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DISSEMINATION PLAN

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Summary

This document describes the development of the Dissemination Plan for establishing professional network and virtual communities in EU countries, based on particular NETT pilots located there. The presented work was produced as an output of activities relevant to Task 7.1 Dissemination plan, which is targeted at the creation of a NETT dissemination plan and multipliers actively engaged in NETT related events participation, in sharing ideas on Entrepreneurship in Education research and exploitation, in participating in the writing of papers and in the co-creative development of products based on NETT platform and the respective pilot trainings. The WP7 Dissemination is led by ITD, in collaboration with the other NETT partners.

The main objectives of the deliverable are to:

- provide dissemination plan on how both NETT results, methodology, and software platform can best be disseminated and used within the NETT communities;
- present and widen the target groups;
- analyse existing channels for prospective NETT dissemination;
- ensure that the NETT platform and methodology will be used in EU countries.

The document is structured in five chapters:

- Chapter **Introduction** specifies the purpose and objectives of the Dissemination Plan as well as the used approaches for its implementation;
- Chapter **Description of target groups** specifies the basic goals of the professional virtual community to be established and the general types of target groups to which the dissemination activities are addressed;
- Chapter **Media for dissemination of NETT Results** is concentrated on all possible channels going to be used for disseminating project achievements and reaching wider possible audience of interested users;
- Chapter **Partners' Specific National Plans** presents the details of the national plans defined by the members of the Consortium;
- The last chapter presents in a table the time schedule of the planned dissemination activities and the distribution of responsibilities among the partners.

The Dissemination plan is intended to serve as a guide for establishing and successful dispersion of NETT results in EU countries. Each partner has specified own plan to take advantage of both the knowledge acquired throughout the project and its tangible results. The NETT partners' individual plans are presented in the Dissemination Plan.

The plan will be regularly reviewed on the basis of the project's evolution and of the acquired new possibilities that will allow adding new dissemination opportunities.

1. Introduction

1.1.Aim

The Dissemination Plan aims to facilitate all activities oriented towards effective dissemination of the project findings, products, achievements to the wider interested audience, structured in specific target groups and virtual Communities of Practice (CoP). The implementation of the Dissemination Plan should make possible to share the results with research, scientific and end-user communities to promote the acceptance of the developed digital platform and thus, implement the entrepreneurship methodology in EU countries.

1.2.Specific Objectives

The objectives of the dissemination plan can be structured as follows:

- **Development of materials for promoting awareness and attracting interest in the NETT achievements:**
Such may be paid advertisements, press releases, interviews, articles in general and targeted press-media (specialised magazines, technical journals, and scientific bulletins), dedicated radio broadcasts, as well as promotion materials like posters, leaflets, brochures, fliers that are subject of dissemination during live events. Live events devoted to NETT in front of targeted audience also require preparation of multimedia presentations, which also pursue the aim to promote awareness and attract interest in the project.
- **Organising various** seminars, workshops, conferences and other **forums** envisaged in the project's work plan **participating** in conferences involving both research, PA, corporates and end-users, to show results obtained within the project, in order to stimulate interest and participation in promoting the developed platform.
- **Involve end-users** to stimulate the acceptance of the platform through the direct experience with the developed platform and stimulating the feedback process.

1.3.Approach for Dissemination Plan implementation

The implementation of the Dissemination Plan is laid down on the following principles:

- Each project partner develops own (national) dissemination action plan;
- All project partners are involved in the dissemination activities performance and the tasks are clearly distributed among them;
- Two levels of dissemination activities:
 - **internal level** – dissemination activities within the consortium members for the purposes of the effective project implementation;
 - **external level** – dissemination activities open to the wide range of specified target audience

2. Description of the target groups

2.1. General types of target groups

The second lot of the Call wants to create “a European online platform for teachers/ educators to enable the cross-border exchange of good practice, methods and teaching materials in the field of entrepreneurship education” Two basic types of target groups can be conditionally defined:

- **Direct** target groups which include:
 - Primary and secondary school teachers;
 - University professors and other academic staff involved in entrepreneurship education;
 - Vocational school educators, and
 - NGOs and different professional organisations that deliver Entrepreneurship Education and similar activities.

