

DISSEMINATION PLAN

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0. EXECUTIVE SUMMARY

Project CLAP - Convicts Liberty Aid Project response for the needs of the convicts whose days in prisons are almost over. After release from prison ex-inmate meets a harsh reality. He or she should be prepared earlier to this day to avoid of the risk of return to the prison again in the future.

Project CLAP is aiming at preparing proper tools for prison worker and inmates which will help them to prepare to the days of freedom. The most important thing is that the tools prepared during CLAP Project will give to the target group the opportunity to negotiate and develop a common position and treat every single situation as unique.

Project CLAP will develop two tools - The Dialogical Communication and Intervention Toolkit (for prison workers) and My ComPASS Reintegration Guide (for inmates) . Both of them will be developed together with their intended users: the consortium will only provide opportunity (by meetings and training) and means (framework of the tools, website, virtual platform for communication, logistics).

The first tool - Dialogical Communication and Intervention Toolkit is a set of instruments developed for and with the educators and social workers from penitentiaries. This tool will facilitate and improve dialogue with inmates, based on the needs identified by the workers themselves. It will comprise tools, games, stories, dialogical methods to be used with inmates in preparing the release lower stressful situation, stop conflict and other risk situations. The tool will be available both in printed and electronic format, in all Project Partners language.

The second tool - MyComPASS Reintegration Guide will be developed by the penitentiary workers using the Toolkit, together with the inmates, with assistance from the consortium members. The Guide will be available both in printed and electronic format, in all Project Partners language.

Proposed rephrasing: These two tools are the most important asset of CLAP project. They represent the common work of end-users (inmates and prison workers) and project consortium (project experts and relevant institutions). Their bottom-up development and the integration of grass-root knowledge & needs, guarantees successful usage and even further development in real life situations.

WP 7 - DISSEMINATION

Dissemination plan is divided in three main parts:

- INFORMATION (focused on the projects milestones: we started work, we finished work, we obtained the product), - I
- PROMOTION (focused on the content for specialists or persons directly working with the subject) - P
- DISSEMINATION (focused on the final products and achievements of CLAP, destined for the greater public, with further exploitation in mind and crossing to other sectors, not just penitentiaries) - D

The dissemination activities will be shortly looking as follow:

ACTIVITIES	RESPONSIBLE	TIMETABLE	I	P	D
Upload the information & link about CLAP on own website.	All partners	Start of CLAP & permanent update	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Send short article about the project in the national language to the branch newspapers and/or branch websites	All partners	As many as possible, at least two times	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Short video promotional material of CLAP made by/with inmates and destined to be used in other penitentiaries across the partnership	Timisoara penitentiary	Middle of the project		<input checked="" type="checkbox"/>	
Translate & print CLAP leaflet `A` in national language. Those leaflets will be distributed during conferences devoted to the relevant topics, during branch fairs, workshops etc.	ARID Lacjum & All partners	Start of the project		<input checked="" type="checkbox"/>	
Translate & print CLAP leaflet `B` in national language. That leaflet will be delivered by Polish partner at the final conference. The rest of the partners will distribute it among dissemination target group.	ARID Lacjum & All partners	End of the project			<input checked="" type="checkbox"/>
Another dissemination material it will be project posters. The posters will be delivered at least two months before final conference in Krakow	ARID Lacjum	End of the project		<input checked="" type="checkbox"/>	
The roll-up will be produced for the final conference. There will be also big banner which will promote the final conference	ARID Lacjum	End of the project	<input checked="" type="checkbox"/>		
Write the letter of intent to the relevant ministry on the project head paper. This letter will inform the ministry about the project and will invite them to start collaboration in that project.	All partners	Start of the project	<input checked="" type="checkbox"/>		
Send letter of intent to relevant organization which works in that projects area.	All partners	Start of the project	<input checked="" type="checkbox"/>		
Send out a postcard at least to 5 penitentiaries. The postcard will contain a short information about the project, links to the project websites and a logo of the project.	All partners	Middle of the project	<input checked="" type="checkbox"/>		
Distribute a folder which will contain all information of the project and it will be considered as a kind of leaflet.	ARID Lacjum	End of the project		<input checked="" type="checkbox"/>	
Participate at the final conference which will take a place in Kraków at 17-th October 2013	ARID Lacjum & all the partners	End of the project			<input checked="" type="checkbox"/>
Distribute conference kit which will contain a memory stick with project logo, leaflet, products of the project, folder and ball pen	ARID Lacjum	End of the project			<input checked="" type="checkbox"/>
The project magazine will be designed as an impacting dissemination tool, in all partners languages	All partners	End of August 2013		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

