



# **ERASMUS+ EICON**

## **Seventh transnational project meeting**

### 4: Dissemination

**What has been done,  
what still needs to be done?**



# Dissemination

- For ERASMUS+, dissemination is VERY important
- No matter how well the project ran, if dissemination is considered insufficient then the project is evaluated negatively



# What has been done?

- Greece
  - SciFY
    - Facebook posts (9/18, 3 x 1/19, 2/20, 4/20, 5/20, 10/20)
    - Twitter (9/18)
    - Radio Interview (1/19)
    - Blog Posts (2/19, 3/20)
  - MinEdu
    - Send out a report to (?)
      - the Ministry's leadership
      - Directorate of Primary Education
      - Directorate of Secondary Education
      - Directorate of Vocational Education
      - ESPA Education Sector Executive Unit (European Structural and Investment Funds)
      - to SEN vocational schools

SciFY  
16. Oktober um 07:49

είαση του ευρωπαϊκού προγράμματος EICON και βασισμένοι στην ευρωπαϊκή εμπειρία, δημιουργήσαμε επίλεκτο 3 οδηγούς ποι  
όν να χρησιμοποιήσουν τα εκπαιδευτικά ιδρύματα για να δουν την δική τους συμπεριληψη/ένταξη στην ΕΕΚ!  
μήστε τα προτεινόμενα βήματα μέσα από μια διεξοδική διαδικασία ανοθεώρησης με τη χρήση των οδηγών για τις παρακάτω θε  
ές:  
Υαγωγικές & διδακτικές / μαθησιακές προσεγγίσεις  
ολογία & υποδομή  
όραση με την αγορά εργασίας  
μετοχή των stakeholder, συνεργασίες  
σία  
ite να τους βρείτε εδώ: <https://www.eicon-project.eu/results.html>  
τότερες πληροφορίες για το έργο: <http://www.scify.gr/site/el/news/13-news/606-symperilipsi-stin-EEK-me-ti-voithia-tis-technologias>  
s-listes-elegxou-gia-paroxous-EEK  
N #ErasmusPlus #SciFY #WhereGoodThingsHappen



PROJECT EU  
ts EICON  
in objective of the Strategic Partnership EICON is to support organizations / institutions providing vocational education and training (VET) to become r



# What has been done?

- Portugal
  - article in FENACERCI magazine, in press, about European projects that do publicity to EICON (?)



# What has been done?

- Finland
  - presentations of ICT and Inclusion themes in Vocational Colleges  
Lives Teams-network (?)



# What has been done?

- Sweden
  - Broadcasting in the nation podcast of SPSM (We are waiting for response) (?)
  - Article in the magazine “Lika Värde” by SPSM (?)
  - presentation for the organization SPSM, regional and national. Specific team with focus on adult education 2020 (?)
  - Conferences of different kinds example “Skoldatekskonferens” October 2020 (?)
  - Through cooperating work with communities’ example collaboration with schools for special needs, project focus on digitization (Gothenburg City) 2020-2021 (?)



# What has been done?

- Germany
  - Presentation at the ICCHP 2018 and 2020 Conference (9/20)
  - Scientific publication 2018
  - Publication in the Practice Forum 2020
  - Press releases (11/18, 1/19, 3/20)
  - Blog entry at ITA Homepage (3/20)
  - 1 tweet of the German National ERASMUS+ Agency

