

# Dissemination Strategy

**Project title:** SOCIAL COMPETENCE development at work in the AGRiculture sector. Health at SAFETY at work Project acronym: Social AGRISAFETY Competence

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**Contributing work packages:** WP7

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Annex 1 Interim dissemination report

Annex 2 Final dissemination report

## 1. Dissemination Strategy

Dissemination is about spreading a message (the object of dissemination) to groups of people or organizations (the target groups) via one or more channels in order to achieve a specific impact (effect of the dissemination).

A dissemination strategy must be set out for this.

*Planning dissemination*, whereby attention is paid not only to the **timetabling** but also **the context** in which the dissemination takes place, the structure of the activities to be performed, the responsibilities of the project leader and partners and the costs;

The elements that support a good dissemination strategy are:

- The object of the dissemination, describing the nature of the *results* and the *products* of the project;
- The target groups for the dissemination activities.
- The dissemination channels.
- The effects of dissemination which are best if particular *obstacles* are avoided or overcome;
- The evaluation of dissemination, in order to learn from experience.

Points for attention when drawing up a dissemination plan are:

- What is being disseminated? (results and products);
- *The context* of dissemination (national and international characteristics);
- *The context* of the project;
- The target group; the timetable; the costs; the results;
- Dissemination channels;

Considering the above mentioned ideas, we can plan an appropriate dissemination strategy for the SOCIAL AGRISAFETY COMPETENCE project.

## **1.1 About the project**

The SOCIAL AGRISAFETY COMPENCE project objective is to transfer at European level the Spanish training course on labor risk prevention at work in agriculture to train farmers, remunerated persons and self-employed workers.

The idea is based in the transference this complete program through adaptation of the program to a B-Learning system, to other countries (Poland, Romania and Bulgaria) characterized by a significant amount of agriculture employment, deficiencies in labor risk prevention training, high accidents rate and high volume of in-migrants from these nationalities working in agriculture in Spain.

The main action/tasks and results of the project are grouped in eight work packages, and finally the main output of this project will be a six-language Blended Learning training program in Health and Safety at Work in European Agriculture.

This output shall impact actively in Europe because agriculture is still particularly dangerous and occupational hazards currently are not being reduced. The outcome of the project will have direct impact in the four countries on project partners, agriculture workers and other type of target groups with a high potential interest on

The duration of the project is of 24 months, starting the 1st of October 2011 and finishing the 30th of September 2013 , and its activities are divided into work packages:

1. Project Management and Coordination Activities
2. Compilation of knowledge, analysis and diagnosis.
3. Development of new specific contents and adaptation of program to each country characteristics and the new target audience.
4. Adaptation of training methods to a B-Learning system: Distance (Web environment) and classroom training
5. Implementation of Pilot Cases and Evaluation
6. Quality Assurance Management and Evaluation Plan
7. Dissemination of Project Results
8. Exploitation of Results

CPIP (Romania) is the coordinator of the Work Package 7 “Dissemination of Project Results” but **all consortium partners** will be involved in its development. Also CPIP is responsible for the elaboration and implementation of the **Dissemination Plan of SOCIAL AGRISAFETY-COMPETENCE Project**.

All dissemination activities shall be documented, a copy of each action is collected to elaborate the Press Dossier. Any dissemination action implemented by the partners in their countries (contacts with entities, media coverage, internal publications, etc.) will be communicated to CPIP.

## **1.2 Target group**

SOCIAL AGRISAFETY-COMPETENCE partners have initially identified 8 Target groups that can be interested in projects results.

- ❖ **Project partners** (5): It will be available the Blended e-Learning system for their own exploitation and or agreements for use it with third parties
- ❖ **Farmers, remunerated persons** (in the case of Spain included immigrants from partner countries and Morocco) **and self-employed workers** .They will receive training through new ICT training course in the field of labor risk prevention.
- ❖ **Farmer associations**. They will be informed about project objectives and results through project brochure and they will be invited to attendance to different workshops and seminars. They will inform about the training course to their members.
- ❖ **Regional administrations** (rural development/agriculture departments). They will be informed about project objectives and results through project brochure and they will be invited to attendance to different workshops and seminars.
- ❖ **Official controllers/inspectors**. They will be informed about project objectives and results through project brochure and they will be invited to attendance to different workshops and seminars.
- ❖ **Members of unions, chambers and associations related Agriculture**. They will be informed about project objectives and results through project brochure and they will be invited to attendance to different workshops and seminars.
- ❖ **Local bodies** they will be informed about project objectives and results through project brochure and they will be invited to attendance to different workshops and seminars.
- ❖ **EU citizens in general**. They will have access to project information and project deliverables through SOCIAL AGRISAFETY-COMPETENCE website. The 4 languages of web-site will provide an easy access to citizens from partners' countries and English will spread the information to other countries citizens.

