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„Valorise or Vaporise?“

Introduction to the Spread the Word!-Conference

Varberg, 25 November 2011

505336-LLP-1-2009-1-AT-KA4-KA4MP

With the support of the Lifelong Learning
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***„Next to doing the right thing, the most important thing
is to let people know you are doing the right thing“***

(John D. Rockefeller)

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Facts and Figures

Project:	„Competence, cooperation and communication in the dissemination and exploitation of EU Projects”
Funding programme:	LLP - Key Activity 4
Project start:	1st January 2010
Project duration:	36 months (3 years)
Community grant:	297.973 Euros (75% funding rate)
Partnership:	14 partners from 13 countries (AT, BE, DE, EE, ES, FI, IT, PL, PT, RO, SE, TR, UK)

Background

Dissemination and exploitation are required
in all EU funded projects - difficult task

- Dissemination of „ghost product“
- Intangible products
- Lack of time and financial resources
- Dissemination at European level
- Lack of knowledge of existent instruments and tools
- Lack of knowledge in marketing and product placement

Background and setup

- Aim:** State-of-the-art about instruments, methods and mechanisms for dissemination used by project teams and offered by the European Commission and National Agencies
- Method:** Written Questionnaires (2 versions)
- Target groups:** Funding bodies (NA, EACEA, EC - DG Education and Culture)
Project coordinators/partners
- Period:** Spring/Summer 2010
- Statistic sample:** 27 funding bodies (21 countries)
337 experts (30 countries)

Main categories

- General data
- Methods, means and instruments of dissemination and exploitation
 - *standard in EU projects*
 - *cheap / easy to implement / reach relevant target group / facilitate sustainability*
 - *advantages and disadvantages*
- Dissemination is difficult or easy
- Best practice examples
- Satisfaction level
- Support offered
- Future needs / wishes, demands, suggestions

European Survey

Standards in EU Projects

Funding bodies

- +**
- 1) Formal meetings
 - 2) Email pools/groups
 - 3) Specific prof. newspaper/magazine
 - 4) Website
 - 5) Internet forum, blog

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- 1) TV
 - 2) Radio
 - 3) Promotion Clip
 - 4) PR Manager
 - 5) IPR

Coordinators/partners

- +**
- 1) Website
 - 2) Networking/lobbying
 - 3) Informal meetings
 - 4) Thematic workshops, conferences
 - 5) Formal meetings

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- 1) Promotion clip
 - 2) TV
 - 3) Radio
 - 4) Advertisement
 - 5) PR Manager

Some conclusions and deductions

- Dissemination is a difficult task
- Low level of satisfaction on both sides
- Empowerment

Improvement potential for support activities
training, guidelines, budget, good practices, certification of excellence, media directories

Training demand covering fields such as:
Web 2.0 tools, marketing principles, press and print media, communication/networking/lobbying, TV and other mass media, production of dissemination material

Results and outcomes

C-E.N.T.E.R. offers:

- European Training course under Grundtvig funding (May 2012 - Porto)
 1. Introduction to Dissemination and Exploitation
 2. Communication and Networking
 3. ICT and Dissemination
 4. Print and Mass Media
 5. Production of Dissemination material/instruments

- Awarding good practices in the dissemination of EU projects

- European Magazine Focus Europe (January, October 2012)

- Dissemination events (March 2012 - Bilbao, October 2012 - Brussels)



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„The beaten path is the safest but the traffic's terrible.“

(John Taylor)

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E.N.T.E.R.

European Network for Transfer and Exploitation of EU Project Results

Enter Europe's network for sharing
EU project results and products!

Contact

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