



EU Programme LLP L. DA VINCI TOI

ALL4WELL

**Accessible Language Learning For The
Wellness Sector**

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***Communication
and
Dissemination Plan***

Table of Contents



Contents

1. INTRODUCTION	3
2. INFORMATION AND COMMUNICATION PLAN FOR ALL4WELL.....	4
3. COMMUNICATION PLAN - DISSEMINATION STRATEGY.....	7
3.1. MEDIA	8
3.2. INTERNET.....	9
3.3. PUBLIC PRESENTATION	10
4. PARTNERS DISSEMINATION STRATEGY.....	12
4.1. UICIFI	12
4.2. CENTRO MACHIAVELLI	13
4.3. BFW	15
4.4. TANDEM HAMBURG.....	15
4.5. ANBBV	16
4.6. CCGBV	16
4.7. BSVO.....	17
4.8. AGENS.....	17
5. CONCLUSION.....	18

1. Introduction

Dissemination is a transversal activity and concentrates on disseminating the results of ALL4WELL project itself to a wide range of existing or potential users.

The objective of the Dissemination Plan is to identify and organize the activities to be performed in order to promote the exploitation and the widest dissemination and valorization of the project's results (interim and final results). **The dissemination and valorisation plan is based on the following quality points:**

1. It should be considered with prior attention the fact, that ALL4WELL is part of a programme by the EU Commission, aiming at Transferring outcomes from previous projects, in our case, ELLVIS, English language learning for Visually Impaired Students, and VET4VIP, Vocational English Training for Visually Impaired People. All partners should therefore do every effort in order to transfer methodology and didactical strategies coming from ELLVIS and VET4VIP, as far as they are applicable with our new project (ALL4WELL).
2. The project partners are going to approach their associated partners and will communicate the project within their partner networks. In this respect, the dissemination strategy outlined in work package 5 should ensure a wide dissemination of the project, its aims and results.
3. The test seminars and the planned seminars allow an exploitation of results starting relatively early in the project. In our case, partners will organize seminars aiming at arising awareness by stakeholders (schools, training centers), as well as by VI operators in the wellness sector. During the second life year of the project, seminars will be focused on presentations of the draft English course, and will put special stress on its strong points (spoken language, learning by interacting, didactical contents directly related to practical scopes, advantages deriving from ability to interact positively with foreign patients).
4. Designing the train the trainers course as a course favors sustainability of the approach after the project's lifetime.
5. The advantage of the technology used is its low price: 50 Euro for a joystick is very cheap compared to other devices for blind people. This should encourage schools and teachers to employ the technology and the English modules.
6. The English modules can be used on their own not only by language schools, but by all schools for the blind that need to teach English for specific subjects, such as IT, business, legislation, etc. As the modules can easily be adapted to other learner languages, this feature should ensure broad interest and usage.
7. All products will be available for free (if possible via download). The language learning modules will be available as open source or freeware, preferably with a Creative Commons License.
8. The demand for English language course related with specific subjects will not cease; in fact it will continually grow, not only in the primary and secondary school sector, but also especially in vocational training. The number of working adults with visual impairments is also growing, as people' working lives are extending. Therefore the number of learners with a visual impairment acquired later in life will grow. Meeting the increased demand with a structure that can be used, added to and improved by other players in the field of training materials is deemed a strategy guaranteed to outlive the project period of 24 months.

The dissemination strategy of the project tries to achieve the following goals:

- Information about the project and the project results
- Sensitisation of language schools to new user interface technologies and CBT for blind and visually impaired people
- Sensitisation of training institutions for blind and visually impaired people to new user interface technologies and CBT
- Acquisition of participants for test seminars and seminars
- Sustainability and usage of the concept and products after the project's runtime

To accomplish these goals, the following target groups shall be addressed:

- Adult training institutions, especially language schools
- Schools for the blind and visually impaired where massage / wellness is taught
- "Distribution carriers" like Integration services, associations and organizations for the blind, school authorities at regional and national level, or adult education associations

- Professional groups / associations of blind operators in massage / wellness
- Groups / All partners take part in this work package.

