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Project number: 2017 –1-IT01-KA202-006184



**LET'S
PLAY VET**
<enhancing
the learning experience
through playlists/>

Dissemination Strategy Plan Report

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Co-beneficiaries

Istituto Politécnico Salesiano – Pamplona, Spain

SZÁMALK-Szalézi Szakgimnázium – Budapest, Hungary

Uniser Soc. Coop. Onlus – Forlì, Italy

Badgecraft Ireland Limited – Cappaduff, Ireland

European Forum of Technical and Vocational Education and Training – Brussels, Belgium

Country: Belgium

Organisation: EfVET

Elaborated by: Valentina Chanina & Alicia Gaban

Start date of project: 2nd October 2017

Finish date of project: 01 December 2020

Duration: 38 months

Project number: 2017-1-IT01-KA202-006184

Date of submission: 9.10.2017

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Let's play VET Summary

Let's play VET will contribute in rethinking the teaching paradigm through an innovative VET methodology that will put young VET students at the centre of the learning process in a pro-active way. The innovative methodology will be inspired by the concept of "learning playlists", meaning a training module constituted by a set of learning experiences that students have to complete to receive a positive evaluation. The learning experiences composing the VET playlists developed in the project will be blended, they will include innovative E-learning assignments; mobility abroad, study visits, seminars, participation in other local community event or initiatives, production of videos of pictures etc.

The partners have identified a series of needs interesting VET learners in the European socio-economic context. Although number of efforts are being made by the Member States to improve VET offer and its attractiveness, the number of dropouts from education and training, including from initial VET (iVET) is still high.

Several EU countries are facing many problems in implementing successful strategies to prevent this phenomenon but their dropout rates are well above of the EU-28 average, the 2015 Education and Training monitor report showed that the current early school leaving rate in Europe is at 11,1% against the target of 10% fixed by the Eu2020 strategy. Some EU states lag behind especially in Spain (21.9%) and Italy (15%) which are the countries where the project will develop and test an innovative VET methodology. The main focus is on the need of reducing the actual rates of earlier leavers to 10% by 2020.

Let's play VET objectives

The project's general objective was to reduce dropout rate in VET education.

So, project has set out 3 objectives:

1. To develop, test and mainstream an innovative VET methodology based on the concept of learning playlist
2. To increase the attractiveness of VET education in young people, families and the society
3. To improve the competences of VET providers in tackling early school leaving of young people with difficult background.

