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ECOFAR – 597256-EPP-1-2018-1-BG-EPPKA3-VET-JQ

Erasmus + Joint Qualifications in vocational education and training:

Development of managerial and entrepreneurial skills of young eco-farmers via joint VET curricula, enhanced qualification profile, assessment standard and sustainable cooperation synergies

ECOFAR project

Dissemination strategy and plan

Dissemination & Exploitation	WP 3
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Contributing Authors	Contribution from all partners

For further information related to the ECOFAR project, please visit the project's website (<http://ecologykm.bg/project-expertise/ecofar-2018-2020/>)

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I. Partnership

Our ECOFAR partnership consists of following 8 partners from 4 countries:

- Bulgaria
 - P1: National Vocational High School Of Veterinary Medicine “Ivan Pavlov” – Stara Zagora
 - P2: EcologyKM Ltd. – Brestovitsa
 - P3: National Agency Of Vocational Education And Training – Sofia
- Slovenia
 - P4: Maribor University, Vet Centre For Continuous Education – Maibor
 - P5: CPI – Institute Of Republic Of Slovenia For Vocational Education And Training – Ljubljana
- Turkey
 - P6: Cannakale Mart University, Department Of Vocational Education And Training – Cannakale
 - P7: Kocaeli Il Milli Egitim Mudurlugu (Regional Educational Directorate Of National Education) – Kocaeli
- Greece
 - P8: Eufora – Vouno, Chios



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II. Introduction

This document has been written to support the dissemination activities of ECOFAR project funded by Erasmus+ Programme of the European Commission. It presents the dissemination strategy for the 30 months ECOFAR project.

The dissemination strategy gives the general information, suggestions and guidelines to achieve best possible results. It concentrates specifically on the dissemination actions and procedures that partners are supposed to accomplish within the ECOFAR project. The dissemination strategy can be considered as a basis to build up the targeted campaigns to promote the project in Bulgaria, Slovenia, Turkey and Greece.

While implementing the dissemination activities the partners should follow curtailed quality and quantity criteria to measure the success of the implemented dissemination activities. This paper also tries to give useful recommendations in the scope of dissemination. Furthermore, some instruments to evaluate the dissemination activities are also presented.

The actual implementation of project outputs also depends on the success of the dissemination activities within the project. Therefore it is essential to figure out that a good dissemination strategy is the basis for successful exploitation of results. Both activities are closely related and dependent of each other, hence the two types of processes should be considered as correlated.



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1. General information about dissemination of an EU project outputs

Promotion and awareness raising are important parts of the dissemination process. These activities take place at the beginning of the project, or even before it starts, in order to inform the public about the project commencement, the aims and objectives and its planned outcomes.

Dissemination in general is a planned and structured process of providing information to the target groups and key actors concerning project process, activities and results by the use of different dissemination channels at the local, regional, national, EU and international levels. The final goal of this process is to encourage the project target groups to use the project outputs as well as to include them in their practices of organizations or individuals who may benefit from ECOFAR project.

In brief, dissemination and exploitation aim to achieve the following objectives:

- To maintain a vigorous campaign of awareness raising and publicity in all partner countries for the project throughout its progress and support e.g. also pilot implementation, exploitation, mainstreaming and multiplication.
- To ensure that knowledge of the establishment and purpose of the project reaches all target users and all target sectors in all partner countries throughout the project, and where possible beyond.
- To ensure that the outcomes of the project are recognised among all educational sector organizations and users in all partner countries and on EU level.
- To identify, and maintain contact with stakeholders in partner countries and at European level.
- To ensure maximum impact during the life of the project nationally and at European level.



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- To ensure appropriate arrangements for the continuation/exploitation of the project's impact after the end of the funded period nationally and at European level



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2. The dissemination concept is built on two dimensions:

2.1 Horizontal dimension

The horizontal dimension contains all activities to strengthen the communication and dissemination among the participants. This includes all internal activities to provide information and instruments for further individual dissemination of each partner. CPI as a Dissemination Leader bears the main responsibility for the horizontal dimension but also the project partners are entitled to actively take part and contribute to these processes.

