



Education and Culture DG

Lifelong Learning Programme



Learn to Lead

Dissemination and Exploitation Strategy

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Abstract

Grundtvig Partnership Programme for the Lifelong Learning Programme

Project Name: **LEARN TO LEAD**

Project submission ID No: 364471

Project Start Date: 1st October 2012

Duration: 24 months

Project Coordinator: Turgutlu İlçe Milli Eğitim Müdürlüğü, Turkey

Version: Draft Final

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Abstract: Dissemination plan for the LEARN TO LEAD project, co-funded under the Lifelong Learning Programme 2007-2013.

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1. Executive Summary

The purpose of this Dissemination Plan is to raise awareness of the LEARN TO LEAD project and its outcomes. This document lays out the activities to be implemented by the project partnership in order to promote LEARN TO LEAD aims and to reach the key target groups at local, national, European and International level.

To achieve these goals, dissemination will be supported by different channels such as the project website, press releases, a project leaflet, meetings with stakeholders and decision-makers, conferences and others.

A logo and templates for documents and presentations will create an identity for disseminating and marketing the project products.

2. Introduction

Dissemination is particularly important to the project. With a range of strategically planned activities in all partner countries, it supports the impact and valorization of the project results in all countries and beyond.

2.1 Purpose of the Dissemination Plan

The purpose of the Dissemination Plan is the promotion of the LEARN TO LEAD project to a wider audience in Turkey, Spain, Poland, and Austria.

This plan is intended to share information about the project and its outcomes. To this end it is to be periodically updated with reports on the project's achievements and partners dissemination activities.

2.2 Aims of the Dissemination Plan

The present Dissemination Plan defines the activities to be carried out in the project to enhance the successful dissemination and exploitation of the project results.

Its specific aims are:

- To document the overall strategy for the dissemination of the project outcomes and results.
- To promote and raise awareness of the project contents, developments and results.
- To document partners' dissemination plans for the duration of the project.
- To disseminate information about the project and its progress generally in such a way that other stakeholders can make use of the results.
- To transfer the results successfully to appropriate decision-makers to achieve sustainable promotion of the results.

2.3 Target Audience

The Dissemination Plan contemplates activities and actions to attract entities and/or individuals that can potentially benefit from the project results.

- The primary target group includes individuals, organizations and training institutions that can be direct users of the project results.
- The secondary target group which includes organizations that can lead indirectly to the primary target groups of the project.

3. PROJECT PRESENTATION

Teaching learner groups made up of adults or teenagers is different from teaching children and requires different professional skills. A stimulating and effective learning atmosphere in the classroom can only be created by having the correct classroom management skills. Adult groups often include different age groups and people coming from different walks of life. Thus, communication problems and conflicts can sometimes be observed within the group. One of the skills teachers need most when dealing with adult groups is conflict management skills.

The LEARN TO LEAD project involves 4 partners from Turkey, Spain, Austria and Poland. Initially the partners in the project will carry out a survey of the current situation in their

areas to identify the most common causes of communication problems and conflicts in the classroom.

The project will bring together teachers working with adults to improve their pedagogical skills by sharing best practices in communication skills in general and conflict management in particular.

The main project activities involve the mobilisation of key staff in partner organisations to explore the issue of conflict management in each partner country and to examine best current practices. The project will involve adult learners in the project's activities in their home States, and will also involve social partners, small to medium sized enterprises, national agencies and private employers.

3.1 Partners

- The project is led and coordinated by Turgutlu İlçe Milli Eğitim Müdürlüğü, Turkey www.turgutlu.meb.gov.tr

The three partners are:

- FUN & LEARN, Austria www.sommercamp.at
- Lawton School S.L., Spain www.lawtonschool.com
- SPEAK EUROPE Language Club, Poland www.speakeurope.pl

3.2 Objectives

Objectives:

- To determine the most common communication problems that arise in adult education.
- To improve pedagogical approaches used in adult education.
- To improve teachers'/trainers' communication and class management skills, and thus gain confidence when working with adults.
- To foster a professional relationship between trainers/teachers who work with adults and ensure they have peer support in the problems they encounter.
- To help teachers'/trainers' social and pedagogical skills by gaining theoretical knowledge and cooperating with teachers/trainers abroad.
- To increase the level of the teachers'/trainers' cultural competency so that they can address the dynamics within a multi-ethnic and multi-cultural learner environment.
- To create awareness among the participants and local society of language diversity in Europe and develop the language skills of participants.
- To establish partnerships between adult education institutions throughout Europe, and thus strengthen the European dimension in these institutions.

