

Adapting the Rickter® Scale Process to improve and monitor the journey of marginalized groups towards employability



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Dissemination Report



Evaluation



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Dissemination activities within
the Transfer of Innovation Project
“Scaling New Heights in VET”



“SCALING NEW HEIGHTS IN VET” CONSORTIUM

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EXECUTIVE SUMMARY

The Dissemination Report is outlined to give a detailed list of all dissemination activities carried out according to the approved dissemination plan that was drafted at the beginning of the project “Scaling New Heights in VET”. This report also includes dissemination material created in the “Scaling New Heights in VET” project (e.g. logo, website, poster, leaflet, Infosheet, etc). It also contains a complete list of publications, awareness activities such as conferences, workshops, info days, etc. Moreover, the social media that were used in order to maximize the impact of the project are described. This Dissemination Report is also accompanied by an exploitation report, aiming to present the conditions for the successful exploitation of project results after the project has concluded.

1. INTRODUCTION

The aim of this deliverable is to present as thoroughly as possible all the dissemination actions undertaken by the consortium, during the whole implementation period (October 2011 – September 2013). It provides a summary of the effective results of the approved dissemination strategy of the project by focusing on the dissemination material developed, events organised and articles published,. This document also includes all networking activities carried out by all partners.

1.1 Structure

The document opens with an introduction followed by section two, where the assessment of the dissemination plan is presented; it describes the achievements of the consortium based on the plan. Section three presents the “Scaling New Heights in VET” dissemination tools created and regularly used (e.g. website, leaflet, poster, social networking, etc). Finally, the Dissemination report ends by presenting the relative conclusions.

2. DISSEMINATION PLAN ASSESSMENT

The present section focuses on the description of all dissemination activities implemented as per the Dissemination Plan, providing also an assessment of performed actions during the lifespan of the project “Scaling New Heights in VET”.

Since October 2011, when the project officially started, certain dissemination efforts have been made; however, the main dissemination actions took place during the second year of the implementation of the project, when the training courses ended and the adapted Rickter Scale® tool was developed and used by the target groups of the project.

The outcomes and products of the specific project were widely disseminated to the target audience indicated in the Dissemination Plan through participation in training courses, presentations, distributing material, etc. More specifically, the target groups, as well as channels used for each one of them, were as follows:

- **Internal actors:** The staff of consortium partners involved in project activities attended training courses in Newcastle (UK) and became trained practitioners (14 people in total). Moreover, staff of all partners working in partner organisations was also informed about the Rickter Scale® tool through presentations and demonstration of the tool. Specifically, the German partner –ZIB- became an Associative Partner of the Rickter Company and held a ‘Train the Trainer’-seminar for ZIB staff to train other VET organizations.
- **External professionals:** This group included teachers, trainers, ergotherapists, social workers and psychologists. The specific target group was informed about the Rickter Scale® tool through seminars, leaflets, presentations. All in all, 200 trainers have been directly reached through presentations.
- **People with mental disabilities:** The specific target group included persons with mental disorders, either moderate or heavy. The Rickter Scale® tool was applied to 41 beneficiaries in total, **11** people with **severe** mental illness and **30** people with **moderate** mental illness and good functionality in GR.
- **Long term unemployed people:** This target group included long term unemployed people with special focus on women returners who were currently dependent on state unemployment benefits. The Rickter Scale® tool was implemented to **98** women returners and single parents in DE.
- **People working in home care field:** This group includes formal and informal carers of the elderly and especially migrant women carers, who are socially isolated with problems in accessing training and job opportunities. Specifically, 50 social service providers in Italian level and 55 paid care givers living in Italy were directly informed. (please see section 3.3 and Table 5).

- **Unemployed people:** This group included unemployed, with special focus on their families and communities where unemployment is affecting two or more generations. The Rickter Scale® tool was implemented to 251 people affected by long-term unemployment in the UK.
- **People belonging to vulnerable groups:** This group includes early leavers from education, migrants (especially migrant carers in the domestic service), learners with special needs, etc. The members of this group were informed through presentations within the framework of disseminations activities conducted. The Rickter Scale® tool was implemented to 58 care givers in Italy. Specifically, 6 people living at the Cento area, 33 people living at Carpi and 19 people living in Sardinia - IT.
- **Professionals and trainees attending vocational and Educational Training programmes:** The project's results were presented within the framework of other national programmes ex. "Local social inclusion actions for vulnerable groups" (GR), etc. It is estimated that 900 people have been directly involved (please see table 4).
- **Stakeholders (Professionals in public and private bodies, local Authorities):** The outcomes and deliverables were presented and disseminated to local authorities and agencies, such as Municipalities (municipality of Ferrara (IT), municipalities of Elefsina and Piraeus (GR), Ministry of Justice and International Development Unit (UK), etc) and VET providers (training centers, Adult Education Organisations (DE), etc. through project presentations and a live demonstration of the Rickter Scale Process. All in all, 550 stakeholders have been directly reached.
- **The local communities of all partners:** The specific target audience included the general public not only in the regions where partners' facilities are based, such as Thessaloniki (GR), Sardinia (IT), Bergisch Land region (DE), etc, but also across their countries. Project's outcomes were presented through e-articles, presentations, etc. It is estimated that app. 4.000 people have been directly or indirectly reached.

The following Table 1 includes an overview of all the dissemination activities that took place during the project implementation period.

