MUPYME Project

EMPLOYMENT AND WOMEN ON THE 21ST CENTURY IN EUROPE: From Household economy to SME economy (Small and Medium enterprises)

MUPYME

Communication & Dissemination Plan

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1. Outline /abstract:

Many studies have evidenced that working at home implies the development of a series of capacities like self managing, financial control and activities planning, that can be easily transferred into the SME sector, although there is not a real consciousness of it.

MUPYME Project attempts at raising awareness about the abilities of housewives that can be transferred to enterprises economy and finding out which is the best way to enhance them. This project tries to take into account the social reality of this collective in a wide range of countries, to share the best practices regarding working promotion and to purpose common solutions applicable to these realities.

The general objectives of MUPYME are: (1) facilitating that housewives can move from being managers of households to be managers or promoters of new SMEs or Micro SMEs, building a professional qualification for this collective, focused on reflection and knowledge of their own abilities and capacities, reinforced and maximized with an entrepreneurial approach and (2) raising the qualification of instructors of the different organisms in charge of training adults, generating a training program adapted to the target collective having a greater impact on the possibilities of getting incorporated into the labor world and focused on personal motivation and on the enhancement of competences.

The participant entities are 8: FEUP and ARIEMA (Spain), DVV (Germany), ADAE (Macedonia), DAFNI KEK (Greece), KERIGMA (Portugal), UPF (Italy) and CAEA (Cyprus). All of them work in the field of adults training, social integration of disadvantaged groups and social conflicts resolution, among others, excepting ARIEMA, entity experienced in R&D and innovation projects, education/training, events organization and dissemination tasks.

Project implementation goes through phases: (1) General Coordination (2) Analysis and research (3) Projection of gender categorizations and powers strengthened in the domestic economy (4) Application of the prospects of the project (5) Monitoring activities and (6) Dissemination and communication of results.

The methodology used in the project consists on the analysis and research of the skills of the target group, posterior sharing between trainers in the partner institutions of the consortium through workshops and meetings for collaboration. Educational materials will be developed with contributions from trainers involved in the project, from the target group and from the external experts committee that will also contribute with their objective input about the quality and professionalism of the work done.

The results of MUPYME will be:

1- Characterization of housework under professiographic profile and recognition of skills developed at home.

2- Analysis of the skills acquired at home, and previously acquired, with option to be provided with an entrepreneurial approach.

3- Generation of a training strategy tailored to the target group.

4- Generation of dissemination materials adapted to new technologies.

5- Offering a training model aimed at facilitating the incorporation of women into the workplace and promoting entrepreneurship.

Two types of impacts are foreseen: Qualitative impact, related with the achievement that housewives, who tend to see themselves as disqualified subjects for taking part in the economic management of SME type, break with this false consciousness and develop self-esteem mechanisms that drive them into the progress of their training process aimed at generating entrepreneurial activities (new SMEs) or participating/managing existing mycropymes; and quantitative impact, related with the deployment of the activities developed in the project and the achievement of the objectives. Since the consortium is international, but designed to be executed by Popular Universities and other specialized agencies in adult education rooted in very specific areas of the geographies of each of the countries, this enables the impact generated by the results of the project to have local, regional, national and European character.

So, MUPYME Project, apart from raising awareness about the need for customized training and using new technologies that make training friendlier and flexible, it also will have a direct benefit in generating employment and social inclusion of disadvantaged groups.

At the same time, the methodologies and instructional materials generated in the project may be fed back while being taught in different schools, improving if possible and adjusting everything to the target group. MUPYME will generate alive and useful resources intended to be permanent in time.

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3. Introduction:

The MUPYME dissemination plan and dissemination activities, as part of work package A6. COMMUNICATION AND DISSEMINATION OF PROJECT RESULTS, links all work packages of the MUPYME Project and addresses the various levels of stakeholder engagement.

This dissemination plan is intended to be a living document that will evolve to meet the changing needs of the project and our growing understanding of how to reach our target stakeholders in the most effective and engaging way. MUPYME Project has a potentially large number of stakeholders and so it is essential that there is good dissemination of information both internally and externally.

The main goal of dissemination and communication is to bring our project to the attention of as many relevant people as possible.

