

# Intellectual Output 09

## Dissemination plan and tools

## Control Sheet

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<b>Project n°</b>	
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## About Social Seducement

The Social Seducement project is co-funded by the European Commission in the frame of the Erasmus plus programme and running for 3 years (September 2014 to August 2017). It aims to develop the key competences and skills of adults with disadvantages, and in particular unemployed adults, to help them start up a collaborative enterprise.

Our approach is to set up an educational process which mobilises unknown or hidden capacities via an empowering learning process.

We will do this by:

**Designing an online role-play game** to develop, enhance and promote social entrepreneurial skills

**Enhancing collaboration among training centres, employment agencies, social economy enterprises** to test the Social Seducement online roleplay game

**Establishing a European network of facilitators** who will have the mission to a) guide unemployed learners through the social seducement game, supporting and mediating their learning process and b) promote the use of the Social Seducement game in Europe to foster the acquisition of social entrepreneurship skills in an innovative way.

With Social Seducement we aim to strengthen the cooperation between education and training, work and the social economy, non-profit and voluntary sectors, in a EU dimension, Social Seducement to maximise impact on individuals and our game.

To know more about the project please visit our website: [www.socialseducement.net](http://www.socialseducement.net)

## Executive Summary

This document provides the dissemination strategy and tools for the Social Seducement project. It is a working document, meaning that it will be periodically updated during the development of the project according to the emerging needs. In fact, dissemination in Social Seducement occurs at two levels: on one side the dissemination of project results and outcomes and on the other side the dissemination and publicity of the Social Seducement game. Furthermore, dissemination (included in IO9) is strongly linked with the engagement of stakeholders (IO10) in the project activities, in view of the project sustainability and game exploitation.

The document is articulated as follows:

**Section 1 – About the project** outlines the main features of the Social Seducement project action and frames the dissemination activities to maximise the project impact.

**Section 2 – About dissemination** explains our approach to dissemination and our dissemination planning.

**Section 3** outlines the **target groups** of the project and how we plan to address them with our communication and dissemination action.

**Section 4** presents our **dissemination and communication strategy**, outlining our key messages and presenting the project identity.

**Section 5 and 6** provide a concrete set of **tools and actions** to implement dissemination and communication activities in synergy with IO10 awareness raising activities.

Finally, **Section 7 and related annexes** provide the **monitoring tools** to assess dissemination effectiveness.

This deliverable affects all work-packages of Social Seducement. Dissemination activities should follow when any progress, result or ready outcome is available from any activity as described in this document. Therefore, the work of all Intellectual Outputs acts as input to the dissemination plan of Social Seducement and hence all sub projects can be aware of when, how, to whom and what for should a dissemination activity take place.

All the project dissemination activities will coherently be run along a Communication Plan that will include the definition of the project target groups and their segmentation, differentiated communication strategies, and communication tools. Traditional and new media channels will be used aiming at maximum cost effectiveness and engagement. The project will work in close coordination with IO 10, to strengthen the expected impact.

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# 1. About the project

## 1.1 Features of Social Seducement

The main objective of Social Seducement is to enhance social entrepreneurship skills among disadvantaged groups by means of innovative training solutions based on serious gaming.

Operationally this will be achieved by:

- developing and testing an online role-play platform, designed to discover, enhance and promote entrepreneurial skills to set up and manage successfully a social economy enterprise
- increasing learning retention by immersing learners in realistic scenarios and challenges
- enabling formal and informal learning that overcome the boundaries of time and place
- empowering learning in nonconventional methods making it more accessible to marginalised individuals

The project intends to:

1. Identify enablers & barriers to self-employment for individuals at risk of exclusion.
2. Engage and train 15 facilitators (game masters) that will mediate the learning process of trainees and accompany them through the online role play game experience.
3. Provide entrepreneurship training to at least 180 participants thorough a role-play online game.
4. Guide approximately 20 to 30 participants in starting their business
5. Build a sustainable system based on the EU Network of facilitators to assist people with disadvantages in starting a business.

The main outcomes of the project are therefore:

- The design, development and test of an Online Role Play learning Game aimed to train disadvantaged categories (specifically, unemployed adults) to start up their business and become social entrepreneurs.
- The establishment of a European Network of Facilitators (the “game masters”) who will promote the game across Europe and favour its use intermediary actors engaged in employment –related inclusion policies for the disadvantaged.

## 1.2 The project phases and the role of dissemination

Social Seducement will achieve its aims and objectives by adopting the following methodology:

### **Step 1: Collection of Case Studies on gamification literacy and promotion of (inclusive) entrepreneurship**

We will start by collecting at least 70 case studies from the following sources:

- Desk research of academic papers, conference publications in recent years and EU projects;
- Contacts and networks of the partners;
- A call for contributions of examples circulated through research publications and networks.

The case studies selected will then be mapped and sorted using a qualitative questionnaire, which will take note of:

- Objectives of the intervention;
- Target groups it is aimed at;
- Environmental / socio-economic environment (enabling factors);
- Tools used to achieve the project goals;
- Methodologies applied;
- Resource implications;
- Indicators of Success.