Table 1. Overview Performed Dissemination Activities

| METHOD | PURPOSE | DESCRIPTION | IMPACT |
|---|--|---|--|
| Project website | Raise awareness Inform Engage Promote | The project website was of the most versatile dissemination tools. Plenty of information was uploaded targeting different audiences, continuously informing visitors. It promoted and advertised the project to a wide number of people. www.scalingnewheightsinvet.eu | Approx. 2.800 visitors |
| Partners website | Raise awareness Inform Engage Promote | Partners' websites were utilized from the early stages of the project to facilitate the diffusion of information about Scaling New Heights in VET in wide audiences, acting as a national- based dissemination tools for the project. www.kmop.gr www.anzianienonsolo.it www.zib-online.net www.rickterscale.com | Approx. 1.500 visits |
| Website of similar minded projects | Raise awareness Inform Promote | The website of the "LLS-VG: Promotion of LLStrategies for Vulnerable Groups" was used so as to facilitate the diffusion of information about the specific project in wide audiences. For more detailed information, please visit: www.llstrategies.org | 30 visitors |
| Leaflets, Posters, Information Material | Raise awareness | Print material like leaflets and the Product Information Sheet (to hand out at workshops, conferences, fairs and network meetings). Electronic versions (e.g. PDF file) of the material were also circulated electronically. | Approx. 2.700 material disseminated |
| Newsletters | Raise awareness Inform | The consortium produced newsletters during the lifespan of the project, outlining the purpose of the project and the most important milestones. Moreover, relevant information was also included in partners' Newsletters. Through the Newsletters, all partners presented the project to a broad range of interested parties via mailing lists. | Approx. 2.000 contacts (individuals & organizations) |

| | | | |
|--|--------------------------|---|--|
| Awareness Raising Events (Seminars, conferences, project presentations etc.) | Raise awareness , inform | Such awareness raising activities were used as a mean of informing professionals and decision makers about the project and the uniqueness of the Rickter Scale tool. Specifically, partners participated in 32 events in total presenting and informing about the project, giving live demonstrations of the RSP, distributing leaflets and other print material, presenting outcomes and products of the “Scaling New Heights in VET” project. | Approx. 2.000 individuals & organization, VET, etc |
| Press articles | Inform, Maximize impact | The completion of specific milestones of the project was accompanied by the publication of relevant articles. Specifically, 2 articles were published in Greece (e-newspaper www.seleo.gr and e-radio www.rthess.gr), 1 article in Germany (online magazine "Info Blitz") and 1 article in an Italian journal of social work | Estimated 4.000 people |
| Social media | Inform, Maximize impact | Social media network were used as a powerful mean for disseminating information about the project, outcomes, events, etc. Facebook, LinkedIn and You tube were used for that purpose. | 350 people |

3. DISSEMINATION ACTIVITIES

All Dissemination activities were carried out based on the dissemination strategy and methodology described at the Dissemination Plan targeting private & public organizations active in the field of education/training, social inclusion and employability, VET, NGOs, etc. The main aim of all dissemination activities was to raise awareness, inform and engage a wide number of people, as well as to disseminate effectively the project's results to the aforementioned target audiences.

The outcomes and the results of the project “Scaling New Heights in VET” have been disseminated using several different channels and tools during the implementation phase. More specifically, an efficient mix of traditional plus innovative tools was organized and used, combining “traditional” hard copy material (eg. leaflets, posters) with ICT applications (eg. Website, Facebook). More analytically, the main dissemination lines that were used following:

3.1 Websites

Websites such as project's, partners' and similar minded projects' websites were used in order to promote and disseminate the project “Scaling New Heights in VET”, its outcomes and products.

Project website

The official website of the “Scaling New Heights in VET” project <http://www.scalingnewheightsinvet.eu> has been the most significant mean of communication with European organizations, stakeholders, enterprises, etc. In fact, during the lifespan of the project, more than 590 visits, 240 unique visitors, 2.340 page views were counted. It provided a wide range of functionalities including: documents and information material (downloading/ uploading), activities, news, etc. The website served as an integrated focal point of information regarding the project and its initiatives in order to reach the target groups.

Partners' website

Partners' website were utilized as national- based dissemination tools from the early stages of the project to facilitate the diffusion of information about Scaling New Heights in VET in wide audiences.

www.zib-online.net

<http://www.kmop.gr>

www.anzianienonsolo.it

<http://www.rickterscale.com/>

Similar minded projects

The **similar minded** European project “LLS-VG: Promotion of LLStrategies for Vulnerable Groups” was utilized as national- based dissemination tool facilitating the diffusion of information about the specific project in wider audiences. The aim of the specific project was to support the establishment and implementation of coherent and comprehensive Lifelong Learning (LL) strategies and policies at national level specifically addressed to vulnerable groups. It is estimated that approximately 30 visitors clicked on the link. For more detailed information, please visit: <http://www.llstrategies.org/> (see att. 20).

3.2 Informational & Printed material

Another category of communication tools used the development of “traditional” information material such as **leaflets**, **posters** and **Information Sheet**. Leaflets and posters were disseminated at workshops, info days, conferences, etc maximizing the penetration rate of the dissemination campaign. Moreover, the electronic version (e.g. PDF file) of the material was also circulated electronically to partners’ existing network of associates. Finally, an Information Sheet was produced describing briefly all the phases of the project and the products that were developed.