The main purposes of this document are to formalize the dissemination and communication actions planned for the project, to provide guidelines on the approach and to set out the key dates associated with the planned dissemination and communication actions, to ensure that the information is shared with the appropriate audience on a timely basis and by the most effective means.

More specifically, the objectives of the dissemination and communication plan are:

- To establish and maintain mechanisms for effective and timely communication;
- To inform the stakeholders of the progress of the project and encourage interactions between stakeholders;
- To coordinate all levels and types of communication in relation to the project;
- To establish objectives for the dissemination activities and to collect feedbacks on their results.
- To generate credibility and transparency to the sectors involved in the project, society in general and financing entities.
- To contribute to build and expand the capacity of the consortium network.
- To raise awareness about the need to implement new educational/training techniques based on the skills of the target audience that offer the possibility for housewives to join the business world.
- To increase visibility of participating entities and social function carried out by the Popular Universities.
- We intend this document as a living document, which will be continuously updated and enriched with the forthcoming contribution from partners. Furthermore, the dissemination and communication plan will be adapted during the project development in order to take into account the identified business models.

Widespread dissemination of MUPYME's activities and results are a crucial element for the success of this project and are seen as instrumental in exploiting the deployment of the project outcomes, enhancing the level of market acceptance and the impact on the end users as a whole. This plan addresses different dissemination and communication tools to specific targets to encourage an effective and continuous information flow, involving as wide a community as possible, as well as increasing the value of achieved results at local, national and European level.

In addition specific materials will be developed and disseminated, along with timelines tied to specific other milestones in the integration and piloting efforts.

The plan has been developed to take a dynamic, integrated and innovative approach to stakeholder engagement; it will create relevant informative and appealing content that will attract, engage and draw stakeholders to the MUPYME website through the use of web 2.0 technologies –podcasts, video, e-newsletters, social media marketing, as well as through more traditional face-to-face communications at conferences and workshops.

The communication plan identifies each stakeholder group classifying them into internal or external stakeholders. However they will also be specifically targeted to ensure that individuals and departments not directly related with the project are kept up to date of significant events. The consortium will organize a multiplier event to which international key stakeholders related to development of adult education and lifelong learning will be invited.

The Communication plan will be coordinated and executed by the Dissemination Manager reporting to the Coordinator. Release of project information will need to be approved in advance by the Executive Steering Committee. This will ensure that no intellectual property, research results or strategically important decisions are compromised by untimely or incorrect communication.

This plan underpins the MUPYME dissemination strategy of:

- Identifying and deploying the most effective dissemination methods and communication tools to reach target audiences (e.g. structured briefings, social media, scientific papers, case stories etc.).
- Achieving high visibility of MUPYME across the whole value chain.
- Establishing and benefiting from an effective network of early adopters and stakeholders and growing a community of interest in the participating countries and elsewhere in Europe.
- Educating stakeholders on the value of the solution in social inclusion and economic terms.
- Embedding project results into the practices of participants to contribute to the project's sustainability.
- Attracting additional funding and potential investment opportunities.

There are three distinct phases as part of the project lifecycle; phase 1 activity will be highly focused on creating awareness and promoting MUPYME to grow the stakeholder community; phase 2 will involve soliciting wider involvement and participation as part of the pilot activity and phase 3 will be focusing on activities linked to sharing the project findings and further commitment around society with a focus on organizing a campaign towards potential new users, trainers and stakeholders in general, based on the activities developed during the project life (as illustrated in Figure 1).

