INWORK - A European study to identify and share the best practices of the industrial relations of Craft enterprises sectors: representation beyond administration, the possible leadership of SME

Dissemination plan

DELIVERABLE 8

Dissemination Plan

According to the Grant Agreement, the project dissemination actions followed two lines. On the one hand, **concrete meetings** took place. In particular: the kick-off meeting in Limassol (CY), then, the Project Manager attended the networking day in Brussels organized by the Commission to meet other projects managers and to share knowledge and information and finally, the international conference in Alessandria (IT) that seen the participation of the project partners and other relevant stakeholders (also from non-participating countries) as local institutions, trade unions, national NGOs, Research institutes and individual experts, media and business representatives. On the other hand, there was a **traditional approach of setting up an Internet presence (www.inwork-project.eu)**.

Thanks to these activities, the project partners were able to transfer the project results to the identified stakeholders and to a wider audience by adapting the methodology of the local actors working in the field tackled by the project; sharing the know-how of the most experienced partners and creating a multiplier effect of the evidence base methods.

This document has been elaborated to explain how the project plans to share outcomes with stakeholders, relevant institutions and organizations.

Key message disseminated

Dissemination spread the project objectives and results:

1. Improving expertise in industrial relations and promoting the exchange of information among parties actively involved in industrial relations. In particular, industrial relations of CRAFT enterprises workers and SME synonyms.

2. Promotion of the study realized in the framework of the project in order to attract participants in the international conference.

Audience

Dissemination activities aimed to spread the project key message to the widest audience possible. In particular:

1. To the project target group: specific categories of CRAFT sector representatives and workers represented by new trade unions.

2. To relevant stakeholders interested in participating in the international conference (identified thanks to the collaboration of the local partners)

Purpose

- To let local stakeholders know of the existence of the project and its objectives.
- To inform other groups and organisations of the objectives and achievements of the project.

- To influence policy development in relevant areas.

Methods

- Mailing lists

Within the target audience (identified also thanks to the stakeholders analysis), drawing a mailing list of key people to receive materials and information about the project is an useful instrument.

- Web sites

The project website allows easy access to information about the project and is easily updated. However the target audiences need to know it is there and have to be interested enough to visit the site in the first place. Once they have been attracted to the site then it is needed to find ways of ensuring their visit to the site regularly from there on. The website has been advertised via the mailing list. It was regularly updated and flagging up interesting items on the home page so that the users seen immediately that there is something new for them to look at.

INWORK has been promoted through its partners web sites, allowing access to information not only to partners themselves and the two target audiences, but also to any other entitled with interest in the subject.

- Media

Given the importance of the industrial relations and the international level of the INDUSTRIAL RELATION & SOCIAL DIALOGUE project, its dissemination through media was an important vehicle to show the results as well as to promote an understanding of the subject.

Each project partner used the budget to publish a press release on a national newspaper.

Timing

M1-M12: all the project lifetime

It is worth noting that dissemination is NOT:

- Sending copies of materials to associated networks or groups and asking them to distribute them and then keeping fingers crossed that they do;
- Posting something to a website and trusting users to somehow know that it is there;
- Printing hundreds of copies of reports and presuming people will come and ask for them.