Explanatory notes for partners:

1) In the table below, I displayed all information found within the application for both the DISSEMINATION (in green) and the ENGAGEMENT TOOLKIT (in blue), because there are similar materials in each and I wanted to make a correlation/correspondence between the two of them, in order to be sure that we are not (a) overlapping/doubling certain materials, OR, (b) forgetting something/letting something un-covered…

This explains why, the lines of the matrix below have also some empty cells: because I wrote the materials which are common or similar within dissemination and the Engagement Toolkit, on the same line (to make the correlation/correspondence between them more obvious!).

2) In relation to dissemination:

As GIE is not in charge with dissemination (except that GIE is nominated in the application to elaborate the Dissemination Plan in month 1 and 4 newsletters as the project will progress), we did not approach the dissemination part (green part) during the meeting (we started, and then we gave up…); thus, the green Question column (Qs) contains my questions and comments, while the Answer column (As) provides answers only for the first two cells (common decisions of the partnership, taken during the meeting) and the rest of it is empty…But I am sure these questions will be answered in time, by those in charge with dissemination, with the support of all partners! 😉

At the meeting, Marc said that he has already a Dissemination Plan template and he will provide it to all partners. Partners will write in it their (proposed/intended) dissemination activities. And that will be the NGEnvironment Dissemination Plan!

3) In relation to Engagement Toolkit:

The blue Question column (Qs) contains my questions and comments, while the Answer column (As) provides answers and decisions of the partnership, taken during the meeting.

4) We need to allocate each product of the Engagement Toolkit to a category of specific audience (of the 3 categories):

* potential new NGO leaders (NL);
* existing NGO leaders and staff members (L);
* social and green activists (SGA).

We did this during the meeting and, on the blue column with Answers (As), I have added the audience type for each element/material of the Toolkit as commonly decided at the meeting…

