



# C-E.N.T.E.R course - "VALORISE OR VAPORISE - THE ESSENTIAL OF DISSEMINATION AND MARKETING IN EU PROJECTS"

Implementation guide

**C-E.N.T.E.R.** - Competence, Cooperation, Communication in the C-E.N.T.E.R. of Dissemination and Exploitation of EU Project Results

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## Introduction

This document is an implementation guide for the partnership to use within the C-E.N.T.E.R project. The guide provides an overview of the final course that will be organized by SPI in the days of the 15-19 October, 2012 in Porto, Portugal.

In the application form the type of course that was previewed is a Grundtvig in-service training course.

This document aims to explain the different roles and tasks of each partner, and to explain better how partners can assist interested individuals to apply for funding to participate in the course. It is important that you outline the benefits for the individual to participate in our course. What we need to remember is that even though that participant may receive funding to pay their stay during the course, they are still using their own personal time... Some organizations give the employee an official leave to participate in this kind of initiatives, but often people need to use their holidays to participate in this. That is why we need to outline very well their benefits of participating in the course.

The finest task of each partner is to disseminate the course to all possible interesting key actors. The idea is to inform about the course to everyone you know, maybe they are not interested themselves to participate but perhaps they know of someone who would be interested.

In the spirit of our successful 4<sup>th</sup> C-E.N.T.E.R conference in Sweden it is really all about “Spread the word” and use your networks to invite individuals to the course.

Good dissemination!

## Course objectives

The final Grundtvig in-service training course is called “Valorise or Vaporise - The essential of Dissemination and Marketing in EU Projects” aims to improve the competences of individuals working with European projects.

It is basically for everyone dealing with dissemination and exploitation, but also aspects of marketing as dissemination/exploitation to a large extent is *marketing*. Very often the projects have sincere intentions of having an impact on the target group and on other relevant stakeholders, moreover the projects try to improve the skills of a certain group or enhance the quality of lives for others. Unfortunately, this is often not communicated properly to the people that may benefit from the project and its results, or another situation where it is only very few individuals that are informed about the project. Whatever the reason the outcome is the same, the projects do not have the desired impact on the key actors and is often forgotten once the funding ends. This is a shame, because many high quality results are developed, but then never used. The C-E.N.T.E.R course’s objective is to change this reality.

Another aim of the course would also be for the participants to exchange experience and know-how in their field. There will also be opportunity for the individuals to network and discuss new project ideas and collaboration possibilities.

Basically the objectives are:

- ✓ Improving communication skills and dissemination/exploitation knowledge of EU project managers and other actors involved in the adult education field;
- ✓ Providing participants with techniques and methods to improve their network processes between organizations and individuals involved in projects throughout Europe in the field of adult education;
- ✓ Improving communication skills of project managers and other people occupied in the field of EU projects;
- ✓ Exchanging experiences and good practices among people coming from different countries working in the same field of occupation;
- ✓ Providing the participants with tools for enhancing their competences in management of their professional projects within adult education.

## Course details

The course will take place in Porto, Portugal between 15<sup>th</sup> and 19<sup>th</sup> of October, 2012. SPI will be the organizer of the actual event, but will need extensive support from all partners to attract participants to the course.

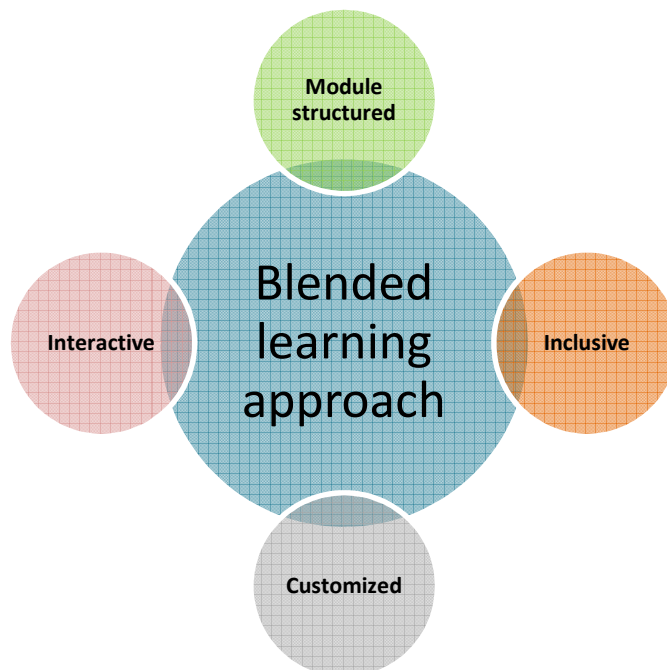
The course will be 5 full days and have a total of 30 hours.