## **2. Dissemination Plan**

*The dissemination objectives are the following:*

- Introduce the project to all stakeholders; Create awareness and understanding of the benefits of the initiative;
- Profile a coherent identity of the project to each and every one of the stakeholder groups;
- Make stakeholders aware of basic information regarding the AGRISAFETY project and activities, as well as how to get involved;
- Initiate active interaction with stakeholders and receive feedback and reactions about the project that will be used in media relations and in designing the dissemination plan;
- Provide assistance and collect feedback from stakeholders and provide partners with processed results;
- Demonstrate the results of the Work Package methodology, building a framework for sustainable deployment at a pan-European level;
- Undertake widespread promotion and dissemination of current tasks undertaken by the focus groups and working groups through promotion of the results and set-up of specific learning processes to collect feedback;
- Carry out concrete work on each deliverable following the vision, mission and objectives set, and at the same time, create visibility and exposure for each deliverable made by partners;
- Promote participation of relevant institutions and organizations (focus groups, knowledge sharing etc.);
- Help promote the project in conferences and other events;
- Focus from the start on establishing and maintaining a favorable reputation for the project and consortium;
- Define the exploitable knowledge and its use.



The Plan of Promotion and Dissemination defined during the 3 first months will include the activities to be carried out, its objectives, its target audience and scheduling of planned activities under WP7.

WP7 leader (CPIP) will guarantee the execution of planned activities and the integration in their correspondent work packages. All partners will be in charge of carrying out the activities scheduled in their respective countries.

The dissemination strategy is based on combining a series of interrelated activities designed in order to inform to target groups and final user about the Project objectives (promotion), and the results achieved (dissemination).

In the promotion and dissemination of the project SOCIAL AGRISAFETY-COMPETENCE will be used two types of media:

- a) Digital media: Project website will describe the Project objectives, results, and news related to its development. Website will serve as a forum among partners and all other target groups that join it or become interested in this new multilingual B-Learning course in labor risk prevention in agriculture.
- b) Traditional media: Brochures in every partner language and English, release of press articles and dissemination of project in fairs, workshops and events, dissemination workshops and mailings to target groups, to account for results and initiate exploitation activities.



The most important elements that are part of the dissemination plan are listed below:

### **2.1.1 Project Website - [www.agrisafety-competence.eu](http://www.agrisafety-competence.eu)**

- SOCIAL AGRISAFETY-COMPETENCE **project Website** is a very important way of disseminating the project (partners, work packages, products, etc.) and the final results. The Website will be translate in all partner's language and will be available in English. The website will have a section containing the downloadable version of public deliverables. The web site will host a direct link to the intranet. Website counter - Statistical analysis of the project website serves partners as guidance for further activities. In particular, the main indicators of interest are: Visits or sessions: number of visits to the AGRISAFETY website made by users; Time spent: time spent in minutes and seconds while navigating or viewing the page. The results are sent for analyses to the management and reported to all the partners in order to monitor the users' interest for the contents provided by the AGRISAFETY website;



## 2.1.2 Intranet

- The intranet (in English) will have access through project website, making available downloads from the site the most updated version of the deliverables. This site will be also used for posting and exchanging reports and cumulating common documents.

dotProject 2.1.5 dotProject.net  
FREE SOFTWARE

Companies | Projects | Tasks | Calendar | Files | Contacts | Forums | Tickets

Welcome Rodica Pana Help | My Info | **Todo** | Today | Logout

Day View Company:

month view : week view

Monday, 12/03/2012

tabbed : flat

Events | **Tasks** | Projects

Show: ☐ Pinned Only ☐ Archived Projects ☐ Projects on Hold ☐ Dynamic Tasks ☐ Low Priority Tasks ☐ Empty Dates

