

# **SocialB**

## **Communication & Dissemination Plan**

**February 2020**

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612579-EPP-1-2019-1-IE-EPPKA2-KA



Co-funded by the  
Erasmus+ Programme  
of the European Union



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*SocialB is a Knowledge Alliance Project (612579-EPP-1-2019-1-IE-EPPKA2-KA). This project has been funded with support from the European Commission.*

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## 1. Project Summary

### The objective of the project:

Design, develop and pilot an accessible suite of learning resources to support individual learning, organisational learning and network development in the field of social enterprise.

### What is SocialB?

SocialB is a collaboration between 8 partners from the social enterprise, training and Higher Education sectors in 4 countries – Ireland, Greece, Italy and Slovenia.

The SocialB Project team will design, develop and pilot an accessible suite of learning resources to support individual learning, organisational learning and network development in the field of social enterprise. Learning resources will be presented in the framework of blended learning materials in 16 – 24 Learning Units, and will be designed to address identified skills gaps and training needs in key areas critical for the development, sustainability and expansion of the Social Enterprise sector.

The project runs from January 2020 until December 2022, and the resulting Learning Units will aim to stimulate significant changes in HEI curricula & VET training programmes by integrating a learner-centred approach oriented to real, problem-based learning and skills acquisition in the field of social entrepreneurship.

## 2. Overview

At the beginning of the project the Consortium will create a Communication & Dissemination plan which will include information about the implementation of the Communication and Dissemination activities.

During the project partners will also create **Exploitation plan**, which will provide information on how the SocialB project deliveries can be applied and mainstreamed by target groups and organizations.

For the purpose of communication and dissemination partners will set up new online channels and create promotional and dissemination materials. They will

also use existing channels of their organizations in order to reach a much wider audience.

### **3. Recognition of commission funding and use of Erasmus + logo**

**Thanks to ERASMUS+, don't forget!**



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Erasmus+ Programme  
of the European Union

In addition to the project logo, all communication materials and products must display a statement acknowledging the Erasmus+ as a financing source together with the project number.

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The following disclaimer must be added to the inner pages of the publications and studies created in the project:

*The information and views set out in this publication/website/study/report/leaflet, etc. are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their*



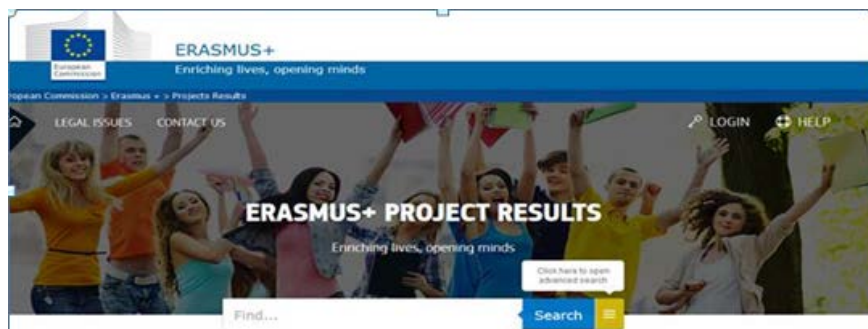
*behalf may be held responsible for the use which may be made of the information contained therein.*

## 4. Dissemination tools

### Erasmus+ Projects Results Platform

Partners must use the Erasmus+ Projects Results Platform to **disseminate and exploit project results and deliverables**:

<http://ec.europa.eu/programmes/erasmus-plus/projects/>



### Logo Erasmus+ SocialB



SocialB has a specific logo that has to be integrated in all partner communications, websites and social networks. There are several versions of the logo available to all partners.

### Word template

When using documents created in word it is recommended to use the provided format. This template may be used for short articles, recommendations etc.



## **Power Point Template**

When using documents created in power point it is recommended to use the provided PowerPoint template.

## **Newsletter**

During the project duration the partners will publish SocialB Newsletters on a 6-monthly basis. The length of the newsletter will be 3 to 5 pages. Each edition of the newsletter will include a brief overview of SocialB, project updates, news, outputs and upcoming events. Newsletters will be translated and made available in all 4 partner languages. All partners will be equally responsible for disseminating the E-Newsletter widely to their key networks and contacts.