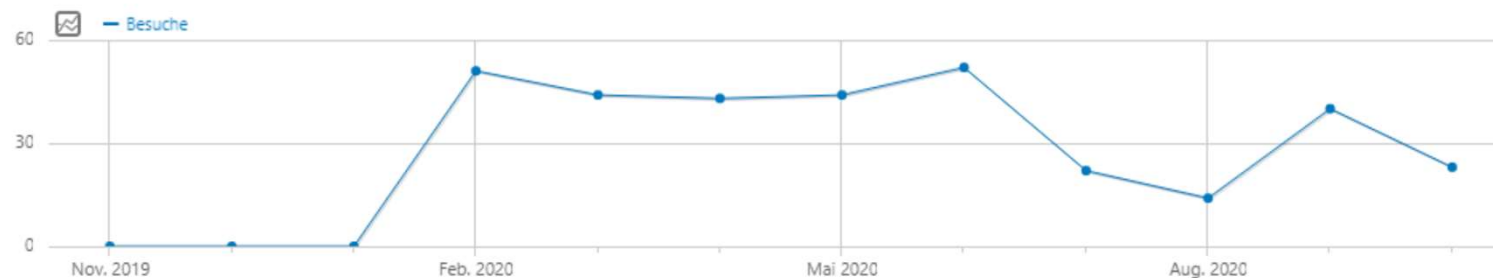




# Assessment of dissemination activities so far

- Low / poor dissemination performance (except for SciFY)
- Website: just 333 visitors, +4 min per visit (since 02/2020)
- This is not or only to a small extent attributable to Corona
- We need to have a push immediately!

Graph der letzten Besuche





# Target groups for dissemination

## Local and regional

- The target groups of EICON's dissemination activities at local and regional level are identical to the project's target groups, and they include:
  - teaching personnel,
  - headmasters / headmistresses,
  - managers,
  - members of strategic teams,
  - technical and administrative staff,
  - specific staff responsible for networking and out-of-school work;
- From organisations / institutions providing VET.
- These will be the direct users of the outcomes of each of the seven project meetings.



# Target groups for dissemination

## National level

- At national level, policy and decision makers will be the main target group. The rationale for this target group is that they have the power to 'shape' favourable policy conditions within which the organisations / institutions providing VET would be able to increase their inclusion capacity.



# Target groups for dissemination

## European level

- At European level, the dissemination strategy aims to reach those institutions / organisations that focus on vocational and social inclusion of people with disabilities, of vocational education and training, and/or on digital media / ICT in education, namely:
  - European Centre for the Development of Vocational Training (CEDEFOP)
  - European Providers of Vocational Education and Training;
  - European Association of Institutes for Vocational Training;
  - European Forum of Technical and Vocational Education and Training;
  - European Association of Service Providers for Persons with Disabilities (EASPD);
  - European Agency for Special Needs and Inclusive Education (EASNIE);
  - European Disability Forum (EDF).



# What did we promise in our application?

## Local and regional

- All partners will make use of their own online (e.g. website) and social media presence (e.g. twitter, facebook) and their respective professional networks (e.g. newsletter, print publications) to share information and results of EICON.

## National

- Active information of the respective national policy level (in Germany, Portugal, Finland and Sweden) through the participating partners, and within the Ministry in Greece, on the project results.



# What did we promise in our application?

## European

- Set-up of a dedicated project website (by the coordinator) with periodically updated information on the draft and final results within the different thematic areas.
- Furthermore, use of the DemocraclT online consultation platform to involve a wider group of stakeholders in the creation of results.
- Press releases for each of the seven project results, and forwarding of these documents to the identified target groups at all levels.
- Finally, sharing of the results at international conferences (e.g. International Conference on Computers Helping People with Special Needs - ICCHP 2020 in Austria) and national events (e.g. Werkstätten:Tag 2020 in Germany).



# What did we promise in our application?

- The coordinator will set up the dedicated project website and maintain it throughout and beyond the project's lifetime.
- He will also draft press releases to be agreed among partners and published by each partner individually towards their local, regional or national target groups.
- The coordinator is also responsible for addressing the target groups at European level.
- All partners will also identify suitable regional or national conferences or events in which their participation would allow them to disseminate the project results.



# We need a coordinated dissemination campaign

- It needs to happen **now** (with an impact expected within the next 4-6 weeks latest, so we can make use of it in the final report)
- We need to formulate a **firm commitment** today
- **All partners** need to be active
- Results need to be **documented** (e.g. screenshots, pictures taken, details on the event or the participants like their numbers and background), else we cannot use it!



# Campaign