Project partners

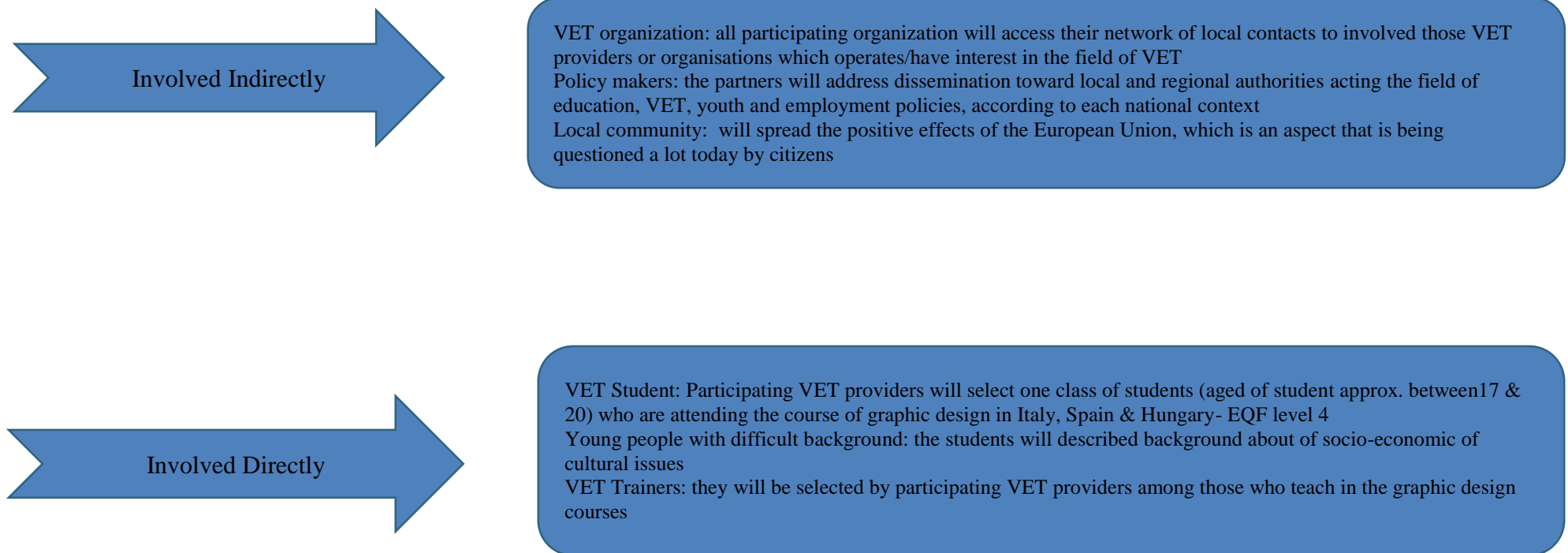
1. Associazione Cnos-Fap Regione Emilia Romagna, IT
2. Congregación San Francisco de Sales - Instituto Politécnico Salesiano, ES
3. UNISER SOC.COOP. ONLUS, IT
4. Badgecraft Ireland Limited, IR
5. EFVET, BE
6. SZÁMALK-Szalézi Szakgimnázium (from 1st July 2020 the name was changed in SZÁMALK-Szalézi Technikum és Szakgimnázium), HU