## **Website**

The SocialB project website will be a key project tool in providing access to information and resources from the project, as well as a means of providing up to date project progress information. It will be structured around the relevant target groups i.e. HEIs, VETs, SEs and SE business development agencies/ advisors so that users can be quickly and directly find the specific information they require. The website will be available in all 4 languages of the partnership (English, Greek, Italian, Slovenian). The statistics we will be tracking is number of website visitors. Key functionality within the website will include:

- User account creation to allow for tracking of users,
- Directed access to SocialB eLearning Repository, depending on the user need and declared status/interest at time of registration, e.g. teacher/trainer or SE practitioner,
- eNewsletter functionality,
- Integrated social media platforms,
- Feed of relevant EU policy and practice updates from third party sources, relating to SE,
- Project progress updates section.



## SocialB eLearning Repository

The SocialB eLearning Repository will be a key resource, accessible via the project website. Guest access will be provided where people can access information on the SocialB LUs/Modules and preview information on content, activities, and various resources. During the testing and pilot phase, full access will be granted only to enrolled users on one of the pilot deliveries of the programme during project. Once tested and finalised, access to the LU materials and associated practice toolkit material will be freely available, following (free) site registration. The project team will also consider creating groups of enrolled users who are not involved in the pilot and testing phase of the LUs/modules, so that they may review and utilise the resources as required. This may be appropriate for SEs and HEIs students.

## Social Media

Social Media activity will focus on two key platforms that are particularly relevant to enterprise and academia: LinkedIn and Twitter. Standard templates for the use on these social media will be developed.

However, partners have their own existing social media accounts at different social media platforms depending on the popularity of various social media in their countries. **The consortium will use these existing organizations' accounts** to spread the content posted on SocialB LinkedIn and Twitter to reach a much wider audience. Each partner will be responsible to regularly share content on their accounts. The statistics we will be tracking is number of social media followers.

*Social media posts will utilise key hashtags: #SocialB #SEEducation #SEGrowth, #socent #socialenterprise.*

## Promotional and dissemination material

- Dedicated 1-page project information Leaflet in all partner languages. The leaflet will be available in PDF and 500 printed copies in each partner language.
- Powerpoint presentation of the project in each partner language.
- Standard templates for social media use.



- Press releases
  - o **Each country team** will produce at least 1 press release in each country per year.
- Articles
  - o **Each partner** will provide at least 1 article per year promoting the project.

### **Communications & Dissemination Database**

A database of key contacts and target group members will be established and will be updated over the course of the project. **All partners** will be required to input to and update the database, which will be maintained by P2, and accessible to all partners. This data will be used to disseminate information and support exploitation. The statistics we will be tracking is % of growth in project database from beginning to end of project.

### **Partners' websites**

Every partner will display information about the project together with a link to the project website on their organization's website.

### **Workshops and other events**

At the end of the project (M32-M36), each country partner team will jointly organise two workshops - 1 for HEI/VET providers and SE business development trainers and 1 for SE practitioners and social partners – where the project outputs and deliverables will be presented. Each partner will also be required to present the project at least once each year at other appropriate events during the lifetime of the project.

### **Final conference and position paper**

The project will host a major conference, in Ireland, at the end of the project, to promote and make the outputs and results from the project available. This event—

will target European participants as well as policy makers and practitioners, and will record and make keynote presentations from relevant partners. Planned number of people attending final conference is 100.

Partners will create a position paper at the end of the project, which will be presented and the final conference.

### **During the project duration partners will exercise:**

- Proactive engagement with HEI/VET communities across regional, national and EU networks and platforms via adoption & adaptation of project outputs into HEI/VET curricula and
- Proactive engagement with SE communities across regional, national and EU networks and platforms via adoption & adaptation of project outputs into SE training and business development & support programmes

## **5. Open access and licence**

The public open access of SocialB deliverables is ensured via the project website. All deliverables will be uploaded on the website and will be freely downloadable. The SocialB elearning Repository will be also accessible via the project website.