Goals:

1. The partnership agreed on a common dissemination strategy
2. The project, its goals and tasks are well-known on a national and transnational level
3. The project results meant for publication are easily available

Work items:

1. Definition of a common dissemination and exploitation strategy
2. Presentation of the project and its results on accessible web sites www.uicifirenze.it, www.all4well.org
3. Publication of articles and newsletters
4. Presentations and lectures on fairs, symposia and conferences

Working methods:

1. Face to face partner meeting, forum, email, Online meetings (Skype or other)
2. Presentations and publications

The Dissemination Plan is expanded in two directions: towards the marketing activities in order to enhance the potential of the proposed training process and towards the notification of project’s results in the English Language Teaching/Learning sector, paying attention to the inclusion of VIP in the Lifelong Learning System.

2. Information and Communication Plan for ALL4WELL

Communication is important in all projects. In ALL4WELL project, it is not only important but it is also essential, because it is one of our tasks, planned in WP5. The ALL4WELL project will establish an infrastructure for communications (and therefore dissemination) by building a robust framework in which dialogue and interaction can take place. This applies equally to internal and external communication.

To accomplish this dissemination task, in our project application, we said that we would:

1. Create materials and means (flyers, website, newsletter, etc.);
2. Use our networks and information channels;
3. Inform as many people of the language teaching and learning for VIP as possible;
4. Exploit the train the trainers course as a course favours sustainability of the approach after the project’s lifetime

The ALL4WELL project aims to address issues relating to the English at both the strategic and practical level. The practical experience and guidance to emerge from the project work will be of relevance to transfer in other EU Countries the best praxis which will be developed within the ALL4WELL partnership.

1) Establishing stable conduits within and without the ALL4WELL community

These will be used to disseminate information about and solicit input into the ALL4WELL project work. Contact can be maintained and facilitated by:

E-mailing list

Internal Lists: An e-mailing list under the ALL4WELL@uicifirenze.it has been established for the ALL4WELL project which aims to provide a mechanism for internal project communications. Currently this includes members of the project team from each partner side and can be currently updated, if necessary.

External Lists: Digital archiving of all the partners covers many areas and it may be difficult to reach all stakeholders without using several existing lists to communicate to the wider community. Therefore ALL4WELL will aim to use

existing mailing lists of all the partners for its external communications. Ongoing new useful addresses will be added by each partner to the existing mailing lists.

Moodle Platform

A Moodle Platform have been built by UICI Florence as useful tool for the internal communication of all the partnership and as the principal means of distributing administrative and procedural documents for use by members of ALL4WELL. On the Moodle Platform it's possible to share and exchange documents, to publish meeting minutes, to arrange forums focused on the questions related to the project development.

Working Groups

Internal project working groups can be used to manage project work and provide an effective mechanism for the project development. The work of these groups will focus on specific practical issues. Some working groups can be arranged also via Internet (skype or other distance communication systems).

2) Developing a publications programme

At a minimum this will comprise:

- targeted informational literature designed to raise awareness about ALL4WELL, and its activities
- instructional literature derived from experience across ALL4WELL. Such literature may include:
 - methodological guidelines
 - strategic guides to good practice including organisational implications for Language Schools related to the inclusion of VIP in their teaching/learning system

3) Developing effective mechanisms for disseminating material

The worldwide web

In addition to its use of e-mailing lists and moodle platform, ALL4WELL established a web presence on the <http://www.ALL4WELL.org>. The web page will include:

- information about ALL4WELL and its activities including contact details, background information, working papers, events (seminars, workshops, conferences) etc.
- instructional materials as discussed above (the web in this respect acts as a principal means of publication);
- frequent news and updates to keep the community informed.

Printed publications

ALL4WELL may wish to maintain printed copies of selected informational/publicity and/or instructional materials for free distribution.

Promoting dissemination, advocacy and other events

Conferences, workshops, seminars will be organised by ALL4WELL project to:

- raise awareness about ALL4WELL activities, products, results, etc.;
- act as training venues e.g. for disseminating multimedia software and tools, instructional material, as required by the planned activities;
- act as forum for more public discussion of development, collections, standards, or other strategic and substantive issues of interest to ALL4WELL and the wider community.