LEAFLET

The following image shows the final version of the **leaflet** that is available in EN- DE- GR:

| Scaling New Heights in VET - Vocational Educational Training | | |
|---|--|--|
| The project | The Rickter Scale | Activities |
| <p>Scaling New Height is a project funded by the European Commission, under the LLP-LDV Transfer of Innovation Programme.</p> <p>The central idea of the project is to adapt a motivational assessment, action planning and impact measurement package originally developed in the UK, the Rickter Scale® Process, to the needs of different disadvantaged target beneficiary groups in the 4 participating countries of UK, Germany, Italy and Greece.</p> <p>The assessment process will help target beneficiary groups to become aware of and then build on pre-existing skills and attributes that they have previously not been in a position to evidence or validate, and measure the distance they have travelled in acquiring their present skill level. This empowerment process can be an enormous confidence boost to them, enhancing both self-esteem and self-worth. It also serves them in accessing the labour market.</p> <p>Through the implementation of the Rickter Scale® Process, partner organisations will be able to adapt and improve their existing vocational methods and systems to the increased demands of the job market and ever more complex and diverse needs of their target groups.</p> | <p>The Rickter Scale® is a complete assessment and action planning process – developed by the Rickter Company in the UK and partner of the Scaling New Heights project – based around a hand-held interactive board, which is designed specifically to measure soft indicators and distance travelled.</p> <p>The tool provides the user with a point of focus and engages individuals very effectively, whilst encouraging them to take responsibility. The individual can explore possibilities, make informed choices and set a realistic action plan. Ultimately the Rickter Scale® demonstrates the genuine movement individuals make e.g. from a chaotic lifestyle to stability.</p> <div data-bbox="678 913 997 1120"> <p>WHAT ARE SOFT OUTCOMES?</p> <p>These are outcomes from training, support or guidance interventions, such as increased confidence or better time management which, unlike hard outcomes – such as qualifications and jobs, are likely to describe an individual's journey rather than their destination.</p> </div> | <p>Staff of the partner organisations will be trained and licensed as Rickter Scale® Practitioners: they will be introduced to the basic principles and theoretical models behind the Rickter Scale® Process, they will practice the use of the tool and they will learn how to support the user in developing an action plan.</p> <p>A first locally adapted version of the Scale will be developed and the partners will implement the process in their organisations and contribute to the feedback, aggregation, analysis and interpretation of all relevant data.</p> <p>The next stage of the project will evaluate the findings of the previous phase, with the practitioners in each partner organisation reflecting on their own experiences, contributing to the collection of relevant data and recording the results online using the Rickter Impact Management System.</p> <p>On this basis, the Rickter Scale® Process will be reviewed and adapted in line with the experiences and recommendations being fed back from both practitioners and beneficiaries, in turn reflecting the specific needs of the different target beneficiary groups. Final adapted translations will then be made into the partner languages enabling the last phase of implementation to take place.</p> <p>This last phase of the project will exploit the completed and cumulative findings and outputs of the project, and disseminate them, including the arrangement of an international conference in UK and the release of Final Evaluation and Project Reports.</p> |

Figure 1. “Scaling New Heights in VET” leaflet inner side

Text: The leaflet has “Scaling New Heights in VET” basic information and contains the central idea of the project, description of the Rickter Scale® process, as well as the core activities and phases. It also contains contact details of all partners.

Size: The size is small using A4 sheet folded in 3.



Figure 2. “Scaling New Heights in VET” leaflet outer side

Design: The selected colours, yellow and grey, are completely based on the official logo of the project. The specific image (shape of a woman ascending stairs) was selected aiming to attract the reader and to give a positive message through the motion; “scaling” – going straight to the top. The movement shows a dynamic and willing motion, as well as self-confidence.

Impact: More than 2.500 leaflets were distributed to individuals, stakeholders, representatives of training centers, municipalities, etc during workshops, info days and several events. Additionally, the electronic version of the leaflet was circulated via e-mail to consortium network of associated partners.

POSTER

The same design was also selected for the **poster** and disseminated to several contacts following the line of the dissemination campaign. The poster was put up to premises of all partners, as well as to Vocational Training Centers, Workshops, Info Days, etc. (http://www.scalingnewheightsinvet.eu/?page_id=300).

INFORMATION SHEET

Last but not least, an **Information Sheet** was developed both in German and English language. The specific deliverable contains analytically information about the tool, the process, the target groups of the tool, the products conducted, accompanied by a brief description as well as experiences gained and partners' data. Moreover, photos and graphic frame fill the whole text. The specific material is available for **downloading** at the official website. It is estimated that more than 200 visitors had accessed this link.

BANNER

Banners were produced in English and German language during certain dissemination actions so as to advertise and diffuse the information regarding the project to a wide number of people.