All activities mention above are described in details in the next pages of the dissemination plan.

1. OBJECTIVES OF THE WORK TO BE COORDINATED BY WP7.

The main objectives of the dissemination strategy are:

- development of the dissemination plan (project image, manual of style, communication rules, etc.) The Plan of Communication, Promotion and Dissemination of the Project defined during the first months will include the activities to be carried out, its objectives, its target audience and scheduling of planned activities.
- monitoring progress in implementing the dissemination plan
- organizing CLAP finale conference in Poland

The focus of the dissemination activities is on communicating the results to all level of stakeholders in the field of :

- The common project web site will announce the activities, and the results;
- Each project partner will inform the respective national authorities (e.g. ministries, associations) about the results of the project;
- Each project partner will announce the results of the project via different national newsletter; the project coordinator will announce the results of the project via different international newsletters;
- Presentation of the Project and its results during Seminars, Fairs, Workshops, Conferences, etc., in all consortium member countries, EPEA network.

One of the most important elements of the dissemination activity will be the early construction of the project web site (virtual platform). Dissemination activities encompass also the development of a database of key contacts with partners (local, national, European, sectoral) and plan dissemination activities.

The CLAP conference will promote and valorize the project outcomes and will offer the frames for further debates and reflections on reintegration theme.

Publications such as the two guides, materials like posters, postcards, leaflets, project magazine, conference kit, interactive virtual platform, website and information materials will be developed.

Quantitative dissemination activities will be carried out using the large partner networks (EPEA) for sending newsletters to several thousand potentially interested organizations.

In 17 October 2013, will take place the CLAP conference in Poland, the major dissemination opportunity for the project. The CLAP conference will promote and valorize the project outcomes and will offer the frame for further debates and reflections on reintegration theme.

2. TARGET GROUPS

There are 2 short term target groups in CLAP project :

- 50 educators and social workers from penal system, (are those who work directly with inmates and prepare them for release and reintegration)
- 1000 inmates

After the lifetime of the CLAP project the two categories will become long term target groups.

The CLAP project long time target group will be :

1. Educators and social workers from penal system, (are those who work directly with inmates and prepare them for release and reintegration) ,
2. Inmates,
3. Ex-inmates,
4. Stakeholders,
5. Grundtvig community,
6. Project partners,
7. Community,
8. Management of the prisons and relevant units (i.e. units for young people, etc.),
9. Ministry of the justice or education or relevant ministry,
10. The national head office of managements of the prisons,
11. Families of the inmates,
12. Relevant NGO's,
13. Branch mass-media,
14. Prisons associations (for families and ex-inmates),
15. National and regional offices of unemployment,
16. Companies, enterprises, employers which could hire ex-inmates,
17. Students which will be in the future educators or social workers.

3. DISSEMINATION TOOLS

4.1. CLAP LOGO



The main idea of the logo design was to refer to the compass which always shows the right way for lost people. The logo was chosen by voting during kick-off meeting in Timisoara. There was four logos proposals. All partners vote and at the end logo number three has been chosen.

