

MATCH

Informal and non-formal competences matching devise for migrants' employability and active citizenship

510739-LLP-1-2010-1-IT-GRUNDTVIG-GMP



WP2 - Results Dissemination
Deliverable 11: Dissemination Plan

December 2010

MATCH

Work Package 2: Results dissemination

Deliverable 11: Dissemination Plan

Work Package 2 Leader:



Partners involved:



Disclaimer



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Introduction

By “dissemination” we simply mean to “spread widely”. The European Commission defines dissemination as “a planned process of providing information on the quality, relevance and effectiveness of the results of programmes and initiatives to key actors. It occurs as and when the results of programmes and initiatives become available.”

In the case of MATCH project it means to undertake different types of activities to spread the project outcomes and to reach the right target groups. Therefore a dissemination plan aims at arranging specific activities functional to make project results visible to a wide target audience and to efficiently promote Project’s objectives, developments and results.

It shall not be forgotten that dissemination (including also information provision and awareness raising) can take place from the beginning of a project and intensify as results are becoming available. Therefore dissemination activities shall be carried out within the whole project’s duration in order to promote the ideas as well as the technologies used, completed project outcomes and their future exploitation. Due to this dissemination activities shall be organised in a different way and addressed to various target groups in several stages of the project.

Goal of the dissemination plan

The Dissemination Plan provides a view of MATCH expected results and defines a specific and detailed strategy. It describes in detail planned dissemination activities to be undertaken by the whole consortium and/or individual partners.

In planning the process a model should be used as a strategic approach to dissemination and the following questions must be answered:

- What exactly to disseminate?
- What needs is the project to meet?
- Who needs to know?
- Who is in charge of the dissemination?
- How it can be done?
- When it should happen?

Structure

The document consists of four sections and includes also the introduction. The main sections of the document tries to deal with the answers to the above mentioned questions.

- First section: main topics defining the whole dissemination process (dissemination objectives, project outputs and results, competences of the MATCH consortium)
- Second section: description of different dissemination tools, dividing them into two groups: materials to be prepared and activities to be undertaken by the consortium
- Third section: project target groups addressed by the dissemination actions
- Fourth section: procedures applied by the consortium to perform dissemination actions.

Since it is not previously possible to fully plan all activities for the whole project’s duration (2 years), the dissemination plan could be constantly changed and extended under the supervision of the WP Leader and the Applicant Organisation.

Section 1

Project outputs and results

Before describing the Dissemination Plan, the expected results of the MATCH project will be briefly reported in this section. That will enable a better and more precise definition of dissemination activities, target groups, etc.

According to the Project Proposal the main outputs of MATCH project are:

- Conceptual development of the desk-based research: a framework for data collection and analysis on the relevant literature about non formal and informal learning, partners' national policies and practices in validating non formal and informal learning, benefits and obstacles, etc. The results of the review will be used to develop a model for the recognition and accreditation of non formal and informal learning. The results will be also used for identifying the technical specifications for the web-tools. All data will be summarised in a final comparative report
- A report containing a detailed description on the identified methodology for the ontological description of the offer and demand in the context of personnel recruitment and job seeking. Another report will describe the main requirements and specifications for a semantic engine for learning outcomes based job matchmaking
- Identification and description of the occupational profiles for the selected sectors and design of the MATCH ontology
- Development of the LO-MATCH Platform to be assessed through piloting activities
- Organization of two-days training sessions focused on the use of the adapted tools and methodologies. They will be addressed to operators of the organisations involved in the piloting phase. A piloting report will describe the experimentation outcomes
- Drawing up of a manual on the procedures for targeted services' delivery; setting up of 6 "one-stop shops" that will be hosted at the partners' organisations involved and should provide the beneficiaries with information, advice and guidance/self-awareness and assistance for the drawing up and insertion of the CV in the LO-MATCH platform.

Dissemination objectives

MATCH consortium represents a balanced set of institutions/bodies operating in different domains and sectors. This variety of partners will contribute in MATCH dissemination according to own networks (reaching particular project's target groups) and using the most suitable communications channels.

