

# Dissemination Strategy in Italy

## 1. Introduction

The communication and dissemination activity of Economic Animator project is an important and integral part of the project. For this reason the related activities are aimed essentially to:

1. Divulge the project, the interim and final results in and out the datum territory;
2. Create the basic conditions to let other interested groups take the Economic Animator approach to manage their own projects, initiatives and services.

The project divulgation, particularly, also aims at awakening and involving the economical and social actors.

### 1.1 Target groups

There are various target groups for this project:

- a) students of vocational training
- b) undergraduate or graduate students
- c) Universities, Economic high schools, training centres
- d) Financial and business operators
- e) SMEs and Territorial Economic Animators bodies
- f) institutions

We are dealing on one side with groups that are interested in gaining new skills either for educational or for professional purposes. On the other side we deal with people who will be better off joining the new services and products for territory development.

### 1.2 Dissemination Phases

In every phase of the project there will be key aspects that need to be pointed out and need to emerge in the dissemination.

In the first phases, in which the partners will formulate the training project and will "train the trainers", the dissemination action will focus on

- spreading information about the objectives of the project
- getting the stakeholders involved.

In the last phases, in which the training modules will be tested, the priorities for dissemination will be

- meeting the media,
- promoting the outcomes of the project (the training courses)
- promoting the communication tools we have (a forum in the project web site to give information and receiving feedbacks from possible users, trainees, trainers..).

## 2. Communication Media

### 2.1 Press releases

#### Objective

To involve press and, by means of it, a large public in the knowledge of the events linked to the topic activities of project. Last, but not least, to acquire public to the events.

#### Target:

Undifferentiated public

#### Level of interest of target group to the project

Low

#### General Aspects

UTC draws-up the press release and send it to the principal local and national newspaper at least three days before the event. The day after of the event the final press release will follow. All the press releases will have links to the project's website.

#### Contents:

##### *Ex ante press release*

A standard introduction to the project, to the main partners and information about the public;

A clear description of the event, with particular emphasis on the links between the project activities and the referring territory.

##### *Ex post press release*

A standard introduction to the project, to the main partners and information about the public;

A brief and really clear description of the event and of decision undertaken;

Update referring to the next meetings or project events.

#### Number of activities

4/6 Press releases (2/3 ex ante and 2/3 ex post)

#### Timing

Before and after all relevant events during the project's life.

#### Report material

Copies of newspapers or magazines involved.

#### Indicators

Number of press releases realised within the project.

### 2.2 Articles on press

The articles are conceived to be published whether for newspapers or magazines addressed towards undifferentiated public or for newspapers and magazines closer to the themes of project (Economic development).

All articles and news taken from newspapers and magazines will be collected in PRESS REVIEWS to add to every report of our activity. If a goal of our actions is exposure, proves of exposure will give more weight to our project.

a) *Undifferentiated press articles*

Objective:

To spread the project's description and some topic aspects of the activities.

Target:

Undifferentiated public

Level of interest of target group to the project

Low

General Aspects

The articles should be short, sharp and easy understanding, because aimed to non-competent public.

Contents:

Topic points project presentation;

Focusing on activities relevant aspects or results gained by the project at that moment;

Information about the main partners of project;

Web and e-mail addresses of project and partnership.

b) *Specialised (about project's themes) press articles*

Objective:

To spread concrete indications and all the best practices out coming from the project's activities.

Target:

Public involved on project themes (Economic development).

Level of interest of target group to the project

Very high

General Aspects

The articles are aimed to communicate to a public of "experts" about the themes of the project. The language and the treated arguments are very specific.

Contents:

Analytical description of the project and the problems treated;

Individuation and punctual description of a best practice coming from the project activities;

Description of partnership and of the financial instruments utilised within the project;

Web and e-mail addresses of project and partnership.

Number of activities

1 or 2 articles aimed to undifferentiated press,

1 or 2 articles aimed to specialised press

## Timing

Within the whole project.

## Report material

Copies of newspapers or magazines involved.

## Indicators

Number of press articles realised within the project.

## 2.3 Seminar

### *a) Organisation of specific seminar*

#### Objective:

To spread and to sharing with expert bodies, associations and enterprises all the best practices and relevant experiences coming from the project.

#### Target:

An expert public

Level of interest of target group to the project

High.

#### General aspects

UTC will organise a seminar on the issues dealt by the project, using his own relationship network, at local, national and transnational level, will take advantage to present the aims and results of Economic Animator Project.

The dissemination could be realised also to introduce the project within participation to other meetings within other kind of projects and/or whenever a partner is invited as speakers to a conference/congress.

#### Contents:

Presentation of project and partnership by slides (i.e. power point);

Brochures and other information material delivery;

If possible, direct evidences from project's activities users (i.e. SMEs; Local government bodies, and so on.)

### *b) Participation to tradeshow and conventions*

#### Objective

To spreading and to sharing with bodies and associations working in the sector, best practices and project's experiences, and, finally, to acquire other experiences and expertise to the project activities.

#### Target:

Public working in the project sector, i.e. SMEs; Local government bodies, and so on

Level of interest of target group to the project

High

#### General aspects

The participation to tradeshows and events related to the sector will be planned in autonomy by UTC, using its own relationship network, at local, national and transnational level.

Contents:

Posters, pictures, and brochures imagines illustrating the main issues related to the project, like:

Partner logos;

Project logo;

Activities photos and imagines,

Project description;

Activities carried on;

Results and products gained;

Addresses of main institutional referents (i.e. EU Commission, Ministries involved and so on.);

Web site and contact e-mail;

Links with the official partner's websites;

Other interesting and useful links with (i.e.) EU commission, national authorities, NGOs, and so on;

Number of activities

1, according to the partner plans

Timing

During the whole project.

Report material

Brochures, pictures, PPT slides; reports, any useful documentation.

Indicators

Meeting's table of presence, reports.

## 2.4 Mailing list and e-newsletter

Objective:

To punctually reach specific bodies and organisations directed interested to the project's aims and issues. Direct communication with the responsible of each body involved.

Target:

Bodies, organisations and other bodies directly interested to the project.

Level of interest of target group to the project

Very high.

General aspects:

Sharing a mailing list of all people and organisations we may contact for our purposes.

Four Electronic newsletters will be delivered to the project's mailing list, at the conclusion of every phase of the project or at the end of particular events.

Contents:

EU Commission logo;

"Education" logo;

Partner logos;

Project logo;

Activities photos and imagines,

Project introduction on the base of following topics:

- Environment analysis;
- Overall objectives of the project;
  - Project purpose;
  - Activities carried on;
  - Results and products gained;
  - Addresses of main institutional referents (i.e. EU Commission, Ministries involved and so on.)

News and events from the project;

Results gained at that moment;

Web site and contact e-mail;

Partnership addresses.

Number of activities

Several within the project

Timing

Within the whole project.

Report material

Texts of e-mail and newsletters sent.

Indicators

Number of e-addresses gathered, number of newsletter delivered.

## 2.5 Project's description in UTC's web sites

Objective:

To spread the knowledge of project and the related activities to public interested in the activities carried on by the project's partner.

Target:

Undifferentiated public.

Level of interest of target group to the project

Medium

General aspects:

A brief text, easy reading.

Contents:

Brief description of project;

Tables, work schedules, imagines and so on;

Photos of activities;

Link with official project website.

Number of activities  
One for UTC's website.

Timing  
Within the whole project.

Report material  
Web page

Indicators  
Implementation plan of website; contacts.