

Project Dissemination Plan

1. Executive abstract
2. Introduction: Project overview
3. Core objectives of the project
 - 3.1 Concerns and needs
 - 3.2 Expectations
4. Objectives and situation analysis of the dissemination strategy
 - 4.1 Perspective
 - 4.2 SWOT analysis in relation to dissemination
 - 4.3 Key success factors
5. Theme and objectives
6. Target audience
 - 6.1 Overview of the strategy adopted
 - 6.2 Stakeholders
8. Channels and tools
9. Communication mix
10. Dissemination Timeline
11. Resources
 - 11.1 Visual identity
 - 11.2 Logotype of the project
 - 11.3 Acknowledgment of the European Commission funding
12. Social Media Strategy
13. Impact assessment
14. Performance indicators
15. Sustainability statement
16. Ethical statement
17. General principles of GDPR and its relevance for dissemination purposes
19. Annex 1: Partner Dissemination Planner – Template
20. Annex 2: General Dissemination Tracker – Template

Annex 1 Partner Dissemination Planner Template

1. P1 – name of partner (country)

Dissemination activities planner											
Partner organisation		Partner N °:		Period covered:		Country:					
No.	Channel/mean of dissemination	Purpose/objective of dissemination activity	Date	Level ¹					Target groups of dissemination activities	Size/ number of organisations / persons reached (approximately)	Documentation available, please describe:
				L	R	N	E	O			
A) Inside your organisation											
Face-to-face activities											
1											
2											
3											
Internet based activities											
1											
2											
3											
Paper based activities											
1											

¹ L = local; R = regional; N = national; E = EU; O = Outside EU

2												
3												
Performance activities (e.g. survey, interviews, pilot tests that were implemented in one of the WP and are dissemination activities at the same time)												
1												
2												
B) Outside your organisation												
Face-to-face activities												
1												
2												
3												
Internet based activities												
1												
2												
3												
Paper based activities												
1												
2												
Performance activities (e.g., survey, interviews, pilot tests... that were implemented in one of the WP and are dissemination activities at the same time)												
1												
2												
Other Dissemination / Exploitation activities												
1												

2										
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Annex 2 General Dissemination Tracker Template

Table of Contents 1 – Online coverage List of websites (project website, partners websites, targeted communications websites, stakeholders websites, social networks)				
Online coverage				
1.a. – PROJECT Website				
Description	Date	Target Audience	Estimated reach	Link
1. b. - Partners Websites – Used to create awareness of PROJECT				
1. b. 1. - Programme website				
Description	Date	Target Audience	Estimated reach	Link
1. b. 2. – Partner 1 Website				
Description	Date	Target Audience	Estimated reach	Link
1. b. 3. – Partner 2 website				
Description	Date	Target Audience	Estimated reach	Link

				-
1. b. 4. - Partner 3 website				
Description	Date	Target Audience	Estimated reach	Link
				-
1. b. 5. – Partner 4 website				
Description	Date	Target Audience	Estimated reach	Link
1. b. 6. - Partner 5 website				
Description	Date	Target Audience	Estimated reach	Link
				-
1. c. - Targeted Communications				
1. c. 1 – PROJECT e-newsletter				
Description	Date	Target Audience	Estimated reach	Link
Issue 1		Subscribers - PROJECT partners' contacts		
Issue 2				
Issue 3				
Issue 4				
Issue 5				
1. c. 2. – Partner e-newsletters				
Description	Date	Target Audience	Estimated reach	Link
Partner 1 e-newsletter				
Partner 2 e-newsletter				
Partner 3 e-newsletter				
Partner 4 e-newsletter				
Partner 5 e-newsletter				
1. e. – PROJECT Social Media				
1. e. 1. – Facebook page – PROJECT				
Content	Date	Pages likes at	Engagement	Link

		reporting date	People reached	
				-
1. e. 3. – Twitter page- PROJECT				
Content	Date	Page likes at reporting date	Engagement Impressions	Link
1. e. 4. – Instagram account- PROJECT				
Content	Date	Account likes at reporting date	Engagement	Link
1. e. 5. – Stakeholder website				
Content	Date	Stakeholder		Link
1. f. – Internal Coverage on social media				
Content	Date	Stakeholder	Channel	Link
				-
1. g. – External Coverage on social media				
				-

Offline coverage								
2. a. – PROJECT printed communication tools								
2. a. i. – PROJECT poster								
Description		Estimated reach		Target Audience		Proof of dissemination		
2. a. ii. – PROJECT leaflet								
Description		Estimated reach		Target audience		Proof of dissemination		
						English version		
						Language version		
						Language version		
						Language version		
						Language version		
						Language version		
2. a. iii. – PROJECT banner								
Description		Estimated reach		Target audience		Proof of dissemination		
2. a. iv. – PROJECT business card								
Description		Estimated reach		Targeted audience		Proof of dissemination		
2. b. - Offline publications from interested stakeholders' and media coverage (including TV and radio)								
Title- Description		Date- Location		Channel		Target audience		Proof of dissemination

Table of Contents				
4– Internal communications				
4. a. - Partners daily communication				
4. b. - Partners meetings				
Internal communications				
4. a. - Partners daily communication				
Description	Partner responsible	Link/Proof of dissemination		
Emailing	ALL			
Skype meetings	ALL			
Social media	ALL			
WhatsApp group	ALL			
4. b. - Partners meetings				
Description	Date- Location	Partner responsible	Link/Proof of dissemination	
First Transnational Meeting	Country (on-site)		-	
Second transnational meeting	Country (online)		-	
Third transnational meeting	Country (on-site)		-	
Fourth transnational meeting	Country (online)		-	