Constraints will be imposed regarding commercial reuse of the deliverables. Thus the resources will be released under the Creative Commons license Attribution-NoDerivatives 4.0 International (CC BY-ND 4.0),

<https://creativecommons.org/licenses/by-nd/4.0/>.

## 6. Target groups

The project is addressing several target groups, for the purpose of communication and dissemination they are divided into 6 groups.

1. HEIs: Lecturers/Education Staff, Academic Managers;
2. VETs: VET Trainers, designers of VET Programmes;
3. SEs: Social entrepreneurs, SE Managers and Board Members, staff, practitioners, SE representative bodies;
4. SE Advisors: Agencies, Consultants/Managers/ Business Development Support staff;
5. Students (HEI and VET) and HEI graduates
6. Policy makers, Associations, Local authorities supporting social economy

Partners will reach the target groups through various channels, however, the most important part of the process will be **sharing** content published on SocialB website, social media channels and E-newsletter **through partners own channels**: their organization websites, social media and existing databases / contacts.

Sharing content through their existing databases / contacts has to be done in compliance with the GDPR – organization needs permission to inform recipients of the organization’s activities. This was most likely acquired in the past by each organization.



Phase	Deliverables	Communication and dissemination activities/tools	HEIs	VETs	SEs	SE Advisors	Students	Policy makers
<b>Preparation Launch Phase</b>		<ul style="list-style-type: none"> <li>- A comprehensive <b>database</b> of target group members will be compiled and added to over the course of the project</li> <li>- The first <b>E-Newsletter</b> will be used to communicate the project to the target groups and gain initial engagement.</li> </ul>	x	x	x	x		x
<b>Gap Analysis Roadmap Plan</b>	<ul style="list-style-type: none"> <li>- Analysis of the needs of the sector and database of existing training and education provision</li> <li>- Skills Gaps &amp; Training Needs Analysis</li> <li>- Main instruments to be used: literature review, <b>surveys / questionnaires</b>, reports from previous projects.</li> </ul>	<ul style="list-style-type: none"> <li>- Each partner communicates with their target groups <b>through partners' standard channels</b> (e-mail, website, social media etc.)</li> <li>- Communicate through national/regional/other <b>networks related to SEs</b>.</li> </ul>	x	x	x	x		x
<b>Learning units and eLearning Portal Development</b>	<ul style="list-style-type: none"> <li>- Development of the learning content and training delivery methodologies. Tools and eLearning portal</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Direct contact</b> with educators, academic management, students and representatives from SEs for testing of the SocialB eLearning Repository</li> </ul>	x	x	x	x		x
<b>Piloting and Evaluation</b>	<ul style="list-style-type: none"> <li>- Each partner HEI <b>pilots</b> at least 6 LUs</li> <li>- Assessment process and <b>review</b> of the content with the trainers and learners, academic management and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Direct contact</b> with educators, academic management, students, SEs and advisors</li> <li>- Communication and dissemination to the <b>interested public and general public</b> through partners' standards channels</li> <li>- E-newsletter, project website, social media accounts, events</li> </ul>	x	x	x	x	x	x
<b>Dissemination &amp; Exploitation of the Final Outputs / Deliverables</b>	<ul style="list-style-type: none"> <li>- Strategy plan for the sustainability of SocialB in the future.</li> <li>- Main instruments: reports, open and updated Elearning portal, <b>newsletters</b> and <b>communication, project website, final conference</b>, toolkits, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Partners' communication channels, websites, social media.</li> <li>- <b>Press releases</b> in each country.</li> <li>- <b>Printed media, radio, TV</b></li> <li>- <b>Specialized publications</b></li> <li>- E-newsletter, project website, social media accounts, events</li> </ul>	x	x	x	x	x	x



## 7. Success indicators of dissemination

Partners will track the metrics of the dissemination and communication activities.