Figure 3. Banner during the Final Conference (Sign-up desk at entrance)



Figure 4. Banner during the Final Conference (Moderator in talks with the Lord Mayor of Newcastle)

3.3 Newsletters

The consortium produced four (4) newsletters until the end of the project, outlining the purpose of the project and the most important milestones as follows:

- a) Newsletter n. 1 - Focus Germany: The first project Newsletter was produced by the German partner describing the Rickter Scale® Process, the objective of the project, the partners as well as the two training courses that took place in Newcastle (UK). The 1st Newsletter is available for downloading in EN and DE.
- b) Newsletter n. 2 - Focus Greece: The second project Newsletter was produced by the Greek partner, presenting the target groups of all partners, the advantages and the uniqueness of using the Rickter Scale tool. The 2nd Newsletter is available for downloading in EN and GR.
- c) Newsletter n. 3 – Focus Italy: The third project Newsletter was produced by the Italian partner. This Newsletter gave a more realistic picture for the Rickter Scale process through the eyes of an interviewer who tested the tool. Additionally, the testing phase carried out in Italy was presented. The 3rd Newsletter is available for downloading in EN and IT.
- d) Newsletter n. 4 – Focus United Kingdom: The final Newsletter was produced by the UK partner describing the experience gained in the monitoring visits in each partner country and presenting the conclusions of the Final Evaluation Report, as well as the sustainability of the Rickter Scale process in all participating countries. The 4th Newsletter is available for downloading in EN.

Moreover, relevant information was also included in all **partners' Newsletters** presenting the project to a broad range of interested parties via mailing lists (Vocational Training Centers, private and public organizations active in the field of education/training, social inclusion and employability, and other providers of social services (eg. NGOs), etc reaching all together over 2000 contacts. Partners' Newsletters contained information regarding the progress, awareness activities carried out, the outcomes and the forthcoming events.

Table 2. Dissemination of partners' Newsletters

| Event | Characteristics | Target Group | Description | Date |
|---|---|--|--|---|
| (ZIB) Quallianz e.V., Wuppertal | Network of vocational training centres in Wuppertal-Solingen-Remscheid | 41 training centers | Distribution of newsletters per mailing www.quallianz.com | March & September 2012/ January 2013 |
| (ZIB) Qualitätsgemeinschaft Berufliche Weiterbildung, Köln | Network of educational and vocational training centers in Cologne | 132 training centres incl. Jobcenter and local branch of employment office | Distribution of newsletters per mailing www.weiterbildung-koeln.de | March & September 2012/ January 2013 |
| (ZIB) Weiterbildungsträger, bundesweit | Educational training centers focusing on advanced further training and language teaching | 152 Mail Address | Distribution of newsletters per mailing | March & September 2012/ January 2013 |
| (ZIB) Stadt Wuppertal | Municipal body | 30 affiliated municipal bodies | Distribution of Newsletter Nr 2 per mailing www.wuppertal.de | 4/12/2012 (see att. 15) |
| KMOP's Newsletter (3 Newsletters in total) | Network of European and national partners (training & vocational centers, NGOs, health services, etc) | 300 stakeholders/ organizations | Distribution of newsletters per mailing | May & October 2012/ May 2013 (see att. 2) |
| ANS's Newsletter (2 Newsletters in total) | Stakeholders on national level | 300 stakeholders in Italy | Distribution of newsletters per mailing | (see att. 21) |
| Dissemination of Italian – ANS newsletter through ENTER network | General population | Approx. 580 people of the ENTER community | | 6/2/2013 (see att. 21) |
| The Rickter Scale Company | Network of associated partners | 1000 stakeholders, organizations, enterprises, etc | Distribution of newsletters per mailing | |
| Wuppertal - Verteilung Newsletter | | | | (see att. 15) |
| B.I.W. Bergischen Institut Fur Weiterbildung | | stakeholders | Presentation of project, distribution of leaflets | 17/9/2013 (see att. 25) |
| Grundtvig Learning Partnership "MobAd" | European Partners | European Partners | Presentation of project Agenda_PL 4th meeting | 25/9/2013 (see att. 26) |

Finally, the Italian partner not only published an article dedicated to the project "Scaling New Heights in VET" in the Newsletter "MEMBERS OF CONSORZIO 45" reaching 50 social service providers at national level, but also disseminated project's outcomes through the

mail alert system of the ENTER NETWORK reaching 580 people within the E.N.T.E.R. community.

3.4 Awareness Raising Events

This section contains all organized events. All consortium partners have been actively involved in a series of awareness activities informing the targeted audiences about the project and the Rickter Scale tool through distributing leaflets and presentations relevant thematic events, workshops and conferences at national or European level. More specific:

Partner 01: Zentrum für Integration und Bildung - ZIB (DE):

The German partner participated at several working meetings and trade fairs for presenting project outcomes and disseminating leaflets to employed teachers, trainers, social workers, VET providers, stakeholders, etc. during the lifespan of the project. Some indicative examples follow:

- Information on project and distribution of newsletters and leaflets at network of VET organizations, job centers, employment offices, etc focusing on the vocational training and (re) integration into the labour market. Such dissemination activities took place during meetings in several areas such as Solingen-Wuppertal-Remscheid.
- Presentation of the project at one of the most visited local exhibition focusing on the integration into the labour market.
- Presentation at "International Women's Day" to a network of VET providers offering qualification courses for women.
- Presentation regarding the use of the Rickter Scale® tool at municipal body responsible on regional level for EU-funded projects in Solingen-Wuppertal-Remscheid.

