

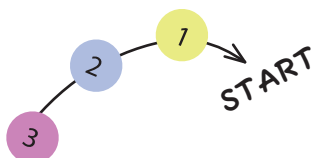
Welcome to the project notebook **PLAN, DISSEMINATE, ACT!** of the Erasmus+ programme

This is your space for planning and implementing activities for disseminating the results of an Erasmus+ project. This notebook will help you move **FROM INFORMATION TO USE** – from “we say that something happened” (promotion) to “we show how to make use of it” (dissemination).

We encourage you to take a creative approach – adapt the language to your audiences, mix different channels (online, media, events) and remember about sustainability: open licences, online availability and the visibility of your results in the Erasmus+ Project Results Platform.



Here you will find questions and checklists that will guide you step by step through the key elements of your strategy: what you disseminate, what you want to convey, to whom, by what means and how. This will help you organise your activities, plan resources better and increase the impact of your results.



Dissemination or promotion?

That is the question!



On the list below you will find sample titles of social media posts. Decide if they are examples of promotional (P) or dissemination (D) activities.



"It was great! See 10 photos from our conference"



"Lesson plan to download + step by step how to implement it (grades 7-8)"



"Join us for the project closing gala – 12/10, registration open"



"Guide for teachers: how to introduce method X – PDF + CC licence"



"We are starting our workshops – last places available!"



"Instructional video: how to use our tool – 5 short steps"



"Result available in the Erasmus+ Project Results Platform (PRP) – download and use"



"Our project has received an award – thank you for your support!"



Dissemination of results is the process of sharing a project's outcomes. It is more than promotion. **PROMOTION** means informing about the project itself. **DISSEMINATION** goes further – it shows **THE VALUE OF THE RESULTS** and, above all, must encourage their use.

Our project results



Think about which **RESULTS OF YOUR PROJECT** you want to share with others.
Write down up to five tangible results and up to five intangible results.



Then choose and mark the two most important results in each category – these are the ones you will focus on when planning your dissemination activities.

Why does it matter?



To better understand **THE IMPORTANCE OF DISSEMINATION**, think about why it is worth doing. What do others gain from it, and what does your organisation – or you as project implementer – gain? Write your ideas below.

It is worth disseminating results because...

1.

2.

3. The results become part of a bigger change.

4.

5.

6.

7. Thanks to dissemination, Europe learns from itself.

8.

9.

10. It is a requirement of the European Commission!

11. It is an opportunity to strengthen your organisation's reputation.

Target group



Mark below which **TARGET GROUPS** you plan to reach with the selected results of your project.

#pupils, #students, #youngpeople,
#academicstaff, #teachers, #.....,
#....., #educators, #nongovernmental
organisations, #NGO, #....., #ministries,
#schoolinspectores, #universityofthethirdage,
#....., #employers, #localauthorities,
#ruralwomensassociations, #.....,
#....., #youthworkers, #.....,
#parentsofpupils, #VETschools,
#chambersofcrafts, #....., #....., #.....

**AND IF YOU ARE
UNSURE, ASK
YOURSELF:**



1. Who needs my result the most?
2. Who will be able to implement it effectively in their institution/organisation?
3. Can I reach them easily and efficiently?
4. Where can I find them?
5. What benefit do they see for themselves in using the disseminated result?

Key message of the results



Every dissemination activity has its own purpose and message. Think about what message you want your dissemination activities to convey – **WHAT SHOULD YOUR AUDIENCE REMEMBER?** Try to formulate it in one sentence.

**IF YOU
NEED
INSPIRATION**

Ask artificial intelligence for help – type a short description of your project, describe the results and see what slogan or message it suggests.



KEY MESSAGE
of my project



KEY MESSAGE is a short and clear statement that explains why your result is important and useful.

✓ It should be understandable, inspiring and motivating to take action.

✓ It is a message that the audience will remember and pass on to others.

Channels and tools for dissemination



Think about which **TOOLS** you can use in each of the distribution **CHANNELS** below. Write them down in the appropriate places in the table. If you know other channels that will work well in your project – be sure to add them!

Internet	Traditional media	Face-to-face activities	
Platforms		Conferences	
	Press articles		
Vlogs			
	Radio adverts	Product presentations	
Mailing (newsletters)			

Mark with an asterisk (*) those tools that prolong the sustainability of your project results.



Every channel and tool has its strengths. **THE INTERNET** provides long-term life for results and 24/7 access to them. **TRADITIONAL MEDIA** build prestige and help reach new audiences. **FACE-TO-FACE** meetings make it easier to understand the message and create lasting relationships. **EFFECTIVE DISSEMINATION COMBINES DIFFERENT CHANNELS IN A COHERENT STRATEGY** – thanks to this, results remain visible, accessible and useful even after the project has ended.

