**DISSEMINATION**

*What is dissemination?*

« a process that involves a share of results and experiences with the aim of influencing the way other people think and act, or making them aware of new ideas, products or services[[1]](#footnote-1)”

*Why do we want to disseminate?*

1. ***Dissemination for awareness***: Make some people know what has been done and the project’s outcomes
2. ***Dissemination for understanding and increasing involvement*** – it targets people that can benefit from the project.
3. ***Dissemination for support***
4. ***Dissemination for action***: a change in attitudes, way of thinking and practice resulting from the adoption of approaches, materials or products offered by the project.

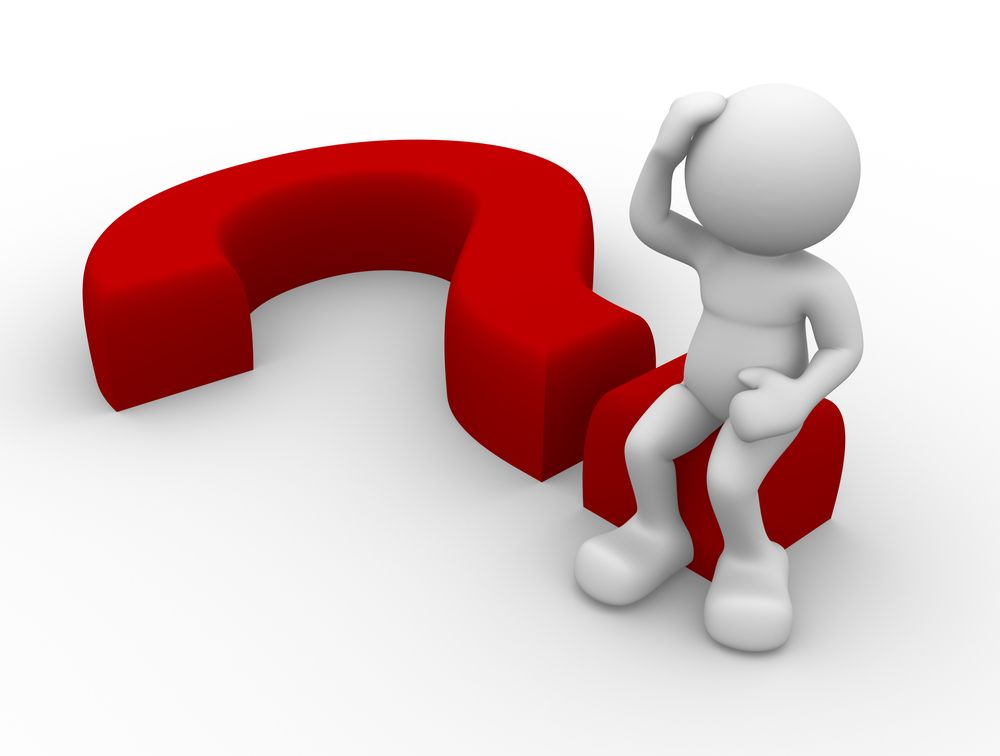
*What do we want to disseminate?*

It is essential to have a shared vision and common understanding of what it is we want to disseminate together with a way of describing it in simple clear and easy to understand

language to outsiders to the project.

*Did you say Grundtv..what ?*

1. How would you ***describe the Grundtvig project*** to an outsider?
2. ***What*** do you believe should be disseminated of the Grundtvig project?
3. ***To whom*** would you disseminate? Identify different stakeholders.
4. ***What can be of interest*** to the different audiences/stakeholders in your community/country?
5. ***How & when*** do you think it is worth disseminating to the targeted audience?



*How do we want to disseminate and when?*

F. ex. Mailing lists, newsletters, reports, websites, workshops, conferences, one-to-one conversations, media, e-mails, flyers, etc.

Brainstorming aid for dissemination

1. From the « Dissemination guidance note for Comenius and Grundtvig partnership », p.2. http://qas.programkontoret.se [↑](#footnote-ref-1)