

# Fit4BusinessGrowth Dissemination Plan

**Agreement No: 2015-1-UK01-KA202-013654**

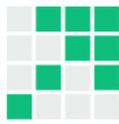


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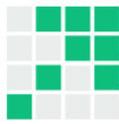


## Glossary

Activity	A set of tasks carried out as part of a project. An activity can be of different types (mobility activities, cooperation activities, etc.). In the framework of Jean Monnet, an Activity is equivalent to an Action (see definition above).
Beneficiary	If a project is selected for funding, the applicant becomes a beneficiary of an Erasmus+ grant. The beneficiary signs a grant agreement with the National Agency (NA) and is responsible for managing the project and the grant on behalf of the partnership, and for reporting to the NA. Other partners in the consortium are co-beneficiaries to the grant agreement in KA2 projects.
Dissemination	Dissemination means to spread widely. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place
Erasmus+ Programme	A programme funded by the European Commission from 2014 to 2020, which offers a range of funding opportunities for UK organisations actively involved in delivering education, training, youth and sport activities.
Exploitation	Exploitation means to use and benefit from something. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.
Grant Agreement	A legally binding agreement issued by the UK NA to the beneficiary, which defines the roles and responsibilities of each party and those of the co-beneficiaries to the agreement (i.e. the other partners).
Impact	It is the effect that the activity carried out and its results have on people, practices, organisations and systems. Dissemination and exploitation of results plans can help to maximize the effect of the activities being developed so that they will impact on the immediate participants and partners for years to come. Benefits to other



	stakeholders should also be considered in order to make a bigger difference and get the most from the project.
Intellectual Outputs	Substantial, high quality tangible outputs such as open educational resources, curricula, IT tools or other pedagogical materials.
Multiplier Events	National or transnational conferences, seminars or events aimed at sharing and disseminating Intellectual Outputs produced by the project. Only projects delivering Intellectual Outputs can include Multiplier Events.
Legal Representative	An individual authorised to sign legally binding documents on behalf of the beneficiary organisation.
Participant	Anyone who is sent to a host country other than their country of origin or where they are employed, training or reside, to participate in a funded project activity.
Participating organization	Any organisation or informal group of young people involved in the implementation of an Erasmus+ project. Depending on their role in the project, participating organisations can be applicants or partners (also defined as co-applicants, if they are identified at time of submission of the grant application). If the project is granted, applicants become beneficiaries and partners may become co-beneficiaries if the project is financed through a multi-beneficiary grant.
Partner (organization)	Participating organisation involved in the project but not taking the role of applicant.
Partnership	An agreement between a group of participating organisations in different Programme Countries to carry out joint European activities in the fields of education, training, youth and sport or establishing a formal or informal network in a relevant field such as joint learning projects for pupils and their teachers in the form of class exchanges and individual long-term mobility, intensive programmes in higher education and cooperation between local and regional authorities to foster inter-regional, including cross-border, cooperation; it may be extended to institutions and/or organisations from Partner Countries with a view to strengthening the quality of the partnership.
Project	A coherent set of activities which are organised in order to achieve defined objectives and results.
Results	Results are the outputs of the European activity or project funded. The type of result will vary depending on the type of project. Results can be accessible products like curricula, studies, reports, materials, events, or websites; results can also mean the knowledge and experience gained by participants
SMEs (Small and medium-sized enterprises)	eEnterprises (see definition above) which employ fewer than 250 persons and which have an annual turnover not exceeding 50 million euro, and/or an annual balance sheet total not exceeding 43 million euro.

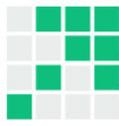


Sustainability	It is the capacity of the project to continue and use its results beyond the end of the funding period. The project results can then be used and exploited in the longer-term, perhaps via commercialisation, accreditation or mainstreaming. Not all parts of the project or results may be sustainable and it is important to view dissemination and exploitation as a progression that extends beyond the duration of the project, and into the future.
Training, Teaching and Learning Activities	Short or longer term periods of training or work placements for staff or learners taking place in the country of one of the organisations participating in the KA2 project. The activities must add value to the project and contribute to achieving the overall project objectives.
UK NA	The Erasmus+ UK National Agency (The British Council in partnership with Ecorys UK)



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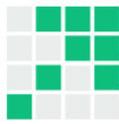
## 1. Overview

Erasmus+ is the EU Programme in the fields of education, training, youth and sport for the period 2014-2020. Programme slogan is “Changing lives. Opening minds. “Education, training, youth and sport can make a major contribution to help tackle socio-economic changes, the key challenges that Europe will be facing until the end of the decade and to support the implementation of the Europe 2020 strategy for growth, jobs, social equity and inclusion. Programme’s investment in knowledge, skills and competences will benefit individuals, institutions, organisations and society as a whole by contributing to growth and ensuring prosperity and social inclusion in Europe and beyond.