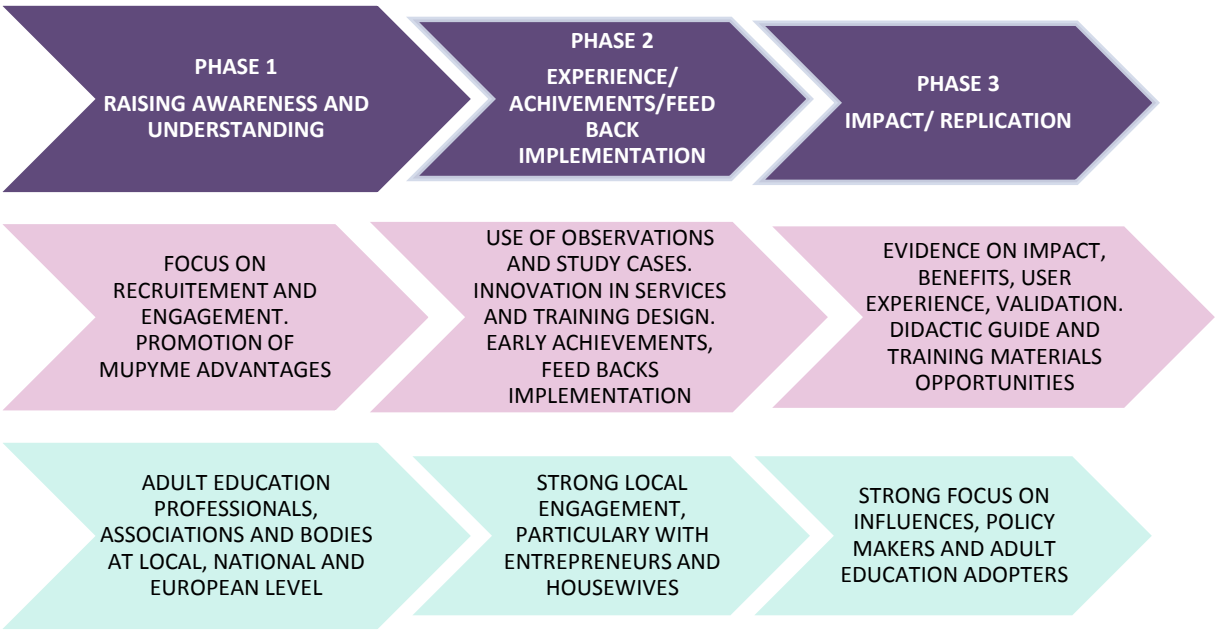

FIGURE 1. The evolving type and nature of content over the project life cycle

Many different types of dissemination tools will be examined and tested, and from these, ones will be selected that best match with the goals and budgets for MUPYME Project.

Dissemination strategies range from “passive” to “active”. Passive strategies do not require the stakeholder to actively engage, they can remain a passive recipient of MUPYME information. Whereas active strategies require them to commit their own time to actively engage with MUPYME information products or the MUPYME partners or other stakeholders. Likewise, stakeholder involvement in dissemination and impact creation ranges from “low” to “high”.

A low level of involvement may simply take the form of receiving and reading our final report. High-level involvement may take the form of regular community activity or attendance at a stakeholder workshop. Our initial strategy envisages engaging stakeholders in passive activities with low involvement (e.g., access to our website), while establishing pathways for them to become more involved and take ownership of the various MUPYME outputs, commenting on deliverables up to participation in focused workshops, meetings and the multiplier event.

By structuring our dissemination around a range of stakeholder involvement methods, we aim to make it scalable. Here scalable means hundreds of users can remain passive recipients of information but can easily move to higher forms of involvement via the website and hence become engaged in more active dissemination strategies such as meetings.

These activities will be a meaningful part of formulating a baseline and trends along with a roadmap of development and the creation of impact from MUPYME. Our stakeholder involvement techniques should not be viewed only as convenient tools for public relations or winning acceptance for decisions taken by the core members of MUPYME. Instead, they form a method for disseminating the results of our work and providing pathways for feedback and. This community building will realise an improved impact for the efforts across all work packages.

The communications will be led and managed by ARIEMA and supported by DVV under work package A6. COMMUNICATION AND DISSEMINATION OF PROJECT RESULTS of the MUPYME Project which ensure a coordinated, consistent and strategic approach across all strands of activities. A communications group has been established with representation from each of the partners across the consortium to facilitate and lead local dissemination, which will be essential to ensuring uptake and active engagement during and beyond the life of the project. An editorial programme will be established with the partners to support scheduled delivery of all communications activities, to build on local opportunities.

3. Stakeholder Engagement

Dissemination work of the MUPYME Project will be aimed at growing a wide network of stakeholders; representing interested individuals, professionals, groups, associations, and bodies, at local, national and European level.