The course venue will be:

Sociedade Portuguesa de Inovação  
Avenida Marechal Gomes da Costa 1376  
4150-356 Porto | Portugal  
Phone: +351 22 607 64 00  
Contact person: Mette Christensen  
Email: [mettechristensen@spi.pt](mailto:mettechristensen@spi.pt)  
[www.spieurope.eu](http://www.spieurope.eu)

SPI will organise interesting key speakers related to specific thematic topics and exciting field trips to newspapers or marketing companies. In addition to this trainers will implement the modules developed within the project.

The course will use multiple pedagogical tools to make the learning process fun and innovative:



**Interactive:** based on inclusion and active learner participation.

**Module structured:** content is well defined and follows a clear learning path with defined goals.

**Customized:** to the target users' previous experience, and the needs of the individual participants.

**Inclusive:** considering cultural differences regarding previous experience.

**Preparation Prior** to the course, participants will receive materials prepared by the course organisers. The aim of this activity is two-fold: Namely to provide the participants with up-to-date information regarding the teaching/training management and to create a communication channel between the course organiser and the participants. Additionally, to ensure that all course participants have a relatively consistent conceptual background on the dissemination/exploitation management of EU projects.

The material provided in advance will allow the participants to get familiar with the topics of the course and general background information, and thus increase the advantages of participation in the course. Participants will be advised to consult, among other references, the following information:

- C-E.N.T.E.R. State-of-the-art report
- C-E.N.T.E.R. Website ([www.c.enter-network.eu](http://www.c.enter-network.eu))

Each module has an introduction and is divided into sub-categories of the main area addressed. The sub-categories are a mixture between theory, and practical examples. A sample of exercises addressing the content learned is available and the exercises are a mixture between individual and group exercises and interesting case studies.

The objective with the exercises is to provide the participants with an opportunity to test and use the skills acquired throughout the module.

Each module will end with summary, key terms and further reading that would benefit the participants to learn further and a better understanding of what is learned. An assessment by the participants (and trainer) of the content learned will take place by the end of each day, including an evaluation of the entire course by the end of the last day. The evaluation will consist of a questionnaire to complete (both for trainer and participants), and oral feedback in group sessions. The results of the evaluation will be elaborated in a report.

An interaction to enhance the practical experience of the participants will be included during the entire course. This interaction will be in form of field trips to relevant organisations, key note speakers, or the possibility to work in groups.

**Follow-up** By the end of the course participants will receive the C-E.N.T.E.R toolkit containing guidelines for active dissemination and exploitation of EU project results as well as a collection of instruments and examples to use in their professional life.

A mailing list of the participants will be created in order to exchange ideas/experiences, to foster new partnerships and networks for future European projects, and to increase the chances of better dissemination, exploitation and synergies between future European projects.

Furthermore, all participants will receive information on the use of C-E.N.T.E.R. Facebook page and Website forum in order to support discussion and exchange with experts in the field working in the C-E.N.T.E.R. project.

After each day and by the end participants will be invited to evaluate the course and provide comments and opinions on how to improve.

The toolkit will be printed and distributed to the participants. Further they will also receive a certificate of attendance for the course.

## Fee

Course fee in €:

Maximum number of participants envisaged	16
Fee in € for accommodation and meals : (accommodation & all meals)	620.00
(Tuition and materials) €	135.00
Cancellation fee in €	120.00

This means that the participants coming outside of Portugal will need to apply for a grant of **€ 755 (subsistence and course fee) and additional for travel (please note that National Agencies have different maximum funding for travel, confirm with your National Agency).**



## Course programme

A draft programme has already been designed. The key actors and field trip will only be scheduled later.

Day 1	<b>Welcome session and introduction</b>
	<b>Module 1 - Introduction to Dissemination and Exploitation</b>
	Field trip or guest speaker
Day 2	<b>Module 2 - Communication and Networking</b>
	Field trip or guest speaker
Day 3	<b>Module 3 - ICT and Dissemination</b>
	Field trip or guest speaker
	Social programme
Day 4	<b>Module 4 - Print and Mass Media</b>
	Field trip or guest speaker
Day 5	<b>Module 5 - Production of dissemination material/instruments</b>
	Field trip or guest speaker
	Course Evaluation
	Social programme