| ***DISSEMINATION*** | | | ***ENGAGEMENT TOOLKIT*** | | |
| --- | --- | --- | --- | --- | --- |
| ***Materials/tools*** | ***Qs*** | ***As*** | ***Materials/tools*** | **Qs** | **As** |
| Flyers, brochures, social media, press releases and local information | More than one per category?  I suggest only 1 per category! | 1 per category  (except social media) |  |  |  |
| Poster, flyer, brochure  (here singular, in other pages of the application plural…) | From this and the one above, cumulated, we have:   1. Poster 2. Flyer 3. Brochure 4. Press releases 5. Social media (FB, Youtube, Twitter, Linkedin) 6. Local information   (a) What local info means, which form/format?  (b) Who will do each of the 6 materials? (except the social media which will be done by each partner) | Poster: 1 ES, 1 DE  Press releases: 1 MT | Specific brochures | How many brochures?  Content per brochure?  Layout/format per each? | 2 brochures (1 for NL and 1 for L)  4-6 pages each brochure, B5 page format  The brochures will contain:  - brief project description (objectives, activities, main outcomes, partners)  - a quiz or a game  - a list of motivations (or motivational statements)  - testimonial(s) from successful leaders and /or quotes (eventually general/neutral testimonials, of acclaimed personalities, well known at European and international level speaking about topics related or relevant to our project) |
| Pedagogy training programme – diss in all partner languages | Maybe SEE Korinthia could prepare a brief presentation (max. half page text) about this outcome and we all disseminate it with various occasions? |  |  |  |  |
| 4 newsletters (GIE)  (according to key development)  (distribution online: 2000 pers) |  |  | Booklets or leaflets | How many booklets or leaflets?  Content per Booklet or leaflet?  Layout/format per each? | 1 leaflet (for SGA)  To provide the # of the project (project name, FB page, webpage) and to suggest/invite readers to comment, to offer opinions and suggestions on how to create an NGO in the project field |
| Website/online observatory (Acrosslimits) |  |  | Scrapbooks and photographs | How many Scrapbooks?  How many photographs?  Content/format per each scrapbooks and photographs? | 1 slideshow (including photographs) (for NL, L, SGA)  Note:  We need to take written consents from those appearing in the slide show  All partners will provide GIE content/images for this slide show!  In all written consents we should include the reference to the EU Data Protection regulation (i.e. similar with what marc placed on the project website “**Dear users, Dear friends,**  Your data and their security are very important to us. We secure your data and keep it inaccessible to strangers and unauthorized persons. From 25 May 2018, the EU General Data Protection Regulation (DSGVO) will apply. This regulation has harmonized the rules governing the processing of personal data across the EU. The aim is to protect your data within the EU. It is important to ensure the protection of data as a whole and to ensure the free movement of data within the EU with a high degree of transparency. **Processed data / categories of processed data**  For the data used on this website no personal data or similar information are collected. We only provide data for you for your information. No user data will be processed. According to §15 DSGVO you are always entitled to ask Ingenious Knowledge GmbH for a comprehensive information on the personal data stored about you.In addition, in accordance with §17 DSGVO, you can at any time request correction, deletion and blocking of individual personal data to Ingenious Knowledge GmbH.”. |
| Project FB page | Who will create and maintain it? |  | Info graphics  (they will be also included in the Layman Report) | How many infographics?  Infographics on:  (a) the project’s performance/success indicators **OR**  (b) statistics regarding the current status in the field targeted by the project?  On what topics, specifically (no matter if it is (a) or (b)? | At least 2  No matter if they are infographics for (a) or (b)! |
| Media strategy will be outlined and press releases, photographs, audio interviews, short video clips will be produced | Who will produce the media strategy?  (Accrosslimits/FIP?) |  | Audiovisual testimonials | How many audiovisual testimonials?  From which category(ies) of people?  How many testimonials per category of people? | 2-3 per partner country  We will make video recorded interviews of 2-3 persons attending the testing in our own country.  Thus this audiovisual testimonials will be in all our languages (we do not need to ask interviewees to answer in English!)  These testimonials won’t be subtitled or translated, we keep them in partner languages  We need to address motivational questions when we do the testimonials (i.e.: *Why do you consider that NGO leadership is important for the development of the social and green economy / entrepreneurship? How can well trained NGO leaders better contribute to …*)  We need to take written consents from the interviewees  The audiovisual testimonials can last from few seconds to few minutes |
| A minimum of 4 press releases will be produced by each partner | I suggest 4 common, per partnership, translated in all languages, eventually personalized in terms of events’ data, locations, etc.!  Who will create the 4 press releases? |  |  |  |  |
| Multiplier events  (30 pers/country) | --- |  |  |  |  |
| Final conference (UPB)  (57 persons: 50 local and 7 foreign representatives of all project target groups) | --- |  |  |  |  |
| Layman report (GIE)  Layman report will the whole projects’ rationale, objectives, main conclusions and resulting case studies (case studies are under O1/leader Rightchallenge), and feedback and main conclusion from Final Conference.  It will provide evidence-based critical discussion on the role and potential that NGOs and civic action have in promoting change engagement for achieving collective sustainability (environmental, social and economic). Its aim is to inform, promote awareness and prompt participatory citizenship.  The entire report will be written in very simple terms, using infographics and very intuitive informative contents, and will be available in all partners’ languages. | How many pages? |  |  |  |  |
| Printed project information material (also the policy paper and survival guide) | What kind of info material?  Is this additional to what we have already under Diss Strategy and Engagement Toolkit?  Who will create it? |  |  |  |  |
| Policy Paper (O8 - Sinergie SCRL)  (distribution to 600 pers.) | --- |  |  |  |  |
| Survival Guide (O7 – ACPM Cantabria) | --- |  |  |  |  |
| Audiovisual materials such as:   1. videos showing the backstage of NGOs 2. motivational videos showing the social environmental and economic impact of NGO’s actions and 3. a short video-documentary tracing the development of the project will be produced. | How many such videos per each category?  I suggest these videos (dissemination) to be produce all by FIP and GIE to produce the videos for the Engagement Toolkit, as the application says about dissemination:  *“Some videos will be designed by FIP specifically to become viral on social media”.* |  | Short videos  (for portable devices) | How many videos?  What purpose and content?  What duration for each? | Marc said I have to ask Philip! 😊 |
| 2 scientific paper on social inclusion and about the project | Who will publish these scientific papers? |  |  |  |  |
|  |  |  | **Anything else?** |  | The common decision was that nothing else has to be added, as we need to keep it simple, as Marc emphasized! |

THANK YOU FOR THE PATIENCE OF READING THROUGHOUT THE ENTIRE DOCUMENT! 😊