### **Step 2: Analysis of Cases**

Following the collection and mapping, the analysis will follow with the aim to create a typology of interventions, so as to allow grouping and comparison of similar types of interventions.

Following this, case analysis will proceed along three tracks:

- Determining a causal link between the intervention and its results
- Determining the efficiency of the intervention in terms of effect vs resources applied
- Identifying enabling factors, which assist inclusive entrepreneurship (classified by type of intervention).

### **Step 3: Creating the RPG learning model for setting up cooperatives enterprises and instilling entrepreneurial competences**

In-depth analysis of the most efficient cases, with the clearest links, to extract the generic success factors underpinning the cases, so as to extrapolate them into general approaches which may be transversal and which would offer the opportunity of scaling up. These will be used to create the SOCIAL SEDUCEMENT RPG toolkit of effective entrepreneurial and inclusive approaches, describing how to increase access, participation and/or completion of self entrepreneurship start up given certain environmental/social conditions backed up by the evidence collected in the project.

### **Step 4: Training Social Seducement facilitators**

One of the outputs of the game is to train and develop GAME FACILITATORS in EU as key resources to enable the replication of the approach. Their function is to facilitate/increase access to the game/training, to increase the fun and the learning process.



**Step 5 – Piloting the Social Seducement RPG game**

Involving 180 individuals and aiming at starting up 20/ 30 business ideas. It is a community game where a group of people come together to learn by doing, by taking risks and being creative and motivated.

**Step 6: Creating a EU Network of Social Seducement Facilitators Supporting Grassroots Initiatives to Scale Up**

A survey will be conducted among stakeholders in order to:

- Determine policy barriers
- Determine policy enablers

The results of the survey will be analysed and will be discussed at a seminar in Sweden where policy makers and stakeholders will be present. The seminar will have the scope of allowing for a discussion on the results of the survey and for a common scale up handbook to be created aimed at supporting grassroots initiatives to scale up.

**Step 7: SOCIAL SEDUCEMENT Awareness measures**

In order to disseminate the findings of the project as well as the RPG, the partnership will be organising events (focus groups, conferences) in order to meet stakeholders and policy makers in a direct manner.

Dissemination of project results, as well as a clear and effective communication strategy to raise awareness and engage relevant stakeholders play a key role in Social Seducement. Main tasks on dissemination are focused on Intellectual Output 9 – Dissemination toolkit, and they are:

- O9/A1 – Setting up the dissemination plan and tools
- O9/A2 - Ensuring dissemination tools are used

Dissemination activities are coordinated by UNIR and run with the contribution of all partners. At the strategic level, the Network manager and leader of IO10 (Awareness raising - REVES) and the Dissemination manager (UNIR) will work synergically to guarantee that a coherent approach is adopted to communicate project results, reach target groups, ensure stakeholders' engagement and raise awareness. Once the project has ultimated the production of IO4 (the Social Seducement game) all partners under the leadership of the Network and Dissemination managers will discuss the identity of the game and develop a specific commucation and awareness raising strategy for the game.

## 2. About Dissemination

### 2.1 Aims and objectives of dissemination

Dissemination activities are generally conducted to spread information about the project aims, activities and expected results and to lay down a solid basis for the sustainability of the project actions and the exploitation of its main outcomes. The main objectives of dissemination are:

- To formulate and effectively communicate the project's brand, identity and message to relevant stakeholders.
- To raise awareness about the project aims and expected results.
- To engage relevant stakeholders.
- To promote the project outputs and outcomes.
- To inform the community
- To coordinate and monitor the implementation of the consortium's dissemination strategy and to provide creative and technical support to the partners in their dissemination activities.

In Social Seducement, awareness raising and stakeholders' engagement will take place in the frame of IO10 activities, which will be run in synergy with IO9-dissemination tasks. Therefore the main aim of this dissemination plan is to provide the consortium with the tools to implement the dissemination and communication strategy of the project, as further explained below.

### 2.2 Aims and objectives of the Dissemination plan

This dissemination plan is intended to:

- Identify the key messages which will be used to characterise the project's dissemination activities.
- Assist each partner in defining a dissemination plan for their own activities.
- Facilitate the coordination of joint dissemination activities between partners.
- Lay down protocols for monitoring, tracking and recording of dissemination activities.
- Contribute towards the definition of a sustainability strategy.
- Establish targets for dissemination, and set out the target groups and strategies used to reach them.
- Describe the visual identity, character and brand of the project.

The project coordinator, together with the Dissemination Coordinator, will set out a consortium-wide Communication Plan. Each partner will periodically identify dissemination/exploitation opportunities, plan and execute them, and report on them, following a formal process workflow (see below). Data on such activities will be collected by the coordinator in real-time, who will use them to match each partner's contribution

against the overall targets, and take action to support individual partners or to encourage further work.

