

BIOTALENT - Talent in Biodiversity

Innovative education and new skills to increase engagement in Science

DISSEMINATION PLAN 2016-2019

M1: September 2016

Produced by: CETAF

Presented: on the 21 September 2016, at the 1st Kick-Off Meeting (Hungary, BU)

Commented: requests to Partners sent on the 23 September 2016, via email

Approved by BIOTALENT Strategic Partnership: 30 September 2016

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ACTIVITY POLE 5



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1. Introduction

Through the period 2016-2019, this Dissemination Plan will be the referential framework on which all regular communications of the BIOTALENT PROJECT are based, under the scope of Activity Pole 5. It will guide all dissemination efforts led by CETAF, in close collaboration with the Strategic Partnership, whether these are generated by CETAF, other members or any other third parties, in relation to the topic. CETAF will be responsible for integrating them all and for channelling the resulting messages and actions towards the external world.

The primary target is to spread the knowledge about BIOTALENT as a pilot initiative for blended learning on Biodiversity and related issues that combines on-line education with in presence part that will allow learners to get a deeper understanding of the subject. It also intends to maintain a regular update of the Project and seeks to attract targeted audiences to get engaged on the project sustainability after the project lifetime. The added value of this Dissemination Plan focus on the valorisation of the expected outcomes and the possibility to maintain, enhance and spread the knowledge on Biodiversity thus promoting new skills and opening up the scope of related jobs.

This current plan aims to define clear dissemination objectives and to support CETAF in developing its tasks under **Activity Pole 5**.

2. Objectives

In order for this Dissemination Plan to be fruitful, realistic objectives must be defined. These objectives are as follows:

- Expand the awareness on BIOTALENT, its aims and core activities
- Engage learners in participating in the Project
- Complement the Recruitment Plan in, basically, the identification of targeted audiences, and spread the Project among them
- Get the Education community (in its broad sense) involved in the development of collaborative projects
- Ensure that the flow of communication is maintained on a regular basis
- Contribute to raise awareness and educate the targeted audiences on the importance of Biodiversity education

- Disseminate and promote the added value of the Project among the targeted audiences
- Facilitate the outreach of the expected outcomes among the targeted audiences and beyond (specifically, to the CETAF member institutions)
- Disseminate and promote the project among STEM stakeholders
- Embed the Project outcomes outside the Partnership

This Dissemination plan covers majorly external communication, while internal communication remains at the Coordinator responsibility.

3. Targeted Audiences

The definition of the Audiences will constitute the pillar for implementing the Recruitment Plan. These potential audiences have been already identified in the Project Proposal, and grouped into three different levels:

A. COMMUNITY OF PRACTICE

- Practicing biology (and related) **teachers** and trainee teachers from secondary education
- **Educators** in science museums, botanic gardens science centers and nature organizations
- **Professionals**, such as biologists, rangers and conservation managers at nature reserves, national parks and civil organizations
- **Unemployed and /or interested** professionals

B. COMMUNITY OF INTEREST

- **Education organizations**, training organizations and
- **Nature organizations** and societies, environmental agencies
- Science and education **policy makers** (and/or their advisors)

C. BIOTALENT partner institutions (including their relevant networks, as for CETAF Members)

4. Key messages

In order to answer each objective and target group's needs, the BIOTALENT Dissemination Plan will be structured around a spectrum of interconnected key-messages that will agreed upon by the Strategic Partnership:

- BIOTALENT is a unique initiative as a blended system for adult learning which deals with crucial environmental issues of nowadays such as biodiversity and climate change
- BIOTALENT benefits from the sound expertise and the skills of more than 60 direct partner institutions (via CETAF) and their unique scientific collections
- BIOTALENT opens the door to new skills and expertise in the domain of biodiversity thus contributing to the better employability of people
- BIOTALENT strengthens the position of biodiversity science in the society
- BIOTALENT provides a matrix that can be used in the wider sector of STEM

5. Means and Tools

The following tools will be the pillars on which the Dissemination Plan will anchor:

- BIOTALENT image (logo) to be included in all project related material
- BIOTALENT website
- BIOTALENT newsletters
- BIOTALENT Course Brochure: flyer (digital and printed), also in its poster format
- BIOTALENT Course Video

The most common means will be used to obtain the content to be disseminated:

- Participation in the multiplier events and in the international meetings
- Permanent flow of information among the Strategic Partnership, from M12
- Digital link to external sources of information
- Special link and reference to the BIOTALENT website at the CETAF institutions' web sites

6. Planning

The Dissemination Plan will be implemented in several actions throughout the project lifetime, those being either regular or punctual.

On a regular basis:

- Website update: Online news, calendar of events, and social media activity
- Newsletter: The BIOTALENT Newsletter with special topics and highlights (from M12 every 6 months)

On a punctual basis:

- Promotional Brochure: M18 (February 2018) with a 3.5 months preliminary work
- Promotional Video: M34 (June 2019) with a 8 months preliminary work

7. Evaluation and Indicators

As per BIOTALENT project, there are several indicators to follow-up that will assess the achievements of the Activity Pole as a whole, integrating the 3 major undertakes: dissemination of the contents, recruitment of learners and valorisation of the project.

Those will be assessed mid-way through the Plan (December 2017) and near to the end of the Plan (June 2019). These evaluations will enable the Partners to introduce any correction measure, if needed.

The indicators will be:

- Number of public visitors to the project website and the e-learning platform, for which several statistics references will be placed (such as Google analytics).
- Number of Registrations received
- Extent of the valorisation of the project:
 - Number of participants to events
- Number of participants to meetings
- Number of users of the blended learning model in other VLE initiatives, in STEM

These indicators will form integral part of the BIOTALENT Quality Assurance Plan.

The results of these evaluations shall be presented to the Strategic Partnership and could eventually be published publicly on the BIOTALENT website.

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