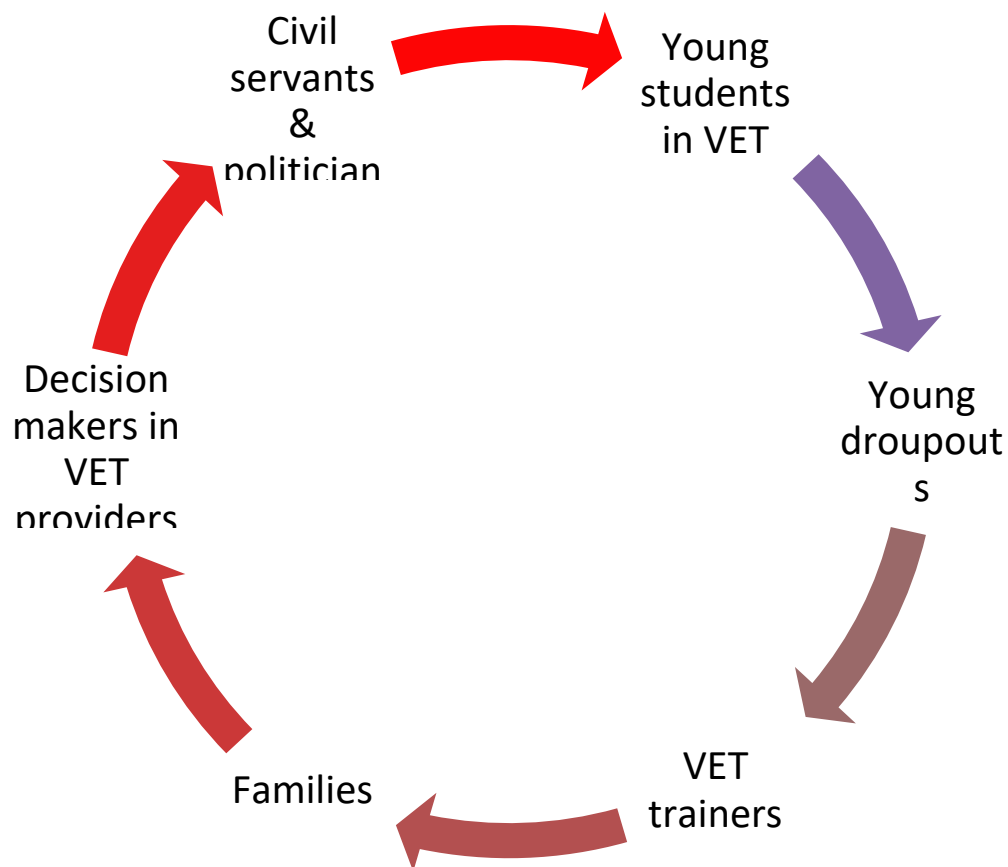
Let's play VET key messages

1. Young people can learn in different ways, not only sitting in class
2. Playlists are an innovative tool that can help to stimulate the learners' interest and participation in the learning process in a proactive way
3. E-learning platform and guidelines developed will provide new innovative education tool to all VET providers across Europe.
4. This call supports projects contributing to increasing social inclusion of young people with difficult background

Playlist makes learning more interactive thanks to the direct involvement of the local community actors in learning experiences for VET students.

The Let's play VET dissemination work identifies 6 main target groups for dissemination, each were involved in the project through 2 interconnected level of participation:





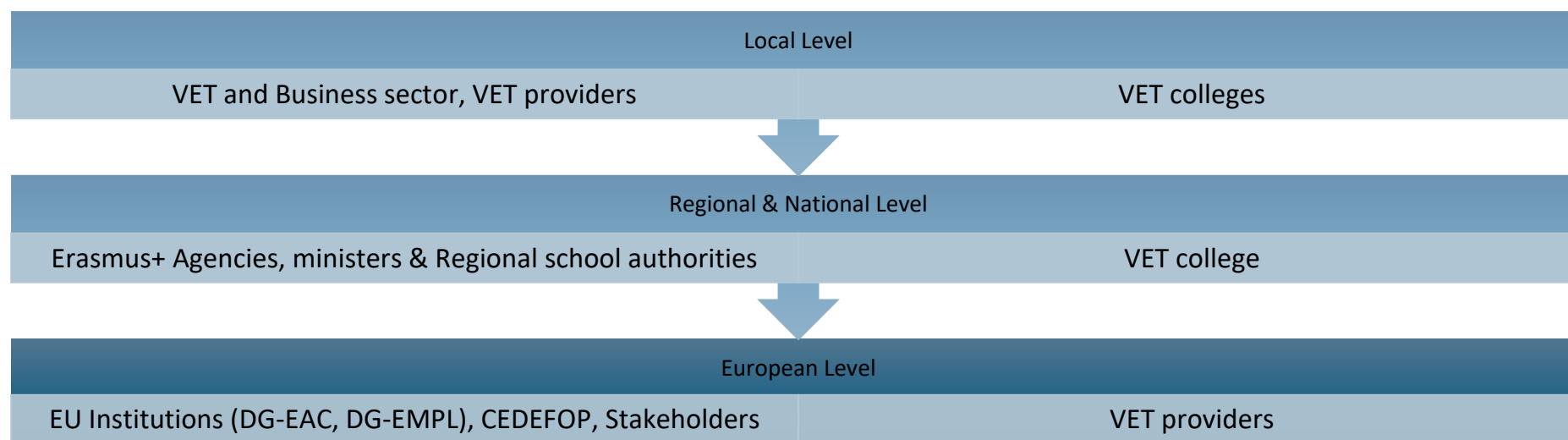
Goal & Targets

The Let's play VET project had five goals:

1. To make project partners as ambassadors and promoters of the project should create a multiplier effect on students, families, companies, parents and etc
2. To increase the attractiveness of the curriculum to the local community and potential future students
3. To increase the number of VET providers making use of the Playlist modules for graphic designer developed
4. To increase the number of VET providers making use of the e-platform and guidelines to create their own Playlist modules for new qualifications.
5. To attack stakeholders from the business world (business association, chamber of commerce, foundations and companies) to join the partnership and support the cause even through private funding

Dissemination impact

The Let's play in VET's impact at local, regional and European level was depend from creation of networks of stakeholders, and the intense dissemination activities. All partners were in charge during the entire length of the project of establishing a network of stakeholders which have interested in improving the quality of VET and tackling drop-outs.