Identification of the major stakeholder groups, and analysis and identification of mechanisms for stakeholder engagement and coordination will be an ongoing activity particularly throughout the initial phase of the project. The establishment of a strong stakeholder advisory board will further strengthen this activity, who will take on the role of critical friends to help guide and shape product development and impact.

3.1 Stakeholder Groups

MUPYME aims to engage with the full value chain of stakeholders, which can be can be broadly categorized into two categories (see Table 1): -

Categories Types of Stakeholders

The communication plan identifies each stakeholder group classifying them into internal or external stakeholders.

Internal stakeholders, including the EC Commission through the National Authority in Spain (SEPIE), will be directly involved in the project through the formal channels discussed in the table.

However they will also be specifically targeted to ensure that individuals and departments not directly related with the project are kept up to date of significant events.

The Table describes the purpose of communicating with each stakeholder, the types of information released and the channels used. It is important to note that whenever relevant the communication effort will be targeted beyond European boundaries in order to maximise the chances for exploitation of the project results.

Stakeholders	Purpose	Channels and leading partners
Internal		
EC – Spanish National Authority (SEPIE)	Ensure the SEPIE and EC has up to date information on the state of the project and achievements for its dissemination purposes.	Project factsheet and reports updated when is been required. ARIEMA
Project partners	Ensure that relevant departments at partner institutions are aware and informed of the project and can disseminate correct information when approached.	Project information updated regularly by mail and website. ARIEMA
External		
Housewives with a willingness to integrate into the world of work	Involve a representative group of housewives (at least five from each of the participant countries) converted thus in object and subject of a pedagogical and curricular renewal unprecedented. These women will act as motivational agents to other housewives with a willingness to integrate into the world of work.	Making observations of a selected group of housewives as case studies, interviewing them into their household. Inviting them to the project workshop organized in their country. All the partners, except ARIEMA.
Entrepreneurs	Involve a representative group of business women (at least five from each of the participant countries) as the example to follow by housewives. These women will act as dynamizing agent of awareness about the possibility of achieving all challenges.	Making interviews of a selected group of business wives as case studies. Inviting them to the project workshop organized in their country. All the partners, except ARIEMA.
Adult education organizations	MUPYME intend that other adult education/training organizations, similar as the project partners, receive information about the project and its achievements, in order they can incorporate into their training offer the alternative training method that MUPYME Project propose.	Press releases and project presentations will always mention Erasmus+ support. Participation of partner members in meetings and workshops related to adult education. Invitation key adult education organizations to multiplier event. All partners.
Partners network	Affiliated members to the participant entities of the project are professionals in the field of adult and lifelong learning. The most of the MUPYME partners are associations at a national level, which will increase the widespread scope and impact of the project's information and results.	Press releases and project presentations will always mention Erasmus+ support. Participation of partner members in meetings and workshops related to adult education. Invitation affiliated members to multiplier event. All partners.

Public administrations (regulatory agencies)	Keep regulatory agencies not already involved in the development updated on project achievements and obtain their feedback on regulatory strategy. MUPYME project aims to raise awareness in the various public administrations on the need to adapt the educational/training content of the target group (housewives), to maximize the usefulness of a new training methodology as an effective and innovative tool to promote the incorporation into employment.	Press releases and project presentations will always mention Erasmus+ support. Invitation public administrations to multiplier event. Communications to be managed through FEUP. These may include participation in meetings of regulatory agencies outside Europe.
National organizations supporting Women and Employment	Present the achievements of the project to National Funding bodies and the opportunities to contribute to additional research and development activities. Present the project to each of the national professional societies.	Networking activities by partner. Presentations at main national professional societies. All partners.
Housewives associations	Ensure housewives associations are correctly informed of potential of MUPYME project	Networking activities. All partners.
Specialized media	Exploit the access to the above stakeholders of specialized media to release significant news	Press releases. Media factsheets. All partners.
Public at large	MUPYME project aims to present society that much of the skills acquired in the household economy are easily transferable to the SMEs economy, thus encouraging entrepreneurship and generating confidence in the capabilities of the target group to participate or promote their own business.	Press releases. Media factsheets. All partners.

