

## PROJECT

### Wise Teacher - Healthy Child

**courses for teachers on dietetics and healthy nutrition  
of children and adolescents**

# Dissemination and Communication Plan

**Project number: 2013– 1-PL1-LEO04-38496-2**

Implementation period:

1 August 2013 – 31 July 2015

*This publication reflects the views only of the author, and the Commission  
cannot be held responsible  
for any use which may be made of the information contained therein.*

## **1. Summary of the project**

The With\_ch project has been funded with support from the European Commission under the Lifelong Learning Programme-Leonardo Da Vinci.

The key objective of the project is to provide teachers from all types of schools with knowledge and practical competencies in the field of dietetics, healthy nutrition and an active lifestyle.

It intends to deliver various workshops for teachers in order to promote the importance of leading a healthy lifestyle, to explain the results of overfeeding, to support teachers with training and practical solutions related to active involvement in daily activities and nutrition, especially in understanding and respecting new methods and others views.

This is a European project carried on in several Countries (Poland, Italy, Turkey, Romania, United Kingdom and Spain).

## **2. Communication objectives**

The objective of the Communication Plan is to identify and organize the activities to be performed in order to promote the exploitation of the project's results and the widest dissemination of knowledge from the project.

The Plan is a key document in the first place intended for all project partners, who have therefore available to a sort of guide to follow and consult periodically for effective and efficient planning and implementation of all activities planned dissemination and exploitation.

At a second level, the Communication Plan is in any case useful to provide to all parties outside the partnership (including the same recipients of the communication actions), a framework for reference staff off the objectives, instruments and procedures for implementation of the activities of project communication.

The main purpose of the dissemination activities is to raise awareness of the project in order to make With\_ch a successful and sustainable project.

This will be carried out by using various communication materials, such as a web site, news letters, leaflets and posters but also by face to face information at conferences, workshops and events.

### **3. Communications Strategy**

Effective and efficient communication is one of the key elements of a successful project.

The objectives of the communication activities are:

- to increase knowledge of the project, on both the project in general or on specific activities, initiatives , its achievements, potential positive impact on the locally, highlighting the added value and innovativeness;
- to inform the general public about what is happening in their countries;
- to provide a "brand " to the project , or a ID image to become familiar and therefore easily and immediately recognized;
- to advertise funding from the European Commission and it is therefore doing what for the development of the countries and citizens.

The Strategies to achieve these objectives will be:

- Involve as many end users of the project as possible in all the steps of its development.
- Continuous dialogue with stakeholders and organizations, publicizing the project aims and objectives, outcomes and results.
- Applicability of the project's outputs in the future.

Basic principles of the communication strategy are the following:

- to ensure the transparency of the messages to be conveyed;
- to use tools of different kind;

- to use in each case a language that is clear though technical, understandable, direct and accessible;
- to adhere to the guidelines on the visibility of the Programme and, in particular, include in any communication and product design logo LLP;
- to include the logo of the National Agency Leonardo da Vinci where possible;
- to include the disclaimer of responsibility of European Commission where necessary;

The communication strategy involves around 3 key phases:

- The launch phase (2013/January 2014)
- The implementation phase (2014)
- The consolidation phase (end 2014 - end of the project)

#### Internal communication

The internal communication in the partnership will be guaranteed by the following instruments :wiggio web application, partnership meetings , phone, fax , email and skype.

Unique and common working language is English.

#### External communication

All partners have a responsibility in some good project communication, especially when it comes to give an account of the results.

Project partners are required to contribute to dissemination activities through professional communities, international and national networks, conferences, seminars and exhibitions as well as publication channels and media releases.

There is a Leader of Dissemination, at the transnational level, national accountability reports to the Project Manager for each partner.

## 4. Targets

Target audiences for communications are:

- teachers;
- students;
- associations;
- local and regional authorities;
- representatives of other educational institutions;
- training organizations activities;
- general public;
- members partnership.

## 5. Communication Material

### 5.1. Logo, graphical identity

A graphical identity was created, composed of visual elements.



The WITH.CH graphical identity include logo, fonts, colours and templates for presentations and text documents.

It is important to follow the graphical identity, since good use of it will help to consistently communicate and disseminate the project, and to be easily identified. The LLP logo will have to be applied to all communication and dissemination material.

## **5.2 Web site design & maintenance**



A WITH.CH web site will be created as the front face of the project.