Dissemination Actions

Actions	Partners	Action
Present the project to teacher, company, students and others	All partners	Completed
Present the results of the project to students, company, teachers and others	All partners	Completed
Set up e-platform	Associazione Cnos-Fap Regione Emilia Romagna	Completed
Set-up the Facebook page	EfVET	Completed
Regular poster on the partners blog (if they do have)	UNISER and others	Completed
Printing posters and flyers & information materials	All partners	Completed
Presentation of the Let's play VET in the following annual events: NATIONAL CNOS iMOVE Network AECA European network of Salesian school EfVET Annual conference	All partners	Completed
Present the project to local and regional authorities, VET providers, Universities and research institutions and business associations	All partners	Completed
Multiplier events to present the projects results to VET providers, local authorities, EU institutions and Business actors at European Level	All partners	Completed

Communication with Stakeholders

All the project partners focus on establishing local networks of stakeholders. The partners were built gradually and sustained through the communication/dissemination tools that will be put in place by the partnership. The 2nd purpose is to set the ground to boost the valorisation/exploitation of the delivered outputs. The communication with stakeholders were a key element for the project's success, in particular the contributions collected important information to build the guidelines for transferability to VET providers.

Dissemination tools

In order to strengthen the dissemination process & each as board community as possible, the dissemination strategy will focus on different promotional channels. All partners are responsible to printed materials (brochure and etc.), events and online dissemination:



Project website: www.swhictlearning.eu the project is one of the main sources of information about project available to most stakeholders and others. The website will be established immediately at the start of the project and will be maintained for at least 5 years after the project ends.

The website is a main public channel for information and dissemination. Is still allowed users to easily access all the analysis, documents, blog and etc.



Project logo: the project was designed and comments from partners by November 2017. The logo's main purpose is to enhance the visibility and recognition of the project by reflecting the project's unique elements. It will be used in all project related printed and online materials, together with the EU logo.

Fonts, colours to use, layout of letterheads, word and power point documents are part of the identity elements each partner had have to used for internal and external purposes. A good use of it will help to communicate and disseminated project results in a consistent and effective way.



Brochure: a draft brochure was prepared by the end of December 2017. It has contained a brief description of Let's VET play and its objectives and partners. It was distributed at events attended by partners in order to increase visibility of Let's VET play, and expand our network of contacts



Facebook

Online social networks are another potentially useful dissemination tool and channel. The Let's play in VET consortium believe this is a good means of outreach to the public. Let's VET play results may be disseminated through popular social networks such as Facebook, Twitter is a particularly useful way at engaging participants at events and in increasing the impact and visibility of such events. Let's play VET meetings and multiplier events will have their own TWITTER hash tags- #LetsplayVET

Facebook is an extremely popular social network and will play a major role in increasing with our target audiences throughout the outputs and lifecycle of the project.



Multiplier events: to present the results to other VET providers, decision makers and practitioners

Dissemination activities will be people research by dissemination, presentations held regarding the partner projects, press articles, online articles and different target groups involved. Dissemination will be shared by the entire partnership since the beginning of the project.

All partners will have disseminated three Intellectual Outputs. Also the partners have to disseminate the Let's play online face to face meetings with the target groups, through the web site of partners, social media, as well through established local networks of stakeholders for each partner, arranging a multiplier event in occasion of the final meeting of the project, presenting the results with the partner organisations in occasion of specific meetings with the staff, annual events and etc.