Supported and Assisted Dissemination

ALL4WELL plans also to hold a series of dissemination events specifically aimed at Language schools and training organizations' for blind and VIP towards the end of the project. These events will provide support for schools and

training centers concerned about language teaching and developing sensible long term strategies for access of blind and VIP. The project will bring its knowledge and experience to these events as a way of providing support and hands-on assistance to potential users within the context of their local situation. These events may be based around the training experience and the best praxis developed within ALL4WELL.

3. Communication Plan - Dissemination Strategy

GOAL	TARGET-GROUPS	COMMUNICATION MEANS	DISSEMINATION MEANS
Present ALL4WELL project	Blind and VIP schools Language Schools Adult training institutions Teachers Blind and visually impaired people working in or trained for the wellness sector	Press Releases Poster Leaflet Internet Banner Internet Links Power-Point Presentations	NEWSPAPERS MAGAZINES NEWSLETTER WEBSITES SEMINARS CONFERENCES WORKSHOPS FAIRS TECHNICAL MEETINGS

3.1. Media

Goal	Dissemination Mean	Support	Action plan	Target-group	Internal/External	Indicator	Mark	Budget
Disseminate ALL4WELL project Media Channels	Newspaper	Paper articles	Disseminate press releases to the newspaper of our list of contacts	General public	External	Number of Newspaper articles published	articles per year published.	For free if we make shore that the press release is interesting
	Magazine		Disseminate articles in the internal magazines and in the external magazines	ALL4WELL target-groups	Internal	Magazine articles published	articles per year published in magazines	Free
						Number of people from the target groups	700	
					External	Magazine articles published	Get articles a year published in magazines	For free if we make shore that the articles are interesting

3.2. Internet

Goal	Dissemination Mean	Support	Action plan	Target-group	Internal/ External	Indicator	Mark	Budget
Disseminate ALL4WELL project the Internet	Newsletter	Template sent by e-mail	Send information by e-mail to ALL4WELL target	ALL4WELL target-groups	Internal	Number of newsletters sent by year and number of people who received them	Newsletter sent during the year	Free
	Websites	webpage	Create a webpage for the project	General public	Internal	Number of visits to the webpage	Increase the number of visits a month in 5 %	Free
		Article with links	In the webpage for the news include a article with links	General public	Internal	Number of visits to the webpage	articles per year with links	Free
						Number of visits to ALL4WELL webpage	Increase the number of visits 5%	Free
		Banner	Place the ALL4WELL logo as a banner in the Homepage, with a link to ALL4WELL webpage and count the number of visits	General public	Internal	Number of visits to ALL4WELL webpage	Increase the number of visits 5%	Free

3.3. Public Presentation

3.3.1. ALL4WELL target-group

Goal	Dissemination Mean	Support	Action plan	Target-group	Internal/ External	Indicator	Mark	Budget	Number of people reached
Disseminate ALL4WELL project through Public presentation	Seminars	Paper	Disseminate flyers and leaflets to the participants	ALL4WELL target-groups	Internal	Number of materials handed over	That everyone present receives a leaflet/flyer	Budget for the leaflets	20-300 each
	Workshops								20-300 each
	Technical Meetings	Power-point presentations	Make a presentation about the project and its products			Number of people present	That everyone present knows ALL4WELL	Free	10-200 each



3.3.2. General public

Goal	Dissemination Mean	Support	Action plan	Target-group	Internal/ External	Indicator	Mark	Budget	Number of people reached
Disseminate ALL4WELL project through Public presentations	Conferences	paper	Disseminate flyers and leaflets to the participants	General public	External	Number of materials handed over	That everyone present receives a leaflet/flyer	Budget for the leaflets	60-2000 each
	Fairs								300-2000 each

4. Partners dissemination strategy

After the collection of the questionnaires about which means of communication and dissemination are used by the partner, here we present a proposal of dissemination activities for each partner. The partner can try to implement or follow the proposal of this communication plan, or not may decide to do another.