Table 3. Performed Dissemination events - ZIB

| Event | Characteristics | Target Group | Description | Date |
|---|--|---|--|--|
| Netzwerk Alleinerziehende | Network of important local stakeholders focusing on the integration into the labour market in Wuppertal (Jobcenter, Employment office, Municipality, Schools, VET organisations) | 32 participants | Information on project and distribution of newsletters and leaflets at Netzwerk (Meeting) http://www.netzwerke-alleinerziehende.de/ | 10/7/2012 |
| Netzwerk Teilzeitberufsausbildung | Nationwide network of VET organisations and stakeholders focusing on "part time vocational training" | approx. 100 organisations and stakeholders | Information on project and distribution of newsletters and leaflets at Netzwerk (Meeting) www.netzwerk-teilzeitberufsausbildung.de | 22/8/2012 |
| Bergisches Netzwerk Teilzeitberufsausbildung | Local network of VET organisations and stakeholders focusing on "part time vocational training" in Solingen-Wuppertal-Remscheid | 30 Akteure | Information on project and distribution of newsletters and leaflets at Netzwerk (Meeting) | 30/8/2012 |
| Messe INTA, Wuppertal | Local Exhibition/Trade fair focusing on the integration into the labour market, conducted by the Jobcenter Wuppertal in cooperation with local VET organisationskooperierenden Trägern in der Region | Once a year, ca. 1000 visitors | Foto document - Presentation of project at exhibition | 7-8/11/12 and 5-6/11/13 (see att. 10) |
| BAG ÖRT - Bundesarbeitsgemeinschaft örtlich regionaler Träger der Jugendsozialarbeit e.V., Berlin | Association of VET organisations for disadvantaged young people operating throughout Germany | 80 organisations | Project Presentation - Invitation Letter www.bag-oert.de | 23/11/12 (see att. 11) |
| Gesellschaft für berufliche Bildung, Solingen | Private non-profit VET provider based in Solingen, Remscheid, Wuppertal, Leverkusen and Köln | 154 employed teachers, trainers, social workers | Presentations of project at different works meetings www.gbb-solingen.de | February & Dec 2012 – Jan 2013 (see att. 14) |
| Arbeitskreis Jugend und Arbeit, Leverkusen | Local network of VET organisations and stakeholders for disadvantaged young people operating in Remscheid | 18 organisations and stakeholders | Project Presentation - Invitation Letter | 19/1/2013 |
| Netzwerk Sprachkurstäger, Solingen/Remscheid | Educational training centres focusing on the integration of migrants and language teaching in Solingen/Remscheid | 12 organisations and local stakeholders | Information on project and distribution of newsletters and leaflets at Netzwerk (Meeting) | 22/1/2013 |
| Bergischer Verein zur Förderung der Ausbildung e.V., Solingen | Local network of VET organisations and stakeholders focusing on the initial vocational training in Solingen-Wuppertal-Remscheid | ca 24 organisations and stakeholders | Information on project and distribution of newsletters and leaflets at Netzwerk (Meeting) | 22/1/2013 |

| | | | | |
|---|--|--|---|-------------------------|
| Arbeitskreis "Frauen und Arbeit", Marburg | Network of VET providers offering qualification courses for women | 11 VET providers including employment office, jobcenter and town council | Presentation at "International Women's Day" | 29/1/2013 (see att. 13) |
| ESF BAMF Trägergemeinschaft, Wuppertal | Consortium of educational institutions offering work-related language courses for migrants in Solingen-Wuppertal-Remscheid | 4 VET providers plus affiliated governmental bodies (Bundesamt für Migration und Flüchtlinge, Jobcenter, Arbeitsagenturen) | Project Presentation - Invitation Letter http://www.bamf.de/DE/Info/thek/ESFTraegerinformationen/esftraegerinformationen-node.html | 20/2/2013 (see att. 7) |
| Arbeitsagentur Marburg | Network of VET providers focusing on the re-entry of women into the labor market | 9 VET providers and Adult Education Organisations | Presentation at event focusing on women returning to the labor market after family phase | 20/2/2013 |
| Migrami - Netzwerk für Integration, Leverkusen | Local network in Leverkusen focusing on the integration of migrants | 21 organisations and stakeholders | Information on project and distribution of newsletters and leaflets at Netzwerk (Meeting) | 4/3/2013 |
| Sitzung Netzwerkpartner Rhein-Erft-Kreis, Innovabest | Network for women returners and single parents | Members: Jobcenter, employment agency, day care center, enterprises | Information on project and distribution of newsletters and leaflets at Netzwerk | (see att. 22) |
| LAG ÖRT - Landesarbeitsgemeinschaft örtlich regionaler Träger, Düsseldorf | Association of VET organisations for disadvantaged young people operating in the state of Northrhine-Westfalia | 26 organisations | Project Presentation - Invitation Letter http://www.jugendsozialarbeit-nrw.de | 12/3/2013 (see att.12) |
| Netzwerk W, Köln | Local network in Wuppertal focusing on the integration of single parents and job returners | 23 organisations | Information on project and distribution of newsletters and leaflets at Netzwerk (Meeting) | 12/4/2013 |
| Regionalagentur Bergisches Städtedreieck, Wuppertal | Municipal body responsible on regional level for EU-funded projects in Solingen-Wuppertal-Remscheid | | Presentation of project on regional event Invitation Letter www.regionalagentur-rsw.de | 23/5/2013 |

Partner 02: Family and Child Care Center – KMOP (GR):

During the implementation of a large scale national programme "Local social inclusion actions for vulnerable groups", eight (8) awareness activities were held on 14/2/2013, 28/2/2013, 12/4/2013, 23-24/5/2013, 19/6/2013, 2/7/2013, 22/7/2013 and 25/9/2013 where leaflets were distributed and brief presentations took place during the "Round Table" sessions (Info Days). The target group consisted of unemployed people between 22 to 60

years old, representatives of enterprises of the local communities, NGOs, etc. The aim of the Info Days was to offer opportunities to unemployed people to enter the labour market and strengthen the development of networks between individuals and potential employers. Leaflets of the project “Scaling New Heights” were distributed to participants and brief presentations took place during the “Round Table”. (see att. 3-6, 8-9, 17, 27-28 or visit www.kmop.gr).