Pin	Progress	P	Task / Project	Start Date	Duration	Finish Date	Due In
	Log 60%		2. Partners Contribution	WP2 - Analysis & Diagnosis	13/12/1901 09:45 pm	4167 hours	13/12/1901 09:45 pm 40267
	Log 0%		1.3. Grant Agreement	WP1 - Management & Coordination	01/10/2011 09:45 am	2080 hours	30/09/2012 05:00 pm 202
	Log 0%		3. Reporting	WP1 - Management & Coordination	01/10/2011 10:00 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		3.1. Internal Reports (every 6 months)	WP1 - Management & Coordination	01/10/2011 10:00 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		1. Official documents	WP1 - Management & Coordination	01/10/2011 08:45 am	4168 hours	30/09/2013 05:00 pm 567
	Log 0%		1.1. Project proposal	WP1 - Management & Coordination	01/10/2011 08:45 am	4168 hours	30/09/2013 05:00 pm 567
	Log 0%		1.2. Budget	WP1 - Management & Coordination	01/10/2011 09:45 am	4168 hours	30/09/2013 05:00 pm 567
	Log 0%		1.4. Partnership Agreements	WP1 - Management & Coordination	01/10/2011 09:45 am	4168 hours	30/09/2013 05:00 pm 567
	Log 0%		2. Consortium Meetings	WP1 - Management & Coordination	01/10/2011 09:45 am	4168 hours	30/09/2013 05:00 pm 567
	Log 0%		2.1. Kick-off Meeting, Pamplona	WP1 - Management & Coordination	01/10/2011 10:00 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		2.2. 2nd Meeting, Timisoara	WP1 - Management & Coordination	01/10/2011 10:00 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		2.3. 3rd Meeting, Sofia	WP1 - Management & Coordination	01/10/2011 10:00 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		2.4. 4th Meeting, Krakow	WP1 - Management & Coordination	01/10/2011 10:00 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		2.5. Final Meeting, Pamplona	WP1 - Management & Coordination	01/10/2011 10:00 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		3.2. Progress Report	WP1 - Management & Coordination	01/10/2011 10:45 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		3.3. Final Report	WP1 - Management & Coordination	01/10/2011 10:45 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		4. Templates	WP1 - Management & Coordination	01/10/2011 10:45 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		4.2. Financial templates	WP1 - Management & Coordination	01/10/2011 10:45 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		4. Training Courses on Risk Prevention	WP2 - Analysis & Diagnosis	01/10/2011 10:45 am	4167 hours	30/09/2013 05:00 pm 567
	Log 0%		5. Target Groups demanding Training Courses on Risk Prevention	WP2 - Analysis & Diagnosis	01/10/2011 11:00 am	4166 hours	30/09/2013 05:00 pm 567
	Log 60%		6. Compilation, Analytic and Diagnostic Report	WP2 - Analysis & Diagnosis	01/10/2011 11:00 am	4166 hours	30/09/2013 05:00 pm 567
	Log 0%		3.1. Inventory	WP2 - Analysis & Diagnosis	01/10/2011 11:00 am	4166 hours	30/09/2013 05:00 pm 567
	Log 0%		4.1. Inventory	WP2 - Analysis & Diagnosis	01/10/2011 11:00 am	4166 hours	30/09/2013 05:00 pm 567
	Log 0%		5.1. Inventory	WP2 - Analysis & Diagnosis	01/10/2011 11:00 am	4166 hours	30/09/2013 05:00 pm 567
	Log 0%		1. Training Programme to be transferred	WP3 - Training Programme Adaptation	01/10/2011 11:00 am	4166 hours	30/09/2013 05:00 pm 567
	Log 0%		2. Training Programme Contents Adaptation	WP3 - Training Programme Adaptation	01/10/2011 11:00 am	4166 hours	30/09/2013 05:00 pm 567
	Log 0%		3. Validation Workshop	WP3 - Training Programme Adaptation	01/10/2011 11:00 am	4166 hours	30/09/2013 05:00 pm 567
	Log 0%		3.1. Workshop Plan	WP3 - Training Programme Adaptation	01/10/2011 11:00 am	4166 hours	30/09/2013 05:00 pm 567

February 2012

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29				

March 2012

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April 2012

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## **2.2 Visual Identity Handbook.**

- **AgriSafety Visual Identity Handbook.** The Visual Identity Handbook containing SOCIAL AGRISAFETY-COMPETENCE project logo, a Project Presentation Template (PPT), template for the Press releases and for the newsletter, an official headed paper, all designed on the framework of the project.