Activities serving the dissemination and exploitation of results are a way to showcase the work that has been done as part of the Erasmus+ projects. Sharing results, lessons learned and outcomes and findings beyond the participating organisations will enable a wider community to benefit from a work that has received EU funding, as well as to promote the organisation’s efforts towards the objectives of Erasmus+, which attaches fundamental importance to the link between Programme and policies.

Dissemination means to spread widely. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover design of a Communication plan to answer the questions why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

Communication is a management function that is vital for the implementation of dissemination activities and the success of the Fit for Business Growth (F4BG) project and also the Erasmus + programme. It calls for cooperation and coordination within, between and among the actors involved in the management and execution of the project. Communication is an integral part of the project dissemination activities. It needs to ensure well coordinated, effectively managed and responsive partner efforts addressing the diverse information needs of the public. Strong and targeted communication will stimulate project development and demonstrate its added value. At



the same time, it will ensure that the Erasmus + Programme and the F4BG project, supported by the programme are visible, accessible and accountable to the public.

The current Dissemination Plan is part of the F4BG Activity 3: “Dissemination and Exploitation”

### **A3: Dissemination and Exploitation**

**Description:** Propagation of information about the project and its results to maximise the impact and to launch the basis of a clear exploitation strategy.

**Tasks and Roles:**

- The Dissemination Plan prepared by VEDA will ensure target groups, stakeholders and policymakers at local regional national and European levels are reached.
- The Exploitation Plan prepared by UB will ensure project results are used by both partners and others after the project. All partners will plan and run local dissemination actions and will collaborate in the development of project dissemination tools.

**Leading organisations:** VEDA (dissemination) and UB (exploitation) with ETA support

**Duration:** 1 – 24.

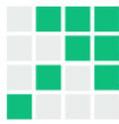
Note: Dissemination is one of the cross-cutting themes and is funded via the budget for project management plus the Multiplier events which has its own budget.

This document is developed based on the partners’ commitment in the approved F4BG Project Application Form and the Dissemination and Digital Media Strategy. The last was elaborated and presented by ETA during the first partnership transnational meeting, held in Vienna, Austria in October 2015.

## **2. Purposes of the Dissemination Plan**

The general purpose of the Dissemination Plan is to spread and embed the project activities, results and impact as well as to contribute to the shaping and implementation of national and European policies and systems. This will involve sharing lessons learned, best practices and intellectual outputs not only within partner organizations, but also with national, regional and international audiences.

More specifically, the Dissemination Plan aims to:



- (1) Include tailor-made communication strategy reflecting the different project stages for raising awareness of Erasmus + Programme and the project at all levels: locally, nationally and Europe-wide, as well as animate and engage potential target groups and stakeholders;
- (2) Plan for intensive and wide dissemination of results and outputs and ensure their sustainability;
- (3) Share know-how and experience;
- (4) Influence national and European VET practices and policies.

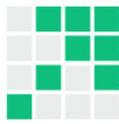
As part of F4BG project's dissemination, the communication activities will be realised according to a common internal & external strategy set up by VEDA, shared with the partnership, and jointly implemented both at European and regional level by all project partners. The strategy, supported by the Project Management Structure, will be a basis for smooth and permanent flow of internal communication.

For a clear presentation and a high degree of F4BG project recognisability, the Lead partner ETA has developed a Dissemination and Digital Media Plan. It includes a F4BG project branding and coordinated profile that will be used in all internal and external communication. The F4BG branding is described in Appendix 1 of the Dissemination and Digital Media Plan. It covers the use of the F4BG logo and strap line (i.e. leading by Example). The branding is to be reflected in all project reports and marketing/dissemination collateral. Appendix 2 of the Dissemination and Digital Media Plan contains links to the branding templates for reports, PowerPoint and other templates.

The Dissemination Plan will ensure that target groups, stakeholders and policy makers at local, regional, national and European levels are reached.

The Plan also outlines the proper channels for internal communication between partners on one hand and the communication activities for each of the four stakeholder groups i.e. external communication, on the other hand:

- Target Group: SMEs
- Target Group: VET Centres (e.g. VET trainers and business coaches)
- F4BG Partners (e.g. internal teams) and the UK National Agency
- Other stakeholders (e.g. employer associations, VET policy-makers)



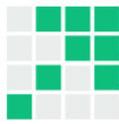
For the purposes of the external communication, the partners will develop a stakeholder database which will be updated throughout the project. The database will be used to keep stakeholders informed of project progress, results and impact as well as to disseminate to them key project messages and project news. The template for the stakeholder database is provided in Table 1. While VEDA has the overall responsibility for dissemination, all partners are required to contribute to the dissemination activities especially within their own national context. Partners are required to provide a quarterly up-to-date report.

