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## DISSEMINATION AND MARKETING STRATEGY

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Authors	INTREEGUE - Hilda Weges
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## 1. Introduction

Dissemination refers to the process of making the results and deliverables of a project available within their own organisation and to the stakeholders and the wider audience. Dissemination is essential for take-up, and take-up is crucial for the success of the project and for the sustainability of the project outputs in the long term. To ensure that the project results will be taken up and embedded in the community, a project must develop a dissemination plan that explains how the outcomes of the project will be shared within their own organisation and with stakeholders, relevant institutions, organisations, and individuals.

In Erasmus+ projects, dissemination and exploitation are critical topics for a good result of the project. (See also Annex 1 for an overview from the Dutch National Agency.)

That makes it important to start with dissemination from the very early start of the project.

This document contains some background information about dissemination. Its aim is to help the partners to set up their own dissemination plan and to implement it.

Question: Each chapter has some questions/tasks for the partner. By answering these questions, you can create the main parts of your dissemination plan.

### Impacttool

To help Strategic partnerships to obtain as much impact as possible the Dutch National Agency has developed an online impacttool. We have used this tool during the development of the project proposal but it also might be of help for our project. Please have a look:

<https://www.erasmusplus.nl/en/impacttool-strategicpartnerships>



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## 2. 5xR - Strategy

An effective dissemination plan should be based on a so-called 5xR-Strategy. This strategy should help to develop your dissemination plan. It contains five strategical measures for important message in the right place, right form and useful for the target groups:

### Right target groups

- partner organisations (internal marketing)
- intermediaries (external marketing)
- press
- others

Question: Did you identify your target groups? Make an overview of it.

### Right message

For example: a format for a leaflet with PROGRESS promoting text on unique PROGRESS promoting points and testimonials.

Question: Did you plan to make a leaflet, brochure, with the PROGRESS message in it?

### Right medium

See chapter 4: Examples of instruments for internal and external project activities.

Question: Can you make an overview of the instruments you will use?

### Right moment

Timeline from kick-off meeting till end of the project, and after.

Question: Can you make a timeline for all your dissemination activities, internal and external?

### Right place

Your network has structural and direct external contacts also after the project.

Question: You will be able to create a sustainable Network, also active after the end of the project? And how?

**You can use all answers in your own dissemination plan.**



### 3. Key elements of a dissemination plan

#### **Purpose**

All dissemination should have a purpose and support or inform about project development in some way.

The purpose of the dissemination activity may be to:

- Raise awareness – let others know what you are doing
- Inform – educate the community
- Engage – get input/feedback from the community
- Promote – “sell” your outputs and results.

Defining the purpose of dissemination is a first step to decide on the audience, message, method and timing of the dissemination.

#### **Audience**

The dissemination process depends on who you want to reach and what they can do for your project. 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 use can be made of the results of the stakeholder analysis. The following audiences may be considered:

##### — Internal audience

The members of the project consortium and your own institution need to stay well informed about the progress of the project. Adequate internal dissemination can also ensure that the project has a high profile.

##### — Other project

Sharing project results with coordinators and key actors of projects dealing with similar topics, both within the Erasmus+ programme and in others, will ensure visibility and uptake of results, and provide opportunities to receive feedback, share experiences and discuss joint problems and issues.

##### — External stakeholders

Persons, who will benefit from the outcomes of the project, as well as "opinion makers" such as teachers, researchers, librarians, publishers, online hosts, etc., can act as catalysts for the dissemination process.

##### — The community

It is likely that certain elements of the project, such as guidelines, methods, evaluation criteria, questionnaires, etc. can be used by a wider audience than the specific target group. These elements can be shared with the wider community through articles, conference presentations, case studies, etc.

Question: Make an overview from your categories of Audience.



## Message

The message should be useful to keep the communication principles in mind:

- Messages should be clear, simple and easy to understand. The language should be appropriate for the target audience, and non-technical language should be used where possible.
- Messages should be tailored to the receiver(s). It is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the receiver should be checked each time.
- Messages of different projects related to the same subject can be coordinated to enhance impact.
- Information should be correct and realistic.

Question: Is the general PROGRESS message clear? And also in your specific situation?

## Methods

While there are a wide variety of dissemination methods, it is important to select the right one(s) to get your message to the target audience and achieve your purpose.

To create awareness about the project:

- newsletters,
- flyers and
- press releases

To transmit information about the project:

- reports, journal articles,
- websites

To promote the project and its outcomes

- conference presentations and websites

Question: Make an overview of the methods you will use.