4.2. CLAP WEBSITE

CLAP web-page will be available in English and all project partner's languages. It will serve to the dissemination of the project and all its results to a wide audience and virtual community of practice between educators and social workers from penitentiary. It will also serve to the internal communication between partners and project management tool (uploading and downloading project documents on the open area). Clap web page will be done until the 1st of February 2012

www.clap-project.eu



4.3. CLAP VIRTUAL PLATFORM

CLAP Virtual Platform will be available in English and all project partner's languages and will serve 2 objectives:

- 1.Virtual community of practice between educators and social workers from penitentiary
- 2.Internal communication between partners and project management tool (uploading and downloading project documents on the restricted area, communication between partners). The Virtual Platform is already done.



4.4. POSTCARD

The postcards will be sent out in at least 10 countries to 5 penitentiaries in each country. The postcards will contain minimal information about the project and the web site and materials that can be found there.

The postcard will contain a short information about the project, links to the project websites and a logo of the project. The postcards should be distributed in the middle of the project.

4.5. A POSTER

The project poster will be designed as an impacting dissemination tool, in English, 180 copies in total. All partners will use it for promoting the CLAP idea and especially, the final conference.

The posters will be delivered at least two months before final conference in Krakow. The poster will consist of two parts. One part will be devoted to the project and the products and second part will be devoted to the final conference. There will be 20 pieces of posters per each partner. Those posters will be distributed in the prisons, relevant universities and one of them should be sent to the relevant ministry.

4.6. ROLL-UP

The roll-up will be produced for the final conference. Roll up will have a shape of rectangle size 85 cm x 200 cm. The roll-up will consist of project's logo, all EU demanded logos, logos and flags of every partner's country. At the top of roll-up will be written title of the project and title of conference. In the middle will be short description of the project and short description of the project's result. The background of the roll-up will be chosen during the meeting in Malta by all partners.

There will be also big banner which will promote the final conference. The banner will hang above the main entrance when conference will take place and there will be written the title of the conference with all logos which will be on roll-up.- P

4.7. LEAFLET

The project leaflet will be developed in two versions. The first version will be the one developed at the very beginning of the project in order to offer a general view on the project aims and deliverables. The second version of the leaflet will be developed at the end of the project with the aim of offering details on the project final conference and achieved outcomes. Both versions will be developed in English and translated in all partners' language, 1800 copies in total. Until first of January there will be an English version of leaflet to be translated later. The second one will be done by the last month of project. Those leaflets will be distributed during conferences devoted to the relevant topics, during branch fairs, workshops etc. In addition the leaflet can be sent to target group of the dissemination (indicated at the beginning of this document). That will be done at the beginning of the project as soon as possible.

At the end of the project will be delivered second version of the leaflet which will describe the outcomes of the project. That leaflet will be delivered by polish partner to

the participants of the final conference. The rest of the partners will distribute it among dissemination target group.

There will be 100 pieces of that leaflets per partner at the beginning and 100 pieces at the end of the project.

4.8. FOLDER

There will be developed the folder which will contain all information of the project and it will be considered as a kind of leaflet. It will be printed and delivered on the final conference. It will consist of the two pages. At the front page, in the middle will be placed project's logo and below it will be written title. At the other side of the first page will be written the project's assumption and general information. At the third page will be described projects results and at the bookmark at this pages will be printed projects logo. At the end page will be placed all partners logos with names of partners written next to logos and there will be also printed maps of Europe where will be indicated cities of project partners. All leaflets, agendas and other printed materials will be put into the folder and distributed among participants. - P

4.9. PROJECT MAGAZINE

The project magazine will be designed as an impacting dissemination tool, in all partners languages.

The magazine will contain drawings made by prisoners on the topic « My release compass » The EUROSC/CY partner has the responsibility for printing the Project Magazine in all languages there was translate. All partners will use it for promoting the CLAP idea and especially, the final conference. The project magazine it will be done until August 2013.

4.10. ARTICLES

Every partner will send short article about the project in the national language to the branch newspapers and/or branch websites. The article should be relevant to the topic of the project and always should refer to the CLAP project. There should be at least 2 articles per partner per project life. – I,P

4.11. LETTER OF INTENT

Every partner will send letter of intent to another prisons. The letter of intent will contain summarized information about project and invitation for cooperation in the frame of the project. There will be provided e-mail address of the relevant partner and all projects data like www address. There will be a leaflet added to the letter of intent as a promotion of the project.