**Table 1: Main stakeholders groups**

Name of the organization	Name of the Representative	Type of Organization	Address	City	Country	Phone/ Mobile	e-mail	Web-site
1	2	3	4	5	6	7	8	9
I.	SMALL AND MEDIUM SIZED ENTERPRISES							
...								
...								
II.	VET CENTRES							
...								
...								
III.	F4BG PARTNERS							
...								
...								
IV.	OTHERS ( Employers association, policy makers)							
...								
...								

### 3. Target audience for project dissemination

The dissemination process depends on who we want to reach and what they can do for F4BGproject. Therefore, the different individuals, groups, and organisations that will be interested in the project and its results need to be identified and informed. For that purpose, preliminary stakeholder analysis was made during the project preparation stage and the following audiences were potentially considered:



3.1 *National/European policy-makers*: officials within Government departments/agencies, national and European funding bodies, regional development agencies and the Erasmus National Agencies. This audience is important for stimulating the debate about how to use and sustain the use Wellness and High Performance Work Practices to contribute to the improvement of the performance of SMEs nationally and at a European level.

3.2 *Employer stakeholder groups*: national and sector employer/trade associations, incubator centers and enterprise agencies, chambers of commerce and HE business start-up units. his audience often represents and works closely with the SME target group is often a powerful ally and effective at lobbying policy-makers.

3.3 *VET stakeholder groups*: awarding bodies, professional bodies/associations with a significant and relevant membership base (e.g. European Coaching and Mentoring Council), research centers engaged in SME business support and entrepreneurship, and HE institutes.

3.4 *Participants in the project*: SMEs 20 per partner, 100 for the project, VET centers, VET trainers and business coaches – 10 per partner, 50 for the project. These target groups will be the participants for the project and represent the market that will be targeted to ensure the sustained, long term use of the project results.

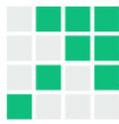
3.5 *Project partners* , incl. Personnel within partner organizations. It is important that personnel within partners receive timely, relevant and accurate information, hence they are part of the dissemination strategy (e.g. principals, managers and other staff, associates). The project team comprises four partners with different profile from the EU member states:



Exponential Training & Assessment (ETA) from the United Kingdom - Lead organization

[john.moore@exponentialtraining.com](mailto:john.moore@exponentialtraining.com)

[www.exponentialtraining.com](http://www.exponentialtraining.com)



BEST Institut für berufsbezogene Weiterbildung  
und Personaltraining GmbH (BEST) from Austria

office@best.at

www.best.at



Varna Economic Development Agency (VEDA)  
from Bulgaria

office@veda-bg.eu

www.veda-bg.eu



Universite de Bordeaux (UB) from France

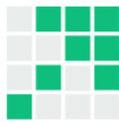
amelie.perret@u-bordeaux.

www.u-bordeaux.fr

It is the responsibility of partners to make every effort to ensure the continuity of personnel engaged in the project. In the event of a need to substitute a team member, Partner MUST notify Alexandra Johnson ([Alexandra.johnson@exponentialtraining.com](mailto:Alexandra.johnson@exponentialtraining.com)) and explain the reason for the change.

3.6 *Media*: industry/sector journals, news agencies, websites and broadcasters is a target audience. An effective dissemination strategy with media organisations can have significant impact on the reach and effectiveness of dissemination

For the different audience the partners will adopt a differentiated dissemination strategy and communication channels, depend on core message and results being disseminated for the respective type of audience. In general, more formal channel will be used by national and European audience, whilst more use of social media will be used to reach potential and / or actual high growth enterprises.



## 4. Core dissemination messages

The stakeholder engagement will be build upon the following key dissemination messages:

i. The Fit for Business Growth Model and methodology is a synthesis of three different bodies of knowledge: Wellness programmes, High Performance Work Practices and High Growth Business Coaching.

ii. The Fit for Business Growth Model is a unique approach to building high-performance teams for stimulating organisational performance and achieving high growth within a national and European context. (e.g. average annualised growth in employees or in turnover greater than 20% a year, over a three-year period)

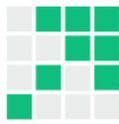
iii. Adopting and implementing the Fit for Business Growth Model by SMEs could result in long-term benefits such as improved quality of service, increased productivity, higher level of employee ownership and motivation, as well as enhanced level of innovation.