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Dissemination roles

EfVET roles

The Dissemination work package will be led by EfVET which as European umbrella organization for TVET institutions will play a major role in the project dissemination.

The association will take care for the wide dissemination across Europe and countries in which the consortium is not directly represented. This will be done especially through its website and online communication (EfVET newsletter, EfVET member news and social media). Furthermore, the EfVET team will disseminate the project via direct presentations and promotional material distribution (brochures) at conferences and meetings not only in Brussels, but throughout Europe. In particular, a visible representation will be ensured at the EfVET Annual conference which will be held in October 2018 and 2019.

Moreover, EfVET will coordinate partners' local and national dissemination activities and contribute to the national valorisation in the partner countries.

While, EfVET will lead, all partners will assume responsibility for the dissemination of the project at a local, regional and national level in their countries and will adapt EfVET's dissemination plan to their countries. The individual dissemination plans will guide the partners in disseminating the project results within their own organisation but also to the project target groups.

Partners roles

All partners will have contributed to proactively to dissemination activities by assigning the most experienced communication staff member to their role on the Let's play VET project and filling the Dissemination activities.

Each partner coordinated a Multiplier event in their own country to attract stakeholder and target participant engagement and media attention.

Project branding and logo

Disclaimers excluding Commission responsibility. Any communication or publication related to the action made by the partners jointly or individually in any form and means, shall indicate that it reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

All public facing documentation and dissemination activities - INCLUDING EVIDENCE documentation such as participants lists etc. MUST be badged using the Project logo and it is mandatory that such documentation entering the public domain carries the official EU Erasmus + logo and the correctly worded 'disclaimer' sentence.



Project Let's Play VET logo and project brand image was development to ensure a consistent look & feel throughout the lifespan of the project



RGB 192/0/0
Nex Color # C01C03

Dissemination implementation

According to the project applications the following persons was involved in the project

ACTIVITY	Persons involved
Involvement in the project	In total 50
Communication of project activities and results	At least to 10 people within their organizations
Dissemination activities to reach regional stakeholders and local actors per partners	In total 1250
Dissemination via Facebook	324 Facebook
Multiplier event	Approx. 200