Table 1: Stakeholder categories identified through ongoing stakeholder analysis

Each of these stakeholder groups will consist of members that will have different priorities for involvement in the project and as such require different levels of engagement.

Direct access to individuals or individual groups can be problematic for dissemination of the progress and results of a project such as the MUPYME Project. This is particularly the case for individuals in the external stakeholder group, many of which may not be accessible online. Most commonly access to these individuals will be mediated through press releases and media factsheets.

The *external groups* have access to a wide range of information and resources to assist them in understanding the broad outcomes of this project. These groups are the primary avenue through which the needs and interests of *housewives, business women and adult education organizations* (representing interested individuals, professionals, companies, groups, associations, and bodies, at local,

national and European level) are represented to the target group and solution providers. They have direct contact with both the *end users* and the *education/training community* and so is an important target area for the dissemination strategy.

The *regulatory agencies* are the group that will facilitate the outcomes of the MUPYME Project being translated into policy and becoming implementable. These stakeholders can influence all other stakeholders through their actions and support.

Therefore ongoing engagement with these stakeholders and involvement in dissemination activities is critical to the final outcomes of the project.

3.1.1 Stakeholder Database

A database of contacts will be established across the project consortium containing stakeholders and interested partners segmented according to potential information needs and interests. The database will be continuously added to with new contacts during the lifetime of the project by the individual dissemination leads for each partner so as to provide a platform for regular involvement of stakeholders in their areas of interest. Web 2.0 technologies will be important in building online communities and linking to other stakeholder communities.

Contacts for the database will be collected by:

- Invitations to subscribe to the MUPYME mailing list that all consortium partners can circulate to their relevant contacts.
- An invitation to subscribe to the mailing list included on all MUPYME communications.
- Sign up facility to the e-newsletter through the project website.
- Access to new contacts and audiences through presentations and attendance at events.

3.2 Dissemination Stages

Early dissemination strategies are being targeted at raising awareness in the various stakeholder groups about the MUPYME project generally and its intended outcomes and aligning messages and tools to reach key stakeholder groups in the most appropriate way.

To this end the project website is being developed and an extensive supporting social media, email/newsletter list developed and collated through the stakeholder database. In addition, local stakeholder engagement and workshops in each pilot location will be undertaken to enable user recruitment. A series of local campaigns will be developed in association with the consortium communication leads to proactively extend the stakeholder network and monitor, evaluate and refine the use of the various tools and channels to reach key audiences.

The second phase of the dissemination strategy will see continued rising of awareness and provide access to the early outputs of the project through provision of deliverables in downloadable format on the website, forums for feedback and provision of briefing documents, and concise articles and summaries in the online newsletter which are pushed to recipients. A *multiplier event* will be hosted to enable direct dissemination

to key stakeholders. Similarly the project will be actively presented at numerous related conferences and workshops. This engagement will be actively pursued throughout the duration of the project.

The third stage of the dissemination strategy actively engages stakeholder groups in commenting upon the outputs from the pilot through active participation in the national stakeholder workshops and forums. The aim is to ensure the widest dissemination of the project outcomes to all levels of stakeholders. It is also aimed at ensuring the sustainability of MUPYME service, post the project's funding period and guides the consortium towards successful joint exploitation of results. In this stage active alliances with other projects, EU member states and international stakeholders will be a priority to generate broader awareness of the project across a multitier value chain.

Timelines for these stages are described in Table 2.

Phase	Description	Start month	End month
1	Project promotion and awareness	1	24
2	Highlight Project pilot achievements	8	24
3	Results & Replication	24	---

Table 2: Dissemination stages timeline

3.3 Targeting Stakeholder Groups

All stakeholder groups are able to access the MUPYME project public information and sign-up as individuals to receive the MUPYME communications and newsfeeds. However, it is important that each group receives information relevant to their requirements as well as to their preferred level and method of engagement. Thus, individual users in the external stakeholder group may choose only to receive information that is delivered to them either directly or via a contact within one of the other stakeholder groups, e.g. their local representative organization.

To reach all stakeholder groups a wide range of materials are being developed.