General goals concerning dissemination activities within MATCH project are:

- to widely disseminate the general existence of MATCH project and its special focus on the innovative web-based tool (LO-MATCH software platform) connecting the migrants' competences acquired in formal, non-formal and informal contexts to occupational profiles and to companies' labour demand.
- to disseminate knowledge about the project (objectives, activities and outputs) towards project target groups:
 - competent institutions, stakeholders, local authorities and other project networks
- to increase public awareness about the platform, its possibilities and advantages in different types of organisations
- to inform on the piloting phase and disseminate the experimentation outcomes
- to develop and maintain a user-friendly website to keep general public and other interested stakeholders informed on MATCH project and its results.
- to participate in thematically related conferences or to organise local initiatives to present the model and share the results achieved

- to disseminate overall project results and outcomes.

The general dissemination strategy is to actively engage users from different target groups. Therefore the dissemination will be customised to the needs of particular beneficiaries and divided into four main dissemination "types":

- *Dissemination for awareness* directed to the VET/adult training organisations and the general public.
- *Dissemination for understanding* directed to the groups that can benefit from the project and need to have a deeper understanding of the project's work.
- *Dissemination for action* directed to these groups/audiences that are in a position to "influence" and "bring about change" within their organisations.
- *Dissemination for development* directed to research communities influencing European research excellence.

The consortium

The well-balanced consortium involves partners holding specific competencies which will be useful on different stages of the dissemination process. Among these competencies we point out:

- Previous involvement and experience in European projects
- previous experience in performing dissemination activities
- capacity of organising local meetings, seminars, workshops to present the project and its outputs
- opportunity to participate in events where MATCH could be presented
- relationships and contacts which might be used to involve the beneficiaries and the stakeholders
- use of national networks to valorise MATCH results.

Section 2

Dissemination tools

MATCH consortium will use different dissemination tools to effectively reach the target groups in the ways most suitable for their needs.

Dissemination tools may be divided into two main groups:

- A. Materials – “products” created in order to easier identify the project (e.g. project’s logo or presentation template) and to spread the project current achievements and updates (e.g. leaflet or poster).
- B. Activities – particular actions aiming at disseminating information on the project, e.g. participating in conferences or seminars, publishing articles or press releases.

A. Materials

The dissemination products shall approach different target groups considering their specific needs and requirements. The materials may be grouped into two categories:

- Unchangeable materials – they will not be re-defined during the project: for example, project logo, presentation template and the leaflet. With regards to promotional materials, depending on time and project’s progress different purposes exist. The first materials prepared at the very beginning of the project (for example, the leaflet) will be focused on the general presentation of the project, its objectives, expected outcomes and target groups. The most specific goal will be to attract the potential beneficiaries of the MATCH project, interested in different aspects After the LO-MATCH platform creation and the piloting phase the promotional material might be updated or prepared. The main objective will be to attract the scientific communities and the public authorities with innovative technologies and to provide a better understanding of the project.
- Changeable materials – they will be updated and developed during the project (e.g. project’s website whose content will be systematically extended and updated) or even totally changed and replaced with new versions (e.g. promotional materials).

MATCH dissemination tools/instruments

1. Project logo Visual identity for the project to be used in all communication supports
2. Project website Hosting all available information of the project to maximise its visibility; it includes a reserved area to facilitate the networking activity between partners and competent institutions
3. Leaflet Promoting knowledge and awareness on the project. It has been created and spread at the beginning of the project in order to provide an overall description of it and drum up the interest among target groups
4. Promotional materials Raising awareness in target groups about the project and its results
5. Presentation template A common template to be used in meetings or seminars
6. Press releases Spreading the latest information on steering committees or other events and/or activities
7. Articles Obtaining visibility among research communities and stakeholders

8. Thematic seminars/meetings Sharing the results achieved by the project with different target groups
9. Final publication A publication containing the conclusions in terms of recommendations to be circulated for dissemination and valorisation purposes
10. International seminar (final conference) To be held at the end of the project; it will be an opportunity to reflect about project results with the representatives who may be affected by the dissemination of the project processes, outcomes and impact.
11. Social networks Spreading information, sharing opinions, getting feedback, joining discussions. Examples: LinkedIn, Facebook, etc.

