

Title: Dissemination, why?

Dissemination is the process of spreading information and promoting the project and its outcomes to a well targeted wider audience. Dissemination is an ongoing process, starting from the beginning of year 1, involving the visibility of all activities, (partial) products and outcomes. It should be the key element in a strategy of visibility, impact and sustainability.

Description/Rationale:

Dissemination should start from a coherent plan. The main questions in the plan are: why do you disseminate, what do you disseminate, to whom, how and when? There is no general answer to these questions. Do not send everything to everyone. For each “why” (aim), there is a “what” (output), and a specific target group and timing. With a good dissemination plan you send the right things to the right people at the right time.

- To become a player in the field
- To mainstream your method, approach, product
- To link up with other initiatives in the sector
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Importance/Relevance:

One only can appreciate what one knows. Effective dissemination should take care of visibility, name, reputation ...as a condition for being appreciated and valued. Project outcomes need to be established through becoming embedded in local policy, mainstreaming and implementation at institutional level.

How can I apply all this in my own project?

Enlarge to A3 and copy the table ‘dissemination_exercise’ below. At the kick-off meeting you create groups of 2 or 3 partners and let them brainstorm and fill in the form. This can be a good basis for the dissemination plan.

Additional resources:

- Worksheet: dissemination_exercise