The objectives of the project, as well as the use of the Rickter Scale® tool were presented to private companies, such as consulting companies and to Vocational Training Centers in order to familiarize people interested and maximize the impact of the “Scaling New Heights in VET” project. (see att. 19).

Moreover, leaflets were also distributed at the workshop “Train the Trainers” within the implementation of the European project “CyberMentors: BeatBullying and KMOP”, focusing on training Greek trainers on combating Cyber bullying. The aim of the specific project is to tackle and address the long term negative impact that peer violence, victimisation, bullying and cyber bullying can have on children and young people, by supporting those who are being bullied and/or cyber bullied, helping educate young people about safe and responsible use of new technology, and building the capacity of schools and communities to effectively manage and reduce incidences of bullying. (see att. 16 or visit www.kmop.gr).

Table 4. Performed Dissemination events

| Event | Characteristics | Target Group | Description | Date |
|--|---|---------------------|---|-------------------------|
| 1st lifelong learning festival within the European project “LLS-VG: Promotion of LLStrategies for Vulnerable Groups” | General population (GR) | Approx. 100 persons | Information on project/ Project Presentation - Programme | 15/12/2011 (see att. 3) |
| 2nd lifelong learning festival within the European project “LLS-VG: Promotion of LLStrategies for Vulnerable Groups” | General population (GR) | Approx. 100 persons | Information on project/ Project Presentation - Programme | 13/1/2012 (see att. 4) |
| 3rd lifelong learning festival within the European project “LLS-VG: Promotion of LLStrategies for Vulnerable Groups” | General population (GR) | Approx. 100 persons | Information on project/ Project Presentation - Programme | 29/1/2012 (see att. 5) |
| Presentation of the project to VETs | Educational Training Centers | 5 educators | Information on project and distribution of leaflets | 15/1/2013 |
| "Thriasios": "Local social inclusion actions for socially vulnerable groups in the Municipality of Elefsina" | Municipality of Elefsina, Headway- Economic Consultants, KEK Piraeus, | 80- 90 participants | Information on project and distribution of leaflets at Info Day | 14/2/2013 (see att. 17) |

| | | | | |
|--|--|---|---|-------------------------|
| Training in Seminar within the implementation of the European project "GATE - Guardians Against Trafficking and Exploitation" | Greek trainers from NGOs | 17 trainers | Information on project and distribution of leaflets | 22/2/2013 |
| "Kantharos" : "Local social inclusion actions for vulnerable groups in the Municipality of Piraeus" | Municipality of Piraeus, KEK Apopsi, unemployed people | 80- 90 participants | Information on project and distribution of leaflets at Info Day | 28/2/2013 (see att. 18) |
| Presentation to a consulting company (HEADWAY ECONOMIC CONSULTANTS LTD) | Private companies | company's staff and administrative council | Distribution of leaflets and a brief presentation | 7/3/2013 (see att. 19) |
| 3 days Workshop focusing on training Greek trainers on Cyberbullying | Greek trainers | 20 trainers | Information on project and distribution of leaflets | 7/3/2013 (see att. 16) |
| "Hasia": "Alternative business actions to reduce unemployment among socially vulnerable groups in the Municipality of Fyli" | Municipality of Fyli, KEK Aias | 80- 90 participants | Information on project and distribution of leaflets at Info Day | 12/4/2013 (see att. 8) |
| "Employment Clusters": "Local social inclusion actions for vulnerable groups in the Municipality of Maroneias – Sapes" | Municipality of Maroneias-Sapes, KEK MENTOR, Chamber of Commerce and Industry of Rodopi | Approx. 80 - 100 persons | Information on project and distribution of leaflets at Info Day | 23/5/2013 |
| "Development for Everyone": "Local social inclusion actions for vulnerable groups in the Municipality of Xanthi" | Commercial Association of Xanthi, Headway- Economic Consultants, KEK MENTOR, Lyceum Club for Greek Women, Commerce and Industry Chamber of county Xanthi | Approx. 80 - 100 persons | Information on project and distribution of leaflets at Info Day | 24/5/2013 (see att. 6) |
| Info Day within the implementation of the European project "SET CARE: Self-study E-learning Tool for the Social Home-care Sector" | Greek trainers, | 20 participants | Information on project and distribution of leaflets | 7/6/2013 |
| "Athinais": "Social Inclusion and Employability promotion actions to reduce unemployment among socially vulnerable groups in the Municipality of Athens" | KEK Gaia, Technical Chamber of Greece, ManpowerGroup Company, Acronym Business Consultants | 80- 90 participants | Information on project and distribution of leaflets at Info Day | 19/6/2013 |
| "Local social inclusion actions for vulnerable groups in the Municipality of Leykada" | KEK Akmi, REMACO - Consultant Company, National Kapodistrian University of Athens, Technological Educational Institute of Ionian Islands | http://www.top-ekolefkadas.gr/category/news/ | Information on project and distribution of leaflets at Info Day | 2/7/2013 |
| "Local social and employment inclusion for vulnerable groups in the regional sector of Korinthos" | | | Information on project and distribution of leaflets at Forum | 22/7/2013 (see att. 27) |
| "Employment Clusters": "Local social inclusion actions for vulnerable groups in the Municipality of Maroneias – Sapes" | Municipality of Maroneias-Sapes, KEK MENTOR, Chamber of Commerce and Industry of Rodopi | Approx. 80 - 100 persons | Information on project and distribution of leaflets at Forum | 25/9/2013 (see att. 28) |

