and Exploitation plan

Erasmus+ project „HanDS“

Development of an integrated innovative approach - consisting of a right mixture of prevention, intervention and compensation measures - to fill the gap between low-level secondary or vocational education and the labour market.





The project leader and partners are aware that communication outwards to regional, national and European players is essential and very important to get a high level of awareness on project activities and project outcomes, to ensure a high quality level and to force sustainability from the very beginning of the project.

Furthermore the project partners want to make a contribution to national and European policy makers to advance arrangements of political measures.

This document provides a description of the HanDS dissemination strategy and describes dissemination tools, target groups and activities. It is up as follows:

- I. Objectives of dissemination strategy***
- II. Stakeholders and users***
- III. Dissemination tools***
- IV. Overview to activities***
- V. Monitoring***
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I. Objectives of dissemination strategy

For internal purposes, this dissemination strategy provides members of the “HanDS” consortium an effective and efficient blueprint to follow in disseminating the work and results of the project.

Essentially is the internal communication. It will be conducted via email, teleconferences, and periodic face-to-face meetings. Shared documents (including project documents, reports and publications) are stored in Dropbox (provided by the project leader), giving all partners access at all times. The project website has both internal and external audiences in mind.

The external objectives of the „HanDS“ project are:

- Awareness

Identify the target audiences that people are aware of the work of the project and its outcomes:

- compilation of a contact list to whom we can send information about HanDS and its outcomes
- development of targeted communication approaches for different stakeholders

- Understanding

Engage stakeholders throughout the project to ensure that the results are applicable and appropriate to stakeholders. The aim is to create an impact that lasts beyond the project duration by making the results known to those who could benefit from them:

- identification of a stakeholder audience
- valuation of practicability of partial results and outcomes

- Action

Involve decision makers on regional, national, and European level to achieve change of practice resulting from approaches offered by the project

- Equip the audience with the right information and understanding
- Keep discussions running

II. Stakeholders and users

Project leader - Stichting surplus

- Is a regional oriented, innovative and solution focused organization that offers and develops work opportunities for (long-term) unemployed individuals. They also manage own work-projects.
- Colleagues are involved in regional and national networks. They are target group of our dissemination activities:
 - o To get them familiarize with the tasks and objectives of the HanDS project
 - o That they support the dissemination within their networks
 - o To benefit from their knowledge and experience.

Project partners

- **De Wissel:**

Is a practical school for secondary education with 150 pupils. The pupils join school when they are 12 years old and leave school when they are 18 years old. What these pupils have in common is the fact that they have general learning disabilities compared to their regular peers; pupils in “practical training” are placed at DE WISSEL. The purpose of DE WISSEL, and the type of education it offers, is participation and direct focus on the labour market.

Colleagues are target group of our dissemination activities:

- o To get them familiarize with the tasks and objectives of the HanDS project
- o That they support the level of awareness in their networks
- o To benefit from their expertise in preparing pupils for the labour market.

- **Majorana:**

Is a Secondary High School with about 1.500 students, aged 14-20. It is formed by different types of schools: Lyceum (Gymnasium and Scientific Studies), Technical on Tourism and Business Administration, Vocational School in the fields of Food and Enogastronomy, Agriculture and Rural Development. It has also got evening courses for adults in the field of business administration and professional courses in the field of preparation of food for school/hospital canteen and the transformation of agricultural products.

Colleagues are target group of our dissemination activities:

- o To get them familiarize with the tasks and objectives of the HanDS project
- o That they support the level of awareness in their networks
- o To benefit from their experience in challenges with entrepreneurs to change the way of thinking about young people and first considerations to get all parties linked

- **EEPL:**

Is a project development company with an emphasis in the metal and electrical industries of southern Brandenburg and aims to link these businesses to create more cooperation, jobs and economic power in the region. EEPL supports customers in growth and improving their business processes and in their personnel management. Here they are a competent partner and service provider for companies, institutions, municipalities, schools, associations and citizens in the fields of economy, labor and social indicators and education & environment.

