

DISSEMINATION PROCESS

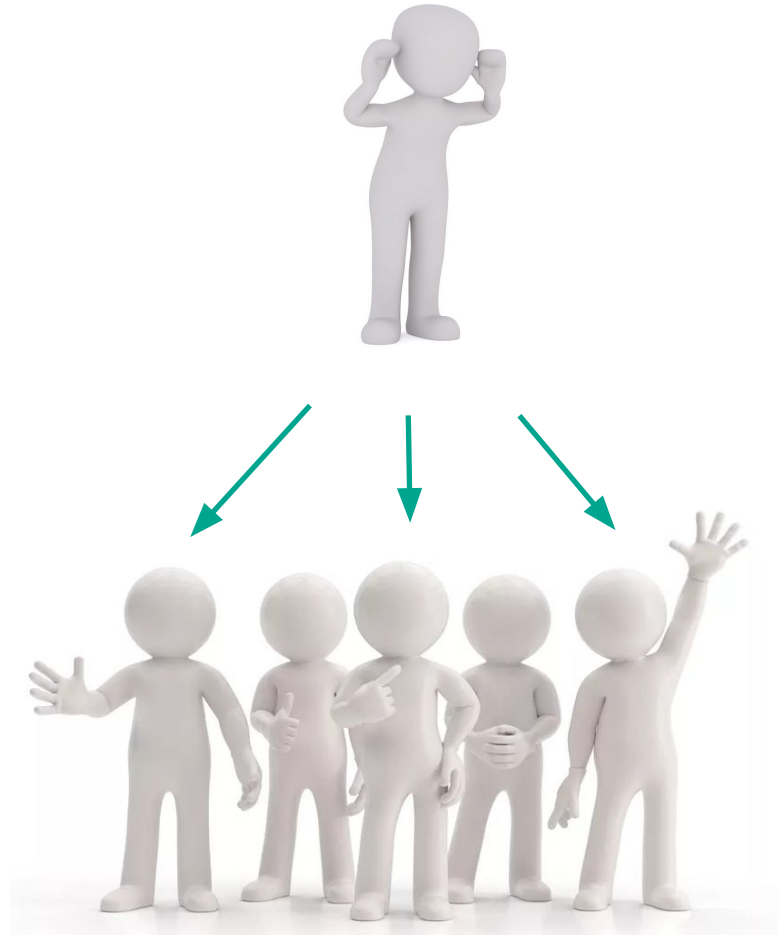
Definition:

Dissemination refers to a planned process of communicating information about the results of a project, when the results are achieved and ready for shared.

Communication of success stories and results, raise awareness and promote mobility programs to the widest possible audience.

It refers to the experience, skills, and knowledge acquired by participants or beneficiaries.

