

## Dissemination and Valorisation Plan

**Aim of the plan:** To disseminate the project Retailing Management for Adults in Lifelong Learning to various stakeholders, i.e.

- distribution of information about the products and results of a project
- collection of good practices and sharing of experiences (+/-)
- making sure that others can benefit from the products and results
- commercialisation of products

<b>WHAT CAN BE DISSEMINATED?</b>	<p><b>Information about:</b></p> <ul style="list-style-type: none"> <li>• <u>The project</u> The project is to provide a basis for the groups/countries participating to work together on at European level in developing skills for the workforce in the service sector of retailing.</li> <li>• <u>The objective</u> The objective of this project is to meet this need by producing modules for adult education in retail management on the upper secondary school level.</li> <li>• <u>Partners</u> <ul style="list-style-type: none"> <li>○ Verzlunarskóli Íslands (The Commercial College of Iceland)</li> <li>○ The Educational and Training Service Centre, Iceland (Fræðslumiðstöð atvinnulífsins)</li> <li>○ TAMK University of Applied Sciences, Finland (Tampereen ammattikorkeakoulu)</li> <li>○ The College of Computer Science, Poland (Wyzsza Szkoła Informatyk)</li> <li>○ The North Highland College, UK</li> </ul> </li> <li>• phases of the project,</li> <li>• intended outcome</li> </ul>
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TARGET GROUPS	
<b>MICRO</b>	<p><b>Specify:</b> project partners, people in own organization</p> <p>Partners:</p> <ul style="list-style-type: none"> <li>○ The Commercial College of Iceland (Verslunarskóli Íslands)</li> <li>○ The Educational and Training Service Centre, Iceland (Fræðslumiðstöð atvinnulífsins)</li> <li>○ TAMK University of Applied Sciences, Finland (Tampereen ammattikorkeakoulu)</li> <li>○ The College of Computer Science, Poland (Wyzsza Szkoła Informatyk)</li> <li>○ The North Highland College, UK</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>○ Colleagues, co-workers</li> </ul>
<b>MESO</b>	<p><b>Specify:</b> organizations that have been involved f. example in needs analysis, evaluation of outcomes (tool created), other relevant organizations who have not been involved, sectoral organizations, governmental agencies, etc.</p> <ul style="list-style-type: none"> <li>○ adults working in retail management without formal training</li> <li>○ sole traders or micro businesses without formal education from retail</li> <li>○ teachers of retail management</li> <li>○ larger retail companies for endorsement of the program (such as BYKO, Tesco etc.)</li> </ul>
<b>MACRO</b>	<p><b>Specify:</b> federations (employers, employees, sectoral organizations), decision makers, European organizations</p> <ul style="list-style-type: none"> <li>○ Iceland Chamber of Commerce</li> <li>○ The Central Chamber of Commerce, - Finland</li> <li>○ Tampere Chamber of Commerce, - Finland</li> <li>○ Caithness &amp; Sutherland Chamber of Commerce - Scotland</li> <li>○ Confederation of Icelandic Employers - Iceland</li> <li>○ Confederation of Finnish Industries EK</li> <li>○ Confederation of British Industry's - UK</li> <li>○ Service Union United PAM- Finland</li> <li>○ Usdaw - Union of Shop, Distributive and Allied Workers, -UK</li> <li>○ Sata - the Supervisory, Administrative and Technical Association – UK</li> <li>○ other relevant organizations</li> </ul>

