



C-E.N.T.E.R. Dissemination Award 2012 – Call for contributions

“Identification of good practices in the field of dissemination and exploitation of EU projects results”

Criteria for identification of good practice - Set of quality criteria - Score system

Evaluation criteria		Max. score ¹			
Geographical dimension		yes	no	30 (SCORE min 1 – max 5)	Comments
1	Level of dissemination activities (Local, National, European or International)				
2	N. of partners' countries involved				
3	N. of countries hosting project dissemination events				
4	Language versions of promotional material (website, brochures, Newsletters, etc.)				
5	Disseminating project's activities outside the project (i.e. during other EU programme Infodays, local events etc.)				
6	The project has already been taken up in new contexts and with new users.				
TOTAL SCORE (30)					

Evaluation criteria		Max. score			
Strategic dimension		yes	no	40 (SCORE min 1 – max 5)	Comments
1	N. of brochures, DVD etc. distributed				
2	Invitation to other events / Link to other projects				
3	Further use of the main products/results during/after the project end				
4	Free availability of the project material (i.e. on the project website)				
5	N. of visitors on a website/FB page etc.				
6	Amount of press coverage (number of articles and items on radio or TV)				
7	Involvement of the target group in conference, seminar, workshop, etc. (n. of people reached and n. of visitors attending the event)				
8	Additional dissemination activities (not planned in the project proposal)				
TOTAL SCORE (40)					

¹ If it is not possible do award a specific score, just write “not available” (it will give zero score).



Evaluation criteria		Max. score			
Strategic dimension		yes	no	30 (SCORE min 1 – max 5)	Comments
1	Stakeholders involvement (who/since..?)				
2	Interaction with users (during/ after the project end)				
3	Requests of project material by the target group				
4	Feedback received (from...?)				
5	Multiplier effect				
6	Size of audience reached through dissemination activities				
TOTAL SCORE (30)					

GOBAL SCORE	/100	%
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Overall comments:

*Dissemination materials and strategy have reached the aims originally foreseen in the project?
How did the project develop communication, visibility and the dissemination/exploitation of its activities and results during the project lifetime and beyond?*

Key to the scoring system

Score	Definition
0	No evidence
1 – 20	Very weak
21 – 40	Acceptable
41 – 60	Good
61 – 80	Very good
81 – 100	Excellent
X	Not applicable