Partner 03: Anziani e non solo – ANS (IT) :

The Italian partner made presentations about the outcomes of the project at a training programme for the SAP Project in Sardinia. Specifically, SAP (Servizi alla Persona/ Households Services) was a project financed by the Italian Ministry of Employment and Social Policies and promoted by Sardinia Region in 2012. The aim of the project was to enhance the quality of the household services providing elderly care workers with training paths and active employment services. ANS cooperative society within this project provided its diversified training course (DvDs, handbook, videos exercises and account on the web platform) and its skills validation tools for this specific target group. In particular ANS applied the Rickter scale methodology to evaluate the impact of the project on the care workers involved. The document of picture 6 (see att. 21) is the program of the training ANS delivered to the employments services operators before starting the project activities in June and July. One section of this program was dedicated to the explanation of the SNH project and the Rickter Scale process.

Another presentation was performed at the Municipality of Ferrara. Municipality of Ferrara in cooperation with municipality of Cento offers to care workers a specific employment desk called ASPASIA using ANS training and validation skills tools. The Rickter Scale Process has been tested with care workers of the Municipality of Ferrara and Cento. The aim of the specific meeting was to present the results recorded using the Richter Scale® tool. Before this official meeting, several informal meetings have been organized to present the tool and its aim to employment desk operators of Cento and Ferrara.

Additionally, a workshop took place in May 2013 disseminating the results of the Scaling New Heights in VET project as well as distributing material during a conference on migrants in Puglia Region and at the National network of VET providers (INFORJOB).

Table 5. Performed Dissemination events

| Event | Characteristics | Target Group | Description | Date |
|---|-------------------------------|--|---|-----------|
| Presentation to the Municipality of Ferrara | staff working in municipality | 8 (manager of Social department for elderly people of Ferrara Municipality and other social workers dealing with health care issues) | | 15/3/2013 |
| Conference on migrants in Puglia Region | General population | A wide number of participants | Distribution of material | 15/3/2013 |
| Presentation of SNH project within the celebration of a local initiative titled "caregiver day" | General population | 55 participants | measuring the earthquake effects with the Rickter Scale"; | 24/5/2013 |

Partner 04: The Rickter Company (UK):

Information about the project "Scaling New Heights in VET" was disseminated at senior staff, Managers for European Contracts, etc working at the Ministry of Justice and International Development Unit during dissemination phase.

3.5 Media campaign

Press articles

The consortium disseminated and circulated the results of the project by publishing **press articles** in the e-newspaper www.seleo.gr, in the e-radio www.rthess.gr, in the online magazine "Info Blitz" and in a journal of social work, informing the general public about the progress and the outcomes of the project. The aforementioned publications were conducted from 01/7/2013 until 30/9/2013 in Greece, Germany and Italy, reaching approximately 4.000 individuals. (see att. 1)

Social media

- a) **Facebook**, one of the most popular and powerful social media and social network platform, was also used by the consortium of the “Scaling New Heights in VET” succeeding to inform a wide number of people by providing information about the progress and the outcomes of the specific project. Specifically, the Italian partner dedicated a part of its own facebook page uploading news and events of the project. (see att. 21)
- b) **LinkedIn** is another important social network to reach out to companies and connect with professionals in general. The Italian partner included a brief description of the project at its LinkedIn page in order to maximize the impact and disseminate info to a wide number of people interested for the Rickter Scale® tool and the process. Please visit: <http://www.linkedin.com/> (see att. 21)
- c) **You tube**, the world known social media that reaches a global audience and attracts easily viewers, was used by the Italian partner for uploading a video presentation of the Rickter Scale measurement of the Earthquake’s effects on elderly care workers (visible on the website: www.caregiverfamiliare.it or <http://www.youtube.com/watch?v=DKSjJeuRzrU&feature=youtu.be>). (see att. 21)

3.6 Other Dissemination means

Last but not least, information has being inserted in the ADAM database www.adam-europe.eu, increasing the impact of the project.

4. CONCLUSIONS

“Dissemination is defined as a planned process of providing information on the quality, relevance and effectiveness of the results of programs and initiatives to key actors”¹. This document describes all Dissemination activities performed and their impact in the context of

¹ Glossary at European Commission website

the “Scaling New Heights in VET” project, covering activities and actions performed during 24 months. Dissemination of results was made in the course of several activities such as presentations, conferences, public documents, etc., which are listed in chapter 3.

Dissemination is an essential part for the process of a project; it should be evolved from the first day of the project till the end of it. Specifically, figure 5 shows the total number of dissemination activities that took place from 2012 to 2013. Figure 6 presents the types of dissemination activities. The project “Scaling New Heights in VET” was presented on many different events in Germany, Greece, Italia and United Kingdom. In addition newspapers and journals informed about the outcomes and the use of the Rickter Scale® tool.