In the following section we will provide a brief description of each dissemination tool listed above:

1. Project Logo

The project logo was designed within the first months. The main aim was to give a visual identity in order to create awareness of MATCH project and attract the attention of potential target groups. The logo is clear and simple to be easily recognised. The colour is grey on a white background. It contains the acronym of the project.



2. Website

The MATCH website will be a fundamental tool for dissemination purposes. The project domain is <http://match.cpv.org/>.

The website consists of two areas: public and reserved. For dissemination purposes the most important area will be the public one; IT will be available for the general audience and contain project's information, like the summary, the news and events, the information on the consortium, etc.

The public area is accessible to all unregistered users who visit the website while the reserved area requires authentication by logging into the website. Through this area the registered users (project partners) are allowed to upload and download project materials, such as documents, deliverables, templates, etc, and view project developments or updates.

Three main aims of the website are:

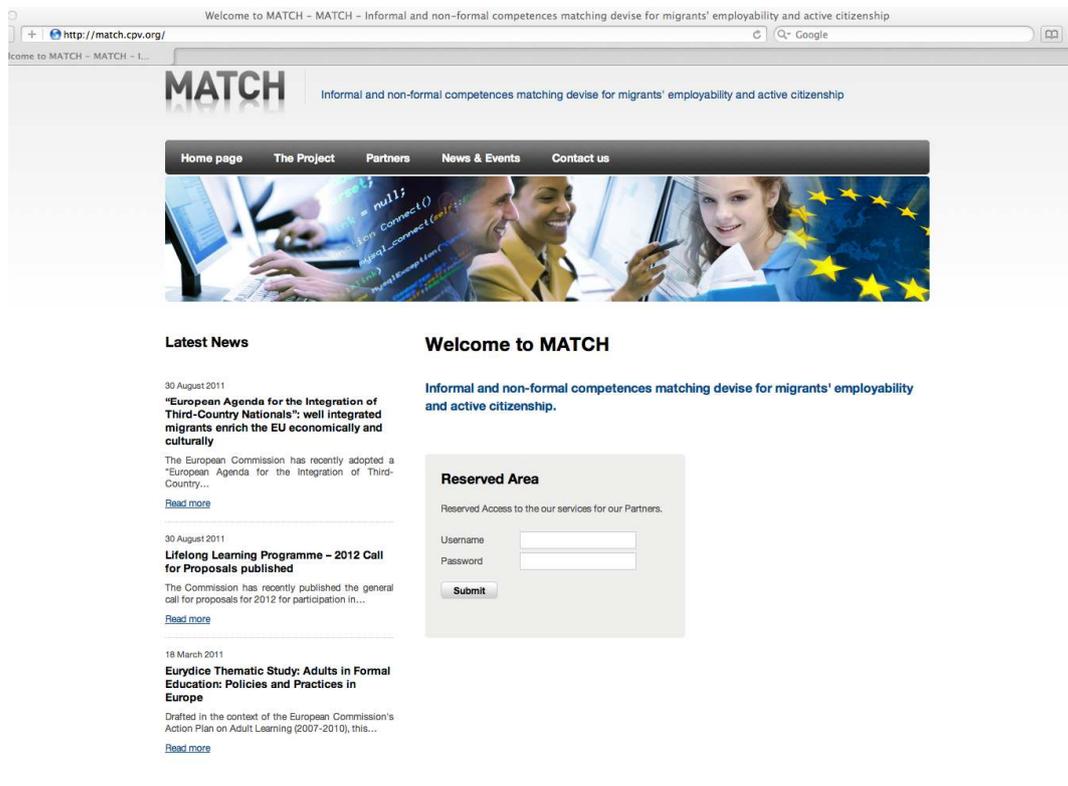
- providing detailed information concerning the project (aims, developments and news;
- providing brief and clear information on the consortium and the links to partners' institutional websites ;
- Reserved area: collecting internal documents and ensuring their availability among the project partners; promoting the good cooperation and work within the consortium.

The website will be regularly updated.

