

VALUE

Dissemination and Exploitation

What is the difference between the two?

Where do we disseminate/ exploit and with whom?

How do we do it?

When do we do it?

How do we record it? Guidance.

Dissemination

“To disseminate” means to spread widely. This means spreading the word about the project as far and as wide as possible. It is crucial in helping the project to become sustainable after the funding has finished. Information-giving and awareness-raising are key activities to ensure that others benefit from our experience.

Exploitation (1)

The verb “to exploit” means to make good use of something so that it is more productive or beneficial.

This involves maximising the potential of our activities so that our results are used to the best possible advantage.

For example, our web-based resources could be tailored to the needs of others; continued after the funding period has finished; or used to influence policy and practice. More people can then share in the successes, experiences and lessons learned from our project.

Exploitation (2)

Instead of the word exploitation we can use other terms such as valorisation, mainstreaming, multiplication,, or sustainability. All these activities can be part of the exploitation of our project as they are plans for the future.

In order to maximise the potential of our resources / networking we will need to involve others in our project. Sharing our knowledge with colleagues will lead to a wider and more lasting impact of our experience.

Discussion with end-users of our resources, decision-makers as well as other interested parties and stakeholders will help to ensure that our resources/networking are relevant and meet their needs.

Where do we do this and with whom?

Suggestions (1)

- Decision makers
- Supporters, interested parties or stakeholders
- End users of the resources
- Your Own Organisation e.g. :
 - Senior Officers in Volunteering body or University
 - Managers of Lifelong Learning
 - Relevant Committees
 - Library (ies)
 - Departmental colleagues

Where do we do this – with whom? (2)

- Regional/national/ international Volunteering or community networks / bodies
- Regional/national/international University networks e.g. :
 - National Rectors' conference
 - National University Lifelong Learning Network
- Grundtvig national agencies
- Any other relevant bodies/ colleagues

How do we do it? - Suggestions

- Leaflets (Contact the contractor for supply)
- Posters (Contact the contractor)
- Newsletter items
- Electronic mailing lists
- Conferences, seminars, exhibitions, meetings
- Journal articles
- Departmental websites
- VALUE conference
- In-depth discussions with appropriate colleagues

When do we do it?

Throughout the life of the project

How do we record it?

There will be report forms and guidance documents provided to all partners within the next few months.