The consortium will collaborate with and will involve in the project all the European training institutes networked with the consortium and the most relevant in the field too. The consortium will select schools clearly involved in entrepreneurship education as for example the Barcelona Entrepreneurship Centre, the teachers of Scuolav Project and JEst – Junior Enterprise in Italy, teachers in schools involved in entrepreneurship education in EGECED and many others. These and other institutions will contribute in providing other beneficiaries interested in participating in the NETT project achieving the first and difficult step of preparing active and competent people in the entrepreneurial community.

- **Indirect** groups of beneficiaries to which we can reckon:
 - the students of the teachers involved in the project;
 - the students who will benefit from the concrete use and application of the NETT platform tools, methods and techniques;
 - wider audience of interested in gaining entrepreneurial knowledge and skills.

Indeed as showed by the “Oslo Agenda” and by the “Budapest Agenda for the Development of Entrepreneurial Teachers” students will grow up thank to a better level of expertise and self -employment, as well as the acquisition of hands-on, operative capabilities through the teachers too.

- There is one more target group which significance for the quality and effectiveness of the project results/products should not be underestimated. These are the relevant local, regional, national and European stakeholders who play specific role both of a main contracting party defining the (entrepreneurial) knowledge and skills needed for the contemporary labour market and the main beneficiary (consumer) of them (entrepreneurs’ associations, professional organisations, chambers of commerce, business associations, trade unions, etc.).
- Relevant national policy making authorities (ministries, agencies) ?! Can we think about them as a separate target group of our project efforts or to include them under the group of stakeholders?

2.2. Basic goals of Professional Virtual Communities

The objective of the NETT WP7 is to facilitate the access of the Training Community in the European Union to the NETT methodology and the online platform for teachers/ educators. The development of a NETT CoP is functional to this objective. Though the CoP, it is expected that NET EU related stakeholders and entrepreneurship teachers and training will be actively involved in order to:

- improve the capacity of entrepreneurship education in the European Countries;

- reduce the digital division between companies belonging to different regions and countries in Europe, which is so crucial for a balanced development of the entrepreneurship education in European Union;
- to identify needs for training and for providing suggestions to educational organisations in EU member states;

Initially, the CoP will develop a cohort of newly trained educators in entrepreneurship. The right continuing professional development is essential in order to develop the requisite competences in all educational staff. CoP will involve also teachers from university and from vocational schools since they also require to improve their practice through innovative teaching pedagogy and methodologies enhancing creativity, peers support, networking, sharing of experience and best practice, their use of new technologies for better educational purposes. These actions will be incorporated into a single tool that will meet the needs of users of all levels. The final goal is to create networked entrepreneurship training of trainers.

2.3. Community design principles and mechanisms of implementation

The proposed Dissemination Plan adopts the following basic mechanisms for creation, development and maintaining the NETT CoP. They are addressed to reach specific users according various geographical and virtual (social networks) localization.

Social networks are nowadays the most popular and very effective communication channels in many areas, including research communities. In comparison with above mentioned events, social networks are capable to bring the advantage of a much broader and practically unlimited web-based access, freedom of communicating and discussing opinions (even the discussion is usually moderated, especially in research communities), persistence of published information, tracking of contributions, quite easy maintenance of communities, etc. All these features indicate that social networks are particularly suitable for establishing certain CoP with the required characteristics (e.g., critical mass of members, idea contest, open collaboration and information exchange, iterative goal-oriented communication).

However, a huge number of various social networks are in place nowadays, which may limit the desired impact of newly established CoPs on a social network. To overcome this difficulty, a social media marketing strategy needs to be adopted with the objectives as follows:

- To improve visibility and access to NETT web site and forums;
- To promote and deliver information about CoP goals, aims and activities, including wider forum for involving professionals in specific events and discussions on entrepreneurship in education.

On a practical basis, the design principles and mechanisms of implementation of NETT committee could be done by:

- Create a CoPs in several social networks as LinkedIn, Facebook and Twitter with a significant critical mass of members, with the objective of discussing, testing, consolidating and disseminating the results and lessons learnt from the NETT project;
- Maintaining a goal-oriented CoP (merged all CoPs from different social networks) within the NETT online platform in an iterative manner, in accordance to the PDCA (Plan-Do-Check-Act) principle.
- Driving the communication to innovative training methods and progressive solutions, which are applicable in practice and have a potential to increase the entrepreneurship education.
- Integrate and synergise research, teaching and training experiences, initiatives and best practices in the European Union in the NETT platform
- Organising of Local workshop held in each country (half a day), Transnational Simultaneous Workshop (one day), Final Conference held in Italy, with the objective of discussing and bringing forward the action items identified in the collaborative and co-creative environment of the NETT CoP to facilitate knowledge transfer ;

- Providing support for national two-way secondments of teacher educators and trainers in the convergence regions;

These principles should drive the creation, development, and sustainable maintenance of the NETT CoP with respect to the identification of proper target groups, research and training topics, communication channels and the whole virtual community infrastructure.