Plan, disseminate, act



Fill in the card and plan your dissemination activities.

My **RESULT(S)**:

Choose one or two, if they relate to the same thing.



Chosen **TARGET GROUP**:



Chosen
**DISTRIBUTION
CHANNEL:**

- ☐ Internet
- ☐ Face-to-face meeting
- ☐ Traditional media
- ☐ Other:



TOOLS:



Open licences for our results



Read the descriptions of project results from Erasmus+ below. Use the QR code to **LEARN ABOUT THE RULES OF CREATIVE COMMONS LICENCES**. Then decide which licence you would apply to each result and why. Should all results be covered by a licence?



**CREATIVE
COMMONS**
license rules



Press article about the skills gained by youth workers during the project.

Handbook of a new methodology for working with pupils in an international group.

Interview with a school principal about the achievements of vocational subject teachers in implementing EU projects.

Course for academic staff on diversity at universities in Europe – plus a space to describe the licence.

Series of academic articles on including students with disabilities in university life.

Requirements of the European Commission



Check whether all Erasmus+ programme requirements have been met.

CHECK LIST



The dissemination and promotional materials include the appropriate logo of the European Union.



Written materials (printed and online) contain the obligatory information clause (you will find it in the grant agreement).



A strategy for disseminating the project results has been planned.



The project results have been uploaded to the Erasmus+ Project Results Platform.



Open licences have been ensured for the results created.

Rules on using the logo and information about the Erasmus+ Project Results Platform – visibility of Erasmus+ projects



VISIBILITY OF ERASMUS+ PROJECTS



ERASMUS+ PROJECT RESULTS PLATFORM



What one sentence
could open your video
and get the viewer's interest?

PLAN, DISSEMINATE, ACT!



And you – what would you talk
about in 60 seconds to show
the essence of your project?

PLAN, DISSEMINATE, ACT!



What message do you
want to share with the
world in a single post?

PLAN, DISSEMINATE, ACT!



- What slogan or hashtag will link all your publications into one coherent story?

PLAN, DISSEMINATE, ACT!



What story would you
like to tell with your
exhibition?

PLAN, DISSEMINATE, ACT!



How can you engage your audience so that they become part of your story?

PLAN, DISSEMINATE, ACT!



What would need to happen
for participants to truly
understand your message?

PLAN, DISSEMINATE, ACT!



What is so unique about
your project that it is
worth writing about?

PLAN, DISSEMINATE, ACT!



Which photo tells
the story of your
result best?

PLANUJ, UPOWSZECHNIĄJ, DZIAŁAJ!



Write a script for a one-minute story about your project. Record it on your phone and show it to friends – ask them what they remembered.

PLAN, DISSEMINATE, ACT!

Create a list of three emotions you want to evoke in your audience, and then plan communication activities that will trigger them.



PLAN, DISSEMINATE, ACT!



Who could be the hero of
your story (a person,
a group, a community)?

PLAN, DISSEMINATE, ACT!



Think about what story your
project could tell... if it could
speak. What would it say?

PLAN, DISSEMINATE, ACT!



Create a short “AI policy” for your organisation – define when and how you use such tools in order to act ethically.

PLAN, DISSEMINATE, ACT!

Use AI to write the text of
a leaflet promoting your result,
and then check whether it is
understandable for people
outside the project.



PLAN, DISSEMINATE, ACT!



Use AI to develop a mini-script
for a Reels video presenting
your result – with
a description of the
shots and a key message.

PLAN, DISSEMINATE, ACT!



Take three photos that *best* show the change brought by your project – choose one for publication.

PLAN, DISSEMINATE, ACT!



What do your photos say
about the values behind
your project?

PLAN, DISSEMINATE, ACT!



Plan a mini photo session:
who, where, what? Prepare
a shot list and a short list
of frames that will show
the project in action.

PLAN, DISSEMINATE, ACT!



Which shots best show
the *change* your project
has brought?

PLAN, DISSEMINATE, ACT!



Create a template for photo captions – so that each picture tells *what*, *who*, and *why*.

PLAN, DISSEMINATE, ACT!



Write a plan for a 30-second film
about your project (three scenes:
beginning, emotion, message).

PLAN, DISSEMINATE, ACT!



Create a storyboard – draw or outline five frames that will best capture the idea of your project.

PLAN, DISSEMINATE, ACT!



What message would you like
to leave with the viewer after
they have watched the film?

PLAN, DISSEMINATE, ACT!



PLAN, DISSEMINATE, ACT!



PLAN, DISSEMINATE, ACT!



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