



Project AGE – Active Generation 50+

Dissemination plan

The main aim of the dissemination plan is to further develop the objectives of dissemination strategy as stated in the project application and to further outline the process of making the project deliverables to the wider audience.

The main areas of dissemination will include:

- a) information about the interim achievements of the project e.g. results of research
- b) project outputs
- c) information about the progress of the project
- d) information about the progress and impact of meetings and mobilities

The main dissemination tools may include:

- a) project website
- b) newsletters
- c) presentations
- d) posters
- e) leaflets
- f) press releases
- g) video materials
- h) social networks

Target group:

- a) people over 50 +
- b) decision makers
- c) educators
- d) employment associations
- e) general audience

The information about the project will be disseminated in accordance with the progress of the project. The partners will inform about the content of the international meeting on the project website after the end of every meeting. The partners will also inform about the project their staff at internal meetings.



The partners will disseminate the project outputs by internal communication means e.g. company website or social network profile after completion of the particular output among their staff and among their other partner organisation. Practical brochure will be presented to learners and will be available at the project websites. The main focus of dissemination will comprise: results of the research, research questionnaires, brochure.

The partners will also establish cooperation with other organisations active in the field of education of 50+. The partners will then inform these organisation about the results and progress of the project by various suitable dissemination tools.

The partners will also take the opportunity in other projects they are involved in to disseminate the project results.

Dissemination to local communities will be done through the project meetings (when applicable) and through the everyday work of the organizations. These experiences can be shared with local communities.

The partners will prepare a project leaflet to inform wider audience about the project. The leaflet will be used also for dissemination at local level.

All the outputs, research results and other relevant information will be made available on the project website at the end of the project.