## Timing

When planning the dissemination, it is important to decide when different dissemination activities will be most relevant. The ideal timing will depend on the progress of the project as well as on the agenda of the target audience. For instance, at the start of the project, it is best to focus on raising awareness; at the end on highlighting the achievements and deliverables. In terms of the “receivers” agenda, the time commitments of the target audience and stakeholders should be considered. For instance, school or bank holidays should be acknowledged, and when working with universities, it will be difficult to reach academic staff at the start of the term or during examinations. Use also the PROGRESS Gantt chart.

Question: Make a timeline for the complete project period and put all planned dissemination activities on this timeline.

## 4. Examples of instruments for internal and external project activities

The following instruments are examples for developing your own strategy for dissemination of the project.

### **Project website**

Our project website <https://greenprogress.eu/> is seen as a valuable instrument and it is informative about all the activities and results of the project. It gives indication for the communication of the message and it gives instruments and products to use in your own situation.

### **Presentations on meetings and events**

The content, target and result should present on meetings and events in the local / regional level as well as in other authorities' meetings.

### **Publications, articles in magazines**

A number of articles and publications can be produced during the project (e.g. good practices, TPM or about multiplier events).

### **Press releases, interviews, free publicity**

Press release, short videos and other media might be used. Especially video is a strong upcoming medium and when you put it on YouTube it is always available and easy to find.

### **Social media**

Social media enables fast communication on the internet through for example Facebook, LinkedIn, Instagram and others. But this requires fast, up-to-date and 'personal' reporting. For this reason we suggest that every partner uses his own social media for communication about the project. We will refer to these posts and messages at our project website whenever this is needed. See also Annex 1 of this document.

Question: Make an overview of instruments you have planned to use. Combine it with the timeline from the previous chapter.

## 5. Marketing tools

Good dissemination of project results is impossible without good marketing. To inspire all partners, an overview of ten important marketing tools follows. All these marketing tools refer to the different dissemination activities, e.g. producing a cookbook or using the videos and games in the media, in schools, organizations, in the member countries of the EU. It is not an exhaustive list, but it is directly based on the dissemination of the project itself and its results. It offers ideas to improve the dissemination plan. (see also Annex 3)

Question: Which Marketing Tools you plan to use? In what context?





## 6. Communication aims

In the introduction of this Manual, it was mentioned that dissemination is being considered as very important by Erasmus+. With the information in this document, it is possible to formulate the communication aims of the PROGRESS project.

What does PROGRESS want to realise?

- At least 3 regional partners of the PROGRESS partner schools are aware of the activities and results of the PROGRESS project and feel inspired through the collection of good practices on the website.
- At least 5 of the agricultural schools in the several partner countries are aware of the activities and results of the PROGRESS project and feel inspired through the collection of good practices on the website.
- At least 5 Europea members from non-partner countries are aware of the activities and results of the PROGRESS project and feel inspired through the collection of good practices on the website.
- Number of hits on project website in the first year 2021 with an average of 100 unique visitors every month from 6 countries and second year with an average of 200 unique visitors every month from 10 countries every month.

This list of aims seems to be ambitious. However, by formulating it in advance – and in a quantitative way – it helps to control the implementation of the project.

Question: Formulate the (number of) target groups which are aware of PROGRESS.

Question: How will you refer to the project website from your own website and communication means (like newsletters etc.) to stimulate visits to our project website?

Question: What will you do after the project has finished?

## 7. Planning for Dissemination

After the formulation of the aims, the next step is to formulate your own dissemination plan. The answers to the previous questions have given already valuable input.

In other words: This dissemination plan should explain the following topics:

- Why – the purpose of dissemination
- What will be disseminated – the message
- To whom – the audience
- How – the method
- When – the timing.

*Annex G Format for Dissemination Plan* from the Project Handbook provides you with a format to develop your plan. You can use the answers of the question within this document.

### Reporting

All partners are asked to report on their dissemination activities on a regular basis and send it as a short public news message (short text and photo – free of use) to INTREEGUE (project@hildaweges.nl) so she can put it on our website.

For the Multiplier Events extra evidence is needed like a signed attendance list of the meeting (See ANNEX C Handbook), a copy of the program, photos and other evidence materials like copies of articles, screen dumps from websites, etc.

Question: Disseminate the project whenever possible and report about your dissemination activities on a regular basis through a news item (at least every 3 months).

Question: For Multiplier Event send a signed attendance list, program and other evidence to the Project Management.