Public area

The public area provides a full overview of the project, the news and events, the information on the consortium and any other interesting material for the public. The menu bar has the following icons (*Figure 1*):

- **Home.** The homepage with an overall presentation
- **The project.** This item provides information on the project rationale and background as well as the aims and objectives
- **Partners.** It describes the consortium. Partners are presented in a list. By selecting a specific partner, the user is redirected to a new page with a description of the partner, its website and contacts
- **News and events.** This item presents project news and events in a chronological order (the most recent news being the first in the list). More information on each news item is displayed by clicking on it.
- **Contact us.** This menu item provides the contact details for the project coordinator.

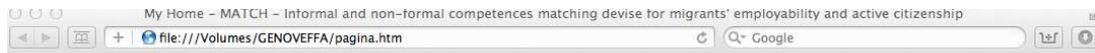


Reserved area

Partners need an username and password to log into the reserved area (*Figure 2*) The menu bar has the following items:

- **My home.** The main page for the project management. Users can access all the contents of their Work Packages and all the general contents managed by the Team Leader
- **Project documents.** Gives access to the general document area managed by the Team Leader
- **Project deliverables.** To see the timeline of all project deliverables

- **News team leader.** To see the list of all the news inserted by the Team Leader
- **Photogallery**



My Home General Documents Project Deliverables **News Team Leader** Photogallery

Project Management

My Workpackages

- [1 - Project Management](#)

- [2 - Results dissemination](#)

- [3 - Exploitation of results](#)

- [4 - Quality Assurance](#)

- [5 - Review of processes in the validation of informal and non-formal learning in the partners' countries](#)

- [6 - Strategies and tools for semantic description in personnel recruitment and job seeking contexts](#)

- [7 - Identification of profiles and KSC semantic description](#)

- [8 - Software development for job matching](#)

- [9 - Piloting \(adapted tools, model and accreditation methodology\)](#)

- [10 - Information - advice and guidance services to selected beneficiaries](#)

Recent Documents

- [Case Study 5 IT CPV.doc](#)
WP 5 - 06/09/2011 - Susanna Casellato

- [Case Study 4 IT CPV.doc](#)
WP 5 - 06/09/2011 - Susanna Casellato

- [Case Study 3 IT CPV.doc](#)
WP 5 - 06/09/2011 - Susanna Casellato

- [Case Study 2 IT CPV.doc](#)
WP 5 - 06/09/2011 - Susanna Casellato

- [Case Study 1 IT CPV.doc](#)
WP 5 - 06/09/2011 - Susanna Casellato

- [migration and mismatch.pdf](#)
WP 5 - 05/09/2011 - Monique Jordanae

- [II* Steering Committee Par...](#)
30/08/2011 - Susanna Casellato

- [II* Steering Committee AGE...](#)
30/08/2011 - Susanna Casellato

- [REPORT PL.doc](#)
WP 5 - 07/08/2011 - Monika Skowron

- [Interim project report ZDZ POL...](#)
WP 5 - 24/05/2011 - Monika Skowron

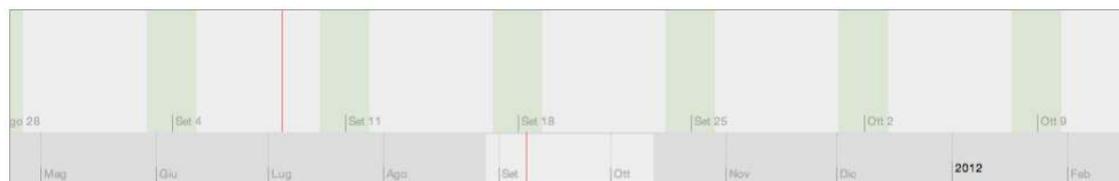
Recent News

- 15 September 2011
[II* Steering Committee Meeting Paris - September, 15-16 2011](#)

- 13 December 2010
[Kickoff meeting](#)

Project Events

[Today](#)



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3. Leaflet

The first project leaflet was prepared at the beginning and it focuses on a general description of the project: its purpose, aims and planned outcomes. It is addressed to the general public and operators.

The leaflet consists of the following parts:

- A page with the project's title and logo
- Three content pages:
 - the project summary
 - MATCH aims
 - the target groups and the Work Packages
- The end page includes information on the project's consortium, contact details and project's website address.

