



Camera di Commercio  
Roma  
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## TARGET GROUPS

| TARGET GROUPS WITHIN THE PARTNERSHIP   | TARGET GROUPS OUTSIDE THE PARTNERSHIP  |
|--|--|
| <p>Internal dissemination will be targeted to the following actors:</p> <ul style="list-style-type: none"> <li>- School staff and management</li> <li>- Students</li> <li>- Mobility experts' staff</li> <li>- Chamber of commerce's staff (Forma Camera)</li> </ul> | <ul style="list-style-type: none"> <li>- Policy makers and civil servants in local and regional authorities</li> <li>- Teaching staff and management in other schools</li> <li>- Mobility experts' staff and management</li> <li>- National ministries of education</li> <li>- National Agencies</li> <li>- Erasmus+ practitioners</li> <li>- European institutions</li> <li>- SMEs' management and staff</li> <li>- Organisations representing business such as trade associations</li> <li>- European networks of VET organisations and business chambers</li> </ul> |
|  |  |

### LOCAL LEVEL

the staff of all partner organisations will be informed about the exchanged practices in order to feel part of the process and aware of the qualitative improvements that the practices exchanged will bring on their way of teaching. Dissemination at local level will also focus on young students who are attending courses in the participating schools as well as their families, to inform them about the activities which the school is developing at transnational level for improving the quality of teaching.

### REGIONAL/NATIONAL LEVEL

The dissemination plan will be addressed to decision makers, civil servants, political representatives at regional level and regional educational institutions to make them more aware of the teaching methodologies exchanged in the project and engage them in spreading information about the project towards other schools at regional and national levels.

At national level partners will target other VET schools, national agencies, ministries of education and labour etc.

### EUROPEAN LEVEL

At European level the targets of dissemination activities will be: European networks; partners in other European projects, partner schools and other business organisations.

Regarding the European Network, Forma Camera will inform the European network of chambers of commerce "Eurochambres" Uniser will share information of the project to the EfVET network (1500 VET providers in 24 European countries); and SERN (60 local authorities from Italy and Sweden).

## Dissemination channels

### ECO.TOUR

Enhancing teachers' Competences on sustainable TOURism  
Agreement n. 2020-1-IT01-KA202-008511

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The dissemination of the results will take place a variety of media, via partners dissemination channels and via new dissemination channels that will be created during the progress

**Project dissemination tools:**

- ◆ Project website and blog
- ◆ Project social media (Facebook page, Instagram and YouTube)
- ◆ Press and Media (press releases to local newspapers in each country; )
- ◆ International communication
  - 1) Presentation of the project to parents or partners association at local level
  - 2) Internal newsletters and communication tools used to inform staff and learners in each
- ◆ Events
- ◆ Info kit (logistic information kit)

**KEY MESSAGES:**

- The project ECO.TOUR improves the quality of teaching in Europe;
- ECO.TOUR allows practitioners to exchange practices that integrate sustainable tourism in curricula;
- The project will produce a set of good practices tested by practitioners which are ready to be used by any VET school in Europe and outside;
- The Erasmus+ Programme promotes training opportunities which increase the competences of teaching staff;
- The project strengthens the relation between different components of the education system: schools, mobility experts and stakeholders such as public authorities and business actors.

**ACTIONS:**

Each action of the dissemination plan pertains to a goal and is characterised by a level.

| Action   | Goals  | Level   |
|--|--|---|
| Press releases to online and offline newspapers in each country aimed at launching and promoting the project (Goals: 3, 4 levels: A, B, C) | 3. To increase the number of organisations adopting the practices exchanged in the project activities.<br>4. To attract stakeholders from public authorities, research and business sectors (e.g. business associations) | A Internal dissemination B Local dissemination C Regional dissemination |
| Organisation by each partner of an event aimed to present the project to teachers/staff, families and students (Goal: 1, level: A)         | To make project partners the first ambassadors of the project, creating a multiplier effect on students, families, stakeholders etc.   | A Internal dissemination  |
| Organisation by each VET school of a moment to present the practices collected to the staff after each thematic seminar (Goal: 1,          | To make project partners the first ambassadors of the project, creating a multiplier effect on students, families, stakeholders  | A Internal dissemination  |