3. Media for dissemination of NETT results

The content of our message could be best delivered by a mix of media (Figure 1), allowing to potential users to access the content in the way they have used to adopt. Primary tools identified to reach our dissemination goals with certain target audiences, concern both training events and products, such as:

- Participation in conferences in Education, Entrepreneurship and Technologies;
- Participation and organization of workshops for dissemination of the NETT results;
- Participation and organization of meetings with stakeholders, companies, teacher educators, trainers in entrepreneurship;
- Web-based discussion lists;
- Reports and journal articles;
- Preparing the dissemination materials:
 - Oral, PPT Presentations, Posters;
 - Video – shared in Youtube.com;
 - Electronic presentations;
 - Electronic Newsletters;
 - Project Leaflets.
- Project website;
- Collaboration with:
 - European Training Institutions: Schools, VET, Universities;
 - Professional organisations (chambers, associations, trade unions, etc.);
 - Companies and other Stakeholders;
 - Relevant policy makers – state institutions (ministries, agencies).
- Creating of CoPs on different Social Networks and Media as: LinkedIn, Facebook, Twitter

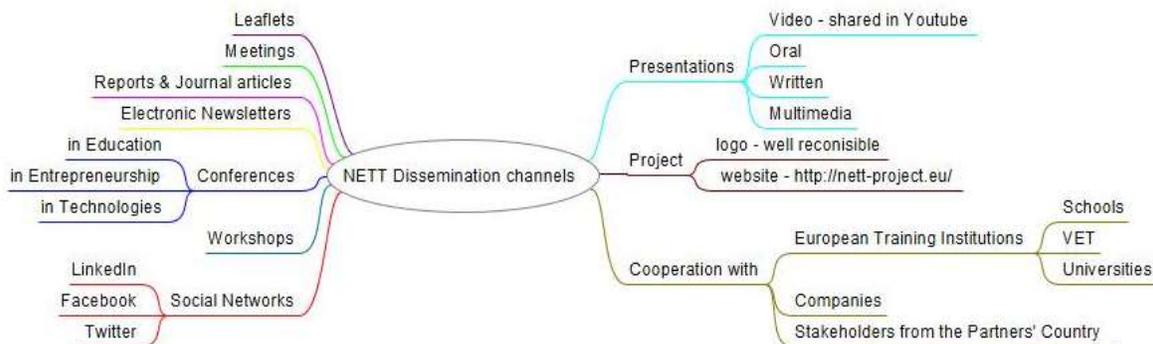


Figure 1. Channels for dissemination of NETT project

4. Partners' specific national plans

4.1. Partners 1 and 2: University of Milan, Italy and AMC Services, Italy

ITALIAN DISSEMINATION PLAN - FIRST 6TH MONTHS - NETT PROJECT - (UNIMI & ARKÈ)

TIMING	AIMS	TARGET GROUP	ACTIVITIES / METHODS / TOOLS	Level	RESULTS / IMPACT
From month 4	Permanent issuing of a continuously updated background questionnaire	<ul style="list-style-type: none"> o education providers 	The questionnaire will be constantly updated as a function of the project evolution. The questionnaire will be available and fillable on line.	E - L, R, N	Increasing the interest on the project and the participation wish
From month 4	Dissemination of the project to the relevant stakeholders through the organization of local events: <ul style="list-style-type: none"> o Joint conference with SIAM (Società Incoraggiamento Arti e Mestieri) to show the NETT initial survey on entrepreneurship education and results of SIAM master on educational entrepreneurship; o Regular meetings organized with some teachers and stakeholders interested in the project goal and initiatives; o Prosecution of the focus group activities 	<ul style="list-style-type: none"> o local schools o adult education providers o trainers and knowledge resources centres o local authorities o chamber of commerce o SMEs 	Project presentation Verbal contacts Delivery of project gadgets and materials	E - L, R,	Increasing the number of persons who have contact with the project/
From month 4	Dissemination of the project via partner's four months newsletter. The project newsletter will be delivered each four months to the wider public by the consortium.	<ul style="list-style-type: none"> o Large public 	Articles and relevant news (regularly updated) about the project start, its events, its results and its development	E - L, R, N, EU	increasing the number of persons who have contact with the project
From month 4	Dissemination of the project via the use of specific Social Networks. These spaces will be regularly updated and used during the overall project life-time	<ul style="list-style-type: none"> o Large public o relevant stakeholders o direct and indirect target group 	Set of specific Social Network Spaces on: LinkedIn, Facebook, in order to publish news about the project, photos and in order to share best practices, information, resources (regularly updated) about NETT project	E - L, R, N, EU	increasing the number of persons who have contact with the project, update the wider public with the project news and development