DISSEMINATION PROCESS



INFORMATIONS

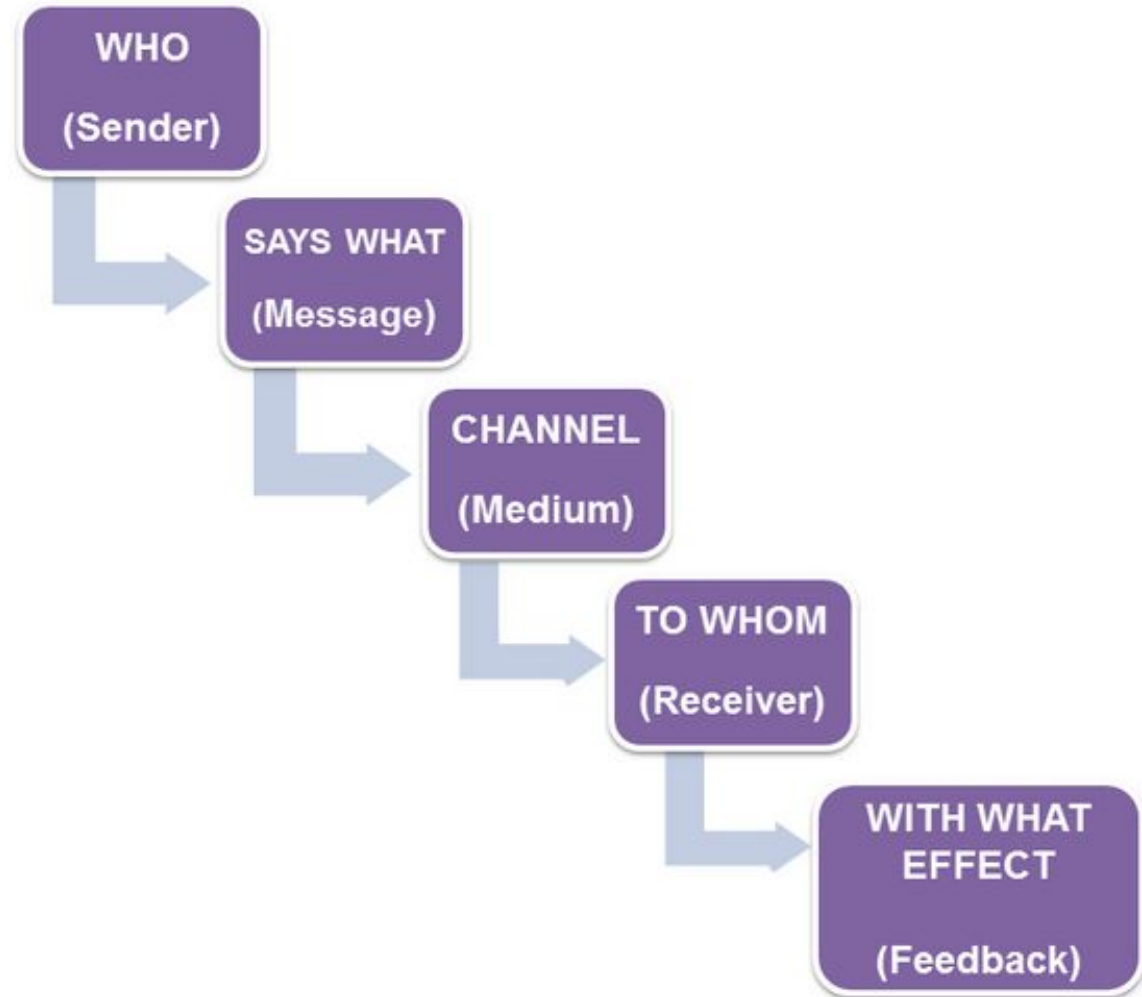
PEOPLE THAT COULD GAIN
FROM THIS INFORMATION



HOW TO MAKE SURE THAT THE INFORMATION FLOWS FLUENTLY AND WITH EFFICIENCY ?

THINKING ABOUT THE BEST WAY TO DISSEMINATE

Components of Lasswell's « 5W » Model of communication



BRAINSTORMING ABOUT DIFFERENT TARGETS

A few groups of targets can be identified:

“The learners”

- The learners that would like to be informed about the possibility of an Erasmus+ exchange
- The learners that have already travelled and need tools to capitalize on their experience, ways to raise the awareness of the skills acquired during the exchange

“The staff”

- The mobility staff learning about the practices used by the other partners in order to analyze and improve its processes
- The training staff learning about how similar pedagogical contents are taught within the partner training centers in order to put their practice in perspective and on the possibility of taking part themselves in an exchange program
- The training centers managers that need to be informed on the international activities

“The stakeholders”

- The Erasmus+ National Agencies
- Local government institutions (ex.: Regions in France)
- Partner training centers



TIME FOR ACTION !

- Topic 1 « Motivating the learners to take part in an Erasmus+ exchange » : <http://scrumblr.ca/21-10-2020-VETLearnerJourney>
- Topic 2 « Improving the learners awareness of the skills acquired during the exchange » : <http://scrumblr.ca/21-10-2020-VETLearnerJourney2>
- Topic 3 « Informing the training staff about what goes on beyond the walls of their training center » : <http://scrumblr.ca/21-10-2020-VETLearnerJourney3>
- Topic 4 « Informing the mobility staff about the practices of other partners » : <http://scrumblr.ca/21-10-2020-VETLearnerJourney4>
- Topic 5 « Informing the stakeholders » : <http://scrumblr.ca/21-10-2020-VETLearnerJourney5>