2.1 Vertical dimension

The vertical dimension concentrates on all activities designed to reach and involve the target groups and final users. This includes all activities that will be carried out on organizational level by each partner such as the involvement of their own partners/members, networks and stakeholders. CPI is also responsible for the vertical dimension in terms of providing concepts, encouraging and monitoring the activities, although the actual success is very much dependent upon the support and cooperation of all project partners.

Both the horizontal as well as the vertical dimension will be carried out by using different approaches, channels, methods and instruments of dissemination, always dependent on the most adequate means and possibilities of each project partner.

Basically, they can be structured as follows:

Face-to-face activities - Presentations, round tables, workshops, seminars, conference, business fairs, info days, exhibitions, and other type of networking activities

Media-based activities

- Web-based – groups/blogs, e-newsletters, websites, e-documents, social media, info portals, web forums



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- Paper-based – brochures, info sheets, posters, articles, activity reports, articles in mainstream media, academic publications
- Mainstream media-based – interviews, presentations, news bulletins, TV and radio announcements

Performance activities – activities closely related to project outputs or processes such as the implementation of desk researches, engagement events, seminars, workshops or pilot courses, involved in testing and evaluation activities.

The dissemination strategy runs in parallel with the phases of the work programme and is specifically adjusted according to the main activities of each phase.

The most important questions that should be answered by each dissemination strategy are:

- Why to disseminate?
- What to disseminate?
- Who to disseminate to?
- Who will do it?
- When will it be done?
- How will it be done?
- What is the impact of partners' dissemination activities?
- How the realized dissemination activities and their impact is proved?



3. General preconditions of a successful dissemination of EU project results

The successful dissemination of the project results/outputs in terms of their sustainable use is related to a number of criteria, which should be presented at the first stage as a basis for the development of the project outputs. The following key factors should be considered as relevant and applicable to this strategy:

- **Output quality:** To achieve a high degree of dissemination and use, the produced outputs need to be of a very high quality. It is important to pay attention to the output quality during the entire project development, and therefore it is always advisable to introduce procedures and responsibilities for quality management in project processes in order to guarantee a high quality final output that will reach the project target groups. Outputs must be up to date and customized to the users' needs otherwise dissemination and further use will be hampered.
- **Adaptability of outputs to country and organisation specific circumstances:** From our point of view it is an important precondition that the results and outputs of the project are adapt to the circumstances of different countries and companies and meet the needs of ECOFAR project target groups identified at least within the preparation phase where the needs and peculiarities were. This is particularly important as the developed materials and approaches should be relevant to different types of organizations and target groups from the social and the education sectors.
- **Clear definition of advantages and benefits for users:** A high degree of use is, in our opinion, mainly dependent on the capacity of the project and the partnership to clearly show the advantages and benefits of using the outcomes and outputs for the target groups and end users. For this reason, all partner institutions should always try to make the advantages of the project and its results transparent and easy to be reached. In particular, the project website should make very clear what is the added value of the results and how the users can benefit from them as well as under what conditions the stakeholders can use the outcomes.



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- **Early identification of stakeholders and potential users:** It is vital that relevant stakeholders and potential users of the project results are clearly identified and defined within the first two months of the project. In addition, each partner should regularly maintain activities that insure stakeholders' involvement in the project progress. Identified stakeholders should be contacted and keep informed throughout the whole project process to ensure the sustainable use of results after the project ends. This process is also called stakeholders mapping and it has two main aspects, namely effective involvement and availability of clear evidence that confirms reached stakeholders groups.



