

**The importance dissemination  
(why?)**

**Planning of dissemination  
(when?)**

Dissemination during/after projects, object of dissemination, context, choice of partner, global approach, target groups, disseminationchannels, division of responsibility, timetable, costst, commercialising, multiplier effects, effects/results, barriers, evaluation.

Means for detail planning

**Subject of dissemination  
(what?)**

Trainingmodules, innovative educational contents, innovactive educational methods, models/instruments, new qualifications/occupation contents, qualification comparisons, network planning, cooperation modalities between various actors, international cooperation processes, policy ideas in regard to parts of the educational system.

**Disseminationchannels  
(how?)**

*Micro*

personal contacts  
intranet/internet  
meetings, etc.

*Meso*

local/regional media  
(newspaper/radio/tv)  
(direct) mailing  
courses, etc.

*Macro*

conferences  
publications

**Target groups for dissemination  
(who)**

*Micro*

project partners  
other Erasmus+ projects  
own organization  
other educational  
institutes  
companies  
students  
workers  
unemployed

*Meso*

teachers/external education personel  
national training instruments  
educational umbrella organisation  
professional associations  
sector organiations  
Chambers of Commerce  
employment agencies/tem agencies  
sectoral trade unions  
regional employers' organizations

*Macro*

policy makers  
ministries  
social partners  
European Commission  
Cedefop/ETF  
European social partners  
European branche  
organizations  
European professional  
associations  
NA Erasmus+  
(intermediary)

Effects of dissemination,  
Including dissemination barriers

Evaluation of  
dissemination strategies