

# CALL FOR PARTICIPANTS - "PROMOTE YOURSELF"

**Long-term training on visibility, dissemination and exploitation of results (DEOR) within Erasmus+: Youth in Action projects (December 2015 – September 2016)**



IF YOU ...

- have actively participated in the planning and implementation of at least one mobility activity within Erasmus+/Youth in Action programme
- have an idea for a new mobility project, with which you intend to apply in the first half of 2016
- want to increase the overall impact of your project by ensuring visibility and effective dissemination and exploitation of your project results with the help of communication experts and trainers
- commit to active participation in all three phases of this training:

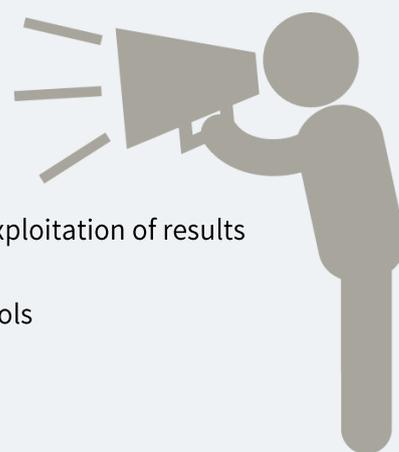
**PHASE 1:** 1st Training, 8-12 December 2015, Ljubljana, Slovenia

**PHASE 2:** Practising and implementing in local realities, January-June 2016

**PHASE 3:** 2nd Training, June/September 2016

## ...AND ARE WILLING TO

- reflect on the past communications connected to your projects
- share your experiences with other participants
- explore the expectations of the Erasmus+: Youth in Action programme in the area of impact, visibility and dissemination and exploitation of results
- upgrade your communication to reach set aims
- discover innovative use of different communication channels and tools
- communicate meaningfully about your projects
- learn and put it into practice in a learning community



**Then this long-term training course is for *you!***

You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere. [Lee Iacocca](#)

## BACKGROUND INFORMATION

Showing results of youth work, recognition of non-formal learning and proving that there is need and benefit of European youth projects is equally important for all actors. The importance of effective visibility and dissemination and exploitation of project results is highlighted also in the Erasmus+: Youth in Action programme, where having a good DEOR plan and activities is fundamental to have your project approved.



## WHAT WOULD THE WORLD MISS WITHOUT YOUR WORK?

Showing your local or international work, results of E+ YIA or other projects in a meaningful way is important – not only for the funders, but also for your target groups and the local environment to join your activities, support your aims, learn from examples, realise changes, celebrate results, etc. The most essential project results are the learning of the participants and the participating organisations alongside with the impact in the local communities. Identifying, documenting and communicating these can sometimes be a challenging task – but it is possible with a strategic plan and a pinch of creativity. Increasing the visibility of the E+ youth projects and their impact contributes to the recognition of non-formal learning in international youth work and allows your work to be seen and appreciated by the people and groups most important for you.

### WHY IS IT IMPORTANT TO MAKE A GOOD COMMUNICATION PLAN FOR YOUR PROJECT?

“Taking the time to develop a comprehensive dissemination and exploitation plan will be advantageous for both the beneficiary and its partners. As well as raising the profile of the organisation, dissemination and exploitation activities can often create new opportunities to extend the project and its results or develop new partnerships for the future. Successful dissemination and exploitation may also lead to external recognition of the work carried out adding further credit to it. Sharing the results will enable others to benefit from the activities and experiences of the Erasmus+ Programme. Project results can serve as examples and inspire others by showing what is possible to achieve under the Programme.”

(From: Annex II of the Erasmus+ Programme guide: Dissemination and exploitation of results)

## AIMS AND OBJECTIVES

The aim of this long-term training is to offer support for the applicants and beneficiaries of the programme for successful planning and implementation of visibility and DEOR strategies within their Erasmus+ Youth in Action projects.

## PHASE 1

**1<sup>st</sup> Training course, 8-12 December 2015, Ljubljana, Slovenia**

The goal is to enable the selected participants to gain strategic planning skills and knowledge for quality planning of visibility and DEOR strategies within their projects.

