

## 1. Dissemination objectives

- To disseminate project aims, progress and end products to VET organisations
- To disseminate project aims, progress and end products within the Agency itself as well as to VET organisations & other stakeholders nationally and internationally including also general education and liberal adult education organisations

## 2. Project target groups

- International planners, coordinators in VET sector - primarily; and where appropriate, their colleagues in the general and liberal adult education sectors
- Teachers & trainers with international responsibility
- Managers with international responsibility
- Key influencers in VET

## 3. Dissemination target groups

- Project partners
- Project target groups
- Teachers and trainers in VET
- VET institutions
- Education authorities
- Education/professional networks
- Policy decision makers (local, regional, national, international levels)
- EU organisations

## 4. Key stages & timescales

- Agree template for dissemination and exploitation plans in all partner countries. Liaise with all partners re plan production and progress, amend as necessary. **Dec 08 and ongoing**
- Build database of contacts for dissemination **Dec 08 and ongoing**
- Promote the IDOL project among AKOL members and other European networks through web links and AKOL website and newsletter
- Promote the IDOL project among Finnish teachers and trainers through Opeko's Education Calendar and website. **Dec 08 and ongoing**



## WP9 Valorisation strategy FINLAND (OPEKO, FNBE, AKOL)



- Round table to disseminate project progress at AKOL annual conference **April 09**
- Produce and disseminate electronic newsletters & printed information  
**as required**
- Contact National Agency re national events which may be attended by IDOs **May 09**
- Presentation of the project in Training & Work conference, Savonlinna **August 2009**
- Identify relevant European &/or national exhibitions/events and ensure representation **Ongoing**
- Produce press articles to inform a wider audience of project progress and outcomes **Ongoing**
- Participate in final conference in Sevres **Oct 2010**



### 3. Monitoring of dissemination activities

The attached Dissemination & exploitation of results/products/processes template should 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.

### 4. Exploitation strategy

We will use our European network 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.