Social Media

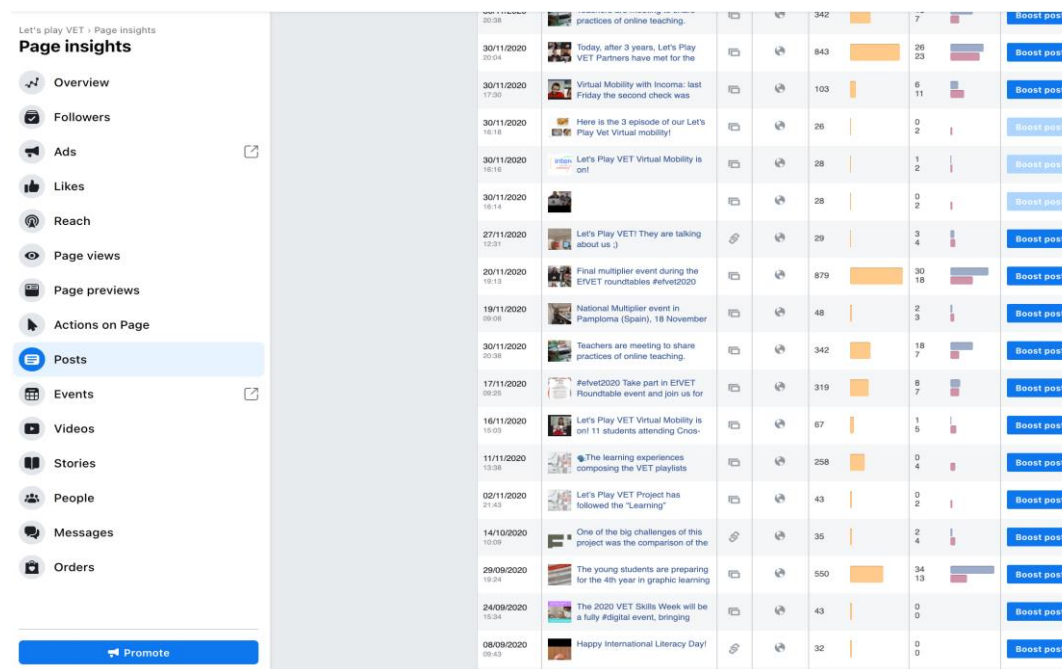
Facebook

Facebook was created on 7/02/2018

To disseminate activities and provide online support to the project Let's play VET has set up the following channels: Facebook. Each of them with a different target.

Publishing short post directly or indirectly related to VET school, unemployed, Vet providers, but as well to disseminate partners' activities related to the project (224 fans in November 2019).

Total views from February 2018 - November 2020



Let's play VET • Page insights

Page insights

- Overview
- Followers
- Ads
- Likes
- Reach
- Page views
- Page previews
- Actions on Page
- Posts**
- Events
- Videos
- Stories
- People
- Messages
- Orders







When your fans are online Post types Top posts from Pages you watch

Data shown for a recent one-week period. Insights for the time of day are shown in the Pacific time zone.



All posts published

Create Post

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/12/2020 16:48	 Salasiano Pamplona and SZAMALK-Szalko Technikum és			16	0 2	Boost post
01/12/2020 07:58	 Due to the COVID pandemic, the final event was held online, in			15	0 1	Boost post
30/11/2020 23:51	 Do you want to know more about Let's Play VET Final Event held			16	0 1	Boost post
30/11/2020 20:41	 20th November 2020 - During the event #DoYourMob2020			156	0 1	Boost post
30/11/2020 20:38	 Teachers are meeting to share practices of online teaching.			342	18 7	Boost post
30/11/2020 20:54	 Today, after 3 years, Let's Play VET Partners have met for the			843	26 23	Boost post

Let's play VET > Page insights

Page insights

Overview

Followers

Ads

Likes

Reach

Page views

Page previews

Actions on Page

Posts

Events

Videos

Stories

People

Messages

Orders

Daily data is recorded in the Pacific time zone.

1W 1M 1Q

Start:

24/11/2020

End:

30/11/2020

Total views By section

Total Views



Total people who viewed

By section

By age and gender

By country

By city

By device

Total people who viewed



Manage Page

- Let's play VET
- Home
- News Feed
- Inbox
- Resources & Tools
- Manage jobs
- Notifications
- Insights
- Publishing Tools
- Ad Centre
- Page quality
- Edit Page Info
- Settings

Let's play VET

@switchlearningEU · Community

Home Events Reviews More

Start selling from your Page in a few steps

Insights

People reached: 1,430

Post engagements: 198

Page likes: 10

Create Post

Photo/Video Get Messages Feeling/Activity

Create Live Event Offer Job

Let's play VET

Salesianos Pamplona and SZÁMALK-Szalai Technikum és Szakgimnázium finished their virtual mobility experience in Italy! Here is what our hosting partner Uniser says about it!

Orders and messages insights are not available

Page summary Last 28 days

Results from 3 Nov 2020 - 30 Nov 2020

Actions on Page

Page Views

Page Likes

Post reach

Recommendations

Post engagement

Page previews

Story reach

Videos

Leaflet

Leaflet Let's play VET leaflet has been selected among partners and it has been disseminated and published in Let's play website and partners website



Templates

Templates: World and PowerPoint

In order to keep the consistency among partners' deliverables, EfVET has produced both a world and a powerpoint presentation.

Multiplier event and other events

In order to promote Let's Play VET multiplier events in the partner's national/regional location, partners organised 4 multiplier events.