## 2.3 Information to be disseminated

The information about Social Seducement to be disseminated can be divided into the following main categories:

- general information about the project and its developments
- information about the project activities
- information about the project outputs (the so-called Intellectual Outputs)
- information about the project outcomes (the main results of the project that contribute to its sustainability, like for instance the success of the piloting phase)

## 3 Target groups of dissemination and communication

The main beneficiaries of the project are of course disadvantaged categories, and more specifically unemployed adults aged 18+.

The target groups the project –and of our communication and dissemination strategy - are the following:

### **Project partners**

Project partners represent different areas of work and expertise and reflect the complexity of Social Seducement, that addresses at the same time social needs (creating training opportunities for the unemployed), online training challenges (creating an engaging training experience through game based learning) and social economy opportunities (providing the skills to set up and manage successfully a social economy collective organisation). Therefore, each partner will benefit from the project by progressing in its own area of research and activity and learning about areas where they have less experience.

### **Relevant projects within and outside E+**

Social Seducement will liase with projects that are addressing relevant areas of study and action of the project in relation to: the training/gaming dimension; the social economy dimension.

### **Organisations representing collective social enterprises/ individual social enterprises**

The project will address training agencies and organisations representing collective social enterprises/ individual social enterprises and involve them actively in the project. In particular, collective and individual social enterprises and their newtworks will play a key role in the design and development

of the game by providing examples of real success stories of social economy enterprises that will be adapted to the game so to provide players with a sort of business simulation exercise based on storytelling. VET organisations and training agencies will play a key role in the recruitment of the facilitators of the Social Seducement game.

**Trainers (to-be-Facilitators)**

As explored in Intellectual Output 2, facilitators will have the role to mediate the learning process of the trainees and at the same time they will be the game master, accompanying the learners through the game. They will be trained by the project to do this job and the project expects, after the piloting phase of the game, to establish a network of EU facilitators for further exploitation of the game and as a key project outcome.

**Game designers**

They will play a key role in the design of the game. They might be interested also in the final outcome of the game, which has specific features and addresses an area where gaming potential for learning is still not fully exploited.

**Local and regional administrations (including employment agencies and VET organisations, training agencies)**

Given its specific nature, the project will involve unemployed adults in the training path supported by the Social Seducement online roleplay game at local level. Each partner, in synergy with local administrations (such as employment centres and training centres) will identify potential trainees, select them and involve them in the piloting of the Social Seducement game.

**Policy and decision makers at local and EU level**

Policy and decision makers at local level will have a key role in the design of the game and in the exploitation of project results. In particular, local policy and decision makers will be informed on the project aims and developments and on the results of the piloting and will play a key role in supporting awareness raising of the project and scalability at the local/regional level. EU policy and decision makers will play a key role in supporting the EU network of facilitators.

**Practitioners and researchers**

Practitioners and researchers in the field of social economy, training and serious gaming. They will be addressed periodically to share the results of the project from different perspectives: the pedagogical model adopted in support of the Social Seducement game; the technical features of the game; the impact of the game piloting in labour terms and in terms of interesting findings both from a game and from a pedagogical perspective.

**General public**

This target group is approached by the project in order to increase public awareness about the project outcomes, but also attract the interest of other potential partners or

stakeholders through the word of mouth. This target group will be approached through the social media and specialised press focused on games, learning, e-learning, employment strategies, social inclusion and social economy. It is believed that by addressing the general public the project will also manage to reach its main beneficiary group, i.e.: unemployed adults.

As evident from the above list, the project addresses very different target groups in terms of interests and needs. It is important to highlight that whereas the majority of the target groups listed above will be interested in getting an overview of all the results of the project; the facilitators of the Social Seducement game constitute a very specific target group. In fact, in a first phase they will be addressed as an external target group in order to inform them about the project and launch the recruiting campaign. Once recruited, they will become themselves key dissemination agents contributing also to the project sustainability and exploitation through the foreseen EU network of facilitators. Table 1 below associates dissemination information as described in 2.3 to each target group.

Table1: *Relation of dissemination information to each target group*

	<b>General information</b>	<b>Project activities</b>	<b>Intellectual Outputs</b>	<b>Project outcomes</b>
<b>Project partners</b>				
<b>Relevant projects within and outside E+</b>				
<b>Organisations representing collective social enterprises/ individual social enterprises</b>				
<b>Trainers (to-be-Facilitators )</b>				
<b>Game designers</b>				
<b>Local and regional administrations (including employment agencies and VET organisations, training agencies)</b>				
<b>Policy and decision makers at local and EU level</b>				
<b>Practitioners and researchers</b>				
<b>General public</b>				

## 4. Dissemination and communication strategy

### 4.1 Key messages

The consortium has agreed upon the following as the key message for the project:

#### **Social Seducement – Serious gaming for collective social enterprises**

In addition to the main message the consortium has agreed on the following three reinforcement points:

Looking for Examples of Proven Success	Directly Involving Stakeholders	Strategic testing and networking
<ul style="list-style-type: none"> <li>• We are collecting examples of successful initiatives using games to acquire entrepreneurship skills</li> <li>• We are researching if they worked, how they worked and why they worked</li> </ul>	<ul style="list-style-type: none"> <li>• We are a partnership of 5 organisations from 4 European countries</li> <li>• The diversity of the members of the consortium enables to cover the variety of spheres touched by the project: inclusion; social entrepreneurship; training; serious gaming; digital innovation</li> <li>• The diversity of the members of the consortium enables to address and actively involve the variety of stakeholders addressed by the project.</li> <li>• Stakeholders are directly involved in the project since the beginning through consultations on learning and game needs.</li> </ul>	<ul style="list-style-type: none"> <li>• The Social Seducement ORPG will be designed, developed and tested in the frame of the project.</li> <li>• A key role will be played by facilitators to: 1) carry out the testing; 2) promote the testing; 3) look for additional facilitators (professional and “natural”)</li> <li>• One of the main outcomes of the project will be the network of EU facilitators aimed at promoting the use of the game for learning purposes throughout Europe.</li> </ul>

## 4.2 Project identity

### Project logo

The following logo has been created for the project.



Figure 1: Logo of Social Seducement

The following logo has been created for the game. The game has been named Social Planet and the logo has been so designed to be coherent with the project logo. A different logo has been created for the game in order to support the project's main outcome sustainability in the long term. It has been agreed that all official communication regarding the project activities will continue to make reference to the project official name and logo (figure 1).



Figure 2: Logo of Social Planet

### Project presentation

A presentation of the project is available in the project Dropbox serving as a presentation template for all project presentations by consortium partners and containing general information about the project such as: consortium members, objectives, etc.

### Printed materials

Social Seducement will produce a set of printed materials, consisting of, i.e. bookmarks and-or leaflets, which will be designed to be both eye-catching, as well as clearly convey the information, hence promote efficiently the project message. Apart from the logo and the clear project message, the printed material will also contain the Social Seducement website URL and the project partners' logos. The specific format will be decided based on internal discussion. For a suitable format (e.g. leaflet), the printed material will reflect the status of the project and present the messages of Social Seducement to the targeted groups. It will include a) A project overview and the objectives, with an explanation of the project value added and sustainability opportunities; b) Indication of the targeted results, and emphasis on the results expected to be achieved; and c) An overview of the consortium along with contact details of the project coordinator.



### Project web site

The Social Seducement website has been designed to guarantee effective communication about the project progress and outcomes to the relevant target groups and stakeholders and to the wider public. Since the partnership has opted for a differentiation of identity between the Social Seducement project and the Social Seducement game (for which an ad-hoc name is being found), the website will not provide access to the game directly but it will guarantee a link to the game and learning platform. Access will be restricted until completion of the piloting period.

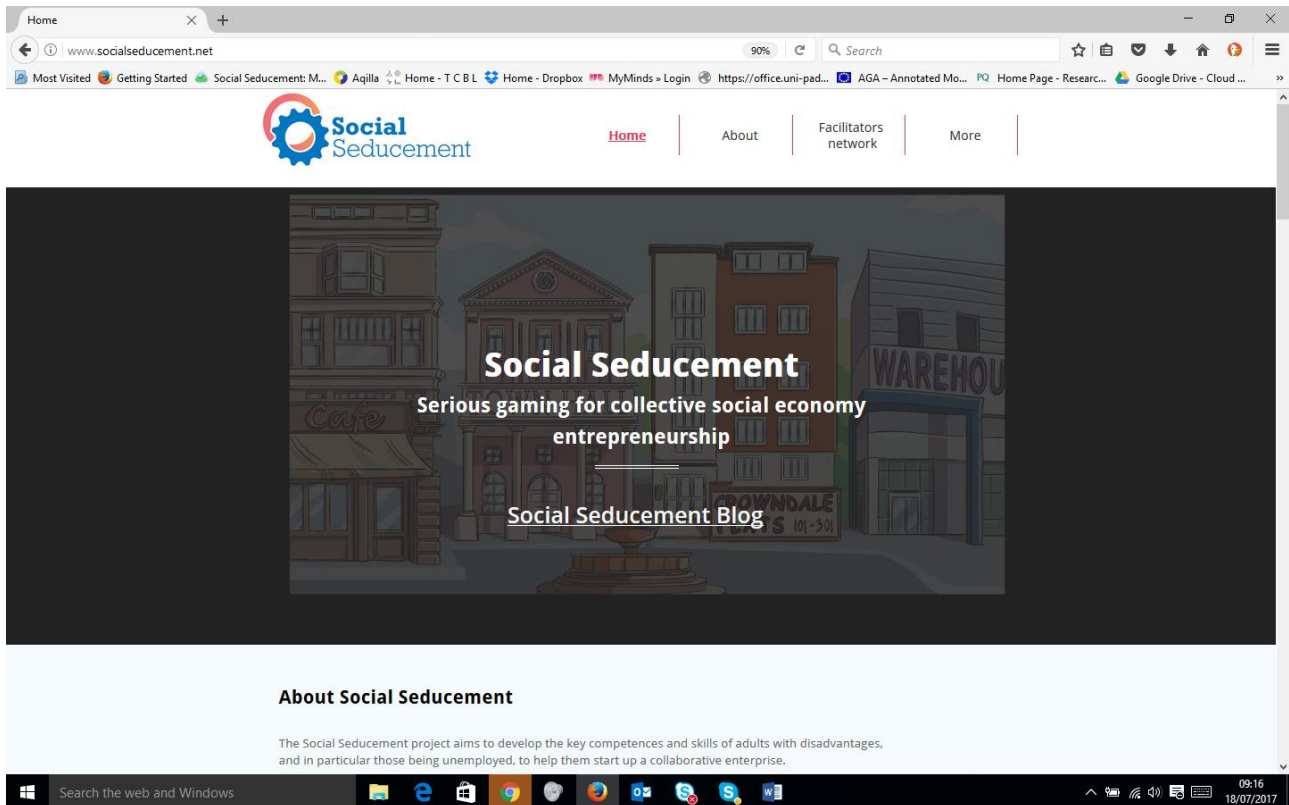
## 5. Dissemination and communication tools