4. Background, objectives and aims of the ECOFAR project

4.1 Project objectives

The project objectives are as following:

- to increase the employability of young eco-farmer entrepreneurs by provision of dedicated extended VET curricula for management of eco-farm enterprises;
- to develop highly skilled, qualified workforce;
- to deliver tangible and sustainable outcomes in establishing a joint VET qualification in the field of eco-farmer entrepreneurship and management including better transparency, comparability and recognition of those qualifications;
- to support joint developments of curricula and assessment standard in the field of management and entrepreneurship for young learners in VET in Europe and strengthen overall its quality, relevance and attractiveness;
- to be implemented as part of the work-based learning and a mobility component, addressing ECVET learning outcomes and proper recognition and validation of the learning achievements;
- to cover skills mismatch and shortages as well as the need for higher level skills at sectorial level of eco farming management and entrepreneurship.

4.2 End-users, beneficiaries, stakeholders

4.2.1 End-users:

- VET Teachers, Trainers and educators,
- VET learners,
- VET Centres and VET Schools,
- SMEs active in eco-farming.

4.2.2 Beneficiaries

- VET learners (aged 16-29) – eco-farmers,
- Existing eco-farmers,



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- Young entrepreneurs in the eco-farming sector,
- VET trainers & educators,
- VET centres who are providing further training / (pre-) qualification,
- SMEs active in eco-farming fields,
- Policy makers in the field of policy reform in VET.

4.2.3 Stakeholders

- VET centres & trainers,
- Universities/colleges,
- Advanced training centres networks ,
- Training organizations,
- National & European SME networks (including Chambers of Commerce & Young Economic Chambers),
- Employment centres ,
- Relevant NGOs,
- Representatives of Ministry of Education,
- Representatives of Educational Inspectorates,
- Representatives of National education authorities,
- Representatives of Regional education authorities,
- Representatives of VET Schools/Colleges/ Governors,
- Representatives of Educational Trustees,
- EU SME networks,
- EU VET associations.



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5. Dissemination of ECOFAR project

The dissemination strategy of the ECOFAR project follows the general principles of successful dissemination as explained above as well as the details described in the project proposal.

The strategy was developed by CPI as a Dissemination Leader with contributions by all other project partners. The dissemination strategy of the project itself can be adjusted when necessary in order to reflect and follow the project progress.

5.1 Why to disseminate?

- To get the users familiar with the project
- To contribute to the sustainable development of effective strategies
- To inform and advocate on the need of a targeted training that will guarantee ECOFAR project's quality
- To ensure that all project outputs are visible, recognizable and easy to reach by the stakeholders
- To increase the impact of the project by using various channels and tools for ultimate involvement of project stakeholders
- To inform the public authorities, relevant NGOs, school associations and other stakeholders that the project provides tailor made outcomes that can be used by the schools on the territory of Europe and even beyond
- To ensure that all project outputs are visible, recognizable and easy to reach by the stakeholders

5.2 What to disseminate?

- The project mission and the key message
- The process of development of project outputs with special emphasis on the involvement of ECOFAR project target groups in creation of training materials and identification of good practices
- The project outputs with a view for sustainable implementation into the practices



- The innovative training methodology and approaches that are developed within this project
- The capacity of the project consortium and the results achieved through their mutual cooperation
- The added value of ECOFAR project and its influence on current practices
- The activities and the efforts of all project partners to ensure the ongoing use of the project outputs even after the official end of the project
- To illustrate in front of the public the effective utility of the European funding allocated to ECOFAR project

5.3 Who to disseminate?

- Project's target groups
- Project's beneficiaries
- Project's end-users
- Project's stakeholders on national and European level

5.4 Who will do it?

Activity	Lead partner (LP)	LP activities	Contributing partners (CP)	CP activities
Dissemination strategy and awareness-raising campaign	P5	Finalisation and implementation of the strategy	All partners	Dissemination for awareness raising, dissemination for understanding, dissemination for support, dissemination for actions



Activity	Lead partner (LP)	LP activities	Contributing partners (CP)	CP activities
Stakeholder identification	P5	To identify and maintain contacts with key stakeholders in all partner countries and on EU level	All partners	Ensure that the outcomes of the project are recognized in all partner countries and on EU level
E - flyer	P2	Design	All partners	Electronic flyer
Project brand and promotional materials	P1	Design and printing	All partners	Leaflets, roll-up banners, logo, PPT template etc.
Project website	P2	Setting up and technical maintenance	All partners	Website content provision, update of national versions