The Figure 3 illustrates the leaflet



PROJECT PARTNERS

CPV Centro Produttività Veneto Formazione & Innovazione

P1 – Fondazione Giacomo Rumor – Centro Produttività Veneto- IT

CREDI Centre REGIONAL pour le Développement local, la formation et l'Insertion des Jeunes – FR

P2- CREDI Centre REGIONAL pour le Développement local, la formation et l'Insertion des Jeunes – FR

RECTORAT DE PARIS DAFPIC – Réseau des GRETA de Paris - FR

P3 - Rectorat de Paris DAFPIC – Réseau des GRETA de Paris - FR

CAMERA DI COMMERCIO INDUSTRIA ARTIGIANATO AGRICOLTURA VICENZA CCIAA VI - IT

P4 - Camera di Commercio Industria Artigianato Agricoltura Vicenza CCIAA VI - IT

P5 – Politecnico di Torino - IT

UR Ufficio Scolastico Regionale per il Veneto - IT

P6 - Ufficio Scolastico Regionale per il Veneto - IT

KCH International

P7 - KCH International - NL

ZAKLAD DOSKONALENIA ZAWODOWEGO W KIELCACH - PL

P8 - Zakład Doskonalenia Zawodowego w Kielcach - PL

Centra RS za poklicno izobraževanje - SI

P9 - Centra RS za poklicno izobraževanje - SI

GOSPODARSKA ZBORNICA SLOVENIJE Center za poslovno usposabljanje - SI

P10 - Gospodarska zbornica slovenije Center za poslovno usposabljanje - SI

CÁMARA DE COMERCIO DE OVIEDO - ES

P11 - Cámara de Comercio de Oviedo - ES

SILENT PARTNER
Verband der Schweizerischen Volkshochschulen – CH

EUROPEAN COMMISSION Education and Culture DG
Lifelong Learning Programme

EACEA
Education, Audiovisual & Culture Executive Agency

MATCH

MATCH Project

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MATCH

<http://match.cpv.org/>

Project Co-ordinator

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While there is general agreement about the fact that the recognition of non-formal and informal learning may be beneficial for all levels of the adult population, many countries are examining the possibility of using this approach to deal with the problems faced by certain groups especially vulnerable to professional or social exclusion. Migrants are the focus of special attention in this area of intervention.

MATCH *Informal and non-formal competences matching devise for migrants' employability and active citizenship project*, promoted by Fondazione Giacomo Rumor – Centro Produttività Veneto, intends to face this issue proposing a web-based functional tool (**LO-MATCH software platform**) connecting the migrants' competences acquired in formal, non-formal and informal contexts to occupational profiles thus enabling a more transparent, dynamic and efficient job match-making.

The system will be adopted by the Chambers of Commerce/training organisations involved in the project. Integrated information, advice and assistance services will be offered by "one-stop shops" set up in each Chamber of Commerce/training organisation and will be addressed mainly to migrants.

A joint and consistent dissemination and exploitation strategy will be developed (dedicated website, promotional materials, final publication in English and final international conference) ensuring the visibility, demonstration and recognition of the project's main results.



- To evaluate the existing tools and practices for validating informal non-formal learning and to offer the most practical and relevant ones based on the experience of the partners countries with a focus on the needs of migrants
- To develop a web-based functional tool connecting the migrants' competences acquired in formal, non-formal and informal contexts to occupational profiles and to companies' labour demand
- To test the adapted web-tool on a representative sample of beneficiaries – end-users
- To offer integrated information, advice and assistance service to the beneficiaries (migrants as selected direct target group) by setting up "one-stop shops" in each Chamber of Commerce/training organisation involved
- to foster transnational and trans-sectoral collaboration building understanding and confidence in the tested practices and procedures.