These include:

- Online access, to read and understand brief articles about the MUPYME project and updates on progress.
- Observations to provide tangible examples of how identify the skills acquired by the target group in their daily work routine.
- Interviews with business women to identify which are the skills that entrepreneurs have had to learn/develop in order to get a business and a successful experience.
- Follow up of the different workshops organized in participant countries.
- Short regular contributions to other organization/project newsfeeds/ newsletters and invitation for them to contribute to MUPYME.
- Encouragement of active engagement with our online media (website, Twitter, etc.) and provision of information to these media and project by relevant stakeholder groups and individuals.
- Ability to comment and feedback on some of the MUPYME deliverables.
- Workshops at local and national levels in seven different locations around Europe to further explore the essence of the project.
- Online access to full documents, policy statements, and media releases available on the website as well as pushed to members of the MUPYME online media lists.

- Development of organizational collaborations with other projects, groups and bodies undertaking work and research in this area.
- Conducting MUPYME multiplier event and gathering of international actors in the area of adult education and lifelong learning to disseminate the findings of the project and assist in ensuring sustainability.

4. Dissemination Tools

To ensure that the information about, and outputs from, the MUPYME project are disseminated as widely as possible to the range of stakeholders in the most appropriate format for their requirements, there are a number of tools being employed.

These tools will be continuously examined and evaluated to ensure maximum impact. The tools combine a mixture of pull approaches, maximising the use of web 2.0 technologies and more traditional routes such as conferences and workshops. Each of these and their outcome measures is detailed in the sections below. The outcome measures will be evaluated and reported to the project consortium and EU funders at regular periods.

4.1 Project Logo and Strapline

Following the commencement of the project the project consortium selected a project logo complete with the strap line "Employment and Women on the 21st Century in Europe" that will serve as the project's identity throughout the duration of the project, as well as beyond. Creating MUPYME as a 'strong' brand is a key element of the project's dissemination and exploitation activities.

MUPYME

Employment and Women on the 21st Century in Europe

4.2 Website and resources

The MUPYME Project website is the central and front facing public area for profiling the project and raising the awareness of adult education/training and as such is one of the first access points for our stakeholder engagement and dissemination. The aim is to establish a visually attractive and informative web site early on in the project life cycle to ensure global visibility, and accessibility to information to meet the various needs of the visitor.

The website is available at the URL: www.mupymeproject.eu

The website will be designed to present general information on the project such as case stories, news and events with links to external websites and partner organizations and at the same time enable presentation of further information items and digital documents for downloads such as key project deliverables or for consultation.

In order to maximize the efficiency of the dissemination effort and reduce costs, the Project web site will centralize the delivery of communication materials. The web site will include dedicated areas for internal partners with information of their entities and a space defined as "work space" in which all the documents generated by the partners will be shared. A repository of all relevant project information to be disclosed will be made available through this web site. ARIEMA will take care of the design and the performance of the Web site.

It will use search engine optimization to make the site easy to find and social media optimization to make it easy to share content directly from the website. A 'subscribe' facility will enable visitors to sign up to receive e-newsletters and updates and be an important mechanism to capture email contacts to grow the MUPYME stakeholder community and solicit further engagement and retention.

The project "news" will provide the opportunity to disseminate brief articles, promote recent achievements and advertise planned events, as well as invite guest and expert blog posts. These posts will be produced in a timely manner.

4.2.2 Project deliverables published online

Each of the public deliverables for the project will be published and available for download from the website. If public comment is requested prior to finalization, draft versions of these can be made available online for public comment also.
Notification of availability or publication of these documents will be automated through the use of social media and the MUPYME newsletter.

4.2.3 Direct feeds

Direct feeds are a simple method for staying informed about news and information updates on a website. Two specific direct feeds are currently available for sign-up from the MUPYME website. These are: Twitter, and email sign up, primarily for news and events updates and these are generated automatically when the project blog is updated.

4.2.4 Links with relevant websites

Access to links to other relevant websites provides the opportunity to form collaborative or reciprocal links through the menu "What inspire us". This page will also have information regarding past/current relevant projects by partner organisations. Any organization or project can request that a link to their website be added.

The MUPYME Project e-newsletter will be published online and also distributed to subscribers via email and provides a mechanism to keep the different target groups engaged with the project and aware of developments.