Activity	Lead partner (LP)	LP activities	Contributing partners (CP)	CP activities
Reaching key European level dissemination targets and media	P5	Monitoring of dissemination activities	All partners	Using all partners existing means of dissemination via their EU-wide networks Participation and presentations in the EU events
Publications and press releases ≥ 4 per country	P5	Ensure publications and presentations	All partners	Text creation and distribution
Organization of informative sessions ≥ 10 per partner			All partners	
Organization of thematic workshops ≥ 10 per partner			All partners	
Exploitation strategy	P5	Development and implementation of the exploitation strategy	All partners	Description of a rigorous model of promotion and mainstreaming of project results, identification of key exploitation targets, , stakeholders mapping and mainstreaming of final products



Activity	Lead partner (LP)	LP activities	Contributing partners (CP)	CP activities
Wider-exploitation campaign			All partners	
Round tables and focus group presentations			All partners	
Meetings with representatives of decision-making organs			All partners	
Exploitation agreements with relevant stakeholders			All partners	

The partner organizations possess networks and contacts and have rich experiences in the field of European project management and implementation. CPI as a Dissemination Leader is responsible for the overall dissemination and as such will guide, coordinate and monitor the activities.

Additionally the partners from will launch specific awareness-campaigns on the topic of eco farming. All partners will also run various activities to promote the project on European level either through participation in thematic events, or through publications on EU web portals, scientific magazines etc.

Activity	Period
Dissemination strategy and awareness-raising campaign	By the end of the 2 nd project's month



Activity	Period
Stakeholder identification	By the end of the 4 th project's month
E - flyer	By the end of the 2 nd project's month
Project brand and promotional materials	Between 12 th and 24 th project's month
Project website	By the end of the 2 nd project's month
Reaching key European level dissemination targets and media	During all the project lifetime
Publications and press releases ≥ 4 per country	During all the project lifetime
Organization of informative sessions ≥ 10 per partner	During all the project lifetime
Organization of thematic workshops ≥ 10 per partner	During all the project lifetime
Exploitation strategy	By the end of the 8 th project's month
Wider-exploitation campaign	By the end of the project
Round tables and focus group presentations	During all the project lifetime, after achieving each individual deliverable
Meetings with representatives of decision-making organs	During all the project lifetime
Exploitation agreements with relevant stakeholders	By the end of the project

5.5 When it will be done?

The project proposal presents an initial framework concerning the project's outputs and the respective dissemination instruments, which are also described in the Dissemination Strategy. A timetable for all activities is provided into the table below.

5.6 How will it be done?

The project proposal provides specific instruments to be used for dissemination activities such as project website, project leaflet, news releases, and PowerPoint presentations with a common design, project branding, i.e. unique logo, common design of project materials, etc. and engaging events in each partner country. Furthermore, the project includes specific activities targeted to raise awareness and to involve and engage the target groups and stakeholders such as press conferences, thematic radio and TV announcement, social media campaigns, participation in thematically related events organized either by project



partners or by external organizations. Each partner also presents the plans for the dissemination of the project in the format of slides included in the dissemination ppt's presented in each transnational partners meeting.

Activity	Involved partners
Conferences, presentations, seminars and workshops	All partners
News releases to mainstream local and national press, specialist press, TV, radio, internet media	All partners
Dissemination through umbrella organizations (national and EU wide)	All partners
Specialized publications at educational journals	All partners
Online dissemination: through project web site; establishment of reciprocal web links; e-mail shots; indexing on-line resources to search engine	All partners
Direct mailing	All partners
Face-to-face group and individual meetings with potential end users and representatives of the business sector	All partners
Local workshops	All partners
Educational forums	All partners
Reports for policy makers and other influential people	All partners
Promotional materials: leaflets, posters, roll-ups, etc.	All partners
Wider-exploitation campaign	All partners
Organization of round tables and focus group presentations to convince the pedagogical staff by presenting the benefits and strengths of each project deliverable	All partners
Completion of exploitation agreements and sustainability of the NEAC beyond the project lifetime	All partners