The same letter will be sent by every partner to the relevant organization which work in that projects area. Those letters should be send at the beginning of the project. All letters of intent will be printed on the projects headed paper.- I

4.12.FILM (MOVIE)

If there is a dedicated TV in the prison (i.e. it is available in Timisoara Prison) partner could make a promotion material of the project. That will be the first promotion material disseminated via such medium. That way of promoting of the project will give a confidence that the project will be recognized among the inmates. The material could be made as a movie but also it can be made as a static presentation.

That will be the first advertisement in that medium which will be shown 3 times in the 2012 within 2 weeks. Then in 2013 is going to be ready My compass tool and that time the movie will be repeat but that time is will advertize the product for inmates.

That film can be uploaded also into YouTube.

4.13.FINAL CONFERENCE

Final dissemination conference will constitute the major dissemination opportunity for the project. The CLAP conference will promote and valorize the project outcomes and will offer the frame for further debates and reflections on the competence validation theme. Each project partner will invite 2 external expert to participate to the final conference. The Final Conference is expected to have 100 attendants. There are 9 partners, 3 persons per partner and extra guests. During the final conference will be several lectures and presentations about project, project's results and other relevant topics. The lectures and presentations during the conference will be provided by project's partners and invited guests from Poland and abroad. The conference will be translated into English language. The conference will last one day (17-th October 2013).

4.14.CONFERENCE KIT

Conference kit will consist of :

- Conference bag with color logo of the project
- A ball pen with printed name of the conference and logo
- Memory stick with project's logo – there will be all materials of the project recorded on it
- Leaflet about the project
- Folder with all information about project
- Paper notebook for notes during conference

There will be conference kit for every participant of the conference.

4.15. LETTERHEAD



4. NATIONAL DISSEMINATION ACTIVITIES

Organization Name	TASK	DEADLINES
CENTRUL PENTRU PROMOVAREA INVATARIILOR PERMANENTE –CPIP Romania	1.upload the information about project on the own website 2. send short article about the project in the national language to the branch newspapers and/or branch websites 3. prepare feedback to leaflet. 4. write the letter of intent to the relevant ministry and another prisons on the project head paper 5. prepare design of postcard 6. prepare feedback to folder in English	01/12/2011 31/03/2012 – first article 01/12/2011 31/01/2012 01/12/2012
G.G EUROSUCCESS CONSULTING LTD – EUROSC Cyprus	1.upload the information about project on the own website 2. send short article about the project in the national language to the branch newspapers and/or branch websites 3. translated and printed LEAFLET in CY language 4. write the letter of intent to the relevant ministry and another prisons on the project head paper 5. sent out a postcard at least to 5 penitentiary	01/12/2011 31/03/2012 – first article 31/03/2012 31/01/2012 01/12/2012
TIMISOARA PENITENTIARY- PTM Romania	1.upload the information about project on the own website 2. make a TV commercial of the project 3. write the letter of intent to the relevant ministry and another prisons on the project head paper 4. sent out a postcard at least to 5 penitentiary	01/12/2011 31/01/2012 01/12/2012
UETP Action Link/ Action Synergy S.A. Greece	1.upload the information about project on the own website	01/12/2011

