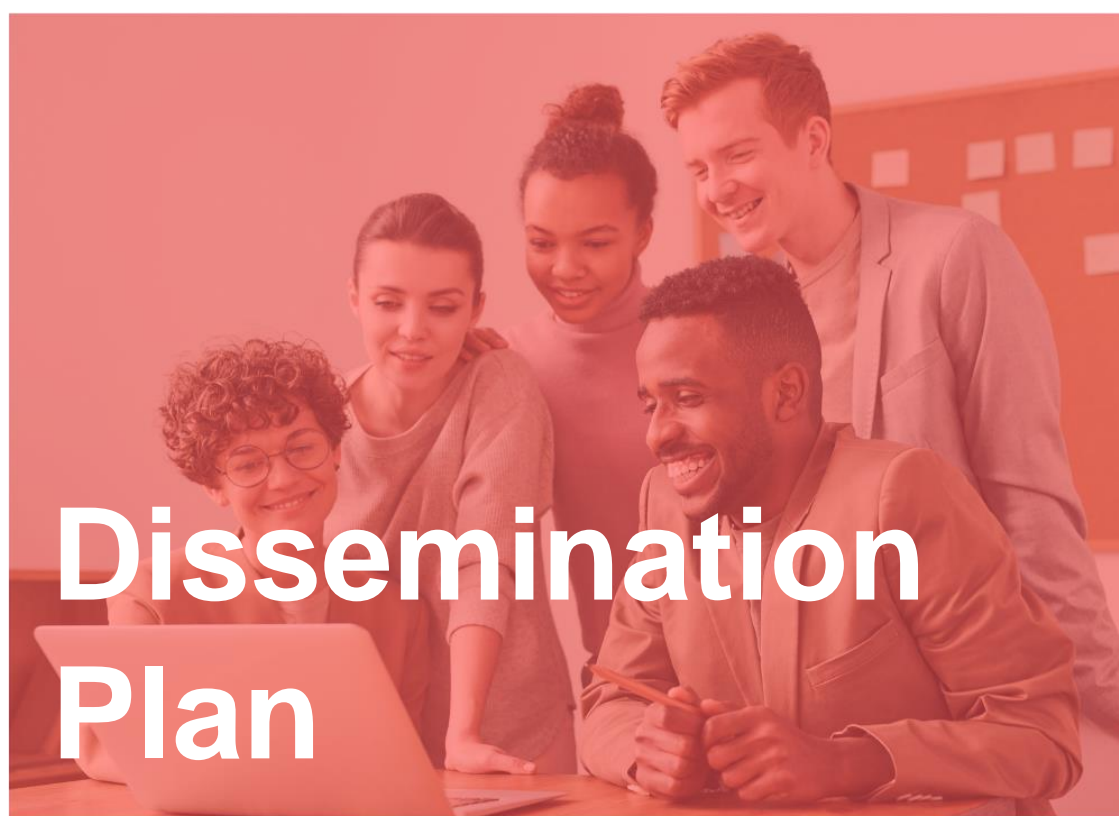




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Dissemination Plan



**THE
~~MISSING~~
ENTREPRENEURS**

The Missing Entrepreneurs Consortium

AMARIS FRANCE SAS	FRANCE
APSU – ASSOCIACAO PORTUGUESA DE STARTUPS	PORTUGAL
BLUE ROOM INNOVATION SL	SPAIN
CSI CENTER FOR SOCIAL INNOVATION LTD	CYPRUS
EUROPEAN GRANTS INTERNATIONAL ACADEMY	ITALY
DIE BERATER	AUSTRIA

Document Information

- **Proposal Full Title**

Promoting capacity building of Missing Entrepreneurs for inclusive digital entrepreneurship and digital transformation of business.

- **Acronym**

The Missing Entrepreneurs

- **Grant Agreement Number**

KA204-7145DFBF

- **Deliverable Name**

Communication & Dissemination Plan

- **Deliverable Number**

Dissemination 1

- **Contributors**

Blue Room Innovation; AMARIS; CSI

- **Keywords**

Communication; Dissemination

Abstract

This document provides an overview of the “The Missing Entrepreneurs” project communication and dissemination activities. The document is presented in order to provide the framework for the implementation, management and coordination of the communication processes inside The Missing Entrepreneurs.