## 5. Methods for communication

Effective dissemination relies on the use of varied channels—e.g., publications, web sites and other electronic communications, meetings and conferences, person-to-person communications, formal collaborations or information networks.

It is important to consider what methods and channels the F4BG partnership will use to bring the research finding and intellectual outputs directly to project end users or partners. It is important to consider also how the dissemination partners communicate regularly with their constituencies—project end users. How the partners will use their channels to disseminate the project finding or product?

The dissemination plan is to consider all of these channels to ensure that the widest possible audience is exposed to project research finding or product/outputs and in ways that are both accessible and easy-to-use. Cost and cost-effectiveness are obviously important considerations in choosing the right medium.

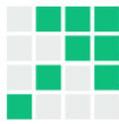


## 5.1 Internal Communication Methods/Tools

The Fit4BusinessGrowth project’s defined methods for internal communication will ensure day-to-day smooth and permanent communication flow among project team-members, allowing for prompt updates beyond Project Steering Group meetings and ensuring sound knowledge management among project partners.

Maintaining continuous internal communication is a crucial factor in ensuring efficient knowledge-transfer regarding project events and project implementation. Therefore, it is important that a database with the contact details of each partner’s representative responsible for dissemination is established (See Table 2 below).

First Name, Family Name	Position in the project	Phone /Fax; Mobile	e-mail	Skype
<b>PROJECT PARTNERS:</b>				
<b>Exponential Training &amp; Assessment (ETA)</b>				
The Bank, 22 Wood Street ,Earl Shilton, Leicestershire, UNITED KINGDOM <a href="http://www.exponentialtraining.com/">http://www.exponentialtraining.com/</a>				
Mr. John Moore	Project Manager	+ 44 (0) 1455 845071	<a href="mailto:john.moore@exponentialtraining.com">john.moore@exponentialtraining.com</a>	<a href="#">exponential.training</a>
Ms. Alexandra Johnson	Project Coordinator	+ 44 (0) 1455 845071	<a href="mailto:Alexandra.johnson@exponentialtraining.com">Alexandra.johnson@exponentialtraining.com</a>	<a href="#">exponential.training</a>
<b>BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH (BEST)</b>				
Mariahilfer Straße 8 A-1070 Wien, AUSTRIA <a href="http://www.best.at">www.best.at</a>				
Ms. Isabel Nunes	R&DI Manager	+43 01 / 585 50 50 - 83 +43 676 / 84 53 52 555 +43 01 / 585 50 50 - 77	 <a href="mailto:isabelnunes@best.at">isabelnunes@best.at</a>	<a href="#">isabeldiasnunes</a>
...				
<b>Varna Economic Development Agency (VEDA)</b>				
11 Otets Paisij Str., Fl. 5, Varna 9000, BULGARIA <a href="http://www.veda-bg.eu/?lang=en">http://www.veda-bg.eu/?lang=en</a>				



Ms. Todorka Dimitrova	Project manager	+349 52 606274; +359 887 934526	<a href="mailto:office@veda-bg.eu">office@veda-bg.eu</a>	<a href="#">vardevel</a>
Mr. Dimitar Atanasov	IT Communication Manager	+349 52 606274; +359 887 934526	<a href="mailto:datanasov@veda-bg.eu">datanasov@veda-bg.eu</a>	<a href="#">vardevel</a>
<b>Universite de Bordeaux (UB) - IUT de Bordeaux - Directrice du CRED</b> 15, rue Naudet - CS 10207 - 33175 Gradignan, FRANCE <a href="http://www.iut.u-bordeaux.fr/cred/">http://www.iut.u-bordeaux.fr/cred/</a>				
Ms. Amélie Perret	Director CRED IUT de Bordeaux	+33 5 56 84 58 10 + 33 5 56 84 58 09	<a href="mailto:amelie.perret@u-bordeaux.fr">amelie.perret@u-bordeaux.fr</a>	<a href="#">amelieperret33</a>
<b>Smart Growth for Business Consulting (SGC) -</b> Vukovarska 19A, 52440 City of Poreč, CROATIA <a href="http://www.pametanst.hr">http://www.pametanst.hr</a>				
Ms. Kelli Crise Kunej		+385 99 6402967	<a href="mailto:stefania.skender@gmail.com">stefania.skender@gmail.com</a>	
Ms. Stefania Skender				

This database will be updated as necessary throughout the project lifecycle and displayed on the project’s website to ensure availability of an up-to-date contact list with individuals responsible for the project and for the implementation of activity 3 “ Dissemination end Evaluation”.