Bologna 7 June 2019



The screenshot shows a Google Meet interface. The main window displays a presentation slide titled "Let's Play VET! A Case Study". The slide includes logos for CNOSFAP, UNISER, and badgecraft, and mentions "Co-funded by the Erasmus+ Programme of the European Union". The slide also states "PROJECT DESIGN E VALUTAZIONE NELLA PROGETTAZIONE INTERNAZIONALE IN AMBITO EDUCATIVO" and "2017-1-ITD1-KA202-006184". On the right, a chat window titled "Chat della riunione" shows messages from participants like Giulia Rogante, Arianna D'Angelo, and Liliana Silva. The bottom of the screen shows the Windows taskbar with various application icons.

Bologna Alma Mater Event – 15 May 2020



Presentation Let's play Vet to the teachers – 16 November 2020

Bologna 8 July 2020



Video: <https://www.youtube.com/watch?v=JJYGx5dC2bA>

Budapest 20 May 2019









Kedves Kollégák! Kedves Tanárok!

A SZÁMALK-Szalézi Szakgimnázium 2019. május 22-én (szerda) 9.30 - 14.30 óra között a Let's Play Vet projekthez kapcsolódóan szakmai konferenciát tart.

Helyszín: SZÁMALK-Szalézi Szakgimnázium;
1119 Budapest, Mérnök utca 39., 116. terem

Időpont: 2019. május 22. 9.30 - 14.30 óra

A költségeket (beleértve vidékről érkező kollégáink utiköltségét is) a hazai elterjesztésre irányuló ERASMUS+ pályázat fedezi.

Kérjük, hogy részvételi szándékukat Révész Angéla kolléganőnek, a revesz@szamalk-szalezi.hu címre jelezzék legkésőbb 2019. május 21-ig.

Minden érdeklődőt szeretettel várunk,

Hegedűs Helén
WAMEDIA
projektfelelős

Orgoványi Gábor
Let's Play Vet
projektfelelős

A konferencia programja:

9.30	Regisztráció
10.00-10.20	Orgoványi Gábor – A Let's Play Vet projektről és a „playlist” alkalmazhatóságáról
10.20-10.40	Molnár Csikós Hajnalka - A „playlist” tesztelés tapasztalatairól
10.40-11.00	Grafikus tanulóink beszámolója az olaszországi mobilitás eredményekről
11.00-11.20	Kávészünet
11.20-11.40	Hegedűs Helén – A WAMEDIA projektről és a digitális információhoz való hozzáférésről
11.40-12.00	Koblenz Máté – A nemzetközi pilot terjesztése Magyarországon
12.00-12.20	Kávészünet
12.20-12.50	Ámon György – A tapasztalatokról és a jövőről
12.50-13.00	Lakatos Bertalan diákunk – Látássérültként a világ
13.00-13.30	Németh Orsolya, MVGYOSZ – „Kerüljünk képbe” - infokommunikációs akadálymentesség a látássérült személyek szemszögéből
13.30-14.30	Ebéd
14.30	Kerekasztal beszélgetések

 SZÁMALK-Szalézi Szakgimnázium | 1119 Bp., Mérnök u. 39. | szamalk-szalezi.hu

Salesianos Pamplona 18 November 2020



- Asociación CNOS Fap Emilia Romagna - Bologna, (Italia).
- SZAMALK-Szalézi Szakgimnázium - Budapest, (Hungria).
- Departamento de Artes Gráficas, Salesianos Pamplona, (España).
- Empresa encargada de la Movilidad Educativa: Uniser Soc. Coop. Onlus - Forlì, (Italia).
- Empresa experta en Gamificación: Badgecraft Ireland Limited - Cappaduff, (Irlanda).
- Asociación encargada de la promoción y difusión de proyectos transnacionales de Formación Profesional: European Forum of Technical and Vocational Education and Training - Bruselas, (Bélgica).