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The project coordinator during the preparation of the proposal stage ensured that all partners in the consortium are committed to ensuring that project intellectual outcomes will be embedded into their daily activities and to those of their network/umbrella organisations. The project will have pursued during its life a vigorous networking programme with a wide range of stakeholders, ensuring wide knowledge of the value of its work and establishing a firm basis for extensive exploitation by stakeholders at regional, national and European levels. From other hand, the use of Open Source & Creative Commons license frameworks will allow project outputs to be freely available to interested parties.

5.7 What is the expected impact of partners' dissemination activities?

The expected impact of partners' dissemination activities in short-term and long-term period:

In short-term period the impact can be measured by the number of target groups' representatives who receive information and project materials and thus being involved in ECOFAR project activities and its testing phase in particular.

In long-term period the impact can be described both as qualitative and quantitative data.

The project's indicator of achievement is minimum reached target stakeholders at total dissemination activities:

- VET centres & trainers (≥ 10-15 per country)
- Universities/colleges (≥ 5-15 per country)
- Advanced training centres networks (≥ 5 per country)
- Training organisations (≥ 10 per country)
- National & European SME networks (including Chambers of Commerce & Young Economic Chambers) (≥ 10 in total)
- Employment centres (≥5 per country)



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- Relevant NGOs (≥ 5 per country)
- Representatives of Ministry of Education (≥ 125 in total)
- Representatives of Educational Inspectorates (≥ 80 in total)
- Representatives of National education authorities (≥ 20 in total)
- Representatives of Regional education authorities (≥ 20 in total)
- Representatives of VET Schools/Colleges/ Governors (≥ 80 in total)
- Representatives of Educational Trustees (≥ 50 in total)
- EU SME networks (≥ 10 on EU level)
- EU VET associations (≥ 10 on EU level)

5.8 How it will be reported, proven and evaluated?

A very useful way of evaluating the dissemination activities is the documenting of all activities by each partner. The evidences of the reported dissemination activities usually are lists of participants, presentations, agendas, meeting minutes, photos, screenshots /copies of documents such as emails, articles or videos. The documentation should include the use of quantitative indicators and figures. In addition to the documentation of each partner's activities, the Dissemination Leader will also use an internal instrument, i.e. half-yearly dissemination reports in order to monitor dissemination activities of each partner regularly.



6. Tools of dissemination in ECOFAR project

The dissemination instruments of this project are meant to ultimate publicizing of project progress and its outputs. They should all follow a common design and reflect the rules for a proper visualisation of the EU funded projects set by the European Commission.

The dissemination activities must be supported by good quality promotional materials, which will support the upscaling process of the implementation of the project deliverables. The key dissemination instruments within the project will be:

- **Project logo** – the project logo has been created and must be used in all the dissemination activities and documents.



- **Promotional materials** - the dissemination activities must be supported by good quality promotional materials, which will support the upscaling process of the implementation of the project deliverables.
 - Project leaflet - available in English and all partners' languages,
 - Roll-up banners – available in English all partners' languages;

LEAFLETS	ROLL-UP BANNERS
EN: 4000 pieces	EN: 7 pieces (for each partner)
BG: 4000 pieces	BG: 3 piece (one per partner)
SL: 4000 pieces	SL: 2 pieces (one per partner)
TR: 4000 pieces	TR: 2 pieces (one per partner)
GR: 1000 pieces	GR: 1 piece



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- **Project website** – the accessible multilingual website of the project - <https://ecofarm-manager.eu/> -, operated under the open source WordPress CMS, was functional at the end of the 1st month. The website will also be hosting all project outcomes and results, and also all public deliverables, as well as give access to the training platform which will also be set up at the very beginning of the project. The website is available in all partner languages and will be updated on a regular basis. Where possible, supportive videos will be embedded in the website. A disclaimer as well as all relevant logos have been added as well.

