

Erasmus+ and ESK info sheet: How to create a dissemination plan

Step 1: Draw up an activity plan for dissemination in the project!

- ⇒ Describe the activity and specify the implementation date.
- ⇒ Describe the target groups that you want to / will reach.
- ⇒ Estimate and quantify the potential reach of the activity.
- ⇒ Highlight which horizontal priority is addressed by the activity: Access and Inclusion (INC), Digital Transformation (DIG), Sustainable Development (DEV), Participation in democratic life (PAL)

WP.	Activity	Date	Target groups	Potential reach	INC	DIG	DEV	PAL
1					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Step 2: Create an overview for planning and evaluation of the dissemination impact!

- ⇒ Illustration Impact for the expected outcome of a work package / activity.
- ⇒ Describe: How is the impact measured? => DEVELOP INDICATORS
- ⇒ Describe: What is the objective, what is measured?
How is it measured? / Measurement methodology
- ⇒ Describe: Who benefits? / Beneficiaries
- ⇒ -how: Measurement by means of qualitative or quantitative indicator

WP/A.	Indicator	Objective (aim)	Measurement methodology	Beneficiaries	QUAL	QUAN
1/1					<input type="checkbox"/>	<input type="checkbox"/>
1/2					<input type="checkbox"/>	<input type="checkbox"/>
2/1					<input type="checkbox"/>	<input type="checkbox"/>
2/2					<input type="checkbox"/>	<input type="checkbox"/>
2/3					<input type="checkbox"/>	<input type="checkbox"/>
3/1					<input type="checkbox"/>	<input type="checkbox"/>

Step 3: When preparing the above plans, consider: Show and describe:

- ⇒ the concrete and logical steps of how you (will) integrate your project and the project results into the regular work of the partner organisation;
- ⇒ the potential and POSITIVE IMPACT on participants, organisations, the wider community;
- ⇒ the benefits of the project/project results also outside the participating organisations during and after the project period at local, regional, national or European level;
- ⇒ concrete & effective steps to publicise the results within the participating organisations, share results with other organisations and the public and publicly acknowledge the EU funding;
- ⇒ how you will ensure open access to your project results;
- ⇒ what concrete and effective steps you have chosen and implemented to ensure the SUSTAINABILITY of the project;
(=> ability to continue to show impact, achieve results after the end of the project)

Activity plan:

WP.	Activity	Date	Target groups	Potential reach	INC	DIG	DEV	PAL
1					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overview for planning and evaluation of the dissemination impact:

WP/A.	Indicator	Objective (aim)	Measurement methodology	Beneficiaries	QUAL	QUAN
1/1					<input type="checkbox"/>	<input type="checkbox"/>
1/2					<input type="checkbox"/>	<input type="checkbox"/>
2/1					<input type="checkbox"/>	<input type="checkbox"/>
2/2					<input type="checkbox"/>	<input type="checkbox"/>
2/3					<input type="checkbox"/>	<input type="checkbox"/>
3/1					<input type="checkbox"/>	<input type="checkbox"/>
3/2					<input type="checkbox"/>	<input type="checkbox"/>
3/3					<input type="checkbox"/>	<input type="checkbox"/>
4/1					<input type="checkbox"/>	<input type="checkbox"/>
4/2					<input type="checkbox"/>	<input type="checkbox"/>
5/1					<input type="checkbox"/>	<input type="checkbox"/>
...					<input type="checkbox"/>	<input type="checkbox"/>
n					<input type="checkbox"/>	<input type="checkbox"/>