

Dissemination plan

DSP

- The dissemination strategy of the project has the aim of increasing the visibility of the project, primarily for the target groups as well as for all other key audiences.
- The Dissemination strategy plan (DSP) aims at increasing the impact and visibility of the SPIDE project internally, regionally and at the European level.
- DSP describes the project's dissemination objectives and tools for achieving them throughout the project duration.

Dissemination plan

- The dissemination plan will cover internal and external communication and dissemination:
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Internal dissemination

- Project's website
- Transnational meetings
- Training activities and workshops
- BEP platform

External dissemination

- Online resource hub
- Publication results (newspapers, social media)
- International conferences
- Communication results

Dissemination plan

- *Important points of reference for external communication will be:*



Project's website (translated in 4 languages)

International Career Center for Entrepreneurship (ICCE)

Transnational meetings and training activities

Business Simulation Software (BSS)

Resources and tools for implementing the DSP

- ✓ Personal communication (e-mail, telephone)
- ✓ Web-based dissemination (project website, partners websites, BEP platform), media communication and press releases
- ✓ Social media
- ✓ Publication and scientific activities

Resources and tools for implementing the DSP

Branding

- Project Logo
- Promotional materials
- Templates

Project website

- Public section, news and press releases
- Password protected section (internal dissemination)
- Domain for the website
- Website language (4 in total, including English)

Media communication and press releases

- local and national newspapers
- Online news portals

Social media

- Facebook as the most widely used platform with the highest potential reach
- Other social media platforms such as, LinkedIn, Instagram & Twitter

Promotional materials

- Hardcopy and digital flyers
- Banners

International events and publications

- National and international conferences
- Scientific journals

Project communication

- Project communication will be structured in three levels:
 - At project management level
 - At project activity level
 - Stakeholder meetings
- Communication will remain constant throughout via Skype conference calls, telephone calls and e-mails.
- The communication will be closely monitored by project coordinators, in case some major issues need fast resolutions.

Project communication

- Communication among project members and students will be conducted in both ways:
 - The students will be constantly briefed about specific project activities
 - The students will provide feedback of the successfulness of above mentioned activities, once the implementation period of each is completed
- The BSS software and the BEP platform will provide an on-line solution for communication among students, project team members and stakeholders.
- Transnational meetings will be utilized for internal communication and coordination.
- The online resource hub will provide a method for internal and external document and information exchange.

Visibility strategy

- The visibility strategy includes all of the graphical and textual elements necessary for the correct promotion of the project implemented through the Erasmus+ programme.
- All actions of visibility must be in accordance with EU and Erasmus + guides of visibility, as well as the National Agency monitoring the project.
- Project materials include but are not limited to:
 - Plans
 - Participation lists
 - Reports
 - Publications
 - Presentations

Visual identity elements

- It is recommended that materials should include the mention “funded by Erasmus + Programme”.
- Where it is appropriate for the SPIDE logo to be included, the Erasmus + logo will enjoy equal prominence and abide by ‘Visual Identity Elements’. The logo of the National Agency of the project coordinator should also be included.
- All visual materials should contain the Erasmus + logo, which should be used as prescribed in the ‘Graphic Design User Guide’ by Erasmus + Programme.

Visual identity elements

- The acceptable form of the Erasmus + logo is



- Another acceptable form of using the Erasmus + logo would be



- In addition, all ISPEHE reports and presentations need to include the following disclaimer:
“This publication has been produced under the Erasmus + Programme.”

Visual identity elements

- The mention of the project being funded by the Erasmus + programme must be included in all the following activities:
 - Press releases
 - Press conferences
 - Printed promotional material
 - Official project website and partner websites
 - Display panels
 - Banners
 - Audiovisual productions
 - Public events
 - Project visits and meetings
- Wherever possible, the Erasmus + slogan (Changing lives, opening minds.) should be used in promotional materials.

Visibility in outputs

Communication	Visibility elements	Frequency	Target audience
Press conferences	Promotional items	As required	Broad public
Transnational meetings	Training materials Publications Participation lists/certificates Promotional material Press releases	Two transnational meetings/visits are planned for the duration of the project	Participating parties
Press releases	Usage of logo/slogan Mention of Erasmus+ and National Agency of the project coordinator	Twelve (12) articles are planned for publishing in local and national newspapers (3 articles per participating country) for the duration of the project	Broad public

Visibility in outputs

Communication	Visibility elements	Frequency	Target audience
Multiplier events	Promotional material	One multiplier event is planned for the duration of the project	Stakeholders
Intensive study programme	Promotional material	Three intensive study programmes are for the duration of the project	Stakeholders
Project website ICCE website/online resource hub	Usage of logo/slogan Mention of donor	For the entire duration of the project and beyond	Stakeholders/broad public
BSS Software	Usage of logo/slogan Mention of donor	For the entire duration of the project and beyond	HEIs, students