The dissemination and communication tools of the project are the following:

- **Project Web site** ([www.socialseducement.net](http://www.socialseducement.net) )

The project website has been designed as a dissemination, communication and engagement tool. It is designed to communicate key information about the project (purpose, activities, results), to engage audiences with the project through numerous facilities to get in touch and receive more information, and to disseminate key project findings. The site contains a blog which is used to disseminate news. Towards the end of the project, the site will be re-structured to offer visitors an instantly visible access into the game and its resources. Because we envisage working organically with the site as the project and its communication needs emerge, we have chosen sitebuilder to construct the website. This is a very user-friendly tool which allows comprehensive customisation so we have been able to create a look and feel that corresponds to the tone and intention of the game. This intention extends to the choice of URL, collectively decided on by project partners to communicate the networking and collective nature of the game.





- **Project events, Participation in external relevant events**

The project foresees the organisation of events to support dissemination of its main outcomes and awareness raising on its main activities. Table 2 below provides the plan for participation in external events. The table will be periodically updated with the contribution of all partners. Table 2 also makes reference to the events that will be directly organised by partners both for dissemination (conferences) and for stakeholders involvement (focus groups). Annex 2 provides the standard reporting tool that each partner will have to use when reporting about their dissemination activities to the WP coordinator (in relation to events that fall outside the already planned project events in the project application form).

- **Periodic Newsletter** (distributed as a PDF file to the project database of contacts and/or uploaded on the project web site, will be produced periodically to inform stakeholders about key project milestones achieved).

OCTOBER, 2015 → NUMBER 1



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## Social Seducement Newsletter #1

### In this issue

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Welcome to the first issue of the Social Seducement newsletter!

In this first issue, you will be presented with general information about the project and our consortium.

We will also provide you with an overview on the activities conducted during the first year of life of the project, and the results achieved so far.

### About the project

The Social Seducement project is co-funded by the European Commission in the frame of the Erasmus plus programme and running for 3 years (September 2014 to August 2017). It aims to develop the key competences and skills of adults with disadvantages, and in particular unemployed adults, to help them start up a collaborative enterprise.

Our approach is to set up an educational process, which mobilises unknown or hidden capacities via an empowering learning process.

We will do this by:

Designing an online role-play game to develop, enhance and promote social entrepreneurial skills

Enhancing collaboration among training centres, employment agencies, social economy enterprises to test the Social Seducement online roleplay game

*Designing an online role-play game to develop entrepreneurial skills*

- **Publications** (articles, papers)

Online relevant dissemination platforms and relevant journals will be constantly monitored and scanned to check the feasibility of articles and papers publications regarding the outcomes of the project.

- **Press releases**

Following project events, it will be possible to publish a press release on the project web site to summarise the main outcomes of the event

- **Miscellaneous dissemination material** (Brochures, roll ups)

Each partner has an allocated budget for dissemination material, which will be used individually for dissemination activities (gadgets or printing of material for project events,

for instance). A pdf downloadable brochure about the project will be made available on the project web site.

- **Social media** (Facebook, Twitter and Youtube)

Social media will be used for local promotion of the project and to support its development. Partners will be free to decide whether to use them (and which ones), based on their institutional policy,

Table 2 below summarises the scope of each tool, the foreseen timing and allocation of responsibilities among partners. Table 3 summarises the relevant events where the project will be promoted.

Table 2: *Dissemination tools: scope overview*

Dissemination tools	Why	To whom	When	How	Who
<b>Web site</b>	Awareness Inform Engage Promote	All stakeholders	Continuous	Update of the project web site content	TIHR with active contribution from all partners
<b>Newsletters</b>	Inform	<ul style="list-style-type: none"> <li>• Relevant projects</li> <li>• Policy and decision makers</li> <li>• Practitioners and researchers</li> </ul>	Upon achievement of relevant milestones (November 2015; January 2017, July 2017)	Technical design and editorial coordination by UNIR; contribution by all partners – on demand	UNIR with the contribution of all partners (depending on the themes of the articles)
<b>Press releases</b>	Awareness	<ul style="list-style-type: none"> <li>• Policy and decision makers</li> <li>• VET organisations, training agencies, organisations representing collective social enterprises/ individual social enterprises</li> </ul>	In preparation of or after each project event	Online/mailing to DB of contacts	All partners
<b>Brochure</b>	Awareness	All stakeholders	Final version July 2017	PDF online version downloadable from the web site	REVES with the contribution of all partners