DISSEMINATION CHANNELS	
FOR MICRO	<p><b>Specify:</b> informal contacts (face to face meetings, e-mail, internal website), project meetings, letters, information provided on project internal website</p> <ul style="list-style-type: none"> <li>○ newsletters, website, articles, stakeholders' workshops (for people going to use the product), leaflet, workshop for teachers, press releases, trade press, conferences, the use of product, local examining bodies or validating agencies, presentations in partner organisations, WebCT, Project meetings</li> </ul>
FOR MESO	<p><b>Specify:</b> Leaflets, project newsletter, brochure with information on project and outcomes, online instruments, summaries and reports, mailing focusing on specific project results, project website</p> <ul style="list-style-type: none"> <li>○ newsletters, website, articles, stakeholders' workshops (for people going to use the product), leaflet, workshop for teachers, press releases, trade press, conferences, the use of product, local examining bodies or validating agencies, presentations in partner organisations, WebCT, Project meetings</li> </ul>
FOR MACRO	<p><b>Specify:</b> brochures, website, articles on outcomes (related directly to the target group), newspaper interviews,</p> <ul style="list-style-type: none"> <li>○ newsletters, website, articles, stakeholders' workshops (for people going to use the product), leaflet, workshop for teachers, press releases, trade press, conferences, the use of product, local examining bodies or validating agencies, presentations in partner organisations, WebCT, Project meetings</li> </ul>

Describe the importance of dissemination/ valorization for your country, described for different purposes on different levels  
(WHY DISSEMINATE?)

## **A. Project partners**

### **WHY:**

- To inform project partners about progress and possible changes of project activities, national and European contexts relevant for the project and European policies in relation to the project activities.
- Need to be aware what the other partners are doing so that we are all heading for the same direction

## **B. Organisations involved in the project** (through advise or consultancy give feedback given)

### **WHY:**

- To inform organisations involved about (the progress of) the project activities and the way their advice/consultancy/feedback is processed, inform these organizations about the way they might be able to use instruments developed for their own organizations.
- Inform them of the way they can use the end products
- How they can benefit from the project

## **C. Other organizations** (not directly involved in the project)

### **WHY:**

- To inform organizations not directly involved about the development of the outcomes that can be relevant for their own use; to collaborate with organizations on areas that are related to and relevant for the project activities and how they can benefit from the project.

## **D. Employers federations**

### **WHY:**

- Inform organisations not directly involved about the development of the outcomes
- Get feedback from them to make the learning opportunities more attractive to potential students
- Tell the employers' how the project can improve the quality of their staff > improve the productivity of the company

## **E. Training providers**

### **WHY:**

- Inform organisations not directly involved about the development of the outcomes
- Inform organisations not directly involved how they can benefit from the project

## **F. Students**

### **WHY:**

- Inform organisations not directly involved about the development of the outcomes
- Inform organisations not directly involved how they can benefit from the project

## **G. Leonardo NA's**

### **WHY:**

- to inform partners in other European projects so that they can benefit from the results achieved and products developed in this project

## **H. Large Enterprises**

### **WHY:**

- inform organisations not directly involved about the development of the outcomes
- get feedback from them to make the learning opportunities more attractive to potential students
- tell the employers' how the project can improve the quality of their staff > improve the productivity of the company

## I. European Networks

### WHY:

- to inform partners in other European projects so that they can benefit from the results achieved and products developed
- gain possibilities for further networking, co-operation and projects in the future

SUBJECT OF DISSEMINATION /(WHAT?)	TARGET GROUP FOR DISSEMINATIO (WHO)	DISSEMINATION CHANNELS (HOW?)	EFFECTS
1. Information about the project	Project partners, personnel from own organization, organizations involved in giving feedback, consultancy ...	E-mail, letters, informal contacts, internal website, project meetings, brochure	People and organizations directly involved or interested in the project are informed about the project, the progress and intended outcomes.
2. Results of needs analysis			
3. Outcomes			

**TIME TABLE DISSEMINATION AND VALORISATION PLAN**

<b>SUBJECT OF DISSEMINATION</b>	<b>WHEN IS IT GOING TO BE DISSEMINATED</b>	<b>WHO IS RESPONSIBLE?</b>	<b>DID YOU ACHIEVE THE EFFECT YOU WANTED TO ACHIVE?</b>
1. Information about the project, objectives, partners, phases of the project	Throughout the whole project term	All project partners	
2. Results on the need analysis			
3. Project tool			