

Article 5

Leonardo – Dissemination

This is the fifth in a series of articles which reviews the delivery of a Leonardo project and is the final one looking at how Leonardo funding can make a substantial contribution to the development of new trans-European training initiatives.

In this article we shall review the concept of “Dissemination” and highlight its importance in the overall process. The closed definition of dissemination is “Maximising impact”, although it can mean more than this, including the process of selling the project and idea to opinion formers and potential beneficiaries. Additionally, dissemination is about identifying strategies for achieving this, carrying these through and identifying and exploiting new opportunities. It is, therefore, unsurprising that the Commission views Dissemination, as part of the valorisation or “Adding Value” process, as not just a “bolt-on” but a contractual requirement. It can breathe life into a project from the start, generating interest and commitment, which will support, and help to sustain the work and maximise the benefits.

The key questions to answer are:

- * What are the expected outcomes of the project? Is there going to be a new product and if so how is it to be commercialised so as to extend the life beyond the period of EU Leonardo funding? Can both the process and the results benefit from dissemination?
- * Who is the target audience? Different people may have different interests at different stages of the project and may require different approach strategies. Target audiences will include, for example. Members of own organisations, relevant national qualifications bodies, end user groups and social partners (trade unions) and other policy making groups.
- * What is the best way to reach them? This will include mailshots, publications, trade journals, newsletters, websites, trade fairs and conferences but this is not an exhaustive list. A key component of strategy development is the identification and implementation of clear and appropriate communication links between partners and different target groups.
- * Who is going to do what and by when? A common misconception is that this is purely mainstream press and PR activity which is coordinated by the project promoter. To be a success in all partner countries, a project must have shared ownership and therefore all partners should be involved in dissemination and each should have a clear, agreed workplan. Plans for dissemination should be in place at various stages, not just at the end of the project.
- * How is the effectiveness of the dissemination process to be monitored? Clearly information should be channelled through partners, and partners should take responsibility for monitoring their own activities.

All these components are of importance and relevance to the CILA-led Leonardo project. As indicated in a previous article, training needs to be developed to meet minimum standards fit for the 21st Century. A new approach with a transnational dimension is required, and this is what Leonardo is designed to facilitate. At partner level, there is the keenness and willingness to introduce new modules and training methods. However, the project needs to achieve widespread acceptance within a range of organisations with direct and indirect interest in the project. These include, for example, national qualifications bodies, appropriate government departments and local authority organisations.

In practice the most effective way to organise dissemination activities is to link it to the testing and evaluation process and for a dedicated working group to have an exclusive remit to devise, implement and monitor these activities. This process is currently under way.

The Leonardo project will clearly have a far reaching impact on training for Loss Adjusters in the future, and it is expected that policyholders and the insurance industry as a whole will see the benefits of this training in years to come. The sheer diversity of partners, representing different levels of sophistication in the industry, will ensure a rich contribution to the project and the development of the material. Additionally, in the longer term, it will make the training process more transparent and will provide greater opportunities for professionals to broaden their horizons and even provide the opportunity to obtain a qualification which will be recognised in other countries. The speed and effectiveness with which this is achieved will be highly dependent on the effectiveness of the dissemination process through the partners.

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