DEVELOPMENT OF MANAGERIAL AND ENTREPRENEURIAL SKILLS OF YOUNG ECO-FARMERS VIA JOINT VET CURRICULA, ENHANCED QUALIFICATION PROFILE, ASSESSMENT STANDARD AND SUSTAINABLE COOPERATION SYNERGIES

ABOUT | AIMS AND OBJECTIVES | WORK PACKAGES | PARTNERSHIP | NEWS

News Ticker | October 27, 2018 in Meetings: **Kick-off meeting in Stara Zagora, Bulgaria**

Ecofar aims towards the development of managerial and entrepreneurial skills of young eco-farmers via joint VET curricula, enhanced qualification profile, assessment standard and sustainable cooperation synergies.

Funded by: **Erasmus+ programme** of the EU Commission
Call: EACEA/27/2017
Key Action 3: Dedicated VET tools, sub-action: Joint qualifications in VET
597256-EPP-1-2018-1-BG-EPPKA3-JQ-VET

Expected Results

- Development of improved joint qualification curriculum for improvement of managerial skills of eco-farmer young entrepreneurs via work-based training
- Further extension of the state educational standard (qualification profile)
- Development of an assessment standard (mechanism) for validation and recognition of the acquired knowledge, skills and competences.
- Development of a consortium based on a business bridge between the VET providers (schools/colleges) and SMEs in the sector

Target groups

- VET learners (aged 16-29) – eco-farmers
- Existing eco-farmers
- Young entrepreneurs in the eco-farming sector
- VET trainers & educators
- VET centers who are providing further training / (pre-) qualification
- SMEs active in eco-farming fields

News

Meetings (1)

Follow on Facebook

Ecofar
21 likes
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- **Social media** – P2 is responsible for this, as well as for seamlessly publishing website content to various social media. (Slideshare, Facebook, Youtube thus reaching a vast number of both targeted and wide audience and communities).



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The project Facebook account is available at
<https://www.facebook.com/Ecofar2018/>.

Ecofar
@Ecofar2018

Domov
Objave
Mnenja
Fotografije
Vizitka
Skupnost
Info and Ads
Ustvari stran

Objave

Ecofar je v mestu Stara Zagora, Bulgaria.
27. oktober

A very fruitful meeting with a dedicated team!

5 1 delitev

Všeč mi je Komentiraj Deli z drugimi

Ocen še ni

Skupnost Prikaži vse

Povabi prijatelje k všečkanju te strani
To je všeč toliko osebam: 21
Temu sledi 20 oseb

Več O Prikaži vse

Pošlji sporočilo
Podjetnik
Predlagaj popravke

Povezane strani

Medvet Project
Spletno mesto za
zdravje in dobro
očutje

Všeč mi je



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- **Flyer** – An e-flyer has been developed which can be easily printed and disseminated, and translated in all partner languages.

Development of managerial and entrepreneurial skills of young eco-farmers via joint VET curricula, enhanced qualification profile, assessment standard and sustainable cooperation synergies

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Start date: 01/10/2018
End date: 30/09/2020

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www.facebook.com/Ecofar2018

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What will we develop?

- A joint qualification curriculum for the improvement of managerial skills of young eco-farmer entrepreneurs via work-based training;
- Extension of the state educational standard (qualification profile);
- An assessment standard (mechanism) for validation and recognition of the acquired knowledge, skills and competences;

Target groups

- VET learners (aged 16-29) – eco-farmers
- Existing eco-farmers
- Young entrepreneurs in the eco-farming sector
- VET trainers & educators
- VET centers who are providing further training
- SMEs active in eco-farming fields
- Policy makers in the field of policy reform in VET

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Project partners



- **Other media** - all partners will release information about the project through articles in newspapers / magazines / newsletters (≥ 7 per country), news releases (≥ 6 per country), PPT presentations within events (≥ 7 in each country and 5 on EU level), TV and radio announcements (≥ 2 per country), and press conferences (≥ 1 per country)