Colleagues are target group of our dissemination activities:

- To get them familiarize with the tasks and objectives of the HanDS project
- That they support the level of awareness in their networks
- To benefit from their expertise in job carving principles as well as to get business linked to create cooperation and jobs

Labor market and network partners (enterprises, chambers)

- To inform them about progress and results of the HanDS project
- To raise awareness to current youth unemployment and potential for change
- To engage them in a dialogue about strategies to support pupils on their way into the labour market
- To invite them to consider recommendations made by the consortium
- To support discussion to usability and standards

Specific target group (vocational school, training institutions and other educational providers)

- To inform about progress and results of the HanDS project
- To invite them to meetings and presentations to engage them in dialogue about strategies to support pupils on their way into the labour market

Multipliers, Members of parliament and policy makers (school inspection, ministries, job agencies, and NA)

- To inform them about policy issues addressed by the consortium
- To engage them in a dialogue about open access to research data
- To invite them to consider recommendations made by the consortium, notably with regard to options for enhancing open access to research data
- To encourage academic organisations and researchers to conduct further research in regard to the issues of concern raised by the project, especially in relation to their own research practices
- To support discussion on infrastructure issues

General public

- raise public awareness and understanding of youth unemployment and potential for change



III. Dissemination tools

Consistent layout for project releases

HanDS developed a visual logo and a project acronym which is inserted in all official project documents, presentations, flyers, newsletters, videos, articles, etc. to identify the project and to raise the awareness. All documents must show the Erasmus-logo and the disclaimer.

Responsible: each partner

Logo

Project logo ensures recognition effect of the project and affects visual identity. The consortium uses the logo in all project documentations and publications.

Responsible: project leader

EU-Platform and website

On the EU-platform the project leader provides information to the project and its process as well as outcomes.

Responsible: project leader

The project leader publishes and maintains a “HanDS” project website. There are information to the project and its outcomes, current proceedings and events and allows download. The website was established immediately at the start of the project. It addresses all stakeholders and users we have mentioned above.

Responsible: Project leader

Each project partners has to inform about the project on their website and have to set a link to the project website.

Responsible: each partner organisation

Social media

HanDS goes facebook. This channel is used that especially young people and practitioners in Europe get an idea about the project progress and to keep in touch with exchange pupils.

Responsible: Project leader

Flyer

The project leader creates a project flyer, containing information to the intension of the project, project objectives, tasks as well as expected outcomes. Recipients can be reached actively. Hardcopy flyers can be distributed at any event. Flyers are published in Dutch and English to reach groups nationally as well as internationally. Furthermore, flyers are provided in the project partners' language to strengthen dissemination activities in Italy and Germany.

Responsible: Project leader

Distribution: each partner

Newsletter

Newsletters are sent to all partners about every six months to inform the project consortium about project developments, to indicate upcoming tasks and events as well as to coordinate the partnership. The project leader creates the newsletters and distributes to all partners to inform and to strengthen commitment of all partners.

Responsible: Project leader

Bilateral Talks / Personal Networks

Participation in workshops, bilateral meetings make the project and its intentions known. The project partners are permanently in exchange with stakeholders. Personal networks support project dissemination in their networks.

Responsible: each partner

Presentations and Participation in Conferences

The general public and professional audiences can be informed about the project, its intention and outcomes. The project partners are in critical exchange with stakeholders.

Responsible: each partner

Leaflet for companies

The leaflet for companies informs them about challenges of youth unemployment and strategies to get skilled young people into labor market.

Responsible: Project leader Distribution: each partner

Articles in journals

Project aims and challenges are illustrated as well as contributions of HandS to the aims are presented.

Responsible: Project leader Optional: project partners

„100 seconds video“

Project leader informs to project contributions. Individuals and organizations are directly involved to share their experience and a compilation of companies visited during the internship carousel are interviewed. All parts are realized within a short time frame.

Responsible: Project leader in collaboration with MAJORANA Distribution: each partner

Multiplier event

Project leader organize a multiplier event at the end of the project and invites stakeholders and users, aforementioned. Each partner invites strategic partners and interested institutions and people to the event.