MATCH Project runs from **December 2010 till November 2012**. Project Co-ordinator is **Fondazione Giacomo Rumor – Centro Produttività Veneto, IT**



- Migrants involved in the piloting phase
- Regional and national public authorities and policy makers in the field of VET
- Adult education/VET providers
- Pedagogical staff of the partner organisations;
- Employers represented in the consortium through the Chambers of Commerce and trade-unions (contributing to the piloting phase)



- WP1** – Project Management
- WP2** – Results dissemination
- WP3** – Exploitation of results
- WP4** – Quality Assurance
- WP5** – Review of processes in the validation of informal and non-formal learning in the partners' countries
- WP6** – Strategies and tools for semantic description in personnel recruitment and job seeking contexts
- WP7** – Identification of profiles and Knowledge Skill Competence semantic description
- WP8** – Software development for job matching
- WP9** – Piloting (adapted tools, model and accreditation methodology)
- WP10** – Information – advice and guidance services to selected beneficiaries

4. Promotional materials

Different communication and promotional materials will be created and used in order to raise awareness in target groups about the project and its results.

In particular flyers and posters might be realised.

The flyer could be adjusted to the project developments and will promote current project's achievements.

Flyer's aim is:

- to inform on current project's stage and achievements;
- to attract stakeholders.

Posters could be realised in order to promote events.

The promotional materials will be in English but the partners might wish to translate them in their native languages.

5. Presentation template

Among other dissemination material a presentation template was also prepared. It will be used during the Steering Committees, the conferences, the seminars or other similar events.

The presentation template consists of one title-page and another page.

The first one involves: project's logo and title, EC logos and disclaimer; a space for the presentation title and subtitle, name of the speaker, meeting's date and place. The second page includes a small logo on the top left-hand corner, a space for the slide title and subtitle. (Figure 4)



6. Final publication

The conclusions in terms of recommendations will be collected in a publication to be circulated for dissemination and valorisation purposes. It will be in English but an abstract could be realised in all partners' native languages.

B. Activities

In order to organise successful dissemination, all partners of the consortium shall participate in the dissemination activities. They will be undertaken in the partners' origin countries, namely: Italy, France, Netherlands, Poland, Slovenia, Spain.

The consortium will perform the following tasks:

1. Writing press releases
2. Publishing articles
3. Participating in events (conferences, seminars, fairs, etc)
4. Organizing thematic meetings/seminars
5. Setting up working groups at national level
6. Using internet and eventually the social networks
7. Keeping contacts with stakeholders
8. Using national networks to spread project results.

1. Press releases

A press release is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. Depending on the media channel the press release might be focused on spreading news related to a particular topic or event or on expressing opinions. Both types of press releases might be used.

2. Articles publication

MATCH consortium intends to promote project results through papers, articles and publications on specialised newspapers and journals.

The objective is on the one hand to obtain a great visibility among target groups and on the other hand, it is to inform and reach research communities and experts in the targeted sectors.

3. Participation in events and organization of thematic seminars

MATCH project shall be effectively presented within relevant conferences, seminars, workshops, fairs, etc. which will be thematically related to the project's scope. The main goal of this participation is to raise awareness among different target groups as much as possible. Within such events MATCH project shall be promoted and current progress shall be reported.

Also thematic seminars/initiatives will be periodically organized in all Partners countries in order to share the results achieved by the project with different target groups.

4. Internet use

The project already has a solid dedicated project website. Moreover, project partners also have to start valorising the project through their own institutional websites. Thus they have already uploaded information regarding the project. Such information shall follow up the project progress and be regularly updated.

Another possibility is to exploit the potential of social networks like Facebook and LinkedIn, in order to spread MATCH information and news among partners' relations.

5. Keeping contacts with stakeholders

Another important activity is to keep contacts and involve stakeholders, also using the existing national networks.

Stakeholders are any person group or organisation who have influenced over or are influenced by the project during its planning, delivery and/or operation. For best results, stakeholders should be identified and involved as early as possible. Stakeholders who have not been involved at the appropriate time might present severe difficulties to the project as it progresses. These difficulties might include:

- Omission of important requirements;
- Disagreement between stakeholders at a difficult stage of the project;
- Dissatisfaction exhibited in the behaviour of the stakeholder;

Thus it is important to further investigate these activities:

- Stakeholder Identification – who are the stakeholders?
- Stakeholder Assessment - what is the role of the stakeholder in the project?
- Stakeholder Influence – how do we want the stakeholder to be involved?
- Stakeholder Communication –how should we communicate with each stakeholder?
- Stakeholder Management – how will we engage with the stakeholder throughout the project?

Section 3

Target groups

According to dissemination goals, we may identify different target groups with specific expectations and interests.