4.1. UICIFI

MEANS	NAME	ACTION PLAN	TARGET- GROUP	INDICATOR	MARK
Newspaper	La Nazione	Disseminate press releases to the newspaper of our list of contacts	General public	Number of newspapers articles published	Monthly
	Il Corriere di Firenze				
	La Repubblica				
Magazine	Il corriere dei ciechi – edizione Braille (the messenger of the Blind – Braille edition)	Disseminate articles in the internal magazines	Blind and visually impaired, Policy makers, school authorities, general public, Teachers, Headmasters	Number of magazines articles published	2 articles a year in each magazine
	Il corriere dei ciechi – versione a stampa (The messenger of the blind – print edition)				
	Tiflogia per l'integrazione – Blind welfare for social inclusion				
	Oltre il confine - (beyond the border)				
	Uicifirenze informa - Italian Union of the Visually impaired Florence informs				
La Lente - (published by Italian Union of the Visually Impaired – Florence)					
Newsletter	Newsletter dell'Unione Ciechi ed Ipovedenti Firenze - Italian Union of the Visually impaired Florence informs	Send newsletter to target groups	Associates, professionals, families, Schools, University, local authorities, External Policy makers, visually impaired persons, Members of World Blind Union	Number of newsletter published	Monthly and Biannual
	EBU newsletter - (published in English, French, Spanish)				
	The Educator - Published by ICEVI International Council for the Education of the Visually Impaired				
Website	www.uicifirenze.it	Place the ALL4WELL logo as a banner in the UICIFI Homepage, with a link to ALL4WELL webpage and count the number of visits	General public	Number of visits to the link of ALL4WELL on the webpage of UICIFI	Increase the number of visits a month in 5%
Social networks	https://www.facebook.com/pages/unione-italiana-dei-ciechi-e-degli-ipovedenti-Firenze/192389350771824	Place the ALL4WELL logo as a banner in the Homepage, with a link to ALL4WELL webpage and count the number of visits	General public	Number of visits to the ALL4WELL logo as a banner on the homepage of UICIFI	Increase the number of visits a month in 5%



Seminars/ Workshops/ Technical meetings	Local convention Panel meeting Regional convention National convention of Italian Union of the Blind - (both in presence and online)	Make presentations and work sessions	Associates staff and Leaders of local branches of Italian union of the blind	Number of people present	207 participants
Conferences/ Fairs	Specific meetings in different places such as university, Language schools, rehabilitation centres, Rehabilitation, Prevention of blindness, Education, IT Annual meeting at Florence University faculty of medicine - (they have a special section for visually impaired students learning phisiotherapy) Webradio conferences run by the Italian union of the blind	Disseminate general information and leaflets	Students and teachers, Members of the italian union of the blind	Number of people present	360 participants

4.2. CENTRO MACHIAVELLI

MEANS	NAME	ACTION PLAN	TARGET-GROUP	INDICATOR	MARK
Newspaper	La Nazione	Disseminate press releases to the newspaper of our list of contacts	Students, teachers, general public, Blind and Visually impaired	Number of newspapers articles published	Annually
	Il Corriere di Firenze				
	La Repubblica – Firenze				
	L'Unità – Firenze				
 C.R.E.D. Ausilioteca Firenze				
 UIC Grosseto e Siena				
 Giornale UICI				
 Gonews				
Magazine	La gazzetta di Pistoia e Provincia	Disseminate articles in the external magazine	Students, teachers, general public, Foreigners citizens living in Tuscany	Number of magazines articles published	1 article per year in each magazine
	Zitty Berlin				
	Tip Berlin				
	ADESSO, Die schönsten seiten auf italienisch München				
	The Florentine – The English speaking local magazine in Florence				
..... Florence News and Events	Send newsletter to students, teachers, general public	Students, teachers, general public	Number of newsletter published	3 times fo Year	
Centro Machiavelli Newsletter and information materials (by post mail) to around 2.000 people					