The focus of this document is to describe the approaches being taken in the project to assure a wide and effective impact of the project results and initiatives

Therefore, it aims at:

- 1) Disseminating the project outcomes and activities among the relevant stakeholders
- 2) Communicating and promoting the Project, its brand and results to the general public at national, European and International levels
- 3) Ensuring the impact of the project results

The dissemination strategy will be targeted to all key stakeholders such as women, immigrants, NGOs, policymakers, SMEs representatives in order to promote and boost the impact of the project activities and results.

The communication strategy will be targeted to the wider community to:

- Promote the project results, products and events
- Make the products available and allow the open access to the resources elaborated, useful for the sector and for the educational community.

Examples, screen shots and other aids are included to assist the reader in better understanding the approaches being used by the project team to ensure that it complies with the work documented in its PWP and that it delivers the project outcomes described in that document.

Version	Date	Comments
V0.0	30.01.21	Template
V0.1	15.02.21	First draft
V0.2		Second draft
Final draft		Final version

Document History

1. Introduction

The following Dissemination Plan includes aims, targets, channels and specific actions to be implemented in order to maximize the visibility and dissemination of the EU Project The Missing Entrepreneurs. For each action, results should be identified. This plan will include the strategy on:

- **Dissemination:** promotion and awareness-raising right from the beginning of a project. The project results known to various stakeholder groups (women, immigrants, seniors, ONGs, policymakers, career counsellors, teachers, SMEs representatives) to enable them to use the results in their own work and engage them within the project activities.
- **Communication:** promoting the project itself and its results to a multitude of audiences, including the media and the public. The aim is to reach out to society as a whole and in particular to some specific audiences (students, academic teachers, professionals, and so on) while demonstrating how EU funding contributes to tackling societal challenges.

The plan will include the activities to be carried out concerning the dissemination and communication of the project by partners, using the dissemination materials developed in the project and carrying out the dissemination events foreseen.

It will include guidelines about how and when to send the products and dissemination materials to the partner's contact list, how the campaign in social media should be undertaken, how and when to send the newsletter and to carry out the local events.

Also, the templates for the reports on dissemination activities, official papers to be used (power point presentation) will be included in this material.

The tasks will be developed and carried out by the project partners. Therefore, involvement of all participants in the project is essential in order to achieve the objectives of this Plan of Dissemination.

The present Dissemination Plan describes the mechanisms for communication of the knowledge acquired during the project. This document includes the dissemination of all phases of the project life cycle. The Dissemination Plan contains information on dissemination, media options and communication channels that will contribute to the dissemination.

2. Objectives

The tailored communications activities are proportionate to the scale of the project, and in Communication and Dissemination activities, the following clear objectives are proposed:

- Raise awareness of the project activities and its outcomes within and outside the participating organizations
- Engage stakeholders & target groups into the project activities
- Maximize the impact of the project after its finalization
- Boost the exploitation of the project results beyond the project

Fulfilling the aforementioned objectives, we will be closer to achieving the results proposed in the whole project which are:

- Elaborate a dissemination plan including the partners local plans
- Develop diffusion materials: brochures, newsletters, press releases, etc.
- Create the project website and its updates
- Implement dissemination activities to inform about the project through social networks, emailing, press,
- Organise a set of national Multiplier Events to disseminate the final project results in all participating countries
- Outline the Sustainability plan

3. Target Groups

The Dissemination activities will take place at the internal level amongst the project partners and the EACEA and amongst all project stakeholders:

- women
- immigrants
- youth
- seniors
- representatives from adult education centers

- school representatives
- youth organizations representatives
- ONGs
- policymakers
- career counselors
- teachers/trainers
- SMEs representatives

4. Dissemination Channels

The following activities are foreseen:

CORPORATE IDENTITY

- ◆ The Missing Entrepreneurs logo in its different extensions
- ◆ The style guides
- ◆ Template word
- ◆ Template power point

