Enhancing Qualification of Adult Learners through the implementation of Upskilling pathways

Dissemination Plan
(WP 4)

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Confidential Document (reserved to project partners)

E.QU.A.L
Upskilling pathways Italy

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1.   Introduction

The present document defines the activities to be carried out during the lifetime of the E.QU.A.L. project to enhance the successful dissemination of the project by outlining dissemination planning, tools and strategy. The Dissemination Plan intends to guarantee the spread of the knowledge gained in E.QU.A.L. in the broadest and most comprehensive way. The dissemination plan includes strategies how the project expects to share its outcomes with other relevant institutions, organizations and individuals, it describes the appropriate dissemination activities and target groups and outlines the main objectives of the dissemination activities as well as the steps to be followed in order to achieve them.

FGB and INAPP will oversee the dissemination work within the project; however, all project partners will share responsibility for dissemination activities to ensure that project results are transferred to the stakeholders and target groups at local, regional, national and European level.

2.   About the project

The E.QU.A.L. action will contribute to preparing the ground for the effective implementation of the Upskilling Pathways Recommendation in Italy by providing a concrete contribution in the identification of the main elements of an UP strategy. It will do so by mapping existing policies, tools, and resources following the three-step approach envisaged by the Recommendation (skills assessment, personalized training and skills validation); developing a methodology for the identification of priority groups that can be customized to the needs of the different regional contexts; developing a model for the implementation of the UP building on existing practices. It will work in close cooperation with relevant actors in the field of adult learning and main bodies in charge of the UP strategy in order to ensure that activities and outputs are tailored to their information needs and their awareness is raised. To this end a multi-level and transnational partnership has been developed, involving public and private bodies covering different geographical levels.

Outputs and deliverables will be assessed and disseminated to relevant stakeholders as well as to the general public through a multi-channel communication strategy.

3. Dissemination (WP4)

1.1.   Objectives

Dissemination contributes to achieving the objectives of the action, by informing stakeholders on the activities carried out within the action, systematising and disseminating deliverables and, in so doing:

- raising the awareness among relevant stakeholders on the UP and how they can directly contribute to its implementation

- improving their capacity to implement UP

- ensuring a proactive involvement of relevant actors in the implementation of the action.

The action adopts a diversified and multi-agent approach to dissemination and awareness raising by envisaging different activities and developing a range of tools developed within the action (WP1, WP2, WP3).

The objectives of dissemination are the following:

- Develop tailored dissemination and guidance tools for each WP1 to WP3

- Proactively involving relevant stakeholders, line institutions, local authorities, other networks in sharing and discussing project results

- Support outreach activities of UP stakeholders: Activities will also include the definition of further outreach tools in close cooperation with relevant stakeholders. As outreach measures should be targeted to the specific challenges that are more germane to each sub-group of low-skilled, an analysis will be carried out to this end also to assess whether to use traditional media campaigns, or awareness raising events e.g. in schools attended by their children/ in local amenities, or to employ more attractive web-based campaigns, social networks etc. This should result in further engagement and cooperation among stakeholders, and ultimately increase awareness also among the low-skilled on the relevance and benefits of upskilling. The latter is particularly significant given the traditional reluctance of adults to engage in further learning.

1.2. Visual identity

Three logo proposals were produced by a graphic artist, ordered by FGB. Among the three logos produced, FGB and INAPP have selected one, presented below.

Now, FGB will prepare ppt-slides which shall be used by all partners to present the project internal and external and will ensure that the logo is included in all project deliverables and in all external communication by all partners.

1.3. Project website

INAPP and FGB will lead the designing and activation of a dedicated website containing a platform where all partners can upload the results of their activities and can share their experiences. The domain has been acquired and the website can be accessed at the following address: http://www.upskillingitaly.eu.

The website will be continuously updated by FGB and Inapp.

1.4. Written and offline dissemination

1.4.1. Newsletters

During the lifetime of the project at least one newsletter every three months will be developed by FGB in cooperation with all project partners and will be made available on the website and promoted through the communication channels of the partners. The newsletters will inform about the latest and upcoming project activities and the project results. The first newsletter will be issued in August 2018.

1.4.2. Project brochure

FGB will design a project brochure that gives general information on the aims and objectives of the project and the project results. The brochure will also include contact details of the project partners. It will be available as pdf file – made available on the website - and can also be printed in order to distribute it to relevant stakeholders at meetings, conferences, workshops or seminars. The brochure will be prepared in two languages, Italian and English. The finalisation of this brochure is planned in the end of August 2018.

1.4.3. Drafting of a handbook for the implementation of the UP

This activity entails a review of existing literature for the identification of best practices on outreach measures, stemming from the idea that each sub-group of low-skilled, especially harder to reach individuals, may need a specific approach to be sensitised on the benefits of upskilling and guided/supported towards higher up-taking of training measures. FGB will be in charge of this activity although the expertise of CEREQ will be also exploited to this end. The results of this analysis will feed into the drafting of a handbook /guideline for the implementation of the UP. It is envisaged that two products will be developed: one for practitioners (National and regional authorities, Social Partners, PES, secondary education providers, CPIA) and one for the target group of low skilled adults.

1.5. Events and networking

1.5.1. Project meetings

Partners will meet regularly to discuss the updated process at their institution. In addition, from March to August an audit will be done by every partner organized from FGB, ITC/ILO, ADS.

1.5.2. Events

The project partners will prepare briefings to be included in local/ regional/ national events related to VET or adult learning in which they take part.

At national level, partners will organize three stakeholders' workshops. At least two workshops are organised, two towards the end of WP2 in order to present the interim findings of the action and one towards the end od WP3.

A one-day conference will be organised towards the end of the project in order to present to stakeholders and wider public the action, its activities and outcomes, especially the model for the implementation of the UP and the related tools. It is aimed at raising awareness on the UP implementation and lay the foundation for increased cooperation and better coordination among stakeholders. The conference will foresee a series of presentation as well as more interactive sessions. It is expected that approximately 80 participants will attend. The final conference will represent an important tool to directly involve stakeholders and/or policy makers addressed by the guidelines and tools so that they can more easily be taken on board. To this aim, the objective of the final conference will not only be to inform them, but also to discuss the potential for

improving existing practices, amending legal framework if necessary, improving cooperation. The detailed outline of the conference as well as the invited stakeholders will therefore depend on the concrete outputs of the project.

1.5.3. Online Networking

In order to reach a wider audience and to raise awareness on the project, the project partners will try to include the E.QU.A.L. project in different EU databases and networks.

1.5.4. Interpersonal Networking

In addition to the online networks, also personal networking offers numerous opportunities to reach the target group and to make use of the spread of contacts. The project partners will arrange meetings with local/ regional/ national decision makers and key persons from networks and umbrella organizations identified previously, who have been informed about the project beforehand through other dissemination tools as for example the newsletter. During those meetings, the partners will present the project results to authorities and decision makers.

1.5.5. Reporting and monitoring

This activity will be carried out by INAPP and FGB and will result in a wholly-encompassing report which summarises main results from all the preceding WPs and related activities, including lessons learned and an executive summary.

As enshrined in the monitoring plan, INAPP will periodically collect the proofs for dissemination activities from partners following a common dissemination template – provided in Annex 2 of the Monitoring plan - in order to be able to prepare a final dissemination report at the end of the project.