### Final report

Since the Projectmanagement needs to have a complete overview of all dissemination activities the dissemination activities on the website and the evidence of the Multiplier Events will be combined in a report at the end of the project to proof our dissemination activities. The planning for the writing of this report is at the end of the project, shortly after the last TPM.

## 8. Used Sources

BIOCOMP – Dissemination plan and marketing tools by Hans Blankestijn en Elke Helm (Project-N° 2019-1-2019-1-CZ01-KA202- 061409)

Erasmus+ National Agency NL - Dissemination plan

Thompson MF, Green L, Hernández-Cordero, LJ, Fullilove RE (2006). Obvious and Not-So-Obvious Strategies to Disseminate Research - Health Promotion Practice, 7(3), 306-311.

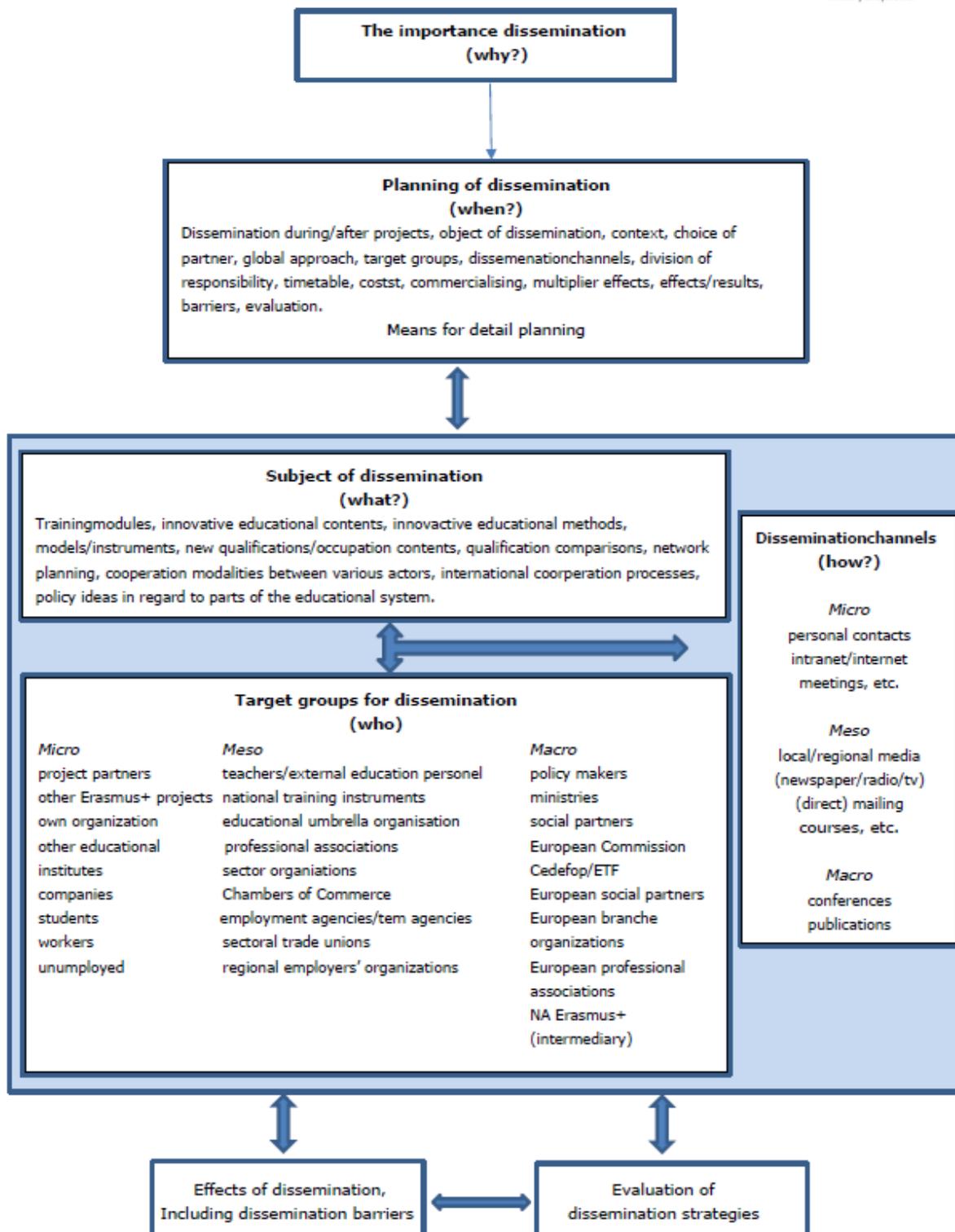
IACEE (1999) - Tools for planning the dissemination of project results  
<http://www.leonardodavinci.fi/dissemination/tools.pdf>

