



SAMPLE DELIVERABLE 3

SAMPLE DISSEMINATION PLAN

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Table of Contents

1. Introduction.....	4
1.1 Target groups	4
1.2 Dissemination Phases.....	4
2. General rules	4
3. Communication tools	5
3.1 Brochure	5
3.2 Press releases.....	6
3.3 Publication of Articles	6
3.4 Inside meetings	8
3.5 Official project website Implementation	8
3.6 Description of the project in the web site	9
3.7 Specialized seminars	10
3.8 Release of all the documents/output to the European Commission	11
3.9 Panel group meetings.....	11
3.10 Mailing list and newsletter	12
4. Dissemination Activity Report	13

1. Introduction

1.1 Target groups

The dissemination activities aims to reach different target groups such as wider public, local decision makers and experts researchers and practionners, specific stakeholders.

1.2 Dissemination Phases

In every phase of the project there will be some key aspects that must be took into consideration and they will have to emerge in the dissemination.

In the initial phase, the dissemination will be focused on:

- to spread out information on the objectives of the project in order to involve the potential stakeholders.

In the following phases, the key points for dissemination will be:

- to meet the media
- to promote the project results by promoting the tools of communication availables.
- to provide informations on outputs of project and to receive feedbacks from stakeholders

2. General rules

Based of a program shared by the whole partnership, each partner will:

- prepare all the contact details that are useful for the activities of dissemination (for example, who is responsible for this action, in particular, his/her address e-mail/telephone.);
- prepare a section devoted to Sample project on his own website to entertain

In all the material used for the dissemination it is important that all the contact details (logo, images, person to be contacted, link, bibliography and so street) is shared and conformed with the supervision of the coordinator.

The principles to follow in all the dissemination phases and activities is that to share and to inform the about the output and product of the project, but above all to involve all partner (of project and at local level) in the implementation of activities.

There will be some rules to standardize about partners in order to adopt a common policy of communication inside the project.

All the material will be available in electronic format directly in the partners area of the official website of project (<http://www.sample-project.eu/>)

3. Communication tools

Dissemination planning provides an opportunity for dissemination goals, strategies, and activities that have to be conceptualized and carefully considered.

In our planning process, it is important to remember that activities, such as:

- conferences,
- workshops,
- academic courses,
- meetings,
- computer-based discussion lists,

and products, such as:

- reports,
- journal articles,
- newsletters,
- websites,
- brochure,
- digital publication

are primary tools that may help to reach the dissemination goals for certain target audiences.

3.1 Brochure

Objective

To communicate shortly and effectively the aims of the project and to provide information on the Partnership.

Target

Participants to Seminars and meetings

Description of output

Based on a shared text among partners, the coordinator prepares an English version of the brochure and each partner translates into his own language ;

The brochure layout will be the same for all the different language versions

Some rules to be respected in the preparation production of dissemination tools::

It is strictly mandatory that logo of the European Commission and VII FP are first page of each outputs

The logos of the partners will be on the last page , and the logo of project in the front page of each dissemination tool

Photo of the activities and images;

WebSite and e-mail of contact;

In the brochure there will be an introduction to the project based of the followings matters:

- main objectives of the project;
- purpose of the project;
- activity carried out before the project;
- resulted acquired and produced servants;
- addresses of the most important institutional actors contact details (for example European Commission, involved agencies,etc).

3.2 Press releases

Objective

To involve the press, and by it a wider audience in the events that have relation with the activities of the project. Besides, also to recall the share to the events

Expected result

Each partner that entertains an event produce the press release and sends it to the main local/national press at least three days before the event. The day after the event the final press release will be produced and sent to the same newspapers . All the press releases will contain the links to the site of project.

Content

Press release Ex ante

A standard introduction on the project, on the partners and information on the public;

A clear description of the event, with particular emphasis on the bond among the activities of the project and the territory concerned.

Press release Ex post

A standard introduction on the project, on the partners and information on the public (???);

A brief and clear description of the event and its results;

An Updating regarding the next meetings/steps and events of the project.

