



Erasmus+

DELIVERABLE D.5.1

DISSEMINATION PLAN

<i>Grant agreement n°:</i>	2017-2096/001-001
<i>Project acronym:</i>	APPSHOE
<i>Project title:</i>	Apprenticeship in the jute footwear sector- App Shoe
<i>Funding scheme:</i>	KA3-Support for Policy Reform
<i>Start date of project:</i>	01/09/2017
<i>Duration:</i>	24 months
<i>Due date of the Deliverable</i>	31.12.2017
<i>Deliverable issued:</i>	30.10.2017
<i>Version:</i>	1.0

Beneficiary Roles	Beneficiary	Personnel	Date of Contribution	Contribution to Deliverable
Author	Calzia	Salvador Gomez	Oct 2018	
WP Leader	CALZIA			
Partners to Contribute	IES Chirinos CETEC POLITECNICO CALZATUIRIERO SEF			

- LIST OF MILESTONES – WORK PACKAGE 5**

Milestone Number	Milestone Description	WP N°	Lead Beneficiary	Month Due	Type
1	Dissemination Plan	5	Calzia	2	Report

- DOCUMENT CONTROL**

Document Version	Change Made	Reason For Change	Date of Change	Change By
1.0	Final version	Submit	30.10.2017	Calzia

TABLE OF CONTENT

INTRODUCTION, PAG 2

DISEMINATION STRATEGY, PAG 3

DISSEMINATION PLAN, PAG 5

PROGRESS MONITORING, PAG 7

CONCLUSIONS, PAG 9

INTRODUCTION

The objective of this plan is to identify and optimize the channels through which the results of the AppShoe Erasmus + project will be disseminated during the life of the project. These actions will be developed over 24 months and will remain accessible through the planned digital channels.

This plan aims to be a living document which expands with the actions that are incorporated and the novel ideas of dissemination that arise from the agents involved: partners, students, professors or administrations.

In AppShoe project, dissemination activities are transversal and all work packages are involved. The relationships between partners and the progress made, will be disseminated to achieve the goal of deluding young apprentices and society in general about the need for this new model of professional training for the footwear sector.

DISSEMINATION STRATEGY

1. Main Objectives

The general objective of the dissemination activities described in this plan is to guarantee the creation of impact. We can divide the objectives like this:

- To continuously create awareness among the target audience about the idea of the project, activities, and results
- To continuously create an understanding of the benefits of the training activities and results of the project.
- Promote the regulation changes proposal by AppShoe through the dissemination of knowledges, experiences and good practices.
- Identify additional potential applications, clients and business opportunities based in the comments to the dissemination activities

2. Target groups

- Footwear companies

This group has a growing worldwide demand, increasing their exports in a 74% in the last 6 years. These local companies have an important bottleneck in the lack of qualified hand labour to their manufacturing processes. They have to know Appshoe project as a solution to fix that. In that way Calzia Association is the reference organization among companies.

- Young learners

After crisis, students and young learners have to realize footwear sector has the job opportunities they need. To get that will be fundamental audio-visual contents, good practices from others country's people and social networks.

- Teachers

It is generally assumed in Spain that the system of professional training in footwear manufacturing has to change to improve and adapt to the needs of companies. Avoiding the fears of the educational community in the face of these

changes is an objective to be achieved through the participation, dissemination and exchange of successful initiatives.

- Competent administrations

Unlike other countries, in Spain the majority of vocational training is embedded in public education. This means that the changes have to have the support and the impulse of the competent administration.

- Society. Wider public

Inform and communicate with the public, as well as encourage social debate have already become integral components of the portfolio of European initiatives Engaging in a dialogue with the public is essential to understand the Ereal usefulness of money invested from European funds.

Focus attention on solving the real problems of youth: education, employment, opportunities ... and relate it to a sector that brings values such as fashion, crafts, design and sustainability, will give more strength to the development of this initiative.

DISSEMINATION PLAN

The dissemination activities will use the most effective channels to reach the different target groups and depending on the type of information or experience to be shared. All partners will be involved in AppShoe dissemination during the project. In the following sections we define this issue in more detail:

- Social Networks
 Creating a profile in the main social networks we could reach to people <50 y.o. and stakeholders.
 It will be used to bring attention to project highlights and key results by tweeting published papers, linking presentations and any other AppShoe news.
 Twitter
 Analytics will be used to measure the effect of @Appshoe_erasmus.
 Retweeting and sharing by individuals and partners will increase the visibility and should result in an increased number of followers.
 Facebook profile: <https://www.facebook.com/AppShoeErasmus/>
 Twitter profile: [@appshoe_erasmus](https://twitter.com/AppShoe_Erasmus)
 Linkedin profile: <https://www.linkedin.com/in/appshoe-erasmus-b54613170/>
 Youtube channel:
<https://www.youtube.com/channel/Uckw25oqgLrqxfhXqPGnNsg>
- Website
 In order to provide information and access to non-confidential information related to AppShoe project, a complete website will be created in the first few weeks of the project: <http://appshoeproject.eu/es/> in English, Spanish and Italian.
 In addition, the websites of the project partners will also increase the visibility of the project. They are the following:
 CALZIA <https://yutedecaravaca.com/> <https://calzia.es/>
 CETEC <https://www.ctcalzado.org/>
 POLITECNICO CALZATURIERO <http://www.politecnicocalzaturiero.it/>
 IES CHIRINOS <http://www.ieschirinos.com/>
 SEF <http://www.sefcarm.es>
- Press reports

Calzia, as the partner in charge of the dissemination tasks, will make a press report of each event, activity or relevant progress of the project in a clear language and that will be used for publication in the media.

We will also make press announcements explaining the values of the project and the opportunities it offers. We will work to bring this information directly to the general public through our participation in radio and television programs.

- Info days

The celebration of info days will be one of the most effective ways to reach the key actors of the project. Info Days are planned with entrepreneurs, personnel of the companies (as heads of production), students and young people, public officials and technicians of the administration.

Approximately we propose the celebration of one Info Day every 3 months.

- Meeting points

The footwear sector gives us the opportunity to reach entrepreneurs and stakeholders in meeting points of the sector that are held regularly. We refer to fairs and events that are a unique opportunity to personally explain the objectives of the AppShoe project.

- Other dissemination activities

- ✓ Promotion of the apprenticeship among disadvantages groups as refugees in order to drive their social integration. The partners will visit social organisations as Cáritas, Cruz Roja or Unicef to show them the apprenticeship advantages.
- ✓ IES Chirinos will promote tolerance campaigns to promote some standards among learners regarding gender equality, cultural & ethnical integration.
- ✓ Participation in forums and conferences related to vocational training and the footwear sector.

PROGRESS MONITORING

Each partner will monitor their efforts in the dissemination activities in order to provide a means for accountability and improvement. To facilitate this, a common template record has created and stored on the project website for use by all consortium members:

Activity	
Location	
Date	
Type (Presentation, Infoday, Press review, meeting point, other)	
Partners involved	
People involved (Companies, learners, teachers, wider public...)	
Relevance for the project	
Resources spent	
Picture, link or file location	

CONCLUSIONS

This document presents the general outline of the dissemination strategy for the AppShoe Erasmus + project. This version of the plan has been created to start the diffusion process and keep all partners aligned in a common framework. It is expected that as the project progresses all partners will participate in dissemination activities aimed at different audiences; AppShoe as a project will benefit as a whole through the global action of all of them, taking advantage of the experience of individual partners in each context