

Learn & Fly 

Dissemination Perspectives

HVL Staff Week 2018 | Bergen 7-9 May 2018

www.learn-fly.eu



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THE PROJECT...

- ✓ Was approved under Erasmus+ program, namely under **KA2 – Strategic Partnerships** (School Education sector), in the 2017 call;
- ✓ Is focused in the **development of learning materials and support tools** to foster engagement of students (15-17 years old) **in science subjects and aeronautics-related careers**;
- ✓ Includes **3 IO** (1.L&F STEM KIT; 2. L&F Career KIT; 3. L&F Challenge), plus **additional activities**, one of which dissemination;
- ✓ Involves **7 partners**, from **3 different countries** (Poland, Portugal, and Spain), and from **different typologies** (HEIs, School Clusters, Companies, Training Centers, Foundations).



DISSEMINATION & COMMUNICATION STRATEGY



**What, when, to whom and how
to disseminate?**

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DISSEMINATION TARGETS

- ✓ Partner **schools**, associated schools and other potentially interested schools;
- ✓ **Teachers** (especially teachers of maths, physics and chemistry);
- ✓ **Students** (those in the STEM fields, those involved in compulsory education, students from secondary general education and younger students);
- ✓ Other members of the **school community** (e.g. parents and counsellors);
- ✓ **Universities** (Aeronautics and Mechanical Departments);
- ✓ **Companies from Aeronautics Industry** fields;
- ✓ **Media**;
- ✓ **National and European networks** (as well as third countries), such as Teacher's Associations and Educational Authorities, Working Groups, ONGs, etc.



RESPONSABILITIES...

- ✓ One partner responsible for managing, monitoring and reporting dissemination activities (leading the dissemination and communication strategy);
- ✓ Each partner responsible for elaborating a local/national dissemination & communication strategic plan, previewing a set of activities to perform, such as:
 - Sending out **information emails** or other related to the project activities;
 - Promoting or attending **round-tables** or **meetings** for project presentation;
 - Promoting or attending **workshops** or **conferences** where the presentation of the project fits;
 - Publication of **press releases, newsletters, news, articles**, etc.;
 - Distribution of **brochure, poster or other materials**;
 - Promoting project events with the **target groups**;
 - Publication of news in **institutional websites or posts in social media**;



LOCAL/NATIONAL PLAN

- Template for the Dissemination Plan
- Template for the Database Contact
- Template for the Report of Dissemination Activities



CHANNELS AND TOOLS

1. Project Visual Identity and Templates:

- Project Logo, PPT and Report Templates;
- Electronic Newsletters;
- Learn&Fly Brochure.

2. Project Dissemination Channels:

- Project website (www.learn-fly.eu);
- Project Facebook page

(<https://www.facebook.com/Learnfly2017>);

(guide for Facebook posts and Website)



CHANNELS AND TOOLS

3. Project Events and Synergies:

- Project events and mobilities (Aerodays, Aeroways, Aeroteam, Aerowek close-up);
- Participation in European events, seminars and publication policy;
- Synergies and network of contacts.



IMPACT MEASURE

- Internal monitoring and reporting of dissemination activities;
- N. of dissemination events carried out, including n. of participants, type of participants, feedback obtained about the project;
- N. of publications/news + n. of people who had access to those publications;
- N. of visits to the website and other online tools of the project (Moodle, etc.);
- N. of downloads of the materials published in online tools;
- N. of e-mails sent.;
- Evaluation mechanisms used in social networks (such as Facebook) both in terms of n. of visits, people reached and feedback obtained.





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www.learn-fly.eu

 [/facebook.com](https://www.facebook.com)



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