- To look into the best practices in other participating countries in order to evolve/develop/identify new teaching methods that can be applied to adult groups.
- To increase cooperation in adult education and contribute to its quality in Europe

3.2 Outputs and results

- Questionnaires
- Course Curriculum
- A short training course
- Workshops
- Promotion material
- Presentations and videos of real life situations
- Blog for teachers and trainers
- Manual on classroom management on CD
- Evaluation reports

4. DISSEMINATION STRATEGY

Dissemination of the LEARN TO LEAD project plays an important role from the beginning of the project, during its lifespan, and upon its completion. As well as reaching stakeholders and the public at large, the constant evaluation of the project and its outcomes throughout the lifetime of the project will also provide feedback to partners on the suitability of the project outcomes for the identified target group's and project beneficiaries' needs.

4.1 Objectives

General objectives of the dissemination plan are:

- Dissemination and exploitation of project results.
- To raise the level of inter-European co-operation opportunities and awareness.

4.2 Target Audience

The following groups and services will be targeted for dissemination purposes:

- Training providers, VET centres, adult education institutions
- Teachers, trainers and educators
- Adult learners in the project's activities in their home States
- Social partners
- National agencies and private employers.
- Potential end users.
- Decision-makers.

4.3 Instruments and tools

In the context of the project dissemination strategy the following instruments will be exploited:

- LEARN TO LEAD website.

- Partner organization websites and blogs.
- Formal and Informal meetings.
- Attending/organizing forums, seminars and workshops, conferences.
- General and individual face-to-face meetings with target groups, stakeholders and decision makers.
- Newsletters.
- Information leaflet.
- Information campaigns through email and other means.
- Media: Press releases, TV, radio.
- Social networking sites.
- Youtube – video sharing website.

4.4 Outputs

- Dissemination strategy.
- A project flyer or information campaign flyer in English translated into Turkish, Spanish, German and Polish and distributed by all partners.
- An ongoing dissemination activity report.
- The project webpage.
- A project Facebook page
- Four newsletters

4.5 Description of activities

- Preparation of a national and European dissemination strategy which consists of a strategic plan of dissemination activities to be carried out by the individual project partners at local, national, regional and European level.
- Development of dissemination materials and tools (flyer, project website,).
- Implementation of dissemination activities according to the strategy, and monitoring the implementation of activities and results.
- Preparation of a final report on the dissemination activities in the individual partner countries and at European level, including perspectives for future potential and exploitability.

5. ACTIVITIES AND TASKS

5.1. LEARN TO LEAD Website

- The project web site will be designed and set up by the Project Leader Turgutlu İlçe Milli Eğitim Müdürlüğü at <http://learntoleadproject.weebly.com/index.html>
- The public area of the project site contains information on the project objectives.
- All the project partners will put a link to the website, and upload the information about the project onto their own websites/blogs.

5.2. Leaflets

Project leaflets in English and the partner languages will be produced to be distributed at events.

5.3. Conferences, Workshops

Where possible the organization of forums, seminars, workshops, and conferences will be exploited as a means of disseminating the project.

5.4. Information campaigns through the Media

During the partner meetings the public and stakeholders will be informed of the project through Press releases and where possible interviews with the press, TV and radio.

5.5. Social Networking

- Each Partner will exploit the Networks they belong to in order to carry out further dissemination.
- Social networking sites, Facebook, Twitter, Xing, Viadeo, etc. together with video sharing websites such as YouTube can be used to disseminate information on meetings, conferences, seminars, workshops and thus market the final product.

5.6. Information Campaign through Mailing

- The partnership will produce a newsletter in June 2013, October 2013, March 2014 and June 2014.
- Each Partner will make a list of at least 25 VET centres, administrative bodies, adult education institutions, associations and stakeholders as targets for the newsletter.
- Each partner will disseminate the results to staff and learners within their own institution.