- SocialB E-newsletter – number of e-mail sent for each E-newsletter
- SocialB Website – number of visitors
- SocialB social media accounts – number of people reached; number of likes, comments, shares, retweets etc.
- Partners e-mail – number of e-mails sent for each mailing
- Partners social media accounts – number of people reached; number of likes, comments, shares, retweets etc.

Partners will use provided reporting templates to regularly report on their activities. Templates are available on MS Teams in folder WP7.

Partners will also follow these indicators:

### Short term results

- 200 entities and individuals from the project target groups informed on the project
- 2 workshops per country
- At least 30 participants in each workshop
- 1 final conference
- 100 participants in the final conference
- 1 Position Paper signed by the participants at the final conference
- 1 website in 4 languages
- 1 flyer in 4 languages
- 500 leaflets per country
- One 10 slide project presentation
- 6 e-Newsletters

- 
- 1 Dissemination and Exploitation Database
  - 2 years' duration of the web site after the end of the project
  - At least 2 Social Media accounts
  - 200 numbers of download of the project outcomes from the website

### **Long term**

- Number of positive public statements about the role and effectiveness of SocialB products
- Number of organizations proposing the exploitation of SocialB products
- Numbers of downloads of SocialB exploitation toolkits from the website
- Number of training initiatives based on SocialB
- Number of training material downloads

## **QUALITATIVE INDICATORS**

### **Short term**

- Variety of media used for dissemination
- Participants satisfaction from workshops
- Participants satisfaction from the conference
- Representation of different target groups in the workshops and final conference
- Web site user satisfaction

### **Long term**

- Enriched engagement of stakeholders and social partners in the field of social economy to use SocialB products for SE's capacity building
- Satisfaction from the use of SocialB outcomes and results



All of the above indicators will be measured according to their specifics.

## 8. Dissemination strategy

There are three specific dissemination objectives in the project:

### **Give a great visibility to the outputs of the project – RAISING AWARENESS**

- Promote the project and its results, by providing targeted information to multiple audiences, in a strategic and effective manner and possibly engaging in a two-way exchange

### **Transfer the outputs – INCREASING UNDERSTANDING**

- Disseminate results through appropriate means
- Describe and ensure results available for others to use
- Take measures aiming to ensure exploitation of the results

### **Ensure durability of the results – ACTION/IMPACT**

- Ensure open access (free of charge, online access for any user) to all peer-reviewed publications relating to the results

Results should continue to be publicized, ideally after the project ends, to create an increasing awareness and interest amongst potential users, which in turn fuels further exploitation of results. To achieve this goal the **Dissemination & Application Pathways Report** will be prepared. The report will specify dissemination pathways available to each partner and will provide countryspecific recommendations on the most effective dissemination pathways in each country.

## 9. Exploitation plan, journals, events and toolkits

In the course of the project the partners will create an Exploitation Plan, Exploitation Workshops, Events & Academic Journals and Exploitation Toolkits.

### **Exploitation plan**

- Exploitation plan will be a guide on how the SocialB project deliveries can be applied and mainstreamed by target groups and organizations.

### Exploitation Toolkits

- Partners will make outputs of the project accessible to target groups – packaged into practice toolkits. They will include general information, reports and guidelines with specific materials for students, SEs, HEIs and VETs. The content will be translated to all 4 partner languages and published on the website.

### Exploitation Workshops and Events

- **Each country** partner team will organize 2 workshops – 1 for HEI/VET providers and SE business development trainers and 1 for SE practitioners and social partners – where the project outputs and deliverables will be presented.
- **Each partner** will also be required to present the project at least once each year at seminar, conference or other appropriate event during the lifetime of the project.

### Academic Journals

- The consortium will produce a minimum of 2 Academic Journal articles during the life of the project.

## 10. Dissemination Reporting

The partner responsible for Dissemination, DAKO, will regularly monitor dissemination activities in order to ensure their effectiveness. To this purpose a combination of criteria, mechanisms and tools will be used. Every 6 months all partners will be asked to provide information using the “Dissemination Reporting template” which is available on SocialB internal area on MS Teams.