Dissemination tools	Why	To whom	When	How	Who
<b>Project events</b>	Engage Promote	<ul style="list-style-type: none"> <li>• Policy and decision makers</li> <li>• VET organisations, training agencies, organisations representing collective social enterprises/ individual social enterprises</li> <li>• Game developers</li> <li>• Facilitators</li> </ul>	E1 – focus groups in ES, IT, UK; local events in conjunction with international events in BE and SE. <u>Addressing: policy and decision makers, VET org and employment services; game developers.</u>	F2F Seminars with at least 20 participants	UNIR, LE MAT, REVES, Coompanion, TIHR under the coordination of REVES.
			E2- International conference – Start up communities, building an entrepreneurial ecosystem in your city. The experience of Social Seducement. <u>Addressing: representatives of local entities promoting social economy.</u>	F2F Event with at least 40 participants (+ LOCAL SEMINAR SEE E1)	REVES, partners contributing.
			E3 – International Conference – Inclusive entrepreneurship through online role play game, the experience of Social Seducement. <u>Addressing: all stakeholders (key event for sustainability)</u>	F2F Event with at least 40 participants (+ LOCAL SEMINAR SEE E1)	COOMPANION
<b>Relevant external events</b>	Engage Promote	<ul style="list-style-type: none"> <li>• Policy and decision makers</li> <li>• VET organisations, training agencies, organisations representing collective social enterprises/ individual social enterprises</li> <li>• Game developers</li> <li>• Practitioners and researchers</li> </ul>	See table 3 below	Partners have to suggest relevant events at national and international level according to their field of experience.	All partners

Dissemination tools	Why	To whom	When	How	Who
<b>Reports</b>	Inform	All stakeholders	As from DoW	PDF downloadable version from project web site	According to DoW allocation
<b>Articles and papers</b>	Inform	Researchers and practitioners	Periodically, depending on availability of relevant calls for articles and papers by specialised journals and portals.		Partners to identify relevant journals/portals where to publish
<b>Social media</b>	Awareness Inform Engage Promote	Facilitators Researchers and practitioners	After launch of piloting phase	Online	Given the different internal policies for the use of social media, each partner will be free to decide which social media channels to use and how (if any)

Table 3: *Planning of participation in external events 2015/2016*

Name of the event	Theme , location and date	Web link	What we can do there (presentation/poster/paper/workshop etc)	Relevance to key area of SocSed (game, training, social entrepreneurship)
"Réenchanter l'Europe avec l'économie sociale et solidaire",	20 November 2015, Paris (FR)	Event will be advertised at <a href="http://www.atelier-idf.org/">http://www.atelier-idf.org/</a> (main organisers)	Paper, mentioning the project during presentation (however, a presentation on the project only won't be possible)	Social economy
"Boosting social enterprises"	3-4 December 2015, Luxemburg	<a href="http://www.confrontations.org/en/partners/partners-initiatives/2541-boosting-social-enterprises-in-europe-presidency-conference">http://www.confrontations.org/en/partners/partners-initiatives/2541-boosting-social-enterprises-in-europe-presidency-conference</a>	Paper	Social economy
REVES General Assembly and Annual conference 2016,	April 2016, Austria	<a href="http://www.revesnetwork.eu">http://www.revesnetwork.eu</a>	<ul style="list-style-type: none"> <li>- paper, poster</li> <li>- possibility to have a look at the game (if a test version is already available)</li> <li>- presentation during the public event</li> </ul>	Social economy

Name of the event	Theme , location and date	Web link	What we can do there (presentation/poster/paper/workshop etc)	Relevance to key area of SocSed (game, training, social entrepreneurship)
EDEN annual conference 2016	June 2016	<a href="http://www.eden-online.org">http://www.eden-online.org</a>	Paper/poster/workshop	Elearning, games for learning, innovation in training
IRIS network annual meeting	September 2016 Riva del Garda (IT)	<a href="http://irisnetwork.it">http://irisnetwork.it</a>	Workshop to present the game and the project	all
Slot in one of the hearings of the Social Economy Intergroup at the European Parliament (tbc)	2016-2017, Brussels	<a href="http://www.socialeconomy.eu.org/social-economy-intergroup">http://www.socialeconomy.eu.org/social-economy-intergroup</a>	<ul style="list-style-type: none"> <li>- possibility, in general, to distribute hand-outs during all meetings of the intergroup</li> <li>- everything else still to be confirmed and defined with Social Economy Europe and the bureau of the intergroup</li> </ul>	Social economy



## 6. Action Plan

Dissemination plays a key role in guaranteeing the project success in a sustainable perspective. As such, it is a shared responsibility of all partners to make sure updated information about the project is continuously and effectively conveyed to the right recipients. Below, a list is provided of the key Intellectual Outputs of the project that will be disseminated. For each IO, target groups and distribution channels are specified, together with the main responsible partners for the dissemination actions.

