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Generation for INNOVATION, RESILIENCE,  
LEADERSHIP and SUSTAINABILITY

**THE GAME IS ON!**

## Dissemination Plan

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## 1. ABOUT THE DISSEMINATION PLAN

The *Project Dissemination Plan* is an essential management tool that seeks to promote the dissemination and exchange of information on the results and progress of the Project with the relevant stakeholders. This Plan makes it possible to define strategies, objectives and concrete actions for effective dissemination and communication, in order to achieve greater visibility and understanding of these by end users and the community in general. The ultimate goal is to maximize the impact and effectiveness of the project, through proper dissemination of the results obtained and feedback from stakeholders to continuously improve the project.

The Dissemination Plan includes the following steps:

1. Starting
  - Define the dissemination objectives of the project.
  - Identify interest groups and target audience.
  - Establish indicators to measure the success of the dissemination plan.
2. Planning
  - Develop an action plan for dissemination, including the channels and tools to be used, the calendar, and those responsible for each action.
  - Establish a budget for dissemination and allocate resources.
  - Define the monitoring and evaluation metrics of the dissemination plan.
3. Execution
  - Create a web page for the project with clear and up-to-date information.
  - Create profiles on social networks and maintain constant communication with followers.
  - Create visual content (photographs, videos, infographics) to be shared on social networks and other media.
  - Hold face-to-face and virtual events (conferences, webinars) to make the project known to specific interest groups.
  - Contact specialized media and generate free publicity.
4. Control
  - Constantly monitor the indicators defined in the start phase.
  - Evaluate the effectiveness of the actions taken and adjust as necessary.
  - Review the budget and allocated resources and adjust as necessary.
5. Closing
  - Carry out a final evaluation of the dissemination plan and present results.
  - Analyze the lessons learned and apply them to future projects.
  - Thank the collaborators and followers of the project and maintain constant communication with them.

## 2. DISSEMINATION OBJECTIVES

Proactive communication is important in all projects. Communication must be:

- Adequate: in the appropriate format and with the correct content.
- Specific: for the target audience.
- Sufficient: providing all the necessary information.
- Concise: brief, avoiding repetitions and non-important information.
- Timely: addressing issues at the right time.

The objectives that are established for the *Project Dissemination Plan* include:

1. Make the project known to a wide audience: One of the most important objectives of the dissemination plan is to make the Project visible to the public. This implies making the objectives, products and results of the project known to a wide audience, including interested groups and citizens in general.
2. Attracting the attention of the media: Attracting the attention of the media can help increase the visibility and credibility of the Project. The dissemination objectives include the development of a public relations strategy that includes holding press conferences, sending press releases and establishing contacts with journalists.
3. Generate interest in the project: An important dissemination objective is to create genuine interest in the Project among the public. This can be achieved by creating engaging content, posting exciting news and updates about the project on social media, and holding face-to-face and virtual events.
4. Encourage participation and collaboration: The dissemination of the Project should be an opportunity to encourage the participation and collaboration of other interested organizations and citizens. Dissemination objectives may include developing strategies to engage the audience, encourage dialogue and collaboration around the project.
5. Establish the credibility and trust of the project: This can be achieved by publishing clear and transparent information about the objectives of the project, the results obtained and the management of financial resources. It may also include carrying out satisfaction studies to assess the opinion of users and the reputation of the project.

## 3. ACTION PLAN

This section defines and develops the clear and effective communication strategy to disseminate the Project effectively and achieve the established dissemination objectives:

1. Define the target audience: it is important to define the target audience to which the communication will be addressed. This audience can be internal (for example, the members of the project team) or external (for example, the community that the project is for).
2. Establish the communication objectives: it is important to establish the communication objectives that are sought to be achieved with the communication strategy. These objectives must be aligned with the dissemination objectives of the project and be specific, measurable, achievable, relevant and have a defined deadline (SMART).
3. Select communication channels and tools: there are various communication channels and tools that can be used to disseminate the project, such as newsletters, social networks, email, among others. It is important to select the channels and tools that best suit the characteristics of the project and the target audience.
4. Define the key message: it is important to define the key message that you want to convey through communication. This message must be clear, concise, and easy to understand.
5. Set the tone of the communication: It is important to set the tone of the communication, which can be formal or informal, depending on the target audience and the communication objectives.

