



# DissMark Conference

*Dissemination and Exploitation of Results inside European Educational and Cultural programmes*

**Tallinn 12-13 October 2007**

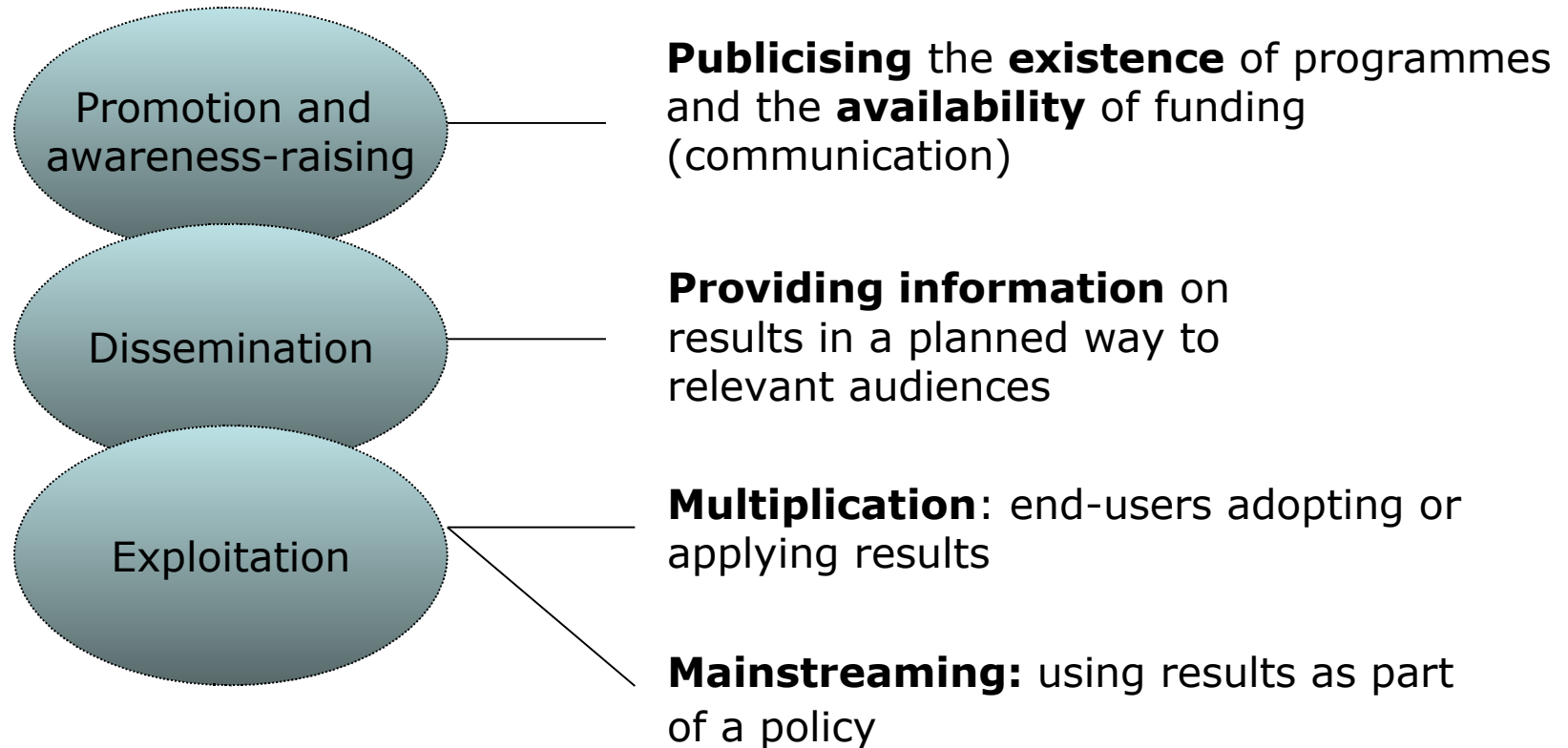
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DG EAC/C3-Valorisation

## Summary

1. Setting the scene : definitions and added value
3. Background information: EAC strategy for dissemination and exploitation of results
5. Practical tools available at European level