Websites	http://www.centromachiavelli.it	Place the ALL4WELL logo as a banner in the MC Homepage, with a link to ALL4WELL webpage and count the number of visits	Students, teachers, general public	Number of visits to the link of ALL4WELL on the webpage of MC and the other listed websites	Increase the number of visits a month in 5%				
	http://formazione.centromachiavelli.it								
Social networks	FACEBOOK – Italian language school for foreigners Centro Machiavelli, Florence Italy TWITTER Socialmedia.machiavelli@gmail.com MYPSPACE – Google +1	Disseminate information about Centro Machiavelli activities, including ALL4WELL project	Students, teachers, general public	Not available	Not available				
	TANDEM International Plenary Meetings (languages)					Make presentations and work sessions and hand on sessions	Managers Teachers Trainers	Number of people present	10-30
	Italian language and cultural seminars in Russia (Italian-Russian Association, Moscow, St. Petersburg, Kazan)								300
Italian language and cultural seminars in Japan (Istituto Italiano di Cultura Tokyo)	100								
Italian language and cultural seminars in Japan (Agencies)	70								
Italian language and cultural seminars in Japan (Italian-Japanese Association, Tokyo)	200								
ASILS National Plenary Meetings (italian language and cultural centres for foreigners)	30-40								
Conferences	Conference for Russian students in co-operation with the Italian-Russian Association of Florence	Disseminate general information and leaflets, organization of hand on sessions	Students	Number of people present	40				
Fairs	ICEF Berlin WS		Agents General public		Number of people present	4000			
	TOKYO EXPO	150							
	TOKYO EXPO	800							
 MOSCOW	3000							
 ST. PETERSBURG	1000							



4.3. BFW

MEANS	NAME	ACTION PLAN	TARGET- GROUP	INDICATOR	MARK
Newspaper	Main-Post	Disseminate press releases to the newspaper of our list of contacts	General public	Number of newspapers articles published	monthly
	Mrkt am Sonntag				
Magazine	Gegenwart	Disseminate 2 articles in the external magazine	Blind and visually impaired	Number of magazines articles published	2 articles a year in each
	Visus				
	Horus				
	Retina aktuell				
	Visio-n				
Newsletter	BFW newsletter	Send newsletter to target groups	Blind and visually impaired	Number of newsletter published	monthly
Websites	www.bfw-wuerzburg.de	Place the ALL4WELL logo as a banner in the BFW Homepage, with a link to ALL4WELL webpage and count the number of visits Link the ALL4WELL pages to related websites	General public	Number of visits to the link of ALL4WELL on the webpage of BFW and the other websites	Increase the number of visits a month in 5%
Seminars/ Workshops/ Technical meetings	Workshops for multipliers	Make presentations and work sessions	Multipliers	Number of people present	That everyone present receives one leaflet or knows about it
Conferences/ Fairs	Open house SightCity Frankfurt Forum Arbeitsmedizin	Disseminate general information and leaflets	Multipliers Visually impaired persons Health professionals	Number of leaflets handed over	That ALL4WELL target gets one

4.4. TANDEM HAMBURG

MEANS	NAME	ACTION PLAN	TARGET- GROUP	INDICATOR	MARK
Magazine	Study Travel Magazine	Disseminate articles in the external magazine	Language course Agents	Number of magazines articles published	Monthly
Websites	www.tandem-hamburg.de	Place the ALL4WELL logo as a banner in the TANDEM Homepage, with a link to ALL4WELL webpage and count the number of visits	General public	Number of visits to the link of ALL4WELL on both web pages	Increase the number of visits a month in 5%
Social networks	FACEBOOK – Tandem Hamburg International Language School TWITTER: @TANDEMHamburg	Disseminate information about Tandem Hamburg activities, including ALL4WELL project		Not available	Not available
Seminars	Open day	Make presentations and work sessions	Multipliers, students	Number of people present	40



4.5. ANBBV

MEANS	NAME	ACTION PLAN	TARGET-GROUP	INDICATOR	MARK
Magazine	Litera noastra	Disseminate articles in the external magazine	Blind persons	Number of magazines articles published	Monthly
Websites	www.nevazatoribrasov.ro	Place the ALL4WELL logo as a banner in the ANBBV Homepage, with a link to ALL4WELL webpage and count the number of visits	General public Blind persons	Number of visits to the link of ALL4WELL on both web pages	Increase the number of visits a month in 5%
Social networks	FACEBOOK – Romanian Association of the blind- Brasov branch	Disseminate information about ANBBV activities, including ALL4WELL project		Not available	Not available
Seminars	N. 2 Accessibility	Make presentations and work sessions	Multipliers	Number of people present	20
Conferences	N. 2 Accessibility	Make presentations and work sessions	Multipliers	Number of people present	30
Workshops	N. 2 Accessibility & Technology	Make presentations and work sessions	Multipliers	Number of people present	15
Fairs	N. 1 Accessibility	Make presentations and work sessions	Multipliers	Number of people present	40