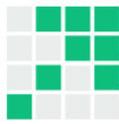
**Dissemination tools** to be used to support internal communication and progress throughout the project:

### i. Project Steering Group

Project Steering Group (comprising ETA and BEST) will meet quarterly to oversee project progress and to resolve conflict, performance/ or resource issues.

### ii. Transnational meetings/schedule

- Transnational meetings are scheduled throughout the project. The agenda and timing of the meetings reflects the stage of the F4BG project lifecycle.
- Partners are required to prepare in advance of meetings as per the agenda and attend for the duration of the meeting (i.e. two days).



- Part of the meeting will be used for networking, reporting project progress with the remainder being used to undertake collaborative working activities and problem solving.
- Partners must make every effort to ensure continuity of attendance meaning that the same individual(s) attend all of the meetings.
  
- If appropriate, hosting partners may invite stakeholders, local actors or experts, target group representatives to parts of meetings.
- Participating in cultural/social activities is optional for partners and is the responsibility of the hosting organisation when/if planning such as activities to ascertain the level of interest and is **OPTIONAL** for partners.

**M1: Vienna (AU) in Oct 2015:**

**Agenda Topics:** Project overview, alignment of the partnership, roles and responsibilities, Project Handbook and finance plans, risk assessment and stakeholder analysis, dissemination and evaluation discussion; Project Team Charter, draft OI, O2 and O3 including related indicators and results papers; action plan.

**M2: Varna (BG) in June 2016:**

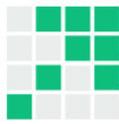
**Agenda Topics:** Standing status review (dissemination, finance, activities, evaluation and action planning); progress and up-dates on O1, O2 O3 including related indicators and results; initial multiplier event discussions; preparation for interim report.

**M3: Bordeaux (FR) in Jan 2017:**

**Agenda Topics:** Standing status review; feedback from interim report; further discussions regarding sustainability and exploitation plans; work and planning on multiplier events; plans for project close protocols including final report.

**M4: TO BE CONFIRMED BY ETA (HR) in June 2017:**

**Agenda Topics:** Standing status review: feedback and/or sign-off interim report; review of O1, O2 and O3 including related indicators and results; in-depth discussion regarding results and impact; multiplier event evaluation; concrete post project sustainability and exploitation actions; final report status and actions; formal reflection and evaluation of



project processes and results.

Between meetings, partners will participate in on-line meetings as required using GoToMeeting.

### iii. WIGGIO

Wiggio should be used for most communication and sharing documents. For communication of a sensitive nature (e.g. financial reporting, payment and performance issues) direct e-mail addresses should be used rather than Wiggio.

Partners will share and upload core documents and working papers using the F4BG Wiggio account. Partners should respect the folder/file structure and where applicable up-date documents on-line and set up a daily or at least weekly notification summary.

### iv. On-line Meetings

Partners will hold on-line meetings between Transnational Meetings to address and discuss specific issues and actions using GoToMeetings and/or Skype.

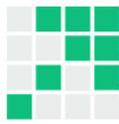
### v. E-mail (Skype, Vibre)

The continuous email communication and the occasional Skype/Vibre meetings are very simple and user-friendly ways to inform each other about the most important and urgent issues. In addition PPs have the opportunity to initiate bilateral discussions to get to know better the experiences of the given (other) project partner.

## 5.2 External Communication Methods/Tools

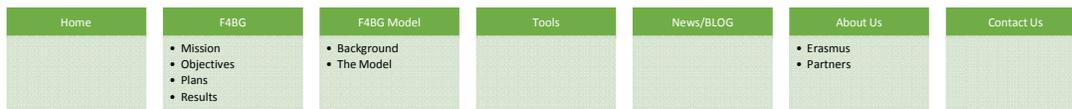
The following digital dissemination tools will be used:

<b>WordPress website + blog</b>	<ul style="list-style-type: none"> <li>• <a href="http://www.fit4businessgrowth.eu">www.fit4businessgrowth.eu</a></li> </ul>
<b>Twitter</b>	<ul style="list-style-type: none"> <li>• <a href="https://twitter.com/f4bgrowth">https://twitter.com/f4bgrowth</a></li> <li>• Username: @F4BGrowth</li> <li>• Password: F4BG€U15</li> </ul>
<b>LinkedIn</b>	<ul style="list-style-type: none"> <li>• <a href="https://www.linkedin.com/grp/home?gid=8407186">https://www.linkedin.com/grp/home?gid=8407186</a></li> </ul>