This plan establishes those responsible for each action, the deadlines for its implementation and the necessary resources:

1. Identification of the target audience and definition of the dissemination objectives (Responsible: Dissemination coordinator)
  - Month 1: Identification and analysis of the target audience.
  - Month 2: Definition of dissemination objectives.
2. Development of the communication strategy and definition of the key messages (Responsible: Dissemination coordinator)
  - Month 3: Definition of the communication strategy and key messages.
  - Month 4: Design and production of dissemination materials (brochures, infographics, videos, etc.).
3. Identification of the appropriate communication channels and development of the dissemination calendar (Responsible: Dissemination coordinator)
  - Month 5: Identification of the appropriate communication channels (social networks, media, events, etc.).
  - Month 6: Development of the dissemination calendar and definition of the key dates for the dissemination of the project.
4. Execution of the action plan (Responsible: Dissemination coordinator)
  - Months 7 to 10: Execution of the action plan, dissemination of the key messages through the different communication channels, organization of events and other dissemination activities.
5. Evaluation of the dissemination results (Responsible: Dissemination coordinator)
  - Month 11: Evaluation of the dissemination results through previously defined impact indicators.
  - Month 12: Presentation of the dissemination results to interest groups and to society in general.

The monitoring and evaluation system is defined, clear and precise, to guarantee the constant updating of the indicators and timely decision-making. To constantly monitor the indicators defined in the initial phase of the dissemination plan, the following steps can be followed:

1. Establish a monitoring calendar: It is important to establish a monitoring calendar in which the dates on which the indicators will be reviewed are defined.
2. Assign responsibilities: It is necessary to assign responsibilities for monitoring the indicators to a person or team in charge of collecting the information and analyzing it.
3. Collect data: The necessary data must be collected to measure the defined indicators. This data can come from various sources, such as surveys, social network analysis, web traffic analysis, among others.
4. Analyze the data: Once the data has been collected, it must be analyzed to measure progress against the established indicators and determine if the objectives are being met.
5. Make adjustments: If the indicators are not being met, it is necessary to make adjustments in the dissemination plan and in the actions to be implemented to improve the scope and effectiveness.
6. Communicate results: It is important to communicate the results to all interested parties, including the project team and sponsors, to keep them informed and make decisions based on the information obtained.
7. Continue monitoring: It is important to maintain constant and periodic monitoring of the indicators to guarantee the success of the dissemination plan and make adjustments if necessary.

In summary, a clear and precise monitoring and evaluation system is established to guarantee the constant updating of the indicators and timely decision-making, clear responsibilities are defined, a data collection methodology is established, an accessible monitoring tool is used, a clear and easy-

to-understand reporting system is defined, and the deviation analysis system is established to take timely actions if necessary.

The following spreadsheet was created with the main indicators for the dissemination plan:

Indicator	Definition	Data source	Monitoring frequency	Information Resource Manager (IRM)
Scope of diffusion	Number of people reached by the dissemination of the project	Social networks, email, communication media	Weekly	Diffusion equipment
Participation in events	Number of events in which the project is presented and number of attendees	Event agenda, attendee registration	Monthly	Diffusion equipment
User feedback	Opinions, suggestions, and criticisms from users on the dissemination of the project	Surveys, comments on social networks	Quarterly	Diffusion equipment
Increase in project visibility	Number of mentions of the project in the media and social networks	Media tracking tools	Monthly	Diffusion equipment
Converting users into clients or collaborators	Number of users who become clients or collaborators of the project	Registration of clients or collaborators	Annual	Diffusion equipment

A checklist will be created with the main indicators, their assessment and weighting in different time periods.

Main indicators:

1. Scope of dissemination (number of people reached).
2. Participation in events related to the project.
3. Level of interaction and engagement on social networks and online platforms.
4. Number of publications and mentions in the media.
5. Number of publications in conferences and journals.
6. Level of user satisfaction with the information received.

Assessment:

Each indicator will be rated on a scale from 1 to 10, with 1 being the lowest value and 10 being the highest value.

Weighing:

The weighting of each indicator will depend on the time period in which it is evaluated. The following weights are proposed:

- Monthly: 20%
- Quarterly: 30%
- Semiannual: 25%
- Annual: 25%

## Checklist

Indicator	Monthly Assessment	Monthly Weighting	Quarterly Assessment	Quarterly Weighting	Semestral Assessment	Semestral Weighting	Annual Assessment	Annual Weighting
Scope of diffusion								
Participation in events								
User feedback								
Increase in project visibility								
Converting users into clients or collaborators								

A spreadsheet was created to record the data and track the performance of the indicators. To define a clear and precise monitoring and evaluation system to guarantee the constant updating of indicators and timely decision-making, the following steps can be followed:

1. Define responsibilities: It is important to define who will be responsible for updating the indicators and monitoring their performance. Deadlines for updating and reporting indicators must also be established.
2. Establish a data collection methodology: It must be defined how the data necessary to update the indicators will be collected, whether through surveys, measurements, system records, among others. It is important that the methodology is clear and easy to implement to ensure the constant updating of data.
3. Define a monitoring tool: A tool such as a spreadsheet or management software can be used to record data and track the performance of the indicators. It is important that the tool is accessible and easy to use to facilitate updating and monitoring.
4. Establish a reporting system: It must be defined how the results of the indicators will be presented, whether in monthly, quarterly, semi-annual or annual reports. It is important that the reporting system is clear and easy to understand so that decision makers can use the information to make timely decisions.
5. Define a deviation analysis system: Criteria must be established to identify significant deviations in the performance of the indicators and define a process to analyze the causes of said deviations. This will allow timely actions to be taken to correct the course of the dissemination plan and guarantee compliance with the established objectives.



Indicator	Measurement frequency	Responsible	Meta	Current value	Percentage change	Comments
Number of visits to the website	Monthly	Marketing team	10,000	8,500	-15%	Website redesign in progress
Number of followers on social networks	Quarterly	Communications equipment	20,000	22,500	+12.5%	Social media advertising campaign
Number of mentions in the communication media	Semestral	Public relations team	50	45	-10%	Greater competition in the sector
Customer satisfaction level	Annual	Customer Service Team	4.5/5	4.8/5	+6.7%	Implementation of continuous improvement program

In this spreadsheet, the indicators defined in the dissemination plan are recorded, along with their measurement frequency, person responsible, goal, current value, percentage variation and comments. The percentage variation is automatically calculated based on the difference between the goal and the current value, to have a quick visualization of whether the indicator is above or below expectations. The comments allow you to detail any relevant situation that may be influencing the performance of the indicator. Additionally, graphs and tables can be added to visualize the performance of the indicators over time.

A spreadsheet was created with the specific objectives of the dissemination plan and the corresponding indicators.

Specific objective	Indicator
Increase the visibility of the project on social networks	Number of followers on social networks
Generate interaction and participation in social networks	Number of likes, comments and shares on social networks
Increase the visibility of the project in the media	Number of mentions in the media
Generate interest in the project from potential collaborators or investors	Number of information requests received
Increase attendance at events and activities related to the project	Number of participants in events and activities
Promote the creation of strategic alliances with other organizations	Number of strategic alliances established
Generate impact in the community through social responsibility activities	Number of people benefited by social responsibility activities
Increase partners/users satisfaction and loyalty	Number of satisfaction surveys with positive results

## 4. INDICATORS AND METRICS

The indicators used are aligned with the objectives of the Project and with the success indicators of the dissemination plan established in the initiation phase:

1. Scope:
  - Number of followers on social networks.
  - Number of visits to the project website.
  - Number of people who have participated in face-to-face and virtual events.
2. Participation:
  - Number of followers who have interacted with the content of the project on social networks.
  - Number of comments and responses on social media posts.
  - Number of questions and answers in face-to-face and virtual events.
3. Impact:
  - Number of people who have shared the content of the project on social networks.
  - Number of mentions of the project in the media.
  - Number of contacts generated through the dissemination of the project.
4. Satisfaction:
  - Evaluation of the participants in face-to-face and virtual events.
  - User evaluation of the project website.
  - Evaluation of the quality of the content disseminated on social networks.

The metrics used to monitor and evaluate the dissemination plan are:

1. Coverage: measures the number of people that have been reached by the diffusion of the project. It can be measured through the number of followers on social networks, the number of visits to the project website, the number of attendees at events, among others.
2. Impact: measures the degree to which the dissemination of the project has generated changes in the knowledge, attitudes and/or behaviors of people. It can be measured through surveys or interviews that measure the perception of the target audience before and after the dissemination of the project.
3. Participation: measures the degree of involvement of the target audience with the project. It can be measured through the number of people who have registered on the project website, the number of people who have shared project content on social networks, among others.
4. Return on investment (ROI): measures the effectiveness of the dissemination plan in relation to the cost invested. It can be calculated through the relationship between the cost of dissemination and the value generated by the project.
5. Content quality: measures the quality of the dissemination materials used. It can be measured through surveys that measure the perception of the target audience on the quality of dissemination materials.

The results of the indicators can be presented in different ways depending on the type of information to be communicated and the public to which it is directed. Some options for presenting results are:

1. Charts: Different types of charts can be used to visualize the data clearly and concisely, such as bars, lines, or pie.
2. Tables: Tables can be useful to show several indicators together, or to provide detailed information.
3. Reports: Reports can include an overview of the progress of the dissemination plan, as well as specific details on individual indicators.
4. Presentations: Presentations can be useful for communicating indicator results to a live audience, such as at a team meeting or conference.