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All produced materials will follow the criteria below:

- To meet the needs of the project target groups
- To reflect the ECOFAR project concept
- To contain the key features indicating that this is an EU funded project
- To present the project in an attractive and accessible way
- The allocated budget for the production of the materials should follow the principle of cost-efficiency



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7. Summary of dissemination activities of each partner in ECOFAR project

All partners provide a first estimation of the dissemination activities, dissemination channels and the people or organizations/ institutions that can be reached through the dissemination. The Minimum reached target stakeholders at total dissemination activities:

- VET centres & trainers (≥ 10-15 per country)
- Universities/colleges (≥ 5-15 per country)
- Advanced training centres networks (≥ 5 per country)
- Training organisations (≥ 10 per country)
- National & European SME networks (including Chambers of Commerce & Young Economic Chambers) (≥ 10 in total)
- Employment centres (≥5 per country)
- Relevant NGOs (≥ 5 per country)
- Representatives of Ministry of Education (≥125 in total)
- Representatives of Educational Inspectorates (≥80 in total)
- Representatives of National education authorities (≥20 in total)
- Representatives of Regional education authorities (≥20 in total)
- Representatives of VET Schools/Colleges/ Governors (≥80 in total)
- Representatives of Educational Trustees (≥50 in total)
- EU SME networks (≥ 10 on EU level)
- EU VET associations (≥ 10 on EU level)
- Wider community (≥ 100 000 on National levels and 50 000 on EU level)

CPI will monitor the implementation of the dissemination activities until the end of the project.



8. Evaluation and Quality Assurance

The monitoring of dissemination activities will be performed by P2. The evaluation will be on peer review basis and will be implemented for all project activities and deliverables. NEAC will review the outcomes and provide their feedback. External evaluation by the selected external evaluator External global evaluation by the EACEA experts. To guarantee good quality and achieve the best possible results it is suggested to use different tools to measure the impact of the activities carried out. There are two main types of quality indicators - quantitative and qualitative data.

8.1. Quantitative data

Following quantitative data will be evaluated:

- number of enquiries about the output
- number of downloads of the project's outputs
- number of distributed brochures, posters etc.
- number of visitors to a website
- number of visitors attending a conferences, seminars, workshops
- amount of press coverage (number of articles and items on radio or TV)
- audience reached through dissemination activities
- number of likes and followers in the social media networks

8.2. Qualitative data

These indicators are more specific and not so easy to be measured. They can be in the form of observations included in the dissemination reports as evidence.

Qualitative indicators are useful:

- to obtain detailed, subjective feedback
- to create awareness toward the topic
- to offer specific ideas about what has been successful, how to do things differently next time or new ideas for future projects



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9. Internal administrative deadlines

Each dissemination activity which is listed in the respective dissemination report should be proved accordingly with reliable evidence. On the one hand, the documentation serves to keep an overview about the realized dissemination activities and on the other hand, it provides quantitative and qualitative data to measure impact and ensure quality and transparency. Each partner is expected to prove their dissemination activities. The form of documentation can vary depending on the type of the dissemination activity and its way of implementation, e.g. photos, presentations, handouts, list of participants, agendas, meeting minutes, notes, copies of emails, newsletters, press articles, screenshots etc.

CPI will provide the templates for the dissemination reporting purposes. Each partner is entitled to complete them with correct information provided on time. The reports will be available into the internal communication platform so that the external evaluators can reach them when necessary. The evidences associated with the reported activities also should be stored on the platform. Each project partner is responsible to arrange and upload the supporting documents in the respective folder, which is clearly designated by the project coordinator. Thus, the dissemination activities and the achieved results will be visible and both the internal and external partners/evaluators will be able to acknowledge them.

The reporting templates can be found in Annex. I



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10. General recommendations and further steps in ECOFAR project

As a Dissemination Leader, CPI gives recommendations to all partners for boosting the effects of dissemination through the project lifetime. These are suggestions that should be taken into account over the course of the project and should be regularly discussed during the transnational partners' meetings.

