

# **The dissemination strategy of the Leonardo da Vinci project results “European Curricula for Economic Animator in the Enlarging Europe” – ECONOMIC ANIMATOR**

## **Introduction**

The dissemination of the aims and results of the project at various stages of realization is one of the basic goals of the dissemination strategy. In order to attract potential users' interest, different means of dissemination, both formal and informal will be used. All the actions taken will focus on drawing attention to the needs and purposes of providing specialists with the skills and knowledge required on the present and future job market as well as on reaching people interested in animating the economic development of their regions which will take the greatest advantage of implementing the educational offers based on the proposed programs. All the actions proposed in the strategy will be performed by all project partners, depending on the specifics of their working environment and available measures.

## **Aims of the project**

The aim of the project is to design three educational programs aimed at training specialists in:

- technological development animation
- local/regional development animation
- entrepreneurship animation

The technological development animation program is aimed at technological/engineering profile graduates, including executive managers, employees who want to upgrade or change their qualifications, and graduates who are currently unemployed.

The regional/local development animation program is aimed at graduates of different professional profiles, including employees changing or upgrading their qualifications, staff of local/regional government offices and centers supporting entrepreneurship and innovations, graduates who are currently unemployed.

The entrepreneurship animation program is aimed at entrepreneurs, students, and graduates willing to establish their own business.

The basis for designing the above mentioned programs will be the results of demand analysis for economic animators and of the educational offer performed in all the countries participating in the project.

The basis for evaluating the quality of the project and the educational programs will be a quality management system designed for the purpose of the project.

The worked out programs will be tested and evaluated by all the project partners in order to be adjusted to their educational needs.

Another goal of the project is to build partnership to integrate the regions participating in the project, educational activity of schools, companies, social partners, and local governments. The partnership will include teachers/instructors exchange and trainings organized in particular regions. All these steps will be described in the Partnership Strategy prepared by the partners, which will also provide details on programs/teachers exchange and the commercialization of the results once the project has been implemented.

## **Aims of dissemination**

The dissemination strategy will be prepared by the Steering Comitee, responsible for its coordination. From the very beginning, all the partners will be involved in dissemination of the project and its results. Their actions will be aimed at various stakeholder groups depending on the aim of dissemination:

- dissemination for awareness, aimed at those who don't need any detailed knowledge on the project (e.g. regional/local governments, entrepreneur associations)
- dissemination for knowledge, aimed at the groups who might take advantage of the project results (target groups)
- dissemination for actions, aimed at all groups/users/stakeholders interested in the aims and results of the project and involved in it.

### **Recipients of the project results**

The results will be aimed at the following groups:

- future technological animators,
- future regional/local development animators,
- future entrepreneurship animators
- schools of higher education and centers for improving professional qualifications
- educational authorities,
- local/regional governments,
- business, professional, and community organizations
- labor centers,
- public utilities, industrial and agricultural companies (especially small and medium-sized),
- entrepreneurs and employers,
- centers supporting innovations and community organizations,
- teachers/instructors,
- students and graduates,
- unemployed graduates
- employees changing or improving their qualifications

### **Actions**

The dissemination strategy includes the following actions:

- a seminar at the beginning of the project with all European partner representatives as well as province, district, and community authorities,
- a conference summarizing the project results with regional representatives of other Polish and European regions, regional authorities, schools of higher education, vocational training centers, institutions for business support, community and professional organizations,
- presentations of the aims of the project and training programs for companies and local communities (in designated provinces and communities), presenting issues most appropriate for each target group,
- preparing and disseminating information on trainings in new professions,
- preparing and disseminating information on the aims and results of the project as well as publishing information on trainings in new professions in bulletins issued by labor centers, chambers of industry, and professional organizations,
- designing and maintaining a website (discussion forum),
- using regional media (radio, press, TV).

All the specialists trained (economic animators) are elements of the strategy of disseminating the project results and new knowledge gained through the work in national/self-government administration, consulting centers, training facilities, and institutions supporting innovations, especially in rural areas situated far from national and academic centers.