4.3 Contributions to other Newsletters

MUPYME Project Partners will contribute to the newsletters of other associations, organizations and projects in the fields of adults training, social integration of disadvantaged groups and social conflicts resolution, among others. A list of potential publications is currently being formulated and will continue to be updated as the project progresses.

4.4 Social Media

Social media provides a powerful tool for engaging and motivating audiences and will form a significant part of our dissemination activity, integrated alongside the more traditional communication channels. A social media policy will be produced, following discussion and agreement with consortium partners.

Twitter: A MUPYME project twitter profile has been established (@mupyme_project) and tweets are automatically generated through the website blog updates. Interested stakeholders can sign up to follow the feed providing headlines, links, event updates, news and developments. It will also be used to facilitate and facilitate conversations with a range of organisations, innovators and academia, by identifying key stakeholders to follow.

Consortium partners, project advisory board partners and other key stakeholders will be encouraged to tweet about MUPYME through their own organisation's Twitter account (where this exists).

Multimedia: The intention is to capture video, case stories, podcasts, user led dissemination, and photos to share online. These might be partners talking about particular aspects of the projects, photos taken in the observations, interviews and workshops, sound bites from delegates at workshops through to users sharing their feedback on the course material.

These elements will be embedded in the MUPYME website.

4.5 Exploiting links with other EU initiatives and EU networks

As part of developing our stakeholder database, existing key contacts, networks and involvement in other European projects are being identified and explored through our consortium partners as well as with our Project Advisory Board, when this is established for other potential routes of dissemination. The intention is to utilize the many existing network groups that members are part of across Europe for example EUROPEAN ASSOCIATION FOR THE EDUCATION OF ADULTS, Adult Education Centres, European Center for Women & Technology or EUROPEAN INFONET ADULT EDUCATION to ensure knowledge exchange and experiences and grow a larger community of potential adopters.

We will also set up links to other European projects that have close affinity / synergy to the work of MUPYME, and specific projects that consortium partners are engaged with that provide networking opportunities for dissemination and potential linkages for exploitation and knowledge sharing.

4.6 Conferences

Conferences are an important method of disseminating project research, activities and outcomes to stakeholders. The types of conferences that may be the primary target for the MUPYME Project are the workshops between housewives and entrepreneurs that the consortium is going to hold in each participant country.

The consortium will hold a final multiplier event to which adult education stakeholders will be invited. Key representatives from stakeholder groups from across Europe and internationally will be invited to participate as well as explore involvement of other relevant European funded projects in the Erasmus+ Adult Learning programme to exchange experiences, maximise impact particularly in raising the profile of social inclusion. MUPYME results will be presented and accompanied by presentations from keynote speakers and related research projects and possibilities for follow-up actions will be discussed.

Besides this dissemination activity, and in order to be efficient, the consortium will leverage already existing conferences and meetings to disseminate its results whenever possible running exclusive dissemination sessions.

The project team will aim to publish results of the project at relevant conferences. Details of upcoming and past events, along with copies of conference presentations will be available on the website for future reference.

4.7 Workshops

The MUPYME Project will convene workshops in different locations across Europe. Representatives from the different stakeholder groups identified in the stakeholder analysis will be invited to attend these workshops.
The workshops will be based around the following key elements of the project: encourage housewives that they can do what entrepreneurs do, so the idea is entrepreneurs tell their story to the housewives and the speeches have to have a point of motivation also.
MUPYME Project, with innovative and motivational approaches, aims to bring about a process of awareness in housewives and to encourage the potential of the skills and abilities that they have already generated at home, and how they can use them to the management of an SME. So we consider a very good exercise that housewives meet and know entrepreneurs and business women to show them the way to follow is easier than they might think.

4.8 Supporting Local and European Events & Targeted Campaigns

MUPYME will look to support activities and events across Europe that resonates well with our own objectives. This includes for example running targeted campaigns at local and regional level to drive awareness as well as supporting initiatives related to adult learning.

4.9 Press Releases

Critical pinch points for production of press releases has been identified as part of the project lifecycle and key milestones and are scheduled where possible to coincide with local activity to ensure relevance and interest. The project team will prepare press releases and feature articles to be sent to relevant media contacts maintained within the project stakeholder database. These press releases and articles will also be posted on the MUPYME Project website.

