

WssTP Communication & Dissemination Package for Projects

The role of dissemination in a project:

Dissemination is the process of making the results and deliverables of a project available to the stakeholders and to the wider audience. Dissemination is essential for take-up, and take-up is crucial for the success of the project and for the sustainability of outputs in the long term.

Dissemination activities have as a purpose to

- a) **raise awareness** by letting others know what you are doing;
- b) **inform** by educating and sharing the research findings with the community;
- c) **engage** by getting input/feedback from the community;
- d) **promote** by distributing outputs and results;
- e) **make the project sustainable** by ensuring that the effects will be sustained after the project.

WssTP has developed a dissemination strategy, tailored to the needs of the project's stakeholders, with the aim to maximise the visibility of the project outputs by sharing its outcomes with other partners, relevant institutions, organisations, and individuals. In consultation with the project partners, WssTP delivers a communication–dissemination plan that takes into consideration the messages that have to be disseminated, the target audience, the methods that have to be applied and the most appropriate timing to put everything into practice.

According to the needs and the purposes of each project, WssTP employs a variety of dissemination methods:

- **Branding:** Designing good, clear and innovative logos is the first step of the dissemination procedure. A project logo should convey the essence of the project and reflect the project brand through the use of shape, fonts, colour and images. A distinctive logo is essential, as it is the first point of contact with the target groups and it is seen as a reflection of the project's identity.
- **Website:** A website is an invaluable tool for the project, as it is the first source of information about the project. Therefore, it has to be successfully created so that the project aims and objectives are well-explained and the information about the project activities and results are clearly disseminated. As a dissemination vehicle, a website also gives visibility to what the project has created e.g. journal articles, publications, and presentations at conferences. Reports, models, evaluation criteria, guidelines, demos and questionnaires can attract the interest and the attention of the visitors and engage them in the project.
- **Conferences /workshops /networking activities:** Conferences and workshops based on the project can ensure that the project has a high profile, that the community learns from its achievements, and that the outputs are taken up. They also offer the advantage that communication can go in both directions: members of the target community can be invited to contribute ideas and brainstorm about ways to make use of the project results. Conferences can be a very useful forum to consult with the target audiences in a face-to-face capacity and to address issues relevant to the work of the project.

- **Press releases:** Press releases offer one of the most efficient and effective ways to disseminate information that would interest particularly regional /national/international media and other organizations. The purpose of sending out a press release is to encourage journalists and news agencies develop articles on the subject.
- **Briefings:** A briefing can allow a project to summarise its work and update people on its progress. The briefings can be of a policy or a research nature, with the messages always adjusted to the audience that has to be reached. For instance, in comparison to a research brief, a policy brief shouldn't be focused on the research/analysis procedures conducted to produce the evidence, but on how a new evidence has implications for a particular policy.
- **Information Boards:** InfoBoards is one communication and presentation medium designed to achieve precise delivery of the project's message in relation to target audience, timing and content.
- **Publications (brochures/flyers /leaflets):** Publications that present the project and describe its results is one of the most common methods to disseminate project results. When the language used is appropriate for the target audience, publications can add to the visibility of the project. What it is regarded as the most challenging task is to create publications that are easy to read and understand. Without using jargon but keeping the publications with simple and right information as well as with an attractive design and layout, we can be sure that our message will reach the targeted audience.
- **Promotional Video/film:** Filming documentaries and videos is a very good way to reach specific target groups (including the general public), especially through local and regional media.
- **Webinars:** Webinars are a perfect way to reach diverse groups of people wishing to view information or an event, regardless of location and time zone, saving expense and loss of time. From live webcasts to reports' presentations, webinars allow viewers to interact directly with the presenters, by submitting questions and responding to them, along with other features.
- **Newsletters:** Newsletters is a very good medium to let people know about the project, inform readers regularly about recent changes, new initiatives, events in which you have participated, or even interesting case studies. They also provide a written record of the project's activities and can create interest in upcoming events. Depending on the projects scale and workflow, a newsletter can be published monthly, quarterly or annually.
- **Social networks:** Presence in social networks has grown very essential to ensure the visibility and dissemination of any public project. In that sense, LinkedIn, Twitter and Facebook accounts can be used to disseminate the project's outcomes and maintain the information flow between the project and its audience. Through the use of social media tools, projects can establish an online influence that will keep their followers highly engaged in their activities.
 - ✓ **LinkedIn** as a business focused social media site, enables sharing discussions and showcasing achievements.
 - ✓ **Twitter** as a real time information network, encourages sharing of links and posts and facilitates conversation and feedback.

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- ✓ **Facebook**, as the most popular social network, offers an alternative tool to help drive traffic to the project's website /blog and other outputs. It also has the potential to 'go viral' and works particularly well in case of events and campaigns.
 - ✓ **Blogs**: Creating a blog can help to showcase a project, and can be a way to get people involved dynamically in its development. Blogs can work like an online diary, discussion board and news forum. They can contain personal or project information and facts or opinions on any topic, allowing other users to post comments or rebuttals to the person's comments.
 - ✓ **Use of photographs**: Good use of photography from the project activities, conferences and events can enhance the visibility of the printed material and web site.