Table 4 *Dissemination strategy for IOs*

INTELLECTUAL OUTPUTS (IOs)	TARGET GROUPS	DISSEMINATION DISTRIBUTION CHANNELS	Responsible partners
<b>IO1 – Guide for developing the game and its environment</b>	<ul style="list-style-type: none"> <li>• Researchers and practitioners in the field of learning</li> <li>• Relevant projects within and outside E+</li> <li>• Game designers</li> <li>• Facilitators</li> </ul>	Publication on web site	<b>TIHR</b>
		Publicity through the project newsletter	<b>Article by UNIR</b>
		Distribution by partners to their contacts mailing lists	<b>All partners</b>
		E1 focus groups	<b>UNIR, TIHR, LE MAT, REVES and COOMPANION</b>
<b>IO2 – Report on target needs' analysis</b>	<ul style="list-style-type: none"> <li>• Researchers and practitioners in the field of learning</li> <li>• Relevant projects within and outside E+</li> <li>• Facilitators</li> <li>• Policy and decision makers</li> </ul>	Publication on web site	<b>TIHR</b>
		Publicity through the project newsletter	<b>Article by TIHR</b>
		E1 focus groups	<b>UNIR, TIHR, LE MAT, REVES and</b>
<b>IO3 – Guide on the Social Seducement RPG learning model</b>	<ul style="list-style-type: none"> <li>• Researchers and practitioners in the field of learning and gamification</li> <li>• Facilitators</li> <li>• Organisations representing collective and individual social enterprises</li> </ul>	Publication on web site	<b>UNIR</b>
		Presentation in relevant conferences	<b>UNIR</b>
		E2 and E3 International Conferences	<b>REVES and COOMPANION</b>

INTELLECTUAL OUTPUTS (IOs)	TARGET GROUPS	DISTRIBUTION CHANNELS	Responsible partner
<b>IO4 – Online Social Seducement Roleplay Game</b>	<ul style="list-style-type: none"> <li>Facilitators</li> <li>Training and employment centres</li> <li>Organisations representing collective and individual social enterprises</li> </ul>	Direct link from web site	<b>TIHR</b>
		Publicity through the project newsletter	<b>All partners</b>
		Presentation at relevant events and publication of papers/articles in relevant journals	<b>All partners</b>
		Ad-hoc mailing to national employment and training centres and to potential facilitators	<b>All partners</b>
		E2 and E3 International Conference	<b>REVES and COOMPANION</b>
<b>IO5 – Training pathway for the Social Seducement facilitators (game masters)</b>	<ul style="list-style-type: none"> <li>Facilitators</li> <li>Training and employment centres</li> <li>Policy and decision makers</li> </ul>	Web site – news about launch and results of training	<b>LE MAT</b>
		E2 and E3 International conferences	<b>REVES AND COOMPANION</b>
		Article on newsletter	<b>LE MAT</b>
		Presentation at relevant events and publication of papers/articles in relevant journals	<b>LE MAT</b>
<b>IO6 – Validation report</b>	<ul style="list-style-type: none"> <li>Facilitators</li> <li>Training and employment centres</li> <li>Policy and decision makers</li> <li>Researchers and practitioners in the field of learning and gamification</li> </ul>	E3 International Conference	<b>REVES</b>
		Web site- news about overall results of piloting as emerging from IO6	<b>TIHR</b>
		Newsletter – article about validation results	<b>TIHR</b>
		Presentation of piloting results in relevant events and journals	<b>All partners</b>
<b>IO7 – European Network of the Social Seducement ORPG facilitators</b>	<ul style="list-style-type: none"> <li>Facilitators</li> <li>Policy and decision makers</li> <li>Organisations representing collective and individual social enterprises.</li> </ul>	E3 International Conference	<b>REVES</b>
		Web site – awareness raising text published in the news section of the web site	<b>REVES</b>
		Article in the Newsletter	<b>COOMPANION</b>

INTELLECTUAL OUTPUTS (IOs)	TARGET GROUPS	DISTRIBUTION CHANNELS	
<b>IO8 – RPG Model Scale-up Handbook</b>	<ul style="list-style-type: none"> <li>• Facilitators</li> <li>• Policy and decision makers</li> <li>• Organisations representing collective and individual social enterprises.</li> <li>• Employment and training centres</li> </ul>	Web site – publication of news related to the Handbook and to sustainability measures of Social Seducement	TIHR, LE MAT
		Newsletter – publication of article on sustainability perspectives for the project	TIHR, LE MAT with the contribution of all partners
		Ad-hoc mailing and engagement strategy for EU and national policy and decision makers	REVES (as network manager) and LE MAT

It should be pinpointed that the use of Social media has not been included in the below list as it has been decided that each partner will chose whether to use social media channels and which ones, depending also on their institutional policy.

Also, it should be reminded that this action plan will have to be merged with the networking and stakeholders' engagement strategy of IO10 to cover the whole spectrum of actions to be undertaken to promote the project in a sustainable and exploitation-oriented perspective.