DISSEMINATION MATERIAL

- ◆ The Missing Entrepreneurs website to incorporate the platform, all project deliverables and to inform on the project progress and events.
- ◆ Quarterly Newsletters: including relevant information about outputs and current activities of the project, to be distributed among target groups and stakeholders.
- ◆ Social media campaign: a dissemination campaign to attract target groups to the project activities and results through social media and other networks and platforms on internet will be carried out.
 - Facebook
 - LinkedIn
- ◆ Articles in academic journals and the project presentations at international forums and congresses regarding both environmental studies as well as educational innovation to reach a scientific community.
- ◆ Organisation of local dissemination events with stakeholders and potential students to raise their awareness on the new educational programme
- ◆ Organisation of local tenders linked to the training activities in collaboration with local media & public authorities for citizens to detect a specific area in which the community is affected by IT.
- ◆ Section within partners' websites
- ◆ Erasmus+ Project Results Platform

5. Dissemination Actions

Data Base of Stakeholders

All consortium will identify key stakeholders and share this information in a communication database. The Missing Entrepreneurs communication tools (events, newsletter, websites...) will create a continuous dialog with all stakeholders in order to obtain feedback and involvement of them.

- **Mailing lists** of key people and entities to receive materials and information about The Missing Entrepreneurs project.

6. Project Website

This website <https://themissingentreprenurs.eu> will provide a first access point for end-users, community members and other relevant parties. The long-term objective of the website is to create a community of interested parties around The Missing Entrepreneurs, to accelerate their involvement, and to create awareness of the project results.

The website is the key means communicating project results and will be managed and updated continuously throughout the project. The website will consist of basic information about project's objectives, targets and expected impact, a brief description about the implementation methodology, contact persons and information about the project partners and their host organisation.

All other information will be provided through the website's blog and newsletters that will be posted on a regular basis to disseminate project results and information about key outputs including items such as meeting results, latest delivery updates, interim and final results and reports, case studies, etc. Every blog posts will be shared via The Missing Social Media accounts.

The website will also inform about coming and past events and workshops organized by the project and about relevant external events organised by other organisations and also will be the entrance to the online training course platform.

7. Social Networks

Social Networks: groups and profiles on **Facebook & LinkedIn**

Partners' own social networks: Facebook, LinkedIn, Twitter, Instagram...

Hashtags

For better visibility and impact for the project, all consortium must use the following hashtags when sharing something in social networks:

Erasmus Plus General Hashtags

#ErasmusPlus #ErasmusPlusProjects #Epeople

The Missing Entrepreneurs Specific Hashtags

**#TheMissingEntrepreneurs #entrepreneurs #entrepreneurship
#digitalentrepreneurship**

8. Dissemination & Promotional Events

- **Final Meeting**
- **Local Stakeholders:** networking and meetings with identified stakeholders linked to the training activities in collaboration with local media & public authorities for citizens to detect a specific area in which the community is affected by IT.

These activities will enable to raise awareness, disseminate the project materials and communicate the project and its results both to the stakeholders, target groups and to the society.

All materials (tangible outputs) developed in the framework of The Missing Entrepreneurs project will be available on the project website. Anyone interested may download free the project outputs i.e. competences for the The Missing Entrepreneurs Programme, training materials, communication materials and any other documentation developed or exchanged between the partners that have value to others, so they can be used or adapted by other European organisations in their respective contexts.

Role of each partner

All partners will participate and work on the dissemination with each dissemination Action plan per country (Annex 4). Blue Room, the dissemination leader, will develop and create a Communication and Dissemination Plan, dissemination materials and give support in organisation of local promotional events.

Also, a concrete schedule of the activities to take place will be communicated and be prepared by Blue Room. Way and frequency of communication will also be provided.

Dissemination Reporting

All partners will report in two dissemination reports the dissemination activities carried out in their countries (one report per year), and the dissemination leader (Blue Room) will compile them in a common one.