### **2.2.1- Project logo**



### **2.2.2- Project Presentation Template (PPT)** Translate in all partners language-short project description and a general PPT to describe the project in all partners' language






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**SOCIAL COMPETENCE development at work in the AGRiculture sector. Health at SAFETY at work -2011-1-ES1-LEO05-36046**

### 2.2.3- Official headed paper

  
 Education and Culture DG  
 Lifelong Learning Programme

  
 Programa de aprendizagem permanente  
**LEONARDO DA VINCI**

  
 Social AGRISAFETY  
 Competence

SOCIAL COMPETENCE development at work in the AGRiculture sector. Health at SAFETY at work -2011-1-ES1-LEO05-36046

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## 2.2.4 Template for the Press releases and Newsletter

News publication	
Title	
Description	
Text	
Photo	

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## 2.3 Project Brochure

- SOCIAL AGRISAFETY-COMPETENCE **project Brochure** designed that it might be used on the several dissemination events on the project. The Brochure describes the project's goals and benefits, the partnership, etc. The brochure will be developed in English version but each partner will translate to local languages. All partners have an allocated budget for the printing of project brochure(900 paper brochures /partner). The brochure will be available also at the website.



**Partners**


Fundagro

CBAO-BG

ECQ-BG

ARID-Lacjum

CPIP-RO




  
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## Way is this project necessary?

In spite of the progress achieved with the Community strategy on health and safety at work (2002-2006), the 4th European survey of working conditions show that occupational hazards are not being reduced in a uniform way and certain sectors, between them agriculture are still particularly dangerous.

The current strategy 2007 -2012 includes the challenge of new and larger flows of migrants towards Europe in the field of health and safety that is continuing to grow in importance and demands to the member States for implementing a package of instruments which guarantee a high level of compliance with the legislation, in particular in SMEs and high-risk sectors.

Furthermore the strategy also mentions that special attention should also be paid to training for workers to make them aware of the risks in the company and how to prevent and combat them.

**This is particularly important for SMEs and migrant workers.**

## Project aims

The overall goal of this project is to transfer at European level the Spanish training course on Health and Safety at work (risk prevention) in agriculture to train farmers, remunerated persons and self-employed workers

The idea is based in the transference this complete programme to other countries (Poland, Romania and Bulgaria) with some of the following characteristics:

- significant amount of employment
- deficiencies in labour risk prevention training
- high accidents rate
- high volume of in-migrants from these nationalities working in agriculture

Furthermore other main objective is the promotion if the use of ICT through adaptation of the programme to a B-Learning system so it can be adapted and used in the target countries and agriculture sector.

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## 2.4 Poster/Banner

- AgriSafety project **Posters** and/or banner (roll up). A **self-portable banner** to be used in the occasion of dissemination events.

**FUNDAGRO UAGN**  
**CPIP**  
**ECQ**  
**LACJUM**  
 Stowarzyszenie Rozwoju Inicjatyw Regionalnych

**Contribution to the SOCIAL COMPETENCE development at work in the AGRiculture sector. Health at SAFETY at work.**

**Social AGRISAFETY Competence**

FUNDACIÓN FUNDAGRO- Spain  
 European Center for Quality Ltd.- ECQ Ltd- Bulgaria  
 Council of Bulgarian Agricultural Organizations'-CBAO – Bulgaria  
 CENTRUL PENTRU PROMOVAREA INVATĂRII PERMANENTE -CPIP -Romania  
 Association of Regional Initiatives Development "Lacjum"- ARID Lacjum Poland

[www.agrisafety-competence.eu](http://www.agrisafety-competence.eu)

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## **2.5 Press Dossier**

- Project PRESS DOSSIER –Compilation of articles and press releases relative to the project. Printed document compiling all news and digital version available in the intranet. At least 3 press releases per country (national, regional or specialized press).

