Erasmus+
Pop up restaurant project

The dissemination strategy
Padova – 13/11/2017

Aims

1. use the partnership and its network to disseminate the results generated, lessons learned and experience gained

2. prepare material in all the languages of the partnership, edited by MosqiTo and disseminated during other projects' meeting

3. maximise the impact of the project results by optimising their value, strengthening their impact, transferring them to different context, integrating them in a sustainable way and using them actively in systems and practice at local, national and European levels. Making use of the social media and new technologies

4. provide information to key parties on the quality, relevance and effectiveness of the results of the Popup restaurant project

5. make full use and derive maximum benefit from the results of the Popup restaurant through mainstreaming in partner countries and multiplication by end-users

6. carry out local and national valorisation activities to ensure the results of the project can be sustainable on a long term basis through contact with partners training centres, chambers of commerce, association of self employers, associations

7. exploitation of the EPALE platform https://ec.europa.eu/epale/it/home-page?destination=front

Targets

Local/Regional/national

- Project partners are the protagonist of the project and will be the first witnesses of the success of the project activities

- Accreditation bodies: in each country it will be interested to make them know about the existence of an ECVET certified course to have the opportunity to be accredited also at national level.

- Policy-makers responsible for training and entrepreneurship: they may have the power to fasten the accreditation procedures in each country

- Chambers of commerce and trade: the project and the follow up of the project will be very important and of interest for the chamber of commerce and trade and their customers.

- VET provider associations Networks related to entrepreneurship, unemployment centers, business centers

- Employers' organisations: they can make use of the tool also to train different type of targets
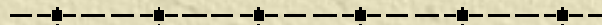
Targets (2)

European level

- European Commission: to influence the policy of the European commission in relation to health, environment and sustainable food and the importance to help and support different type of entrepreneurship like popup restaurants linked to sustainable food. The importance of Food for health and consequently the importance of having skilled and experienced chefs and cooks not only somebody who cooks food without knowing anything about facts and elements.

- National Agencies: to know the importance of a new type of training to support unemployment people giving them the opportunity to renew their skills and start up a totally different activity through a training curriculum in line with the ECVET procedures.

- VET institutions in European countries that do not participate in the project: they may be interested in making use of the model which will be available and ready for anybody through the be spoken web site.

- Training centres that will be interested in fostering self entrepreneurship in the popup restaurants/catering domain.

Activities

All project partners will share responsibility for dissemination and valorisation and for ensuring that the project has high visibility within their own organisations.

1. Project partners will hold **steering group** meetings where the progression of the valorisation strategy will be reviewed and monitored against commonly agreed plans and strategies (during transnational meetings).

2. Project partners will establish a **Stakeholder Forum**. Stakeholders will meet locally quarterly (every 3 months) but also in the occasion of the translational meetings. (for figures and details see Pop up restaurant_ the project.xlsx)

3. Creation of the **dedicated web site** (Associazione NET) that will be used to maximise the dissemination and valorisation of the project learning, products and outcomes. Partner will have to contribute with documents and material required and with the translations in their own language (Glasgow Clyde with the proof reading of material).

4. creation of dedicated pages in the most popular social like **facebook**, **twitter** and **linkedin**

5. Organisation of the Pop up restaurant **info day** in each country partner of the project

---

Methodology

Each partner will:

1. Contribute to the dissemination plan, bring in new ideas.

2. Make a list and create a database of stakeholders, networks and contacts at regional, national and European level to whom dissemination materials should be addressed.

3. Support the design and production of dissemination materials edited by Mosqi.To.

4. Translate the dissemination materials into partners own languages.

5. Carry out agreed dissemination activity in their own countries.

6. Make a link to the project Webpage.

7. Be responsible for writing and submitting articles/submission for professional journals/other relevant publications at least **once** during the lifetime of the project

8. Lead a workshop on the activities of the project and results

9. make use of their associated partners to be supported in the dissemination of the project activities and results
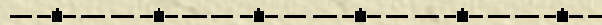
Valorisation timetable Key Activities (1)

<u>Phase 1: September 2017 ongoing</u>

Development by partners of strong partnership links to relevant agencies, VET providers, practitioner groups, experts, educational organisations and public authorities in their own countries. Introduction of the popup project through leaflet, brochures and website and social networks (facebook).

Presentations to Stakeholder Forum
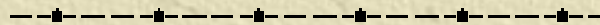

<u>Phase 2: March 2018 ongoing</u>

First dissemination report, highlighting the number of centres, organisations, institutions, reached through the material produced (leaflets, brochures, articles, radio/tv interview)

Information about project progress to be disseminated to the local networks, including Stakeholder Forum

.