4.6. CCGBV

MEANS	NAME	ACTION PLAN	TARGET-GROUP	INDICATOR	MARK
Newspaper	Transilvania Expres	Disseminate articles in the external magazine	General public	Number of newspapers articles published	Annually
Magazine	24 FUN	Disseminate articles in the external magazine	General public	Number of magazines articles published	Monthly
Newsletter	CCGBV Newsletter	Send newsletter to teachers, general public	Teachers, general public	Number of newsletter published	Monthly
Websites	www.kulturzentrum-kronstadt.ro	Place the ALL4WELL logo as a banner in the CCGBV Homepage, with a link to ALL4WELL webpage and count the number of visits	Teachers, general public	Number of visits to the link of ALL4WELL on the webpage of CCGBV and the other listed websites	Increase the number of visits a month in 5%
Social networks	FACEBOOK – German Cultural Center	Disseminate information about CCGBV activities, including ALL4WELL project	Teachers, general public	Not available	Not available
Seminars/ Workshops/ Technical meetings	Languages	Make 2-3 presentations and work sessions and hand on sessions	Teachers	Number of people present	12



4.7. BSVÖ

MEANS	NAME	ACTION PLAN	TARGET- GROUP	INDICATOR	MARK
Magazine	Durchblick	Disseminate articles in the internal and external magazine	Members, general public	Number of magazines articles published	2x a year
Newsletter	BSVO Newsletter	Send newsletter to target groups	Members, general public, visually impaired	Number of newsletter published	2-3 times a month
Website	www.blindenverband.at	Place the ALL4WELL logo as a banner in the BSVO Homepage, with a link to ALL4WELL webpage and count the number of visits	Students, teachers, general public	Number of visits to the link of ALL4WELL on the webpage of BSVO and the other listed websites	Increase the number of visits a month in 5%
Social networks	FACEBOOK – BSVO Blinden- und Sehbehindertenverband	Disseminate information about BSVO activities, including ALL4WELL project	Members, general public, visually impaired	Not available	Weekly
Seminars/ Workshops/ Technical meetings	Seminars “Language” Seminars “Massage”	Make presentations and work sessions and hand on sessions	Visually impaired	Number of people present	14

4.8. AGENS

MEANS	NAME	ACTION PLAN	TARGET- GROUP	INDICATOR	MARK
Website	http://www.agens-berlin.de/	Place the ALL4WELL logo as a banner in the Homepage, with a link to ALL4WELL webpage and count the number of visits		Number of visits to ALL4WELL webpage	Not applicable
Workshops	Bvaa workshops The bvaa (Berlin Association of Labor and Training) is an umbrella organization of 40 employment and education companies	Make presentations and work sessions and hand on sessions	Teachers, trainers, multipliers	Number of people present	25



5. Conclusion

The lead partner of the WP5 is the Italian Union of the Visually Impaired Florence who is supported by tandem partner P2 (BFW). The Italian Union of the Visually Impaired Florence coordinates the dissemination activities of the work package and is responsible for the organisation and creation of the project's brochure and the newsletters.

To reach the planned aims to valorise the ALL4WELL results and products, it's fundamental that all the partners apply the above illustrated communication plan. This tool will allow us to think through how to communicate most efficiently and effectively. Effective communication means that you are providing information in the right format, in due time, and with the right impact. Efficient communication means that we are providing the information that is needed, and nothing more.

We have to make sure that pedagogues, teachers and trainers know what ALL4WELL stands for, what its products are and how they can use (train the trainers course and tools) or get (download) them in order to respond to their needs in the pedagogical area.