From month 4	Dissemination of the project and project results/products close to the relevant actors through the project website	<ul style="list-style-type: none"> o Large public o direct and indirect project target group o relevant stakeholders 	Information about the project Articles and relevant news, Project, Reports, Photos, Project newsletter, link to the relevant Social Networks, public discussion place The project website will be regularly updated with relevant info and training materials provided to ITD	E - L, R, N, EU	Increasing the number of persons who have contact with the project/update the wider public with the project news and development, using the project website as a place for public discussion/exchange
From month 4	Dissemination of the project activities through Student Awards. Organization of a periodical Event where students can present their work to the wide public	<ul style="list-style-type: none"> o schools and universities students o schools o universities o Training centres o public authorities o Chambers of commerce 	Preparation of an Award for students who will submit to the Italian NETT consortium, the best work titled "What do they expect to receive as entrepreneurship education". Organization of a public event where to present to the wider public the best works	E - L, R,	Increasing the number of persons who have contact with the project/
From month 6	Participation to national and international conferences such as: <ul style="list-style-type: none"> o TEL - Technology Enhanced Learning Conference organized on the 10th and 11th of June at the University of Milan o KES 2013 International Conference on Knowledge-Based and Intelligent Information & Engineering Systems 	<ul style="list-style-type: none"> o VET policy makers, organisations o SMEs o schools o adult education providers o trainers and knowledge resources centres o local authorities o chamber of commerce 	Presentation, posters, Papers on the NETT project findings and activities	E - L,R, N, EU	Increasing the number of persons who have contact with the project/
From month 12	Participation to international conferences such as: Online EDUCA Berlin 4-6 December 2013 - Berlin	<ul style="list-style-type: none"> o VET policy makers, organisations o SMEs o schools o adult education providers o trainers and knowledge resources centres o local authorities o chamber of commerce 	Presentation, posters, Papers on the NETT project findings and activities	E - L,R, N, EU	Increasing the number of persons who have contact with the project/

Level: I-internal, E-external (L- local, R - Regional, N - National, EU - European)

4.2. Partner 3: EGECED, Turkey

DISSEMINATION PLAN - FIRST 6TH MONTHS - NETT PROJECT - (DR. EMIN BAKAY & GÜLDAN KALEM)

TIMING	AIMS	TARGET GROUP	ACTIVITIES / METHODS / TOOLS	Level	RESULTS / IMPACT
From month 4	Providing project updates to the target groups and to the relevant actors through project web site and EGECED web site	<ul style="list-style-type: none"> ○ education providers 	<ul style="list-style-type: none"> ○ Project web site and EGECED web site updates 	Local, National	Increased the interest on the project, using the project website as a place for public discussion/exchange
From month 4	Dissemination of the project to the relevant stakeholders through the organization of local events: Regular meetings organized with some teachers and stakeholders interested in the project goal and initiatives project focus group activities	<ul style="list-style-type: none"> ○ local schools ○ adult education providers ○ trainers ○ local authorities ○ chamber of commerce ○ SMEs 	<ul style="list-style-type: none"> Project presentation Verbal contacts Delivery of project gadgets and materials 	Local	Increased the number of persons who have contact with the project
From month 4	Dissemination of the project via partner's four months newsletter. The project newsletter will be delivered every four months to the wider public by the consortium.	<ul style="list-style-type: none"> ○ general public 	Articles and relevant news (regularly updated) about the project start, its events, its results and its development	Local, National	Increased the number of persons who have contact with the project
From month 4	Dissemination of the project via the use of specific Social Networks. These spaces will be regularly updated and used during the overall project life-time	<ul style="list-style-type: none"> ○ Large public ○ relevant stakeholders ○ direct and indirect target group 	Set of specific Social Network Spaces on: LinkedIn, Facebook, news and photos about the project will be published in order to share best practices, information, resources about NETT project	Local, National, EU	Increased the number of persons who have contact with the project,
From month 6	Participation to national and international conferences such as: <ul style="list-style-type: none"> ○ 22nd National Educational Sciences Conference organized by Osmangazi University (http://ebk2013.ogu.edu.tr/ebkweb/index.php) ○ V International Congress of Education Research organized by Çanakkale 18 Mart University ○ http://congress.eab.org.tr/en/ 	<ul style="list-style-type: none"> ○ VET policy makers, organisations ○ SMEs ○ schools ○ adult education providers ○ trainers and knowledge resources centres ○ local authorities ○ chamber of commerce 	Presentation, posters, Papers on the NETT project findings and activities	Local, National, EU	Increased the number of persons who have contact with the project