## What is Grundtvig in-service training grants?

Participants can apply for funding to participate in the Grundtvig in-service training course through their National Agency. The course will be implemented through the Grundtvig action in-service training course and interested can find more information about the course in the Grundtvig training database: <http://ec.europa.eu/education/trainingdatabase/search.cfm> and search for reference number: **AT-2012-328-001**

The table below has been produced by the European commission and outlines the technical information regarding the Grundtvig in-service training course. The information is also available in electronic format: [http://ec.europa.eu/education/llp/doc/call12/fiches/grund2\\_en.pdf](http://ec.europa.eu/education/llp/doc/call12/fiches/grund2_en.pdf)

Programme	Lifelong Learning
Subprogramme	Grundtvig
Action Category	Mobility
Action	GRUNDTVIG In-Service Training for Adult Education Staff (IST)
Objectives and description of the action	<p>The objective of this Action is to help improve the quality of lifelong learning by enabling persons working in the field of adult learning, in the broadest sense, or who are engaged in the in-service training of such persons, to undertake a training course in a country other than that in which they normally live or work. In this way, participants are encouraged to improve their practical teaching / coaching / counselling / management skills and to gain a broader understanding of adult learning in Europe. The course concerned must have a strong European focus in terms of the profile of trainers and participants.</p> <p>Note: Grants for more informal training such as a placement or observation period in an adult education organisation or a public or non-governmental organisation involved in adult education (job-shadowing), are available under the Grundtvig action "Visits and Exchanges for Adult Education Staff" (see the relevant page in this Guide). The training for which grants are awarded must relate to the candidate's professional activities in any aspect of adult learning, whether formal, non-formal or informal. This may have to do with:</p> <ul style="list-style-type: none"> <li>· The content and delivery of adult education, in particular course content and teaching methodology;</li> <li>· The accessibility of learning opportunities for adults, in particular for disadvantaged social groups;</li> <li>· The management of adult learning, including governance at local and regional level, administration, quality assurance, support services such as counselling and guidance, developing community-based schemes for adult learning etc.;</li> <li>· The system/policy-related aspects of adult education including all types of strategic issues, funding models, development of cooperation between providers in the context of learning regions, indicators and benchmarking etc.</li> </ul> <p>Grants will only be awarded for participation in training which is suitable for achieving the applicant's demonstrated training objectives, which complies with the necessary quality criteria and which presents an added value through the European dimension of the proposed course compared with training in the applicant's home</p>

	<p>country.</p> <p>An on-line database of training activities, known as the Comenius - Grundtvig Training Database, is available to help applicants identify training which is eligible for funding under this Action and which best meets their training needs: <a href="http://ec.europa.eu/education/trainingdatabase/">http://ec.europa.eu/education/trainingdatabase/</a>.</p> <p>However, applicants may also choose training which is not listed in the database, provided that it meets the necessary criteria. This will be determined by the relevant National Agency.</p> <p>At the website for the Comenius - Grundtvig Training Database indicated above, organizations wishing to register a course in the database will find details on how to do so.</p>
Who can benefit	Teachers and other staff working in adult education as defined in the Specific eligibility rules below.
Who can apply	<p>Individuals belonging to one of the categories indicated in the "Specific eligibility rules" below.</p> <p>The application will normally be submitted through their home institution, which must be a legal entity, but where no such home institution exists the application may be submitted directly to the relevant National Agency.</p>
PRIORITIES	Applicants should consult the website of the National Agency in their country in order to ascertain any national priorities. European priority points will be awarded to applications for attending training events resulting from previous Socrates projects or LLP Multilateral Projects and Networks
HOW TO APPLY	Applications should be sent to the National Agency of the country where the applicant lives. In case the applicant works in a country other than that in which he/she is resident, the application must be sent to the National Agency of the country where he/she is working.
SELECTION PROCEDURE	NA1
APPLICATION DEADLINES	30 April 2012
<b>DURATION</b>	
MINIMUM DURATION	5 working days
MAXIMUM DURATION	6 weeks
COMMENT ON DURATION	Round 2: For the deadline of 30/04/2012 training activities must start on or after 1 September 2012
FINANCIAL PROVISIONS	Please consult Part I of this Guide, Chapter 4 Financial Provisions for more information.
APPLICABLE GRANT TABLES	Table 1a
MAXIMUM GRANT €	See NAs website
COMMENT ON FUNDING	<p>Travel and subsistence costs: A contribution will be made in accordance with the provisions set out on your National Agency's website.</p> <p>Course fees: A contribution may be granted on the basis of real costs. Please consult your National Agency's website for information on the maximum amount.</p> <p>Pedagogic, linguistic or cultural preparation: A contribution may be granted on the basis of a lump sum. Please consult your National Agency's website for information on the amount. (Note: a grant for linguistic preparation is not allowable where the training itself is oriented exclusively or predominantly towards the improvement of language skills.)</p> <p>Please consult the National Agency for special rules on additional funds in the case of people with special needs.</p>
<b>EVALUATION AND SELECTION PROCEDURES</b>	
Please consult Part I of this Guide, chapter WHAT IS THE LIFECYCLE OF A PROJECT for further information about	