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Local Action Plan

Country: Portugal
Date: 16th February 2021

Dissemination action	Where?	Target group?	Number of expected visitors/receivers	Planned date (deadline)
Informative and specific brochure	1. APSU's headquarters (physical space) 2. APSU's website 3. APSU's social media 4. APSU's strategic partners (VET Schools, Job Centres, Training Centres)	Women, immigrants, youth, seniors, representatives from adult education, school representatives, ONGs, policymakers.	1. ~ 60 daily visits 2. ~100 monthly visits 3. 210 followers on Facebook 4. ~400 daily visits	Once the brochure is published
Data Base of Stakeholders	Project's Google Drive	Stakeholders targeted: - Adult Education representatives; - School representatives; - ONGs; - Policy makers (local, regional, national level)	30	Once the WP leader invites us to do so
Share The Missing Entrepreneurs website to partners' websites	APSU's website	Women, immigrants, youth,	100 monthly visits	Once the website is available

		seniors, representatives from adult education, school representatives, ONGs, policymakers.		
Own Social Networks	APSU's Facebook account	Women, immigrants, youth, seniors, representatives from adult education, school representatives, ONGs, policymakers.	210 followers	Ongoing
Dissemination/promotional events	Online Meetings	- Adult Education representatives; - School representatives; - ONGs; - Policy makers (local, regional, national level)	30	According to the WP leaders recommendations
Projects E-newsletters	APSU mailing list	- Adult Education representatives;	30	After each E- Newsletter publication

		<ul style="list-style-type: none">- School representatives;- ONGs;- Policy makers (local, regional, national level)		
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Local Action Plan

Country: Austria

Date: March 2021

Dissemination action	Where?	Target group?	Number of expected visitors/receivers	Planned date (deadline)
Informative and specific brochure		Women, immigrants, youth, seniors, representatives from adult education, school representatives, ONGs, policymakers...	See promotional events plus Project Meetings (dep. on budget - 500 - 1000 prints)	
Data Base of Stakeholders			Newsletter subscribers: 4.000	
Share The Missing Entrepreneurs website to partners' websites	Internet		website visitors "bridges to europe": 1.800	project info as soon as the website is launched
Own Social Networks	Internet		LinkedIn: 36 followers, FB: 1.880 followers, Twitter: 19 followers	
Dissemination/promotional events	Vienna		National ME: 20 Day of further education: 100 HR Summit: 100	Autumn 2022 June? 2022 May? 2022
Other				



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Local Action Plan

Country: France

Date: 06/07/2021

Dissemination action	Where?	Target group?	Number of expected visitors/receivers	Planned date (deadline)
Informative and specific brochure	1. Amaris' employees through Internal social media 2. Amaris and its employees' social media, mainly LinkedIn 3. Amaris' partners (companies, VET associations, universities and schools)	Women, immigrants, youth, seniors, representatives from adult education, school representatives, ONGs, policymakers.	1. 4000+ employees 2. 150k+ followers 3. ~ 200 monthly visits	Once the brochure is published
Data Base of Stakeholders	Local Associations and Cooperatives related to the target groups	Women, immigrants, youth, seniors, adult.	~ 80 monthly visits	Once foreseen from the WPL
Share The Missing Entrepreneurs website to partners' websites	https://www.amaris.com/	Women, immigrants, youth, seniors, representatives from adult education, school representatives,	200+ monthly visits	Once the website is completed and ready to be shared.

		ONGs, policymakers.		
Own Social Networks	<p>1. Facebook: https://www.facebook.com/amaris.official.page & https://www.facebook.com/MantuGroup</p> <p>2. Twitter: https://twitter.com/amaris & https://twitter.com/mantu_group</p> <p>3. LinkedIn: https://www.linkedin.com/company/amaris/ & https://www.linkedin.com/company/mantugroup</p>	General public	<p>1. 13K+ follower</p> <p>2. 2K+ follower</p> <p>3. 200K+ follower</p>	According to Dissemination Calendar
Dissemination/promotional events	Multiplier Event in Lyon	ME attendee	20	26-10-2022
Others				