4.3. Partner 4: Institute of Technology and Development, Bulgaria

DISSEMINATION PLAN - FIRST 6TH MONTHS - NETT PROJECT - (ITD)

TIMING	AIMS	TARGET GROUP	ACTIVITIES / METHODS / TOOLS	Level	RESULTS / IMPACT
From month 4	Informing wider audience on project progress, NETT Platform development and Entrepreneurship Education news	BG Relevant Policy Makers/State institutions; Schools; Universities; Education/Research institutions; Employment Services; Professional Organisations	Wide dissemination of the periodic Newsletter	L, R, N	Keeping audiences up-to date informed on: <ul style="list-style-type: none"> - project progress; - new publications in the field concerned; - relevant forthcoming events, etc.
From month 4	Repeatedly research on the public opinion, according to the project evolution	<ul style="list-style-type: none"> o education providers; o Professional Organisations; o NGOs All they delivering Entrepreneurship education	Update of the background questionnaire according to the project evolution. The questionnaire will be on line available	E - L, R, N	Fine tuning the project developments taking into account the positions/recommendations of the NETT Platform “end users”
From month 4	Wide dissemination of the project achievements through organisation of and participation in appropriate forums/events (national and international): <ul style="list-style-type: none"> o Workshops and short seminars with teachers, NGOs and other structures dealing with Entrepreneurship education; o participation in appropriate events, organised by other partner institutions; o Set of activities with the BG NETT Focus Group. Collaborative initiatives opened to a wide audience. 	<ul style="list-style-type: none"> o local schools o adult education providers o trainers and knowledge resources centres o SMEs o local authorities o Employment Services; o Professional Organisations 	<ul style="list-style-type: none"> o NETT Platform presentation; o Establishment of new partnerships; o Involvement of new members in the NETT Virtual Professional Community; o Dissemination of project materials. 	E - L, R,	NETT Virtual Professional Community widened; The work of the NETT FOCUS Group intensified

From month 4	Attracting members of specific Social Networks (SN). Presenting them the NETT achievements, sharing with them best practices. These SN spaces will be regularly updated and used during the overall project life-time	<ul style="list-style-type: none"> ○ Large public ○ Relevant stakeholders ○ Direct and indirect target groups 	Set of specific Social Network Spaces on: LinkedIn, Facebook, in order to publish news about the project, photos and in order to share best practices, information, resources (regularly updated) about NETT project	E - L, R, N, EU	Fine tuning the project developments taking into account the positions/recommendations of the NETT Platform “end users” attracted from the activities with the Social Networks members.
From month 4	Dissemination of the project and project results/products close to the relevant actors through the project website	<ul style="list-style-type: none"> ○ Large public ○ direct and indirect project target group ○ relevant stakeholders 	Information about the project Articles and relevant news, Project, Reports, Photos, Project newsletter, link to the relevant Social Networks, public discussion place The project website will be regularly updated with relevant info and training materials provided to ITD	E - L, R, N, EU	Increasing the number of persons who have contact with the project/update the wider public with the project news and development, using the project website as a place for public discussion/exchange
From month 4	○ Participation in the 3Challenge – Idea (Season 4) 4th season of the most interactive entrepreneurship tournament 3Challenge! Main organiser is “Start it Smart” Entrepreneurship Club which was born as a spin-off from our institution	○ young people with new smart business ideas	○ Entrepreneurship tournament for innovative business ideas for young people in Bulgarian, that consists of 3 stages – Idea, Seed, Grow. The purpose of the competition is to show how one idea can evolve within a year from just an idea to a sustainable and working business.	E - L, R,	Stimulation of young people to be creative entrepreneurs.
	○ SISStory		○ (Successful Inspirational Story) monthly events where successful entrepreneurs tell their stories and share valuable experience and advice.		
	○ SISiety (Entrepreneurship Society)		○ monthly open networking events where people from the start-up community gather to talk and share ideas		
	NETT Presentation at the <i>Olympiad on Information technologies</i> , May, 10-12, 2013 and May, 2014. The Olympiad is designed for students between 12 and 19 years old. One of the sessions there	<ul style="list-style-type: none"> • schools • policy makers 	○ Presentation poster		