Website visitors will be able to find relevant information on the project, its development, links and updated activities.

**website: [with-ch.wix.com/leonardo](http://with-ch.wix.com/leonardo)**

It will be composed of different sections:

1. HOME - News and Newsletters
2. Project and Partners Information
3. Transnational Meetings
4. Local Activities
5. Products
6. About Leonardo
7. Private Section for Partners
8. Connection to other links

The WEB site is available in the EU languages.

## **5.3 Wiggio Platform**

Wiggio provides the easiest way to manage and communicate within a private group.



With Wiggio you can:

- send blast emails, SMS, and voice messages to group members;
- share files and photos (privately);
- create group conference calls and video conferences
- setup events on a central group calendar
- poll your group to get a quick consensus
- keep a to-do list of tasks and assignments

#### **5.4 Social Media**

**facebook**

The communication with the targets will also through the realization of a facebook funpage.

#### **5.5 Electronic Newsletter**



Every 6 months a newsletter will be deliver by Leader of dissemination.

The newsletter will, among other relevant issues, contain information on achievements in the project, reports from conferences and announcements of upcoming events.

The newsletter will also be available for download on the web site. The newsletter will be created in English: each Partner will be in charge of the translation in its own national language.

## **6. Electronic and printed material design & production**

### **Leaflets and brochures**



The leaflet and brochure with an introduction to the project will be produced.

These materials can also be downloaded from the web site.

## **7. Activities**

**Each partner will develop the following activities:**

- to organize project thematic course (8 session);
- to conduct field research and deliver national summary report (according to decisions made during first meeting);
- to prepare one chapter of the final publication, deliver pictures and descriptions;
- to contribute to evaluation and dissemination activities;
- to organize workshop and project thematic course (8 session), at least 20 participants per partner each time;
- to organize an "open day" event at the end of the project;
- to participate in final conference;

Throughout the project lifetime, the partners organizations will meet to exchange information and knowledge.



## **8. Good Practices Guide**

The project team will collect good practices about improving of the project.

These contents will be collected together in a publication at the end of the project.

A common structure, template and format for the Good Practices will be designed.

## **9. Final Conference of the Project**

To be organized a Final Conference in order to have the highest impact in target groups.

## 10. Timing

This table is a visual representation of the open participation approach and involvement in the dissemination and communications effort of the partnership with timeframes.

Activity	Months																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Design project logo	■	■																						
Design facebook funpage	■	■																						
Transnational Meeting			■				■			■				■				■			■			
Wiggio platform	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Production Plan for dissemination	■	■	■	■	■	■																		
Construction and maintance of the web site	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Production on electronic leaflet and brochure	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Thematic Course																								
Research Questionnaire and guidelines				■	■	■	■																	
Workshop				■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Electronic newsletters						■						■						■						■
Open day events																							■	
Final Conference																						■		
Booklet																								■
Visibility of Activities	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

## Dissemination Activity Report

<b>WITH.CH</b>	
<b>Date</b>	
<b>Country</b>	
<b>Place</b>	
<b>Type of activity</b>	<input type="checkbox"/> Design project logo <input type="checkbox"/> Design project web page <input type="checkbox"/> Leaflet and brochure <input type="checkbox"/> Website publication <input type="checkbox"/> Workshop and trainings <input type="checkbox"/> Transnational Meeting <input type="checkbox"/> Newsletter <input type="checkbox"/> Thematic course <input type="checkbox"/> Maintenance web site <input type="checkbox"/> Evaluation Questionnaire <input type="checkbox"/> Media release or article in local media <input type="checkbox"/> Conference <input type="checkbox"/> Research questionnaire <input type="checkbox"/> Guideline <input type="checkbox"/> Open day Event <input type="checkbox"/> Booklet <input type="checkbox"/> Final Conference
<b>Description</b>	
<b>Role in the activity</b>	<input type="checkbox"/> Organizer <input type="checkbox"/> Speaker <input type="checkbox"/> Other .....
<b>Size of Audience</b>	<input type="checkbox"/> N.... <input type="checkbox"/> Open

## **11. *Monitoring & Control***

The Plan will be continuously monitored and the whole Communication Plan will be fully updated.

## **12 .*Current status***

The activities within the scope of this dissemination plan have already started and a web site home page, a leaflet have been produced.