Number

4/6 press releases (2/3 ex ante and 2/3 ex post)

Timing

Before and after all the important events during the life of the project.

Material for the reports

Copies of daily paper and magazines.

Where

Spain, Great Britain, Italy, Poland.

3.3 Publication of Articles

The articles are conceived for being published both by daily and periodic specific that they turn to an undiversified public or from daily paper or periodicals that face themes near to those of the project .

All the articles and the news from the daily paper and from the periodicals will be preserved in Press reviews attached to each every activity report .

A) Articles on no specialized press

Objective

To disseminate the description of the project and some key aspects of the activities.

Description of output

The articles have to be concise, clear and simple to be understood, because they are turned to a no specialized public.

Contents

- Presentation of the key aspects of the project;
- Attention turns to remarkable aspects of the activities of project or to the results reached by the same project at that time;
- Informations on the partners of project;
- Project Web Address web and e-mail of relevant partners

B) Communication to the specialized press

Objective

To spread out concrete indications and every good practice that it is pointed out by the activities of the project.

Target group

Project stakeholders, specialised public (University, public and private bodies)

Description of output

The articles have the purpose to communicate to a group of experts the themes of the project. The language and the treated matters are very specific.

Contents

- Analytical description of the project and the treated problems;
- Individualization and punctual description of good practices pointed out by the activities of project;
- Description of the partnership and tools used for the project;
- Project Web Address and e-mail of partners

Number

1 or 2 articles of general character;

1 or 2 articles for the specialized press.

Timing

during all the project life and further

Material for the reports

Copies of the daily paper and the magazines.

Where

All the countries of the participants.

3.4 Internal meetings

Objective

Sharing and diffusion of methods, techniques and experiences of the project.

Target

Representatives of project partners .

General waiting

These are inside technical meeting in which take part the actors of the project, therefore the used material is the typical technical material in every project (accounts, rates of evaluation, cards of monitoring et cetera).

Contents

The development of the project;
Faced problems and proposals for solutions;
Intermediary accounts.

Material for the report

Images and accounts.

Where

In all the countries of the participants.

3.5 Official project website Implementation

Objective

To reach the highest number of contacts possible, and to stimulate the discussion among interested audience using a open forum section of the website.

Target

Generic public and “experienced.”

Description of output

The website will be implemented during the life of the project with the contribution of each partner. A moderator will help the coordination of the updating. The language of job will be the English. The url of the official site will be connected to the most important generalist search engine on the web (for example Google, AltaVista, Yahoo et cetera).

Contents

Logo of the European Commission;
Logo of VII FP;
Partner logos;
Logo of the project;

Photo and images of the activities,

Introduction to the project on the base of the followings points:

- principal objectives of the project;
- purpose of the project;
- activity brought before;
- resulted acquired and produced servants.

3.5.1 Use of web site intranet

Each partner has the possibility to edit news and events, to put on line documents, report, all materials product in the inside meeting; purpose about future activities.

► The intranet would be the work place for each partner, and have to be seen like the common instrument to simply and to get more stimulating the project dialogue.

3.6 Description of the project in the web site

Objective

To spread the knowledge of the project and the relative activities towards a public interested in the activities that develop the partners of the project.

Target

Undiversified public, but located in the country of the partners

Description of output

A brief text, of easy reading.

Contents

Brief description of the project;
Tables, programs of job, images and so on;
Photo of the activities;
Link with the official site of project.

Number

As necessary

Timing

Life project

Material for the reports

Page web.

Where

Internet.

► A section of the web page will be dedicate to the publications of output of project, in particular at the publication of final report of scientific meeting and final results.

3.7 Creation of link to the site of Sample project

Objective

The objective is twofold

1. the matters of the project to make visible to people that visit the site internet of the partner, the site internet of the institutional organizations involved in the project, et cetera.
2. the corporate body and the organizations to make partner of project and their activities visible in the site of Sample project

► Each partner has the role of the promotion about implementation project at local and national level
For this reason each partner has to product a list of contacts (reviews, web site list) both at institutional and non institutional level, to use for the dissemination and the creation of links at official website of project.