CAFEA - Consumers, Health, Agriculture and Food Executive Agency  
Managing projects - Elaborating a Dissemination Plan  
[http://ec.europa.eu/chafea/management/Fact\\_sheet\\_2010\\_06.html](http://ec.europa.eu/chafea/management/Fact_sheet_2010_06.html)



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## Annex 2 - Overview of Dissemination measures – Methods, Purpose, Hints and Tips

Methods	Purpose	Hints and Tips
Newsletter Awareness	Inform	Project or institution newsletter can be used to announce the project, give regular updates, develop a profile, and get buy-in. Be creative. For example, include an interview with your project 'champion', some quotes from end users, or praise from an external evaluator. Make sure they know the project is a success.
Project website	Awareness Inform Engage Promote	A project website is one of the most versatile dissemination tools. It can contain information for different audiences. Add to it regularly so people keep coming back. Sell the project and engage the community.
Press releases	Awareness	A press release is a formal announcement to the national press. Projects can issue one to announce important achievements. It takes skill to write a press release and get it to the right media.
Flyers /brochures	Awareness	Flyers in printed form can be handed out at conferences or to colleagues at your institution. An electronic version (e.g. PDF file) can also be circulated electronically. Glossy brochures are rarely worth the time and expense.
Programme meetings	Engage	Programme meetings are excellent opportunities for projects to learn from each other, discuss common issues, and get feedback on their work.
Conference presentations	Engage Promote	National and international conferences are an important opportunity to share your achievements with experts in the field. Make sure you have something to say, select conferences where it will have an impact, and ones that will attract the experts you want to impress.
Conference posters	Engage Promote	A poster session at a conference may be more appropriate when you have work in progress. You write up your work in poster format, and present it to delegates who attend the session. It may not be as glamorous as doing a presentation in the auditorium, but it is an excellent way to engage people, gauge their reactions, and get one-to-one feedback.
Workshops Engage	Engage Promote	Workshops are small interactive events held to achieve a specific objective. A workshop can be used to get feedback from users on a demo or from experts on particular issues. Make sure to make it a work shop: the emphasis should be on discussion, not presentations.
Demonstrations Engage	Engage Promote	Demonstrations are useful early in the project to get feedback from stakeholders on functionality, usability, and look-and-feel. Consider a demo for stakeholders at your institution to keep them informed about what you're doing and to help with buy-in.
Online discussion lists	Awareness Inform Engage	E-mail lists are useful for discussing new developments, problems, and issues. They are an opportunity to be proactive and reactive, share your learning with the community, and develop a profile for your project.
Journal articles	Inform	Any and every opportunity should be taken to get articles published about the project. Consider peer reviewed journals in relevant disciplines near the end of the project when you have data and results to report. Make sure to post a copy of all publications on your website.
Case studies	Inform	Case studies explain what you did and what you learned so others can benefit from your experience.
Reports and other documents	Inform	Reports on specific topics can be posted on your website so they are accessible to a wide audience. Think of anything your project has developed that may be useful to others, e.g. guidelines, methods, evaluation criteria, toolkits, or questionnaires.



### **Network**

The creation of a network is a very important basis/ foundation for the design and development of sustainable group to exchange and develop ideas, strategies. It should be established nationally or in the regions / districts and should be an advisory body. The network should be composed of partners are necessary and helpful to achieve goals. Describing the tasks of each individual partner in the network has laid the foundation for a well-functioning network.

### **EUROPEA Network**

Europea is Associated Partner of the project. You can use the conferences and other Europea tools to disseminate and discuss the results with your colleagues from other European agricultural schools.

### **European Education week**

Once a year, a week of the European Education should take place. The aim of the European Education Week should be focus on the strategical point of the education for future. Goal is, to talk and share experiences about the education, their systems and content and the strategy for future in Europe.

### **Best Practices**

The collection of best practices should show the collected good practices with their background and stories. They should be an inspiration to try out for oneself, to use them and to get into conversation with the partners; to build a European identity as well.

### **Staff training**

Staff training or other institutional sessions are perfect to present and discuss the good practices and other results of the PROGRESS project. It can be used as inspiration for your own institutional activities to achieve your institutional goals.

### **Media**

The dissemination plan shows all the measures can use for the promoting of the PROGRESS-project and their results.