<p>the evaluation and selection procedures</p> <p>Eligibility Criteria</p> <p>General eligibility rules:</p> <p>The general eligibility criteria for applications in the LLP Programme are outlined in Part I of this Guide, Chapter 3.</p> <p>Participating countries: please refer to Part I of this Guide, section "Which countries participate in the Programme?"</p>	
<p>SPECIFIC ELIGIBILITY RULES:</p>	<p>1 ) Individual applicants must be either:</p> <ul style="list-style-type: none"> <li>- a national of a country participating in the Lifelong Learning Programme;</li> <li>- a national of other countries enrolled in regular courses in schools, institutions of higher education or vocational training, or in adult learning organisations in a participating country, employed or living in a participating country, under the conditions fixed by each of the participating countries, taking into account the nature of the programme (please refer to relevant National Agency website).</li> </ul> <p>2) Individual applicants must be one of the following:</p> <ul style="list-style-type: none"> <li>- Persons at any stage in their career who are already working on a part-time or full-time basis in any part of the adult education sector (formal, non-formal or informal), including volunteer staff as well as those who are formally employed. This includes notably: <ul style="list-style-type: none"> <li>o Teachers/trainers in adult education in the broadest sense (formal, non-formal and informal)</li> <li>o Heads and managerial / administrative staff of organisations directly or indirectly involved in providing adult learning opportunities</li> <li>o Staff involved in intercultural adult education, or working with migrant groups, travellers, occupational travellers and ethnic communities</li> <li>o Staff working with adults with special learning needs</li> <li>o Staff such as mediators and street educators working with adults at risk</li> <li>o Counsellors or career advisors</li> <li>o Staff working in local or regional authorities dealing with adult education, including the inspectorate</li> </ul> </li> <li>- Persons involved in the training of adult education staff</li> <li>- Persons who can demonstrate a clear intention of working in adult education but who are currently in some other labour market situations (work in another field, retirement, absence from professional life due to family responsibilities, unemployment etc.)</li> <li>- Persons who have completed a qualification leading to a career in adult education and intend to start a career in adult education</li> <li>- Other education staff at the discretion of national authorities.</li> </ul> <p>In the case of persons (re-)entering adult education from another labour market situation, NA may give precedence to applicants who are able to demonstrate that their (re-) commencement of work in adult education is imminent.</p> <p>3) The course organiser must be an organisation located in a country participating in the LLP.</p> <p>4) The course applied for is taking place in a country participating in the LLP in which the applicant is not living or working.</p> <p>5) Grants will only be awarded for the purpose of attending "pure language courses", i.e. training aimed exclusively at developing competence in a foreign language, where the applicant fulfils at least one of the following conditions:</p> <ul style="list-style-type: none"> <li>- the applicant is a teacher requesting training in less widely taught and less used languages (see the Glossary of terms in Part I of this Guide);</li> <li>- the applicant is engaged in teaching a non-language subject through the medium of</li> </ul>

	<p>a foreign language; - the applicant is re-training as a foreign language teacher; - the applicant is participating in a Grundtvig Learning Partnership and needs foreign language training for this purpose. Please verify with the relevant National Agency whether additional national requirements apply.</p>
MINIMUM NUMBER OF COUNTRIES:	Not applicable
MINIMUM NUMBER OF PARTNERS:	Not applicable
COMMENT ON PARTICIPANTS:	See above
AWARD CRITERIA	<p>1. European added value The training activity abroad will have a greater potential value than similar training in the applicant's home country and it is clearly demonstrated that the applicant will benefit from this experience in terms of personal and professional development.</p> <p>2. Content and duration The programme for the mobility action is clear and reasonable; its duration is realistic and appropriate. The applicant provides a convincing explanation of his/her linguistic capacity to benefit from the training and of the preparatory activities that he/she intends to undertake to ensure the quality of the mobility.</p> <p>3. Impact and relevance There is a clear match between the training selected and the applicant's training needs. The training activity can be expected to have a positive impact on the professional development of the staff member concerned and on his/her institution/organisation.</p> <p>4. Dissemination of results The dissemination plan clearly demonstrates the applicant's intention to communicate the results of the foreseen training activity. The dissemination activities are relevant and well defined.</p>
<b>CONTRACTING PROCEDURES</b>	
PROBABLE SENDING DATE OF NOTIFICATION OF THE RESULTS OF THE SELECTION PROCESS	See NAs website
PROBABLE SENDING DATE OF AGREEMENT TO THE BENEFICIARIES	See NAs website
PROBABLE STARTING DATE OF THE ACTION	See NAs website