	<p>2. send short article about the project in the national language to the branch newspapers and/or branch websites</p> <p>3. translated and printed LEAFLET in national language</p> <p>4. write the letter of intent to the relevant ministry and another prisons on the project head paper</p> <p>5. sent out a postcard at least to 5 penitentiary</p>	<p>31/03/2012 – first article</p> <p>31/03/2012</p> <p>31/01/2012</p> <p>01/12/2012</p>
<p>The European Prison Education Association – Malta Branch – EPEA- Malta</p>	<p>1.upload the information about project on the own website</p> <p>2. send short article about the project in the national language to the branch newspapers and/or branch websites</p> <p>3. translated and printed LEAFLET in national language</p> <p>4. sent out a postcard at to penitentiary</p>	<p>01/12/2011</p> <p>31/03/2012 – first article</p> <p>31/03/2012</p> <p>01/12/2012</p>
<p>NOEMA-CMI Finland</p>	<p>1.upload the information about project on the own website</p> <p>2. send short article about the project in the national language to the branch newspapers and/or branch websites</p> <p>3. translated and printed LEAFLET in national language</p> <p>4. write the letter of intent to the relevant ministry and another prisons on the project head paper</p> <p>5. sent out a postcard at least to 5 penitentiary</p>	<p>01/12/2011</p> <p>31/03/2012 – first article</p> <p>31/03/2012</p> <p>31/01/2012</p> <p>01/12/2012</p>
<p>Centrul de Reeducare Buzias –CRB Romania</p>	<p>1.upload the information about project on the own website</p> <p>2. send short article about the project in the national language to the branch</p>	<p>01/12/2011</p> <p>31/03/2012 – first article</p>

	<p>newspapers and/or branch websites</p> <p>3. write the letter of intent to the relevant ministry and another prisons on the project head paper</p> <p>4. sent out a postcard at least to 5 penitentiary</p>	<p>31/01/2012</p> <p>01/12/2012</p>
<p>Association of Regional Initiatives Development "Lacjum"- ARID Lacjum Poland</p>	<p>1.upload the information about project on the own website</p> <p>2. send short article about the project in the national language to the branch newspapers and/or branch websites</p> <p>3. translated and printed LEAFLET in national language</p> <p>4. prepare roll-up and banner for final conference in Poland</p> <p>5. write the letter of intent to the relevant ministry and another prisons on the project head paper</p> <p>6. sent out a postcard at least to 5 penitentiary</p> <p>7. printed and delivered folder on the final conference</p> <p>8.organize a final conference in Poland at 17th October 2013.</p> <p>9. prepare design of gadgets for conference</p>	<p>01/12/2011</p> <p>31/03/2012 – first article</p> <p>31/03/2012</p> <p>17/09/2013</p> <p>31/01/2012</p> <p>01/12/2012</p> <p>17/09/2013</p> <p>17/10/2013</p> <p>17/08/2013</p>
<p>Sopronkőhidai Fegyház és Börtön (Prison and Penitentiary of Sopronkőhida) –SFB Hungary</p>	<p>1.upload the information about project on the own website</p> <p>2. send short article about the project in the national language to the branch newspapers and/or branch websites</p> <p>3. make a TV commercial of the project</p> <p>4. translated and printed LEAFLET in national language</p> <p>5. write the letter of intent to the relevant ministry and</p>	<p>01/12/2011</p> <p>31/03/2012 – first article</p> <p>31/03/2012</p> <p>31/01/2012</p>

	another prisons on the project head paper 6. sent out a postcard at least to 5 penitentiary	01/12/2012
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5. COMMUNICATION

Special emphasis will be put on good communications throughout the project. Project meetings where partners meet and discuss in detail will still be of critical importance.

Meetings plan:

First project meeting was in Timisoara/Romania the 9th and 10th of December 2011.

Second project meeting to take place in Hungary in 30th may to 2nd of June 2012

Third meeting takes place in Cyprus in 5th to 9th of February 2013

Fourth meeting will be in Malta – 1st to 4th of May 2013

Final Conference mid of October 15th to 19th in Poland.

The main tools of communication will be sending e-mails and chatting by skype, conference by skype or local messenger.

However, the development of a communication network that will enhance the effectiveness and efficiency of communication outside of these meetings will be essential for success. During the first phase of the project much effort will be put in to developing such a network using all the tools available. A dedicated website will be developed on which materials can be posted and discussions hosted. This will ensure a continued stream of information to all partners involved and scope for development between partners and countries outside of project meetings. Every participant of the project will be made aware of the opportunities of the network and given any necessary training.

Communication between partners, monitoring and participation in evaluation process.
 Communication between partners will take place through virtual platform.