Responsible: Project leader in cooperation: each partner



IV. Overview to activities

Target group	Institutions	Aims	Tools	Duration
Project leader	Stichting surplus	Inform colleagues and project partners Spread information in networks of colleagues	Meetings, Workshops, multiplier event	Beginning of project, ongoing
			Flyer, logo, uniform layout	
			Newsletters	
			Information via Stichting Surplus homepage	
			Information via HanDS homepage, downloads	
			Social media	
Project partners	De Wissel Majorana EEPL GmbH	Inform colleagues Spread information in networks of colleagues	Meetings, Workshops, multiplier event	Beginning of project, ongoing
			Flyer, logo, uniform layout	
			Information via their homepages	

Labor market and network partners	Companies Chambers Social partners Employment agencies	Inform labor market and relevant partners Involve Stimulate them to inform their network partners	Flyer	Beginning of project, Ongoing
			Leaflet for companies	Beginning of project, Ongoing
			Bilateral meetings	3-4 meetings each year/ each partner
			Article in journals	Twice during life-time of project
			100 second video	At the end of the project/ Project leader
			Multiplier event	At the end of the project
Specific target group	vocational school training institutions other educational providers	inform and involve	Flyer	Beginning of project, Ongoing
			Bilateral meetings	2-3 meetings during project life-time/ each partner
			homepage, downloads Information via HanDS	Twice during life-time of project
			100 second video	At the end of the project/ Project leader
			Multiplier event	At the end of the project
Multipliers, Members of parliament and policy makers	school inspection	inform and involve	EU- platform	Beginning of project, Ongoing
			Flyer	Beginning of project, Ongoing

	ministries on regional, national and European level		Bilateral meetings	Twice during life-time of project/ each partner
	National Agencies		Presentation or participation on Conferences	Twice during life-time of project
			Multiplier event	End of the project
General public	Practitioners Interested citizens	inform	Flyer	Beginning of project, ongoing
			homepage, downloads	
			Information via HanDS	
			Social media	
			Multiplier event	End of the project



V. Monitoring

Die folgenden Indikatoren sollen den Prozess der Verbreitung beobachten und kontrollieren:

Dissemination tool	Indicators	Indictors to achieve objectives
Consistent layout for project releases	Layout developed	Common layout in all documents
Project Logo	Project Logo developed	Logo inserted in all project documents, presentations, etc.
EU project platform	Information entered	Currentness of the platform, minimum: - at the beginning of the project - in preparation for the interim report - in preparation for the final report
Project website	Website established and published	Website updated Internal space updated Downloads provided
Partner websites	Information about the project uploaded	Homepage/tab accessible Link to project website
Social media	HanDS is set on Facebook	Currentness of the page: - posts to project progress and certain events
Flyer	Flyer available in different language in e-form and paper-form	provided by project leader to project partners distributed by each partner at appropriate events



HANDS

Newsletter	min. 5 Newsletter developed and distributed	Layout of newsletter created Current project progress, minutes and upcoming events incorporated Periodically send to project partners Available on project internet platform team space
Bilateral Talks / Personal Networks	Organisation and Participation in meetings etc.	List of meetings (dates) Protocols Presentations
Presentations and Participation in Conferences	Participation	List of conferences (venue, title, dates)
Leaflet for companies	Leaflet developed	List of companies Distribution of leaflet to companies via e-mail and personally
Articles in journals	Articles developed	List of articles
100-seconds-video	Video done	Uploaded on homepage and facebook
Multiplier event	Event organized and hosted	List of participants and invoice of venue

VI. Templates

The following templates are used by the partners to document their dissemination activities.

Project leader	Stichting surplus		
EU project platform	When?	What added?	
	Beginning of the project:		
	In preparation for the interim report:		
	In preparation for the final report:		
Project website	When?	What added?	
Social media	When?	What?	Who addressed?
Flyer	When?	Where?	How many?

Newsletter	What?	When sent to project partners?		
	1. newsletter			
	2. newsletter			
	3. newsletter			
	4. newsletter			
	5. newsletter			
Bilateral Talks / Personal Networks	When?	Where?	Who?	What?
Presentations/ participation in Conferences	When?	Where?	Whom?	What?
Leaflet for companies	When?	Whom?		
Articles in journals	When?	Where?	What?	
100-seconds- video	When?	What?	Where published?	
Multiplier event	When?	Where?	How many participants?	

Project partner	...			
Partner website	When?	What?		
Flyer	When?	Where?	How many?	
Bilateral Talks / Personal Networks	When?	Where?	Who?	What?
Presentations/ participation in Conferences	When?	Where?	Whom?	What?
Leaflet for companies	When?	Whom?		
Articles in journals (optional)	When?	Where?	What?	
100-second-video	When?	How distributed?	Whom?	