Main MATCH target groups are:

- VET/ Adult education training organizations
- Chambers of Commerce and other employment services
- Companies
- Public bodies and authorities
- Research communities
- Migrant workers

The impact on the target groups can be measured on the short and long term. In the first case we shall consider the effects had on the beneficiaries during the project lifetime; the second case deals with the benefits obtained after the project end and it pertains more to the Exploitation phase.

Dissemination activities will be performed on two main levels:

- Research: results will be valorised through the participation in thematically related conferences, seminars or workshops and presentation of the project's results within these events. Dissemination on this level shall be focused on the innovative developments and achievements
- Beneficiaries:- results will be disseminated within suitable events. This level of dissemination involves potential participants of the piloting phases in different countries and from different target groups.

Section 4

Internal procedures

For a good cooperation in a project it is very important to assign roles and responsibilities to perform each project stage. In regard to dissemination In MATCH project:

- WP leader is responsible for coordinating the whole dissemination process and keeping partners informed;
- partners are responsible for performing specific dissemination activities;
- Partners performing activities are responsible for reporting them in the dissemination template;
- partners performing a particular event are responsible for printing, collecting the necessary materials and submitting the questionnaires to participants
- applicant Organisation has to supervise the whole Work Package.

Concerning the methods, procedures and rules to perform the dissemination activities planned, the process is based on three steps:

1. designing the activities
2. carrying out the activities
3. reporting the activities.

1. Designing dissemination activities

MATCH dissemination activities should be in line with the dissemination plan, but in case of some new, not mentioned, they should be agreed on by the consortium and then included. For effective planning it is necessary a regular updating as well as the engagement of all partners. Each partner decides the dissemination activities to be planned in its country and inform the WP leader and the Applicant Organisation.

2. Carrying out dissemination activities

In order to properly perform the planned dissemination activities partners should:

- arrange the activity and involve the relevant staff
- perform the event
- gather all relevant documents and data
- give a feedback on the activities carried out.

Partners should keep the Applicant Organisation and WP leader informed on the progress of the performed activities.

Even if the dissemination tools should be in English, there might be circumstances requiring versions in other languages. In such cases translations will be provided in order to facilitate a better understanding of the materials.

When organizing events it is important to have a feedback from the participants. Thus specific instruments will be used to measure the user's satisfaction and to provide information on how the project has been understood. For example, a questionnaire could be an useful tool to be adjusted to the particular event and target audience.

3. Reporting dissemination activities

Partners have to report the activities in a specific template (*Figure 5*) in order to describe them in a similar way and take into consideration all relevant aspects like: responsible partner, name of the activity (for easy identification), its date, place, type and level, short description of the activity, type of audience and results and feedback. If used, dissemination materials should be attached – e.g. presentation, article content, press release note, etc.

N.B. Since at the beginning of the project we are not able to foresee all future possibilities and to recognise the opportunities for the next year of the project. Because of this the data must be gradually updated and completed with new information. All partners are responsible for this.

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DISSEMINATION ACTIVITIES REPORTING TEMPLATE

Partners responsible for performing dissemination activities will report them after they are finished to the dissemination leader (P6 – USRV) and project coordinator (P1 – CPV). The activities will be reported in a specific template (presented in table 1) in order to be described in a similar way and take into consideration all relevant aspects like: responsible partner, name of the activity (for easy identification), its date, place, type and level, short description of the activity, type of audience and results and feedback (e.g. conclusions from the discussion, participants comments, how it may influence the project, etc.). In case of each activity material used shall be attached – e.g. presentation, article content, press release note, etc.

Activity Name: (Just a name in order to refer to easily, i.e. MATCH Conference						
Date and place:		Responsible partner:		e.g. CPV		
Status	Type	Description	Target group	Level	Results and feedback	
PL -planned. PR -in progress F -finished	e.g. presentation, publication, etc.	Description of the activity, what happened, how, working language, etc.	e.g. what type of audience was there, how many, etc.	e.g. at EU level or national? If national which country was addressed?	e.g. report on how the activity went, what we gained from it, comments by the audience, etc.	Attached material Partners should provide here the names of the attached files used in this activity (e.g. presentations, etc.)