	<ul style="list-style-type: none"> <li>Partners are to join the Fit4BusinessGrowth group on LinkedIn and then will be given admin member rights</li> </ul>
<b>Facebook</b>	<ul style="list-style-type: none"> <li><a href="http://www.facebook.com/Fit4BusinessGrowth">www.facebook.com/Fit4BusinessGrowth</a></li> <li>Partners are required to send ETA their email addresses for Facebook and then be given Admin Member rights</li> </ul>
<b>E-newsletter</b>	<ul style="list-style-type: none"> <li>Content: up-date on project + articles with links to relevant stories</li> <li>Schedule: Jan 2016; June 2016; Jan 2017; June 2017</li> </ul>
<b>Articles by partners</b>	<ul style="list-style-type: none"> <li>Nov 2015 (ETA); Mar 2016 (BEST); Nov 2016 (VEDA); Mar 2017 (MAT); May 2017 (UB)</li> </ul>
<b>E-documents</b>	<ul style="list-style-type: none"> <li>Pdf project brochure</li> <li>Posters and infographics</li> <li>Reports</li> <li>Case studies</li> <li>Videos (using You Tube)</li> </ul>

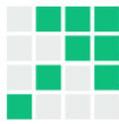
The aim of the F4BG website is to be the hub of digital marketing, dissemination and to be a showcase window for F4BG and containing key messages and documents for use by stakeholders. It will use a simple structure as outlined below:



Partners are requested to help build inward links to the website including their own organisation’s website. To compliment the website, Partners will also make use of social media tools including Twitter, LinkedIn, Facebook and e-newsletters. VEDA will coordinate the drafting of five articles by partners (i.e. one per partner) and two e-newsletters per annum to send to stakeholders. The social media campaign will be built around these articles and stories. Partners will also exploit the various European and Erasmus portals.

These outputs are described in details in Annex 2 of the “Dissemination and Digital Media Strategy”.

### 5.3 Other tools and outputs



## i. Tools for Free Public Access to Project Outputs

There are three main Intellectual Outputs:

- IO1 Fit for Business Growth Model and Toolkit
- IO2: Fit for Business Growth VET Training - (VET COURSE)
- IO3: A New Strategy: Fit for Business Growth - (POLICY RECOMMENDATIONS & GUIDELINES)

These outputs are described in details in Annex 2 of the “Dissemination and Digital Media Strategy”. Most of the of the project outputs and deliverables lend themselves to download and will be available for free access for project dissemination purposes as follow:

- The European Shared Treasure: This will be used to upload/ and to provide links to products and Intellectual Outputs including as downloads.
- Erasmus + Dissemination Platform and other European databases/websites: Partners will provide access to products and Intellectual Outputs via these sites.
- Partner websites: Partners will retain pages on their own websites featuring project details and links to products and Intellectual Outputs thereby providing free public access.
- Partners will retain electronic copies of reports, IT tools, posters and leaflets available on request (at a reasonable cost if requested in a paper-based format).

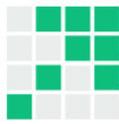
## ii. Multiplier Events

There are five multiplier events designed to ensure the effective final dissemination of the project’s Intellectual Outputs and exploitation strategy.

**Each partner will host a National Conference** addressing regional and national actors and representatives from key regional and national stakeholders and target groups (e.g. VET Centres and SMEs). **The multiplier event/conference will involve at least 60 participants.**

The conferences will showcase the project results and impact with a focus on the regional and national levels. It will also have a European dimension and include video presentations presented by the other project partners and European stakeholders. The aim is to present a concrete case for extending the use of the F4BG Model.

The conference will explore a range of key themes including:



- (1) The use of Wellness in Business and High Performance Work Practices in small and medium sized enterprises;
- (2) Showcasing the F4BG Model and local and regional SME participant successes;
- (3) Exploring ways to build on the project results nationally and at a European level thereby contributing further to the improvement of European SMEs performance.

**Planning for the conference will commence late 2016.**

These outputs are described in details in Annex 2 of the “Dissemination and Digital Media Strategy”.

### 5.4 Dissemination and Responsibility

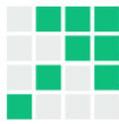
All F4BG marketing and dissemination activities, especially digital media activities should showcase project results, products and impacts.

ETA has overall responsibility for dissemination with VEDA taking the lead role for dissemination. ETA will host the F4BG website with inputs from all partners.

Partners will prepare and up-date a stakeholder database as well as preparing a quarterly report of dissemination activities supported by evidence of activities. All Partners are responsible for national dissemination activities with a shared responsibility for Europe-wide dissemination.