## **2.6 Dissemination Package**

- Project Dissemination Package: AgriSafety project Dissemination package (brochure, letterhead page, pen, poster, etc)

## **2.7 Events**



- AgriSafety project EVENTS:
  - a) **Regional workshops** (in Poland, Bulgaria and Spain)
  - b) **Final European seminar** (Spain) A final dissemination seminar will be celebrated in Spain as the perfect final to the project. When organizing the seminar, especial attention shall be paid to reach the key target groups, both at regional and national level. There must be prepared an invitation process for the target of the event, including beneficiaries, mass media and public in general.
  - c) **Project meetings**


Project meetings where partners meet and discuss in detail will still be of critical importance.

No.	Date	Location	Host partner
1	20-21 October 2011	Pamplona/Spain	Fundación FUNDAGRO (Spain)
2	15-16 March 2012	Timisoara/Romania	CPIP (Romania)
3	September 2012	Sofia/Bulgaria	CBAO (Bulgaria)
4	March 2013	Krakow/Poland	ARID Lacjum (Poland)
5	September 2013	Pamplona/Spain	Fundación FUNDAGRO (Spain)

## 3.WP7 Work Plan

### 3.1 Dissemination timetable




  
 Lifelong Learning Programme



SOCIAL AGRISAFETY COMPETENCE

transfer of Innovation

Leonardo da Vinci







Proposal for dissemination timetable

	2011			2012												2013								
	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September
Feedback on promotional materials presented at the meeting	30																							
Visual Identity Handbook draft		15																						
Feedback on visual identity handbook			15																					
Visual Identity Handbook final			30																					
To send the organization logo for web site and for the promotional materials to CPIP		15																						
First draft _web page and brochure			30																					
Final decision, partenrs final feedback- website and brochure				15																				
Online website and brochure in english				31																				
Translation for the webpage in all partenrs language					28																			
Update the web page in all partenrs language						15																		
Update the website						31	30	31	30	31	31	30	31	30	31	30	28	31	30	31	30	31	31	30
Press releases		30		31		31		30		31		30		30		31		30		31		30		20
Final european seminar/ES																								20
Dissemination report																							30	
Press dossier-Draft																							30	
Press dossier-Final																								20

all the partners	
Fundagro	
CBAD	
ECQ	
ARID Lacium	
CPIP	

### **3.2 Deliverables and indicators**

SOCIAL AGRISAFETY COMPENCE	
   <p>Education and Culture DG Lifelong Learning Programme</p> <p>Transfer of Innovation Leonardo da Vinci</p> 	
Proposal for deliverables and indicators for dissemination activities	
Deliverables	Indicators
AgriSafety Visual Identity Handbook	1
AgriSafety Project Website	1
AgriSafety Project Website visitors	at least 100 during the life of the project
AgriSafety project Posters and/or banner (roll up) a self-portable banner to be used in the occasion of dissemination events	5 (1/ partner)
AgriSafety project Dissemination Strategy Handbook	10 ( 1/partner + final report)
Project Presentation Template (PPT), translate in all partners language-short project description and a general ppt to describe the project in all partners' language	1
AgriSafety Project Brochure	900 paper version/partner (4500 in total)
Press releases/Newsletter	at least 3 press release/country
AgriSafety project Press Dossier	Proposal 10/partner + 3 for the final report
AgriSafety project Dissemination package (brochure, letterhead, pen.....)-	30/partner + 3 for the final report
Workshop in Bulgaria-EVENT	1
Workshop in Poland-EVENT	1
Workshop in Spain-EVENT	1
Final european seminar	1
Project dissemination report "miniguide"	10 printed version and on the website(1/partner + 3 for the final report)



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The dissemination activities are closely linked with the local networking activities and end-user involvement. At the same time, they will flexibly react to any opportunity that becomes available during the project runtime. The project web site, the local workshops and meetings are the primary vehicles, but other media and mechanisms will be used as well, wherever feasible. The dissemination activities will be ongoing during the entire project duration. Accordingly, the dissemination plan will have to be adapted and updated several times.

Annex 1 Interim dissemination report

Annex 2 Final dissemination report