## 11. Partners' actions

### Partner 1 - Limerick Institute of Technology (LIT)

WP7 tasks in the project

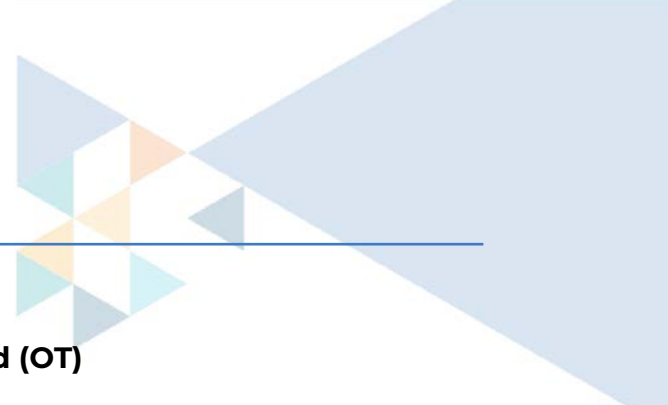
Task	Description	Due date
<b>SocialB Logo</b>	Design a project logo and branding – support P8 (DAKO)	31.3.2020
<b>Project Website</b>	Development, creation and maintaining of the website – support P8 (DAKO)	31.5.2020
<b>Social media accounts</b>	Create social media accounts for SocialB on Twitter and LinkedIn Design standard templates for social media user (Twitter and LinkedIn)	31.5.2020
<b>Newsletter – creation</b>	Create a project newsletter with content provided by all partners – support P2 (BD)	30.6.2020, 31.12.2020, 30.6.2021, 31.12.2021, 30.6.2022, 31.12.2022
<b>Newsletter – content and dissemination</b>	Provide content for newsletter a month before publication. Disseminate the newsletter through own channels.	30.6.2020, 31.12.2020, 30.6.2021, 31.12.2021, 30.6.2022, 31.12.2022
<b>Article</b>	At least 1 article per year promoting the project	2020, 2021, 2022
<b>Press release</b>	At least 1 press release in each country per year	2020, 2021, 2022
<b>Presentation at an event</b>	At least once each year present Social B at an appropriate seminar, conference or other appropriate event	2020, 2021, 2022
<b>Workshops</b>	Each country partner team will organize 2 workshops – 1 for HEI/VET providers and SE business development trainers and 1 for SE practitioners and social partners – where the project outputs and deliverables will be presented.	31.12.2022
<b>Engagement with HEI/VET</b>	Proactive engagement with HEI/VET communities across regional, national and EU networks and platforms via adoption & adaptation of project outputs into HEI/VET curricula	Ongoing
<b>Final conference</b>	1-day final conference with 100 people – support P2 (BD)	31.12.2022



## Partner 2 – Ballyhoura Development CLG (BD)

WP7 tasks in the project

Task	Description	Due date
<b>Leaflet</b>	Dedicated 1-page project information Leaflet in all partner languages – support P6 (TV)	31.3.2020
<b>Communications &amp; Dissemination Database</b>	A database of key contacts and target group members will be established and will be updated over the course of the project. All partners will be required to input to and update the database, which will be maintained by P2, and accessible to all partners. This data will be used to disseminate information and support exploitation.	Ongoing
<b>Newsletter – content and dissemination</b>	Provide content for newsletter a month before publication.  Disseminate the newsletter through own channels.	30.6.2020, 31.12.2020, 30.6.2021, 31.12.2021, 30.6.2022, 31.12.2022
<b>Article</b>	At least 1 article per year promoting the project	2020, 2021, 2022
<b>Press release</b>	At least 1 press release in each country per year	2020, 2021, 2022
<b>Presentation at an event</b>	At least once each year present Social B at an appropriate seminar, conference or other appropriate event	2020, 2021, 2022
<b>Workshops</b>	Each country partner team will organize 2 workshops – 1 for HEI/VET providers and SE business development trainers and 1 for SE practitioners and social partners – where the project outputs and deliverables will be presented.	31.12.2022
<b>Engagement with SE communities</b>	Proactive engagement with SE communities across regional, national and EU networks and platforms via adoption & adaptation of project outputs into SE training and business development & support programmes	Ongoing