# 1. What is it? Defining the processes involved



**Exploitation provides the link *back into policy* – it is more than dissemination!**

## Keys to successful dissemination and exploitation of results

- ❖ Producing relevant results to satisfy the demands of providers and policy makers (and ultimately society more generally)
- ❖ Ensuring, through the use of effective dissemination and exploitation mechanisms, that such results reach the right target audiences in a format and at a time which enables them to benefit



## **Dissemination and exploitation of results: why? The benefits**

- Sustainability of project results
- Capitalization of investments
- Enhanced impact of programmes and projects
- Exchange of good practices and learn from each other's experiences (scale economies)
- Transfer of results to influence and change systems and practices (bottom up)
- Feeding the policy processes - the bridge between policy and practice
- ...



## Typologies of results

- *Products* : reports, studies; modules, handbooks, curricula, qualifications, online education and training, events ...
- *Methods* : knowledge, cooperation processes, methodologies, managerial lessons, exchange of ideas ...
- *Experiences* : management of transnational partnerships, personal experience; individual skills and knowledge...
- *Policy Lessons*: overall experience applied more widely at 'systems' level
- *European Co-operation*: European partnerships; transnational sharing of practices...



## 2. Towards a strategy for all EAC programmes


Dissemination & exploitation play an important role in reinforcing DG's capacity to deliver on Lisbon and citizenship agendas

- 2003: Leonardo da Vinci is the first programme to develop a systematic approach to dissemination and exploitation of results
- 2005: DG EAC starts developing an overarching strategy for all its programmes
- 2006: Socrates - valorisation becomes compulsory element for all new projects
- 2006: results of external evaluation + action plan
- 2007: valorisation is a key element of all new EAC programmes
- 2008: better exploit synergies with communication




# Key Elements of EAC Strategy

- Link programme results back into policy development
- Embed dissemination and exploitation of results into the mechanisms of a programme
- Tailor- made approach
- Mobilize key actors at different levels

community;  


## **MICRO level**

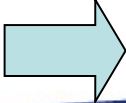
(inside partners organizations; local operators; local authorities; other projects...)

national educational and cultural bodies; sectoral organizations, intermediaries...  


## **MESO level**

(regional and national organizations; regional and

national educational and cultural bodies; sectoral organizations, intermediaries...)



## **MACRO level**

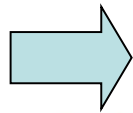
(national decision makers; European policy makers...) – feed policy developments with project results





# The contribution of DissMark

- Needs identified:
  - lack of skills in marketing and promotion of language products
  - need for exchange, dissemination, promotion of results
- Answers by DissMark:
  - it provides a framework for active dissemination and exploitation
  - it provides support and training to project promoters
  - it enables networking
  - it assures continuation



an operational tool for implementation of Commission's strategy!