It is important to tailor the presentation of the indicator results to the intended audience, and to ensure that the information is clear and easy to understand.

## 5. TIMETABLE

To establish the schedule and key milestones in the dissemination plan, the following steps are performed:

1. Identify deadline dates for project completion and any other relevant time constraints.
2. Establish the specific objectives of the dissemination plan and define the actions necessary to achieve them.
3. Establish deadlines for each action in the dissemination plan, assigning responsibilities and necessary resources.
4. Identify the key milestones of the dissemination plan, that is, the control points that will allow progress towards the established objectives to be measured.

A target date will be assigned for the completion of each key milestone and the indicators that will be used to measure progress will be established.

Once the timeline and key milestones have been established, it is important to ensure that they are kept up to date and adjusted, if necessary, to ensure that the dissemination plan stays on track towards achieving its objectives.

A timetable is presented below, along with key milestones for the dissemination plan:

Diffusion schedule:

Month 1: Research and analysis of the target audience, selection of communication channels and definition of key messages.

- Month 1: Research and analysis of the target audience, selection of communication channels and definition of key messages.
- Month 2-3: Development of dissemination materials and preparation of the launch strategy.
- Month 4-5: Launch of the dissemination plan and monitoring of the results.
- Month 6: Evaluation of the results and adjustment of the strategy as necessary

Key milestones:

- Week 2: Completion of the research and analysis of the target audience
- Week 4: Final selection of communication channels and definition of key messages
- Week 8: Development of dissemination materials completed
- Week 10: Complete preparation of the launch strategy
- Week 16: Launch of the dissemination plan
- Week 20: Preliminary evaluation of the results
- Week 24: Final evaluation of the results and adjustment of the strategy if necessary.:

## 6. PROJECT MONITORING AND PERFORMANCE

To monitor and measure the performance of each indicator in relation to the established range of values, the following process is established:

1. Collect the data corresponding to each indicator according to the established schedule.
2. Compare the values obtained with the established range of values to determine if the performance of the indicator is within the acceptable range or if there is a significant deviation.
3. If there is a significant deviation, determine the cause of the deviation and take corrective action if necessary.
4. Record the data in a spreadsheet or tracking system to track the progress of the dissemination plan over time.
5. Conduct a periodic review of the indicators and recorded data to assess the progress of the dissemination plan and make adjustments if necessary.

This process will allow having a clear vision of the performance of the dissemination plan and taking timely actions if necessary.

In the event of discrepancies, the process is applied to analyze significant performance deviations and determine their causes:

1. **Identify Deviation:** When monitoring dissemination plan indicators, it is important to identify significant deviations in performance. A deviation is considered significant if it is outside the established range of values or if it represents a significant change compared to the previous period.
2. **Analyze the cause of the deviation:** Once the deviation has been identified, it is necessary to analyze the possible causes of it. This may require additional data collection, process review, or identification of external factors that may have affected performance.
3. **Assess the impact of the deviation:** It is important to assess the impact of the deviation on the dissemination plan as a whole and in relation to other key indicators. This will help determine the significance of the deviation and the need for corrective action.
4. **Take corrective action:** If specific causes for the deviation are identified, it is necessary to take corrective action to address them. This may involve reviewing processes, allocating additional resources, or implementing new dissemination strategies.
5. **Evaluate the effectiveness of corrective actions:** After taking corrective actions, it is important to evaluate their effectiveness and perform additional follow-up to ensure that the underlying causes of the deviation have been addressed and the indicator results have been improved.

Establishing this process to analyze significant performance deviations ensures that timely and effective action is taken to improve the dissemination plan and achieve the stated objectives.

## 7. DISSEMINATION REPORTS

This section documents the distribution of the reports and their standard format.

REPORT	
Object	
Frequency	
Author	
Distributed to	
Media	
Reference to	

REPORT	Dissemination Plan Progress Report
Object	The project progress report provides a high-level overview of the entire project and its actual status. The report includes an overview of the project (stakeholders, project milestones and deliverables, project plans, budget and costs) and other project details (scope changes, major risks/issues and actions taken, achievements). This report provides more detail than the Project Status Report.
Frequency	The preparation of this report will follow the frequency defined for the project review meeting.
Author	Project Manager (PD).
Distributed to	Consult the distribution list specified in the project progress review meeting.
Media	MS-Word document.

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