## Partner 3 – Olympic Training and Consulting Ltd (OT)

WP7 tasks in the project

Task	Description	Due date
<b>Newsletter – content and dissemination</b>	Provide content for newsletter a month before publication.  Disseminate the newsletter through own channels.	30.6.2020, 31.12.2020, 30.6.2021, 31.12.2021, 30.6.2022, 31.12.2022
<b>Article</b>	At least 1 article per year promoting the project	2020, 2021, 2022
<b>Press release</b>	At least 1 press release in each country per year	2020, 2021, 2022
<b>Presentation at an event</b>	At least once each year present Social B at an appropriate seminar, conference or other appropriate event	2020, 2021, 2022
<b>Workshops</b>	Each country partner team will organize 2 workshops – 1 for HEI/VET providers and SE business development trainers and 1 for SE practitioners and social partners – where the project outputs and deliverables will be presented.	31.12.2022
<b>Engagement with SE communities</b>	Proactive engagement with SE communities across regional, national and EU networks and platforms via adoption & adaptation of project outputs into SE training and business development & support programmes	Ongoing





## Partner 4 – University of Patras (UP)

WP7 tasks in the project

Task	Description	Due date
<b>Exploitation Toolkits</b>	Partners will make outputs of the project accessible to target groups – packaged into practice toolkits. They will include general information, reports and guidelines with specific materials for students, SEs, HEIs and VETs. The content will be translated to all 4 partner languages and published on the website – support P3 (OT)	1st version 30.6.2022,  2nd version 30.11.2022
<b>Newsletter – content and dissemination</b>	Provide content for newsletter a month before publication.  Disseminate the newsletter through own channels.	30.6.2020, 31.12.2020, 30.6.2021, 31.12.2021, 30.6.2022, 31.12.2022
<b>Article</b>	At least 1 article per year promoting the project	2020, 2021, 2022
<b>Press release</b>	At least 1 press release in each country per year	2020, 2021, 2022
<b>Presentation at an event</b>	At least once each year present Social B at an appropriate seminar, conference or other appropriate event	2020, 2021, 2022
<b>Workshops</b>	Each country partner team will organize 2 workshops – 1 for HEI/VET providers and SE business development trainers and 1 for SE practitioners and social partners – where the project outputs and deliverables will be presented.	31.12.2022
<b>Engagement with HEI/VET</b>	Proactive engagement with HEI/VET communities across regional, national and EU networks and platforms via adoption & adaptation of project outputs into HEI/VET curricula	Ongoing
<b>Position paper</b>	Position paper for presentation at the final conference – support P6 (TV)	31.12.2022





## Partner 5 – Programma Integra (PI)

WP7 tasks in the project

Task	Description	Due date
<b>Newsletter – content and dissemination</b>	Provide content for newsletter a month before publication.  Disseminate the newsletter through own channels.	30.6.2020, 31.12.2020, 30.6.2021, 31.12.2021, 30.6.2022, 31.12.2022
<b>Article</b>	At least 1 article per year promoting the project	2020, 2021, 2022
<b>Press release</b>	At least 1 press release in each country per year	2020, 2021, 2022
<b>Presentation at an event</b>	At least once each year present Social B at an appropriate seminar, conference or other appropriate event	2020, 2021, 2022
<b>Workshops</b>	Each country partner team will organize 2 workshops – 1 for HEI/VET providers and SE business development trainers and 1 for SE practitioners and social partners – where the project outputs and deliverables will be presented.	31.12.2022
<b>Engagement with SE communities</b>	Proactive engagement with SE communities across regional, national and EU networks and platforms via adoption & adaptation of project outputs into SE training and business development & support programmes	Ongoing