## Profile of the participants

The participants will come from different European countries. The participants will be adults engaged some way or another in European project management or would like to. Also individuals in marketing may benefit from participating.

The definition: *Persons involved or interested in European projects, marketing, product placement (with and/or without specific education in this area), developments and products of EU projects, European exchange and cooperation and those working in the broad field of education.*

Further target groups could be:

- Teacher trainers
- Careers officers, educational guides and counsellors
- Headteachers/principals/managers of schools/organisations offering adult education
- Other (Paid or voluntary) management staff in the institution/organisation
- Non-teaching administrative staff
- Members of students/teachers councils in adult education

It is important to remember that the target group(s) is very broad defined and thus please adapt the target group to your national realities and who you think could have an interest to participate in the course.

## The role of all partners

The main activities that all partners need to perform are the following:

1. Please note that interested participants can apply for Grundtvig grants at their National Agency until 30 April, 2012.
2. At some National Agencies the application is electronic, please confirm this and where it can be found to be able to explain to interested participants.
3. Send the invitation prepared to ALL possible contacts and include the registration form (for internal use in SPI) and the application form if possible.
4. Send the “at a glance” document to your national agency with the cover mail in annex.
5. Follow-up with phone and personal contact to the individuals that you think “have the most” interest in participating.
6. Help the interested applicants to complete the form, suggest that you will go through the application before they send them to the National Agency. Please make them aware of that SPI needs to issue an official invitation letter stating their name to submit together with the application form to the National Agency.
7. Inform SPI and ENTER on a regularly basis on the progress of interest from individuals and if any applicants have sent their application form.
8. If possible to provide news about the course at your organisation’s website

It is very important that you take on a proactive approach when disseminating and that you follow up with the participants. You know that often you receive a lot of mails and you think in the moment: *“hmmm... perhaps that could be interesting...”* and then you forget all about it. You need to follow-up with phone calls and if possible face-to-face follow-up.

You are encouraged to translate the invitation and mail to your national languages to facilitate more good-will.

## Disseminating the course

The course will also be disseminated through different channels such as:

- the E.N.T.E.R network,
- the event will be posted on the C-E.N.T.E.R Facebook page,
- news about it on the project website,

- be included in the project newsletter
- all partners will use any ad-hoc “dissemination opportunities” to inform about the course

## The application process

Please note that the deadline for application is 30 of April, 2012.

The application form is quite complex and long and it is important to offer support to the applicants.

It differs a bit where the application form can be found at the various websites at the National Agency, but often it is under Grundtvig actions.

The application form can be a word document, but is more often a pdf that will be submitted online and printed afterwards and sent by post to the National Agency.

If the applicants apply, the application will need to have the following from SPI:

***Please ensure that your application is accompanied by a letter from the host organisation for your Visit, signed in the original by the legal representative of the host organisation, indicating its agreement with the Visit as described in the present application.***

So, please contact SPI as soon as you have applicants interested, so SPI can prepare this document.

In case of any doubts, please either contact Petra or Mette.



## Recommendations



Please be proactive in disseminating already now - do not wait until last minute



Follow-up the invitations by phone or personal contact



Use some time to read the application form so you know how to help to complete it



Understand well the objectives and benefits of the course so you are able to transmit this to the target group



Remember to inform your National Agency about what we are doing



Both SPI and ENTER are available to provide any kind of support that you may need

Thank you for your efforts to make this course a success!

## Annex

Cover mail to National Agency:

Dear (XX - if no personal contact, use the contact from Focus Europe distribution)

*On behalf of the C-E.N.T.E.R partnership, I am happy to inform you about the planned course called: "Valorise or Vaporise - the essential of dissemination and marketing in EU projects"*

*Interested individuals are invited to apply for funding through the Grundtvig action in-service training course and the course is registered in the Grundtvig training database with reference number AT-2012-328-001.*

*For your information I have attached a brief document explaining better the objectives of the workshop and the C-E.N.T.E.R project.*

*I remain at your disposal for any further questions.*

*Best regards*

XX