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### Objectives:

- To present the purpose and potential benefits of investing into the visibility & DEOR of E+ YIA projects
- To explore expectations of the E+ YIA programme towards the applicants and beneficiaries in the area of visibility and DEOR
- To raise the knowledge and understanding of the participants on the topics of communication and ensuring visibility and dissemination and exploitation of project results
- To offer the participants a structured and professional support for quality planning of their visibility and DEOR strategies
- To encourage the participants to use communication channels and tools in an innovative way
- To offer a chance for the participants to share examples of good practice in the area of visibility and DEOR activities

## PHASE 2

### Practising and implementing in local realities, January-June 2016

The goal of this phase is to enable participants to use in practice and adapt the knowledge and resources from the 1st training course in their work. They will design communication plans for their Erasmus+: Youth in Action projects in consultation with the experts.

## PHASE 3

### 2<sup>nd</sup> Training course, June/September 2016

The goal of the 2nd training course is to offer practical support for the participants for quality and innovative implementation of their visibility and DEOR strategies based on the needs and outcomes of the previous phases and evaluate the efficiency and relevance of the long-term training.

### Objectives:

- To offer the participants a structured and professional support for quality implementation of visibility and DEOR strategies of their approved and upcoming E+ YIA projects
- To enable participants to test in practice innovative use of different communication channels and tools
- To offer a chance to share examples of practices in the area of visibility and DEOR activities
- To collect feedback from the participants on the challenges they faced when preparing their visibility and DEOR plans

*(More information and application form for the second training course will be published in the first half of 2016.)*



## ORGANISERS

This training is co-organised by the Slovenian, Croatian, Hungarian and Lithuanian National Agencies for the Erasmus+ Youth in Action programme and SALTO South East Europe Resource Centre.

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## DRAFT PROGRAMME OF THE 1<sup>ST</sup> TRAINING COURSE

The programme of this training course will be delivered in English.

Day 1	Day 2	Day 3	Day 4	Day 5	
ARRIVALS	Breakfast			DEPARTURES	
	Introduction	<i>Step by step 1:</i> Setting the aims & objectives Which are my target groups? What is my message?	<i>Step by step 3:</i> How will I measure my impact?		
	What is DEOR & why is it important?		Useful resources & tools		
	Lunch				
	Terminology & Challenges	<i>Step by step 2:</i> Choosing the tools What about partners? How to be innovative?	My action plan!		
	How do I plan my communication strategically?		Learning outcomes Evaluation and closure		
	Reflection	Reflection			
	Dinner				
	Creating a good atmosphere	Let's share and exchange	Free evening		"See you soon" party

## DATES & VENUE

The activity will take place in Hotel M (<https://www.m-hotel.si/eng>) in Ljubljana, Slovenia, on 8-12 December 2015.

## ARRIVALS AND DEPARTURES

The participants are expected to arrive on the 8th of December 2015 by 6 pm to be able to participate in the welcome evening scheduled for 7 pm. Departures should be planned on 12th of December 2015.



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## TARGET GROUP AND NUMBER OF PARTICIPANTS

The training will gather 30 participants, who:

- have actively participated in the planning and implementation of at least one mobility activity in the frame of the Erasmus+: Youth in Action programme
- have an idea for a new mobility project, with which you intend to apply in the first half of 2016
- are interested in increasing the overall impact of your project by ensuring visibility and effective dissemination and exploitation of your project results
- are committed to participate actively in all three phases of this training (1<sup>st</sup> training course, practice and 2<sup>nd</sup> training course)

## FINANCIAL CONDITIONS

The organisers will cover the training costs (accommodation, food & programme) for the selected participants. The travel costs are financed by E+ YIA national agency of your country (or SALTO SEE RC if you come from Western Balkan country). Therefore we ask you to contact your [Erasmus+: Youth in Action NA](#) or [SALTO SEE RC](#) regarding potential reimbursement of your travel costs or other practicalities regarding your travel.

*(Even though by applying for this training you are committing to participating in the whole process, a new call will be published for the second training course in the first half of 2016.)*

## APPLICATION PROCEDURE

All candidates must apply by filling in the online application form under <http://trainings.salto-youth.net/5304> latest by 2nd of November 2015. (Filling in the application requires registration in MySALTO, which is quick and free). Candidates will be informed about the selection by 10th of November 2015.

## CONTACT

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