

## Unit 5: Finalisation

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### Dissemination

#### Dissemination and exploitation

##### Transcript:

Sharing results and knowledge about the Erasmus+ programme belongs to the quality standards of an accreditation. So let's have a look at dissemination and exploitation of results and let's start with some definitions

"Dissemination is a planned process of providing information on the results of programmes and initiatives to key actors."

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.

So while dissemination targets at increasing awareness of your project and its results, exploitation aims at using and applying these results. Already when applying for an accreditation, you describe your plans for dissemination and exploitation. What will your organization do to share results of its activities and knowledge about the programme. Make sure that your plans really fit to your organization, to its scope and possibilities.

As soon as the project begins, you should start with some planning activities and try to find answers to the following questions:

**WHERE?** The level of dissemination and exploitation, this can be in your own organisation, other schools at local, regional or even wider level, company partners, multipliers like Chambers or stakeholders from school authorities and policy makers.

**WHY?** Which needs does the project address? It can help to raise the profile of your organisation and to support the internationalisation strategy, you strengthen intercultural competences and establish or intensify networks, to mention just some examples.

**WHAT?** What topics and results can be published? Remember your positive feelings and joy when you receive a confirmation of the project from your national agency.

You or your participants arrive in the host country - full of expectations. Your learners come back from their stay abroad and have so many things to tell. Why not share it with others?

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To WHOM? What are your target groups? Your colleagues, policy makers, representatives of companies, possible future learners at your organisation or others?

HOW? Which instruments, methods and channels will you use? Social media, website, newsletters, press articles, events or conferences - there are certainly many opportunities and ways.

WHEN? The time and period when you make something public. Right after project approval, after the first mobility flow, at the end of the project to summarise all results and lessons learnt or also when there is an event that fits?

A last question can be WHO? Who is responsible? Do you need support from a graphic designer, from someone in your organisation taking care about website or social media pages? Involve these persons from the beginning to clarify possible requirements and conditions.

And one last hint: Photos and videos are great for dissemination. They give direct impressions.

But avoid nasty surprises and take care about copyright but also personality rights from the beginning. Ask your participants for a written approval that you can use pictures by and with them.

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