## Partner 6 – University of Rome Tor Vergata (TV)

WP7 tasks in the project

Task	Description	Due date
<b>Exploitation plan</b>	Exploitation Plan Preparation – A guide as on how the SocialB project deliveries can be applied and mainstreamed by target groups and organizations.	1st version 31. 12. 2020;  2nd version 31. 10. 2022
<b>Newsletter – content and dissemination</b>	Provide content for newsletter a month before publication.  Disseminate the newsletter through own channels.	30.6.2020, 31.12.2020, 30.6.2021, 31.12.2021, 30.6.2022, 31.12.2022
<b>Article</b>	At least 1 article per year promoting the project	2020, 2021, 2022
<b>Press release</b>	At least 1 press release in each country per year	2020, 2021, 2022
<b>Presentation at an event</b>	At least once each year present Social B at an appropriate seminar, conference or other appropriate event	2020, 2021, 2022
<b>Workshops</b>	Each country partner team will organize 2 workshops – 1 for HEI/VET providers and SE business development trainers and 1 for SE practitioners and social partners – where the project outputs and deliverables will be presented.	31.12.2022
<b>Engagement with HEI/VET</b>	Proactive engagement with HEI/VET communities across regional, national and EU networks and platforms via adoption & adaptation of project outputs into HEI/VET curricula	Ongoing



## Partner 7 – University of Ljubljana (UL)

WP7 tasks in the project

Task	Description	Due date
<b>Academic Journal</b>	The consortium will produce a minimum of 2 Academic Journal articles during the life of the project.	30.6.2021 31.12.2022
<b>Newsletter – content and dissemination</b>	Provide content for newsletter a month before publication.  Disseminate the newsletter through own channels.	30.6.2020, 31.12.2020, 30.6.2021, 31.12.2021, 30.6.2022, 31.12.2022
<b>Article</b>	At least 1 article per year promoting the project	2020, 2021, 2022
<b>Press release</b>	At least 1 press release in each country per year	2020, 2021, 2022
<b>Presentation at an event</b>	At least once each year present Social B at an appropriate seminar, conference or other appropriate event	2020, 2021, 2022
<b>Workshops</b>	Each country partner team will organize 2 workshops – 1 for HEI/VET providers and SE business development trainers and 1 for SE practitioners and social partners – where the project outputs and deliverables will be presented.	31.12.2022
<b>Engagement with SE communities</b>	Proactive engagement with SE communities across regional, national and EU networks and platforms via adoption & adaptation of project outputs into SE training and business development & support programmes	Ongoing



## Partner 8 – Development Agency Kozjansko (DAKO)

WP7 tasks in the project

Task	Description	Due date
<b>Communication &amp; Dissemination Plan</b>	Preparation of Communication and Dissemination Plan – support P6 (TV)	28.2.2020
<b>Powerpoint presentation</b>	Standard PPT presentation (approx. 10 slides) in all partner languages	31. 3. 2020, updated 31.12.2020, 31.12.2021, 31.12.2022
<b>Newsletter – content and dissemination</b>	Provide content for newsletter a month before publication.  Disseminate the newsletter through own channels.	30.6.2020, 31.12.2020, 30.6.2021, 31.12.2021, 30.6.2022, 31.12.2022
<b>Article</b>	At least 1 article per year promoting the project	2020, 2021, 2022
<b>Press release</b>	At least 1 press release in each country per year	2020, 2021, 2022
<b>Presentation at an event</b>	At least once each year present Social B at an appropriate seminar, conference or other appropriate event	2020, 2021, 2022
<b>Workshops</b>	Each country partner team will organize 2 workshops – 1 for HEI/VET providers and SE business development trainers and 1 for SE practitioners and social partners – where the project outputs and deliverables will be presented.	31.12.2022
<b>Engagement with HEI/VET</b>	Proactive engagement with HEI/VET communities across regional, national and EU networks and platforms via adoption & adaptation of project outputs into HEI/VET curricula	Ongoing
<b>Dissemination and Application Pathways Report</b>	The Dissemination & Application Pathways Report will document the dissemination pathways available to each partner and will provide countryspecific recommendations on the most effective dissemination pathways in each country.	31.7.2022