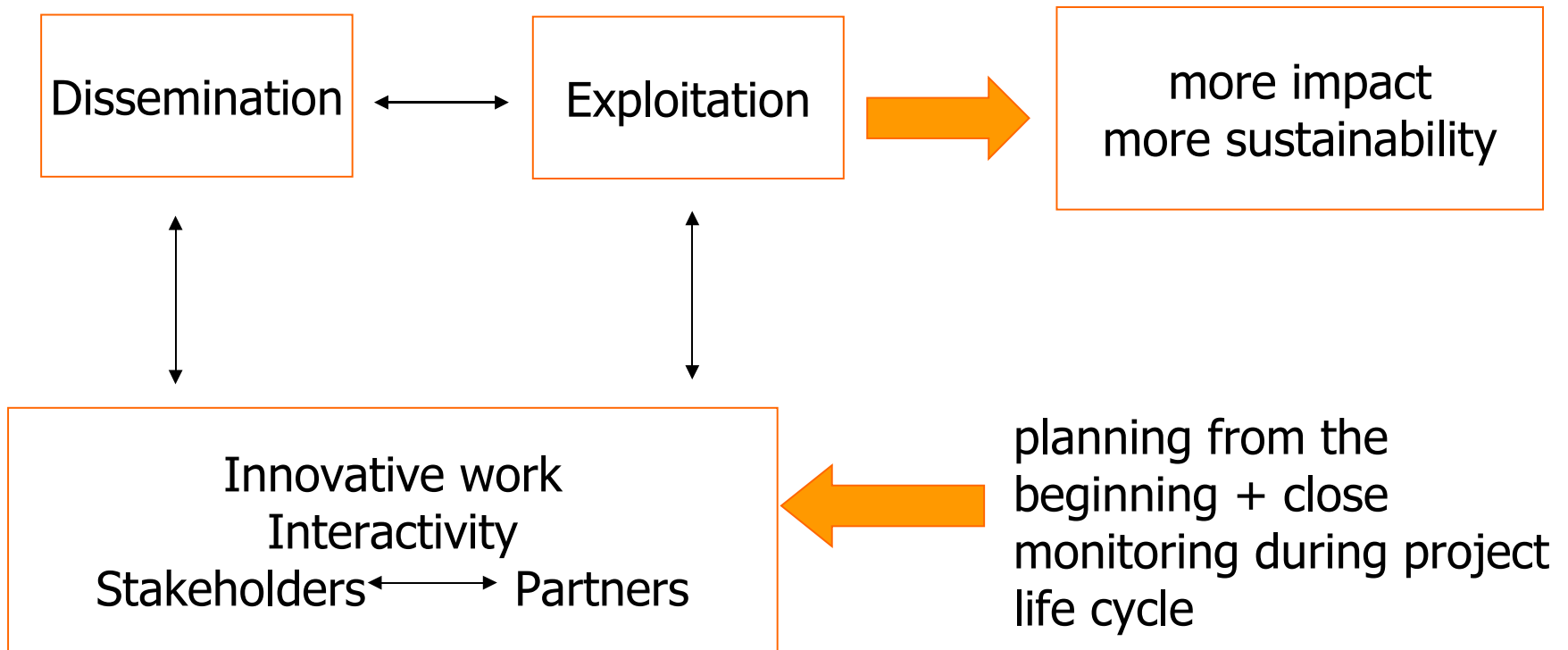
### 3. Tools available at European level

## Lifelong Learning programme:

- Valorisation events (Accompanying Measures)
- Transfer of innovation (Accompanying Measures)
- Key Activity 4 : cross-cutting, EU-level and systemic
- Dissemination and exploitation plans (requirement at project level)



# Dissemination and exploitation plan: basic features



# EVE: electronic platform for dissemination and exploitation of results

- **Multilingual, user friendly electronic platform**
  - **Interactive and cross-sector search engine and browsing**
  - **Direct access to outcomes and products**
  - **Possibility to download results, when available in digital format**
  - **Support services: Online guide, IPR, Helpdesk, Translation**
  - **Open forum for discussion and exchange of practices**
- <http://ec.europa.eu/eve/> (from end 2007)
  - Interest in participation in test phase? Contact us!





# Europa banner

## Navigation bar

### Essentials

Introduction  
Why disseminate & exploit results  
What are the benefits ?  
Who can participate ?  
What is disseminated and exploited  
How to proceed

### Toolbox

On-line guide  
Criteria for selection of best practices  
Check-list  
IPR  
Capitalize on past experiences  
Didactic material  
Terminology  
Selective bibliography

### In Depth

Documents & studies  
Conference proceedings  
Exploitation of results in other fields  
Archives

### Miscellaneous

Events & calendar  
Useful links  
Contacts

### Welcome

Definition

On-line guide

On the way to EVE

Building on previous achievements

### Events & News

Dissmark II – 11-13  
October 2007 –  
Tallin, Estonia

NA  
DATABASES

Eurydice



## Useful information

DGEAC approach to dissemination and exploitation of results:

[http://europa.eu.int/comm/dgs/education\\_culture/valorisation/](http://europa.eu.int/comm/dgs/education_culture/valorisation/)

E-mail: [elisabetta.degiampietro@ec.europa.eu](mailto:elisabetta.degiampietro@ec.europa.eu)  
[eac-unite-C3-secteur-valorisation@ec.europa.eu](mailto:eac-unite-C3-secteur-valorisation@ec.europa.eu)