The following responsibility matrix summarises the partner’s role in dissemination:

Responsibility	Partner(s)	Notes
<b>Dissemination lead</b>	VEDA	Coordinating and analysis
<b>Website management/up-date</b>	ETA	Communication showcase
<b>Stakeholder database</b>	Partners	National and Europe
<b>National dissemination activities</b>	Each partner	National plans
<b>Using /up-dating social media</b>	All Partners	Articles and posts
<b>(E)-newsletter</b>	VEDA lead	All partners involved
<b>National multiplier events</b>	All partners	Coordinated by VEDA
<b>Quarterly Dissemination Report</b>	Report with	All Partners



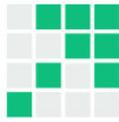
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	evidence	
<b>Aggregate dissemination report</b>	Reach and impact	Reach and impact VEDA
<b>Five case SME studies per partner</b>	All Partners	Format to be agreed

## 6 Timing and Reporting

### 6.1 Social /On-line Media Plan 2015-17

	Website	Twitter/LinkedIn	Facebook	Article/E-newsletter/Other
<b>Sept 2015 – Feb 2016</b>	<ul style="list-style-type: none"> <li>Set up website</li> <li>Inwards links</li> <li>About the Project</li> <li>Share link to blog(s)</li> <li>Introduce the F4BG model</li> </ul>	<ul style="list-style-type: none"> <li>Set up LinkedIn/Twitter</li> <li>Make people aware of the project and create a 'buzz'</li> <li>Use F4BG model in your business</li> <li>Share link to blog(s)</li> </ul>	<ul style="list-style-type: none"> <li>Set up Facebook Page</li> <li>Promote F4BG Project</li> <li>The best and most effective ways to utilise the F4BG model in your business</li> <li>Share link to blog(s)</li> </ul>	<ul style="list-style-type: none"> <li><b>Article 1:</b>Nov 2015 (ETA)</li> <li><b>E-newsletter 1:</b> Jan 2016</li> </ul>
<b>Mar – July 2016</b>	<ul style="list-style-type: none"> <li>Training process for the VET Trainer - about</li> <li>Share link to blog(s)</li> </ul>	<ul style="list-style-type: none"> <li>Share link to blog(s)</li> </ul>	<ul style="list-style-type: none"> <li>What the trainers are being taught and how they will benefit the SMEs</li> <li>Share link to blog(s)</li> </ul>	<ul style="list-style-type: none"> <li><b>Article 2:</b> Mar 2016 (BEST)</li> <li><b>E-newsletter 2:</b> June 2016</li> </ul>
<b>Aug 2016 – Jan 2017</b>	<ul style="list-style-type: none"> <li>Awareness of courses and the end result to be achieved</li> <li>How the courses are going</li> <li>Attract SMEs for pilot</li> <li>Share link to blog(s)</li> </ul>	<ul style="list-style-type: none"> <li>Learning course being offered</li> <li>Promote pilot</li> <li>Share link to blog(s)</li> </ul>	<ul style="list-style-type: none"> <li>Share link to blog(s)</li> <li>How can SMEs benefit from the courses being delivered</li> <li>"SMEs now have the chance to benefit from F4BG"</li> </ul>	<ul style="list-style-type: none"> <li><b>Article 3:</b>Nov 2016 (VEDA)</li> <li><b>E-newsletter 3:</b>Jan 2017</li> </ul>
<b>Feb – Aug 2017</b>	<ul style="list-style-type: none"> <li>Piloting and the progress of SMEs</li> <li>Share link to blog(s) End results</li> <li>Post project activities</li> <li>Share link to blog(s)</li> </ul>	<ul style="list-style-type: none"> <li>Changes with SMEs</li> <li>What SMEs are involved – tag the SMEs in tweets</li> <li>Share link to blog(s) End results of the SMEs</li> <li>What happens next</li> <li>Link to final report</li> <li>Share link to blog(s)</li> </ul>	<ul style="list-style-type: none"> <li>Feature SMEs involved</li> <li>SMEs experiences and benefits</li> <li>Share link to blog(s) Link to final report</li> <li>Post project actions to assist SMEs further</li> <li>Share link to blog(s)</li> </ul>	<ul style="list-style-type: none"> <li><b>Article 4:</b> Mar 2017 (MAT)</li> <li><b>Article 5:</b>May 2017 (UB) <b>E-newsletter 4:</b>June 2017</li> <li><b>SME case studies:</b> x 25</li> <li><b>Multiplier events:</b> E1 – E5</li> </ul>



## 6. 2 Dissemination Reporting

Reporting of dissemination activities is required quarterly as part of the quarterly reporting using Procedure 2: F4BG Dissemination Report

- **Frequency:** Quarterly
- **Format:** Excel
- **Pre-set dropdowns:** Period, Organisation, Target Group, Level and Media
- **Freehand text:** Describe Activity, Describe Supporting Evidence, Date (use dd/mm/yy format) and Number of People
- **Automatic totalling:** of Number of People
- **Additional rows:** Insert rows as required
- **File Save Format:** <Partner abbreviation + Period>(e.g. DisETA1, DisMAT1, DisUB1 ..)
- **Upload to Wiggio Folder:** Dissemination/PR – Period 1; Period 2; Period 3...

