

WP9 Valorisation strategy NRC



1. Dissemination objectives

- To disseminate project aims, progress and end products to VET organisations & other stakeholders nationally
- To raise awareness and promote the professionalism of the International Development Officer role using project end products

2. Target groups

- International planners & coordinators in VET sector
- Teachers & trainers with international responsibility
- Managers with international responsibility
- Key influencers in VET

3. Key stages & timescales

- Build database of contacts for dissemination **Dec 08 and ongoing**
- Promote the IDOL project using the National Agency forums, website and publications e.g. quarterly edUKation newsletter
Jan 09 and ongoing
- Promote the project via the Institute for Learning website and newsletters to VET teachers
Feb 09 and ongoing
- Contact National Agency re national events which may be attended by IDOs
Jan 09
- Establish link to the IDOLearn project website from the NRC website
Jan 09
- Identify links with other VET colleges regionally e.g. Switch project
Jan 09
- Produce press articles to inform a wider audience of project progress and outcomes
Dec 08 and ongoing
- Assist and participate in final conference in Sevres **Oct 2010**



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4. Monitoring of dissemination activities

The attached Dissemination & exploitation of results/products/processes template will be used to record activities on a regular basis linked to the above results. Intangible results such as increasing awareness, changing attitudes and improving quality should also be recorded on the template and supporting evidence kept. This will help us to have all information ready at the interim and final report stages.

5. Exploitation strategy

We will use our national networks to consider the possibilities for exploitation of the project end products. Commercialisation or free use by others will be considered as we progress with the needs analysis and product development. We will communicate the views of target groups at project meetings so that a strategy can be agreed by all partners.



Lifelong Learning Programme