Target

General public located in the countries of the partners, at European level; specialized websites.

Contents

Logo of the projects on site of the partners and the logo of the partners on the website of the project, with an hyperlink.

3.8 Specialized seminars

A. organization of specific seminars:

Objective

To spread out and to share with corporate body, associations and enterprises “experienced” the whole good practices and remarkable experiences pointed out by the project.

Target:

An experienced public

Interest of the group target for the project:

Description of output

Every partner that will organize a seminar on the matters treated by the project, using its own net of relationships to local level, national and trans-national, will have way of explaining the objectives and the results of sample project

The dissemination can be realized for also introducing the project to other meeting organized for other projects or every turns a partner is invited to speak to a lecture or to a congress.

The most effective modalities for the dissemination of the information it will be definite and valued directly from the partner himself.

Contents

Presentation of the project and the partnership through presentations (for example power point);

Brochure and other distributed informative material;

Direct experiences of participants have to reported in to the activities of project .

Poster, photo and brochure, images that illustrate the principal matters of the project,

as:

Logo of project;

The partners' Logo

Images and photo of the activities,

Description of the project;

Activity brought before;

Reached results and released products;

Addresses of the most greater institutional referents (for example European Commission, the involved offices et cetera);

Address web and e-mail;

Link with the sites official internet of the partners;

Other useful links

Number

2, according to the programs of the partners.

Timing

For the entire duration of the project.

Material for the reports

Brochures, photo, presentations in power point; report, any useful documentation.

Where

Local and national level.

3.9 Release of all the documents/output to the European Commission

Objective

Delivering of the products of project to the European commission is specific duty for the partners of the project.

At the same time, the sharing of the products of project with the European commission helps the diffusion of the project and the more important aspects.

Target

European Commission, Dg Research, other EC Agencies and bodies

Description of output

All the products realized for the project will be gathered by the coordinator and send to the European commission within the established times.

Contents

Activity of monitoring and evaluation of the activities;

Diffusion of the Products (brochure, poster, cd rom and so on).

3.8 Panel group meetings

Objective

To share the experience of project and the good practices among the representatives sanitary public firms, NGO, third sector organizations, local and regional authorities. and the participants to the project.

Target

Representatives of the Panel Group.

Description of output

All the aspects of the project will be kept in consideration to plan and to bring before the dissemination also through the Panel Group.

Contents

Presentation of the Project

Products of the monitoring and the activities of evaluation.

Products of dissemination (brochures, poster, cd rom and so on).

Discussions public courses ahead with a moderator, accounts of the discussions.

Photo and anything can be important for the activities of project.

Number

Plain of the meetings.

Times

During the whole duration of the project.

Material for the reports

Accounts

3.9 Mailing list and newsletter

Objective

To punctually reach the corporate body and the interested organizations to the purposes and the matters of the project. A direct communication with the person responsible of every corporate body involved.

Target

Corporate body and interested organizations directly involved or interested to the project.

Description of output

To divide a mailing list of all the people and organizations that can be contact for the our intentions.

We will organize it through the site web. In the area reserved to the partners there will be one tool to draw all addresses with we which could communicate

Four newsletters will be released to the mailing list of project, at conclusion of each phase and on the occasion of particular events.

Every newsletter will be written with the support of all the partners and the coordinator.

Contents

Logo of the European Commission;

Project logo;

The Partners' Logo;

Photo and images of the activities,

Project introduction on basic the of following topics:

- principal objectives of the project
- purpose of the project
- activity brought before

- output acquired and products
 - Addresses of the institutional referents (for example European commission, Offices involved et cetera).
- Site web and email of contact;
Addresses of the partnership

4. Dissemination Activity Report

All the programmed activities will be collected and processed in a proper way.

All the collected information will have to form a dynamic and exhaustive file of the activity that will be done in the countries of the partners.

The model report can directly be filled in through the site of project, where an activity database can be consulted. To optimize the queries and the results all the records must be filled in in English. The additional documentation, as invite, programs, presentations et cetera must be attached in English.

Here is a prototype of report of the activity of dissemination (See file in attached)