<u>Phase 3: September 2018 ongoing</u>

Second dissemination report (interim dissemination report) highlighting the number of centres, organisations, institutions, reached through the material produced (leaflets, brochures, articles, radio/tv interview)

Dissemination of results from the project in each country

Valorisation timetable Key Activities (2)

Phase 4:March 2019

Third dissemination report highlighting the number of centres, organisations, institutions, reached through the material produced (leaflets, brochures, articles, radio/tv interview)

Formal presentation of project results by partners to the pop up network and engagement in negotiations for further transfer of programme to additional partner countries.

Organisation of dissemination events locally

Phase 5: August 2019

Fourth and final dissemination report

Final dissemination activities

(all the activities have to be supported by evidence like, pictures, signatures, file audio, file video, copies of articles, mail shootings)

Dissemination plan

Timing	Means of communication	Main target groups	Purpose	Role of partners	Measure
INTERNAL DISSEMINATION					
Start of project	Project Website Members area	Project partners	Exchange internal information, establish partners' collaboration	Project partners to use the internal area of the website and provide relevant information	Response level Number of participants feedback from target groups
EXTERNAL DISSEMINATION					
M1-24	Project Website and logo Public area	End users of the Popup products; decision makers; supporters, interested parties or stakeholders	Create consistent and high quality access to Popup s results and related developments	Project partners to provide relevant information and documentation to enrich the project website and to be shared by all	Response level Number of participants feedback from target groups
M1	Partners' institutional websites	End users of the Popup products; decision makers; supporters, interested parties or stakeholders	Promote Popup and Popup website	Partners to link to the Popup website	Response level Number of participants feedback from target groups
M1-24	Facebook	End users of the Popup products; decision makers; supporters, interested parties or stakeholders	Raise awareness, give visibility, create a network of interest	Partners to post news and project results	Response level Number of participants feedback from target groups
M3	Leaflet	End users of the Popup products; decision makers; supporters, interested parties or	Promote Popup and Popup website	Contribute to the leaflet production and distribute the leaflets	Response level Number of participants feedback from target groups
M 3-6-9-12-15-18-21-24	stakeholder forum meeting	Stakeholders and decision makers	Disseminate information through the stakeholder	Issue a stakeholder forum meeting report	Response level
M12-24	Press releases (at least one article), radio interview, tv video	End users of the Popup products; decision makers; supporters, interested parties or stakeholders	Create awareness about the project and inform about pop up restaurants legislation and opportunities at national and international level	Inform about the project on national and international level Partners to write at least one article to be published by local newspapers	Response level Number of participants feedback from target groups
M12-24	Workshops and events on national and international level	End users of the Popup products; decision makers; supporters, interested parties or stakeholders, in particular the Stakeholder Forum established in each country	Raise awareness, promote, disseminate project results, foster collaboration	Partners to present the project on national level (2 workshops in each country)	Response level Number of participants feedback from target groups
M23	Popup multiplier event	End users of the popup project products; decision makers; supporters, interested parties or stakeholders,	Raise awareness, give visibility, disseminate project results at international level	All partners participate to the final dissemination event and contribute to is organisation	Response level Number of participants feedback from target groups

Documents

DISSEMINATION AND EXPLOITATION OF RESULTS
Describe clearly and briefly the progress of the activities for the dissemination and exploitation of results.

Name of the organisation_____

Describe the implemented dissemination / exploitation activity.		
Activity start date (dd-mm-yyyy)		
Name/s of implementing partner/s		
Country	Region	City
What sectors were targeted by these dissemination activities ?	Which groups were targeted?	Number of participants
Which institutions/organisations were targeted?	Organisational size of targeted institutions/ organisations	Why these institutions/organisations have been chosen? What is their relevance in connection with the project objective?
Describe results and feedback received from stakeholders (target group or sector) of implemented dissemination activities.		

Attach copies of your dissemination strategy, of any results or any feed-back, as well as any dissemination materials produced (articles, posters, leaflets, presentations). Provide samples from all the partner countries where implementation is taking place.

Documents

In every publication, material disseminates, please do not forget to report the following disclaimer text:

English:

This publication has been produced with the support of the Erasmus+ Programme of the European Union. The contents of this publication are the sole responsibility of <name of the beneficiary> and can in no way be taken to reflect the views of the NA and the Commission" Article II.8 Visibility of Union Funding
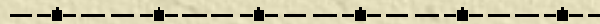
The Logo

This is the official logo of the pop up project
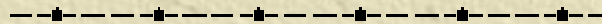
The contacts

Associazione NET

Viale Portogallo 4/C

Ponte San Nicolo' 35020 (Padova)

Italia

Tel: 0039 049 8961994

Fax: 0039 049 8961993

Mail: **info@associazionenet.it**

Web Page: www.associazionenet.it

THANKS!