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| level: A)  | etc.  |   |
|--|---|---|
| Creation of a website containing all information about the project, the practices collected and other material delivered (Goals: all, levels: A, B, C, D) .  | <p>To make project partners the first ambassadors of the project, creating a multiplier effect on students, families, stakeholders etc.</p> <p>2. To spread information about the practices on sustainable tourism toward all practitioners and stakeholders</p> <p>3. To increase the number of organisations adopting the practices exchanged in the project activities.</p> <p>4. To attract stakeholders from public authorities, research and business sectors (e.g. business associations, chambers of commerce, foundations and companies) to join the partnership and support the cause.</p>    | <p>A Internal dissemination<br/>B Local dissemination<br/>C Regional dissemination<br/>D National dissemination</p> |
| Posts of partners on their social media pages (i.e facebook page, twitter and instagram). It is important to note the positive impact that social media had in previous project in facilitating informal peer-to-peer communication among practitioners and young people (Goals: all, levels: A, B, C, D). | <p>1. To make project partners the first ambassadors of the project, creating a multiplier effect on students, families, stakeholders etc.</p> <p>2. To spread information about the practices on sustainable tourism toward all practitioners and stakeholders</p> <p>3. To increase the number of organisations adopting the practices exchanged in the project activities.</p> <p>4. To attract stakeholders from public authorities, research and business sectors (e.g. business associations, chambers of commerce, foundations and companies) to join the partnership and support the cause.</p> | <p>A Internal dissemination<br/>B Local dissemination<br/>C Regional dissemination<br/>D National dissemination</p> |
| - Regular posts on the partners' blog/social networks with the testimonies of the participants.(Goals: 2, 4; levels: B, C).  | 2. To spread information about the practices on sustainable tourism toward all practitioners and stakeholders   | <p>B Local dissemination<br/>C Regional dissemination</p>   |
| - Printing of flyers and information materials to be distributed by all the partners in occasion of dissemination events, and presentations to stakeholders  |   |   |

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| (Goals: 1, 2, 3, 4, 5; levels: A, B, C, D) .   |  |  |
| -Presentation of the project to the following European networks during their regular activities (Goals: 3,4; level: D, E): |  |  |

1 press release after/pre the kickoff

a press releases in each country after the 3 TEs - the partner that host the TE also before

1 event in each country to present the project

1 event to the practices exchanged and transferred during the testing phase will be organised in each school to inform all teachers about the practices tested and invite them to access the portfolio of practices exchanged to test some others after each TE

at least 10 posts on social media per partners

2) The practices collected will be accompanied by “how to” instructions in order to give practitioners all the necessary information to transfer them in their context. Each practice will also contain the details of a contact person that can be reached to ask for more information. The instructions will be part of the template for collecting practices that partners will develop at the beginning of the project to ensure that information is comparable, well organised and intuitive for users

3) The content delivered will remain available on the website after the end of the project for the free use of other VET providers and practitioners. The partners will make a 4 years contract with the web hosting service. After the expiration of the contract, the practices will still be available on the Erasmus+ project’s results platform, where they will also be uploaded at the end of the project. In this way all the practitioners and organisations pertaining to the target groups and other stakeholders will be able to download and get free access to: practices on **sustainable tourism** collected throughout the project; presentations made during transnational meetings, content for replicating the practices in their own reality.

3) The main results of the project will be a collection of good practices in English which will be uploaded on the project’s website. All partners’ websites will have a link which will redirect toward this publication. The presence of the results on 7 different websites in 5 languages in 5 countries will ensure a multiplier effect in terms of visibility and opportunity for their valorisation.

5) All main results will be uploaded on Erasmus+ project results platform in order to make them accessible at European level and with the aim of creating connections with more organisations interested in replicating or improving the results after the end of the project.

## ECO.TOUR

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