4.10 Journal publications

Papers providing information on the MUPYME Project and its outputs will be submitted to appropriate journals. These journals will include academic and industry journals to maximize the readership. A registry of target journals and published papers will be maintained.

MUPYME consortium will pay specially attention to the EC dissemination Erasmus+ Projects site. We will periodically provide updated information to the EU in order to use this services as a powerful dissemination tool.

Dissemination activities including but not restricted to publications and presentations shall be governed by the procedure in the EC-GA (European Comission Grant Agreement), subject to the following provisions.

VISIBILITY OF UNION FUNDING

Information on Union funding and use of European Union emblem

Any communication or publication related to the Project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), shall indicate that the Project has received funding from the Union and shall display the European Union emblem.

http://ec.europa.eu/dgs/education_culture/publ/graphics/identity_en.htm and http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf.

When displayed in association with another logo, the European Union emblem must have appropriate prominence.

Disclaimers excluding NA and Commission responsibility

Any communication or publication related to the Project made by the beneficiaries jointly or individually in any form and using any means, shall indicate that it reflects only the author's view and that the NA and the Commission are not responsible for any use that may be made of the information it contains.

Erasmus+ Project Results Platform (Plataforma VALOR)

The Erasmus+ Project Results Platform is a dissemination platform developed by the European Commission for Erasmus+. It offers a comprehensive overview of projects funded under the programme and highlights best practices. The platform serves as a useful tool in disseminating the outcomes of your project and makes available any tangible resources, products, deliverables and outputs which have resulted from funded projects.

4.11 Presentations and promotional material to support dissemination

In addition to the conference and workshop presentations noted above, the MUPYME Project team will undertake presentations to stakeholder and other interested groups or organisations.

The MUPYME Project team will also take advantage of other opportunities that may arise to disseminate information about the project goals, progress and outcomes. Through the creation and use of a standardized project presentation template (which will be localized as required through the use of local stats and facts), it will be possible to create and maintain the MUPYME brand. Additional support material such as exhibition pop-ups and project leaflets has been produced for partners to use as part of their dissemination activities and focus group work.

Each six months all members consortium will be asked about its publications and its forecast about new publications related to MUPYME project.

4.12 Physical Documents

A number of physical documents will be created for distribution by team members at face to face events. A project brochure and a flyer have been created and will be made available to each of the partner organisations and on the website for printing and distribution.

5. Metrics and status*

Ongoing measurement and evaluation of the various dissemination tools and stakeholder engagement and campaign activity is a key component of the communications activity to enable us to refine methodology and approach.

The metrics and role of each dissemination tool is summarised in Table 4 below and is based on benchmarking and baselining involvement and developing month by month increase on metrics. In addition a dissemination report provides a repository to capture details of the communication activities undertaken by the partners.

The following table also includes the status of the activities performed periodically. This is a live document that will be updated annually.

Tool / Channel	Content	Metric	Status (month 18)
Website	News, events, information downloads; feedback; consultation	No. of unique visitors; no. of downloads;	Running and updated.
Twitter (@mupyme_project)	News, events, information	No. of followers; No. of uses @mupyme_project; quality of content shared	XX tweets sent.
Press Release	As required e.g. Launch of project; transnational meetings; launch of MUPYME platform; Course material	Media coverage and exposure	2 press releases sent
Journals	Research papers; technical articles; health, social care, social inclusion themes	No. of journal papers submitted, published	
Events (Conferences & workshops) Presentations	Sharing impact, results and innovations Awareness of MUPYME – learning / adult / employment / social care / social inclusion	Transnational meetings; Learning activity; Local / national workshops	MUPYME Kick-off Meeting Madrid *January 15th, 2016*

		No. attendees across events No. of presentations given at external conferences	

6. Reporting

The data collected in relation to all elements described in section: Dissemination Tools above will be collated and briefly reported to the project team meetings. ARIEMA, as work package leader for dissemination, should be informed of all activities to feed them into the activity recording and updated communications plans.

Full reporting of the outcome measures above will occur annually and be provided to the funders as part of the annual project reviews.

7. Acknowledgement:

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