## 7. Evaluating dissemination

The following table presents a list of the indicators that will be used to monitor and assess the effectiveness of the project dissemination actions.

In Annex 1 and 2 monitoring tools are provided to constantly check the effectiveness of the project dissemination action. In particular, Annex 1 is a questionnaire that partners will have to periodically answer so that IO9 coordinator is up to date with the ongoing dissemination activities and Annex 2 provides a reporting fiche to be filled in by partners each time a dissemination action is provided which falls outside the project foreseen dissemination events and actions.

Table 5: *Disseminatio metrics*

Dissemination tool	Quantitative Indicator	Qualitative indicator (where relevant)	Description
Social Seducement events	n. of participants	Stakeholders' categories of participants	Number of people attending events vs planned ones in the Dow
External events	n. of events attended	Main theme of the attended events (related to: training/gaming/social economy)	Number of the attended events where the project was presented or information about the project was formally or informally disseminated.
Social Seducement newsletter	n. of recipients	Stakeholders' categories of recipients	Number of subscribers to the newsletter, distributed periodically by the project
Web site	n. of hits		Total web site hits
Articles and papers	n. of published articles and papers	Typology of publication, scientific relevance of journals	Total n. of published articles and papers.
Social media	n. of friends/followers/contacts		Based on the selected social media, n. of contacts

## **Annex 1 – Dissemination activities monitoring tool**

**A. Information about the partner**

<b>Name of Interviewee:</b>	
<b>Partner organisation:</b>	
<b>Name of Interviewer:</b>	
<b>Date &amp; Time:</b>	

**B. Activities so Far**

*Minimum commitment:*

- *Page on the partner website about the project, including link to the project website*

- 1. What kind of dissemination activities have you conducted so far? Are they documented in the Dissemination xls file made available by the Dissemination coordinator?**
- 2. Have you put up a page about the project on your web site?**
- 3. Have you issued any communications (press releases, news items on website, newsletter mentions, etc.) about the project or your participation in it?**

**C. Promotion of Intellectual Outputs**

*Minimum commitment:*

- *Communication sent out announcing the publication of the Intellectual Output (via any channel)*
- *Preferably notification on website*

- 1. Which IOs have you advertised so far through your channels? (Specify also channels used)**

**D. Events /publications**

*Minimum commitment:*

- *Providing hints for journals/online platforms where to publish project information and results*
- *Organising/contributing to the organisation of the foreseen project events as settled in the DoW*
- *Disseminating the project in national relevant events (at least 1 per year)*
- *Disseminating the project in international relevant events (at least 1 throughout the project duration)*

- 1. What events could you attend/are you planning to attend in the coming months to promote the project and/or its' results? (national/international)**
- 2. (where partner has contributed to IOs) Have you considered publishing any academic/scientific papers as a result of your work?**
- 3. Are you planning any internal information seminars or meetings with stakeholders to promote the project and/or its' results?**
- 4. Are there any other types of dissemination activities you are planning in the coming months?**

#### **F. Dissemination Coordination**

- 1. Do you have any suggestion to improve the project dissemination strategy?**

## **Annex 2 – Dissemination Action reporting tool**



**Name of the partner:**

**Title of the event/publication/article:**

**1. Type of action**

Please mark as relevant and provide the requested information in the relevant cells

	<b>Presentation at Conference/workshop</b>	Title of the presentation Title of the conference/workshop	Web link	Additional information
	<b>Participation in a relevant conference/workshop</b>	Title of the conference/workshop	Web link	Additional information
	<b>Publication of a relevant paper</b>	Title of the paper Title of the Journal where the paper has been published	Web link	Additional information
	<b>Publication of a relevant article</b>	Title of the article Title of the platform/newsletter/source	Web link	Additional information
	<b>Other (please specify)</b>	Consult UNIR on the information to be provided		

## 2. More information about the action

Please provide the following information (make reference to relevant cells and provide the information in a narrative style; attach to the present file the outcome of your dissemination action – presentation/article/paper)

	Presentation at Conference/workshop	<p>Describe shortly the items covered by your presentation and attach the presentation to the present report</p> <p>Report the comments and interesting questions received by the audience</p> <p>Provide the contacts of relevant stakeholders met at the conference/workshop (name, institution, contact details) and their area of interest with respect to Social Seducement IOs</p>
	Participation in a relevant conference/workshop	<p>Describe shortly the items the outcomes of the conference that can provide an interesting input to Social Seducement and explain why.</p> <p>Report on the dissemination action you carried out at the conference (distribution of material, informal discussion with participants, networking)</p> <p>Provide the contacts of relevant stakeholders met at the conference/workshop (name, institution, contact details) and their area of interest with respect to Social Seducement IOs</p>
	Publication of a relevant paper	<p>Provide the Abstract of the paper</p> <p>Attach the full version of the paper</p>
	Publication of a relevant article	<p>Provide the Abstract of the article</p> <p>Attach the full version of the article</p>
	Other (please specify)	Consult UNIR on the information to be provided