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Local Action Plan

Country: Cyprus

Date: March 2021

Dissemination action	Where?	Target group?	Number of expected visitors/receivers	Planned date (deadline)
Informative and specific brochure	<ol style="list-style-type: none"> 1. CSI's employees 2. CSI's and its employees' social media accounts 3. CSI's partners (companies, stakeholders, universities, organisations) 	Women, immigrants, youth, seniors, representatives from adult education, school representatives, ONGs, policymakers...	<ol style="list-style-type: none"> 1. 45 employees 2. 100k followers 3. ~ 250 monthly visits 	Once the brochure is published
Data Base of Stakeholders	Local Associations and Cooperatives related to the target groups	Women, immigrants, youth, seniors, adult.	~110 monthly visits	Once foreseen from the WPL
Share The Missing Entrepreneurs website to partners' websites	CSI's website	Women, immigrants, youth, seniors, adult.	~ 1000 monthly visits	Once the website is completed and ready to be shared.
Own Social Networks	<ol style="list-style-type: none"> 1. CSI's Facebook 	General public	<ol style="list-style-type: none"> 1. 12K+ followers 2. 3K+ followers 3. 1300+ followers 	According to Dissemination Calendar

	2. CSI's Instagram 3. CSI's LinkedIn 4. Personal Project Manager's Social Media Accounts.		4. 2K + followers	
Dissemination/promotional events	Multiplier Event in Nicosia Cyprus	ME attendee	20	November 2022
Other				



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Local Action Plan

Country: Spain
Date: march 3rd 2021

Dissemination action	Where?	Target group?	Number of expected visitors/receivers	Planned date (deadline)
Informative and specific brochure		Women, immigrants, youth, seniors, representatives from adult education, school representatives, ONGs, policymakers, etc.	550	
Data Base of Stakeholders	International Network	NGOs, school representatives, researchers, trainers, etc.	1500	
	Local Companies and NGOs	Seniors, Women, Immigrants	120	
The Missing Entrepreneurs website to partners' websites	www.blueroominnovation.com	NGOs, Seniors, Women, youth school representatives, researchers, trainers, etc.	300	
Own Social Networks	Facebook https://www.facebook.com/BlueRoomInnovation	general public	122 followers	

	LinkedIn	general public	827 followers	
	https://www.linkedin.com/company/10414254/			
Dissemination/promotional events				
Other				

Local Action Plan



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Country: Italy
Date: march 3rd 2021

Dissemination action	Where?	Target group?	Number of expected visitors/receivers	Planned date (deadline)
Informative and specific brochure		Women, immigrants, youth, seniors, representatives from adult education, school representatives, ONGs, policymakers...		
Data Base of Stakeholders	<ul style="list-style-type: none"> International Network Database 	youth, seniors, representatives from adult education as target groups.	1630 people	
	<ul style="list-style-type: none"> Local Associations and Cooperatives 	Women, Migrants, Youth and seniors	from 40 to 150 people	
Share The Missing Entrepreneurs website to partners' websites	www.egina.eu		N/A (at the moment the website is under construction)	

Own Social Networks	Facebook https://www.facebook.com/eginasrl	general public	1034 likes	
	Instagram https://www.instagram.com/eginasrl/?hl=en	general public	175 followers	
	LinkedIn https://www.linkedin.com/company/egina/mycompany/	general public	151 followers	
Dissemination/promotional events	ALL DIGITAL WEEK 2021 https://alldigitalweek.eu/	digital competence centres, libraries, community centres, schools		From 22 to 26 March 2021
	Social Hackaton Umbria 2021 https://www.socialhackathonumbria.info/	youth, local associations, expert in the digital and innovation sector		September 2021
	Erasmus+ Project "Biz4Fun" Multiplier Event http://www.biz4fun.eu/	youth		June-July 2021
Other	Other projects' Newsletters managed by EGInA in which disseminate the Missing Entrepreneurs' activities (The project has been already published in the ENNE Newsletter https://mailchi.mp/egina.eu/enneproject-newsletter-1704898?e=[UNIQID]])	trainers, VET teachers/school/educators	1740 subscribers	7th December 2020