- Presentation of ECOFAR project at other conferences/seminars/project fairs/events etc.
- Connecting with other European projects working in the same thematic or related fields as well as with project teams within other funding programmes
- Project dissemination materials to be used by all partners to promote the project and to inform the community members about benefits of ECOFAR project's peer support portal for teachers
- Link between the project's website and the partners' organizational websites
- Actions by all partners in Social media
- Dissemination including updates, next steps and reporting of each partner should be scheduled with sufficient time in all meeting agendas
- Close cooperation among all partners to ensure utilization of the effects from the dissemination activities
- Common understanding about the purpose of dissemination and the way it should be realized
- Links between ECOFAR project's website and other websites (other projects, organisations, networks etc.)
- Ultimate involvement of stakeholders during the entire project period and gathering feedback
- Plan all activities well in advance, especially those requiring the involvement of participants (workshops, events)



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- Active and continuous involvement of all project partners in the dissemination activities
- Continuous communication within the project partnership
- Reporting of activities in clear and transparent manner
- Follow rules of corporate design and graphic identity from ECOFAR project and Erasmus+ Programme
- Continuous documenting of all dissemination activities by each partner
- Collecting feedback related to dissemination activities



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III. Conclusion

Project results can only be of sustainable value and use if the dissemination of them is well planned and implemented at different levels. The strategy aims to support all activities in the fields of dissemination and sustainability by presenting general aspects as well as specific information to be used by each project partner according to the national dissemination plans. Furthermore, the strategy tries to highlight specific indicators for achieving high impact as well as for how high quality can be assured in the implementation of dissemination process.

As a result of CPI's experience in the field of dissemination and sustainability the communication within the partnership is considered as essential for very achieving the best results. Even if all partners are not equally involved in the development of the project's outputs they must be keep up to date.

In general, dissemination and sustainability can only be successful through close cooperation among all partners. Not only the communication but also the individual use of national dissemination channels, contacts and networks has great influence on the impact of the project.



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IV. Annexes

*STAKEHOLDER/PARTNER	P1	P2	P3	P4	P5	P6	P7	P8
VET centres & trainers								
Universities/colleges,								
Advanced training centres networks								
Training organizations,								
National & European SME networks								
Employment centres								
Relevant NGOs								
Representatives of Ministry of Education								
Representatives of Educational Inspectorates								
Representatives of National education authorities								
Representatives of Regional education authorities								
Representatives of VET Schools/Colleges/ Governors								
Representatives of Educational Trustees,								
EU SME networks								
EU VET associations								

* Each partner must complete the table by indicating which stakeholder they reach out to, and where possible provide concrete names.



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**Reporting Template for Dissemination Activities for
ECOFAR Project
Project number: 597256-EPP-1-2018-1-BG-EPPKA3-IPI-JQ-VET**

Partner:
Country:
Reporting period:

Type of Activities	Brief description of the dissemination activity	Date	Place	Initial Organizer	Main Purpose of Activity	Inside/Outside	Related Outputs	Impact Level	Target Group	Number of People Reached	Evidence Available
E-flyer											
Leaflets											
Roll-up banners											
Website (national updates)											
Social media											
Articles in newspapers / magazines / newsletters											
News releases											
PPT presentation within events											



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TV and radio announcements											
Press conferences											
Organization of informative sessions											
Organization of thematic workshops											
Wider exploitation campaigns											
Round tables and focus group presentations											
Meetings with representatives decision making organs											



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Title of the event:		By stating the information in these fields, I declare that I give the explicit consent to NAME PARTNER, Bulgaria to store my personal data for the purposes of the project related to the events it organizes, and the latter undertakes not to provide this information to third parties persons. *		Check this box if you agree to be informed about other events by email and/or phone	
Date:					
Place:					
Name and Surname	Organisation & position	E-mail	Phone number		Signature
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	

*In line with the GDPR – General Data Protection Regulation