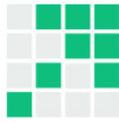
Example extract of F4BG Dissemination Report

	Quarterly Dissemination Report					
<b>Project Title:</b>	Fit4BusinessGrowth	<b>Period:</b>	Period 1: Sept 2015 - Nov 2015			
<b>Grant Agreement:</b>	2015-1-UK01-KA202-013654	<b>Organisation:</b>	ETA (UK) - PIC: 945069352			
<b>Contract Duration:</b>	01 September 2015 to 30 August 2017					
Describe Activity	Describe Support Evidence	Target Group	Date (dd/mm/yy)	Level	Number of People	Select Media
News release to local meida	Copy of news release	Other Stakeholders	29/09/15	Local	2	Printed Media
E-shot	Copy of e-shot	SMEs	30/09/15	Regional	300	Social Media

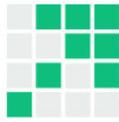
## 7. Evaluation of the dissemination

As with all other elements of the project, the dissemination activities can be monitored and measured for success. To find out whether the dissemination strategy was well designed and implemented, it is important to build an evaluation component into all major dissemination activities to monitor their quality and level of effectiveness.

Below are the indicators against which the selected tools and methods for dissemination will be evaluated.



Type of dissemination method	Proposed Indicators for realisation	Values	Responsible partner(s)
<b>Project Website</b>	Checking the usage logs; Number of visitors	Basic value - 0 Target value - 1	ETA, VEDA
<b>Stakeholder database</b>	Number of national database created;	Basic value - 0 Target value - 5	Partners
	Stakeholders reached at national level	Basic value - 0 Target value - 100	
	and at EU levels	Basic value - 0 Target value - 500	
<b>National dissemination plans</b>	Number of national plans developed	Basic value - 0 Target value - 5	Each partner
<b>Intellectual outputs</b>	Number of intellectual outputs developed and uploaded on-line for free access	Basic value - 0 Target value - 3	ETA, VEDA, Project partners
<b>Using /up-dating social media</b>	Number of used on-line media	Basic value - 0 Target value - 3	All Partners
	Number of articles published;	Basic value - 0 Target value - 5	
	Number of posts per 3 months	Basic value - 0 Target value - 6	
<b>(E)-newsletter</b>	Number of newsletters developed;	Basic value - 0 Target value - 5	VEDA lead ; All partners involved
	Number of newsletter subscribers.	Basic value - 0 Target value - 300	
<b>National multiplier events</b>	Number of National multiplier events;	Basic value - 0 Target value - 5	Coordinated by VEDA; All partners
	Number of participants in the multiplier events per partner;	Basic value - 0 Target value - 60	
<b>Quarterly Dissemination Report</b>	Number of Dissemination reports per partner	Basic value - 0 Target value - 6	All Partners



<b>Aggregate dissemination report</b>	Number of Aggregated dissemination report produced	Basic value - 0 Target value – 6	VEDA
<b>Five case SME studies per partner</b>	Number of produce SME studies per partner;	Basic value - 0 Target value – 5	All Partners
	Number of dissemination tools used	Basic value - 0 Target value – 6	
<b>Promotional materials (brochure, poster)</b>	Number of promotional materials produces;	Basic value - 0 Target value – 2	VEDA; All Partners
	Number of people reached by dissemination materials/outputs.	Basic value - 0 Target value – 300	
<b>Training for coaches</b>	Number of training sessions;	Basic value - 0 Target value – 5	All partners
	Number of participants;	Basic value - 0 Target value – 50	
	Number of complete evaluation questionnaires	Basic value - 0 Target value – 50	
<b>Press-releases</b>	Number of press-release disseminated;;	Basic value - 0 Target value – 5	ETA; VEDA; All partners
	Number of Press-releases published on-line	Basic value - 0 Target value – 15	
<b>Project related presentations</b>	Number of presentations produced ‘	Basic value - 0 Target value – 5	ETA; VEDA; All partners
	Number of people seen presentations during public events (meetings, pre-conferences);	Basic value - 0 Target value – 300	
<b>Presentation templates (PowerPoint headed letter, reports)</b>	Number of templates produced	Basic value - 0 Target value – 5	ETA; VEDA; All partners