Figure 5. Number of dissemination activities per year

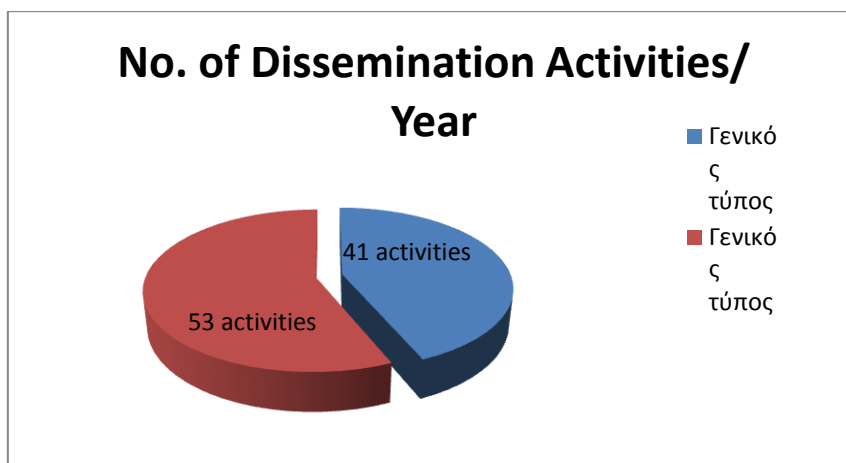
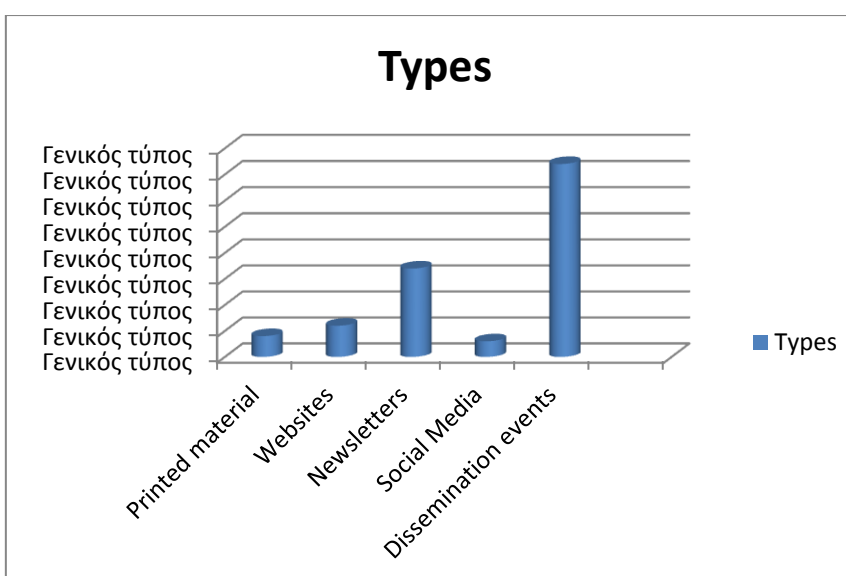


Figure 6. Types of dissemination activities



The dissemination campaign was successful and achieved the maximum impact by reaching a wide number of stakeholders and individuals. Consortium partners followed the approved dissemination plan, used all appropriate communication channels based on the needs of the target groups, and disseminated the results and the outcomes of the project within the two years of implementation phase in a systemic way.

5. Appendixes

- 1_Press_article_GR.jpg
- 2_DISSEMINATION_ACTIVITIES_GREECE.docx
- 3_Programme_1 Seminar_GR.pdf
- 4_Programme_2 Seminar_GR.pdf
- 5_Programme_3 Seminar_GR.pdf
- 6_agenda_Info Day_GR.pdf
- 6_Photo_Info Day_GR.JPG
- 7_ESF BAMF Trägerrunde 20.02.13_DE.pdf
- 8_invitation_Info_Day_GR.pdf
- 8_agenda_Info_Day_GR.pdf
- 8_Photos_Info_Day_GR.JPG
- 9_Photo_Info_Day_GR.JPG
- 10_inta Exhibition_DE.pdf
- 11_BAG ÖRT_Tagesordnung_23.11.12_DE.pdf
- 12_LAG ÖRT_12.03.13_DE.pdf
- 13_Einladung AK Jugend und Arbeit LEV_29.01.13_DE.pdf
- 14_STL Sitzung 04.12.12_DE.pdf
- 14_STL Sitzung 29.02.12_DE.pdf
- 15_Wtal - Verteilung newsletter_DE.pdf

- 16_European Project_GR.JPG
- 17_agenda_Info Day_GR.pdf
- 18_Invitation_Info_Day_GR.pdf
- 19_Declaration_Headway_GR.pdf
- 20_Similar minded website_page_GR.jpg
- 21_DISSEMINATION_ACTIVITIES_ITALY_SEPT 2013.docx
- 22_Sitzung Netzwerkpartner Rhein_Innovabest_DE.pdf
- 23_Choiceworks Issue 6 - Spring 2012_UK.pdf
- 24_Choiceworks Issue 7 - Winter 2012_UK.pdf
- 25_SZIB_DE.pdf
- 26_Agenda_PL 4th meeting.pdf
- 27_Invitation_Forum_GR.pdf
- 28_Invitation_Forum_GR.pdf