	will be devoted to the entrepreneurship and NETT platform				
From month 6	<p>Organisation of/participation in national and international conferences/forums:</p> <ul style="list-style-type: none"> ○ 11th issue of the European Day of the Entrepreneur, BG (October 2013) <http://ede.uni-sofia.bg>; ○ 6th National Conference, <i>Education and Research in Information Society</i>, May 30-31, 2013, and 2014, <http://www.adis.org/pages/announcement.html - in Bulgarian only> ○ TEL - Technology Enhanced Learning Conference organized on the 10th and 11th of June at the University of Milan; ○ KES 2013 International Conference on Knowledge-Based and Intelligent Information & Engineering Systems 	<ul style="list-style-type: none"> ○ VET policy makers, organisations ○ SMEs ○ schools ○ adult education providers ○ trainers and knowledge resource centres ○ local authorities ○ chamber of commerce 	Special panel session devoted to the Entrepreneurship education and NETT Platform under development; Presentations, Posters, Papers on NETT Platform and NETT achievements	E - L,R, N, EU	Increasing the number of persons who have contact with the project/
After Month 6	Publications	Wide interested audience (researchers, adult education providers, trainers, policy makers, etc.)	In massmedia, specialised magazines	L, R, N, EU	

Level: I-internal, E-external (L- local, R - Regional, N - National, EU - European)

5. Dissemination activities: Time schedule and responsibilities

	Activity	Responsible	Deadline	Note
	NETT project website (Each national website - linked to the central NETT project website.)	P1, P4 + all partners	M08	
	(Four-month period) European Electronic Newsletter (Issued in EN, IT, BG, TR languages; Widely disseminated).	The coordinator + P1, P2, P3, P4	From Month 4 - ongoing	
	Preparing dissemination materials <ul style="list-style-type: none"> • PPT and poster Presentations; • Video • Electronic & paper project leaflet (Issued in EN, IT, BG, TR languages) 	<ul style="list-style-type: none"> • All partners • P1 • The Coordinator + All Partners 	From M06 - ongoing	
	Web-based discussion lists	All partners	From M04	As a follow out of focus groups
	Collaboration with the different target groups: <ul style="list-style-type: none"> • European Training Institutions: Schools, VET, Universities; • Professional organizations (chambers, associations, trade unions, etc.) • Companies, Stakeholders 	All partners	From M04	In each country: 1. Local/regional Institutions of Public Education; 2. Entrepreneur' organisations 3. University Institutions
	Continuous communication with all target groups and CoPs	All partners	Entire duration of the project	Specific events, such as results' presentations, targeted conference , school awards
	Publication of reports and articles in the local press	All partners	According to national Dissemination Plans	

	Participation in Education, Entrepreneurship and Technologies related conferences	All partners	According national Dissemination Plans	
	Workshops for dissemination of the NETT results	All partners	According to national Dissemination Plans	
	Project International Conference (Involves relevant policy makers, experts, stakeholders, chambers of commerce, professional organizations, primary, secondary schools, universities, trainers and teachers, students in entrepreneurship citizens, coaches, etc.)	UNIMI + all partners informing their NWS	M24	
	Project Guidelines (Electronic and paper summary; To be distributed during the final international conference on a USB pen and to be uploaded into the project website with the relevant 1000 paper guide/project outcomes results summary).	ITD supported by UNIMI and Arké + all partners (translation)	M23	
	Articles (using different types of “dissemination” media at a national, regional, international level)	P1,P2,P3,P4	M22 According to national Dissemination Plans	
	...			
	...			

As it was mentioned, the plan will be regularly reviewed on the basis of the project’s evolution and of the acquired new possibilities that will allow adding new dissemination opportunities.