SEGUIMIENTO DEL PROYECTO:

- Reuniones vía Skype una vez al mes.
- Reuniones transnacionales cada 6 meses de los socios participantes.
- Organización de eventos de difusión en todos los países participantes.



salesianos PAMPLONA **Erasmus+** **LET'S PLAY VET**

D. Jorge Lanchas Rivero,
Director del Centro Integrado Salesianos Pamplona, le invita a la presentación del proyecto **LET'S PLAY VET. Learning through experiences**, Aprendiendo a través de experiencias.

Organizado por el Departamento de Artes Gráficas de SALESIANOS PAMPLONA, y que tendrá lugar el **miércoles 18 de noviembre de 2020**, a las **16:30 horas** en el **Aula Magna** de nuestro centro.

Sarriguren, 28 de octubre de 2020
INSCRIPCIÓN AL EVENTO AQUÍ

Learning through experiences



Final Conference – online 19 November 2020



**LET'S
PLAY VET**
enhancing
the learning experience
through playlists/>

2017-1-IT01-KA202-006184

Final Event

Thursday, 19 November 2020
Online event, 14.00 – 16.00 (CET)
<https://meet.google.com/jfk-nbra-srj>

14:00 What is Let's Play VET
Greeting for Don Fabrizio Bonalume President of Cnos Fap and Introduction to the project - Tania Romualdi (Cnos Fap Emilia Romagna - Consortium Coordinator)

14:10 State of the art of learning through playlist and gamification: What is a learning playlist?
Badgecraft - IO1

14:20 Innovative VET Training module for Graphic Designer based on the concept of learning playlist
How to compare three professional curricula in Graphics? Tania Romualdi (Cnos Fap Emilia Romagna) - IO1

14:40 Introduction to the platform switchlearning.eu - How a playlist system was developed
Badgecraft - IO2

15:00 Presenting best practices in playlist creation: Experiences from Italy, Spain and Hungary
Elena Ferretti (Cnos Fap Emilia Romagna)
Guadalupe Carraminana (Salesianos Pamplona)
Andrea Kupovits (Szamalk)

15:20 Real Mobility vs. Virtual Mobility: How the Let's Play VET platform can help in developing innovative practices in mobility
Paola Saini (Uniser)

15:40 Covid-time and the on-the-field testing of the platform
Guadalupe Carraminana (Salesianos Pamplona)

15:50 Transferability potential and Guidelines
Valentina Chanina (EFVET)

16:00 Conclusions by the Coordinator
Questions and Answers

      Co-funded by the Erasmus+ Programme of the European Union



**LET'S
PLAY VET**
enhancing
the learning experience
through playlists/>

Final Event

Thursday, 19 November 2020
Online event, 14.00 – 15.30 (CET)

REC
T Tania Romualdi ! Bologna is presenting

M Miroslava Katze... and 16 more

28
You

Erasmus+ KA2 Project LET'S PLAY VET! N° 2017-1-IT01-KA202-006184

Intellectual Output 1: Innovative VET Training module for Graphic Designer based on the concept of learning Playlist

O1/A2 - TASK2: Definition of common learning Outcomes.

Starting from the learning outcomes for the qualification of graphic designer that are defined by law in Italy, Hungary and Spain, the participating VET providers will define which of them are mostly similar in the three countries and produce a sort of "grid of shared learning outcomes". This selection of common learning outcomes will be used as drivers to create learning experiences of the playlist module, thanks to this delicate work the new module will be integrated and recognised into the courses three European countries.

O1/A2 - TASK2: Definition of common learning Outcomes.	1
TECHNICIAN IN DIGITAL PREPRESS	2
AWARD, ACCREDITATION LEVEL OF THE DIPLOMA	2
RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE DIPLOMA	2
DIPLOMA DESCRIPTION	2
Professional, personal and social skills	3
Professional Modules	3
TECHNICIAN IN GRAPHIC PRINTING	8
AWARD, ACCREDITATION LEVEL OF THE DIPLOMA	8
RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE DIPLOMA	8
DIPLOMA DESCRIPTION	8
Professional, personal and social skills	9
Professional Modules	9

TECHNICIAN IN DIGITAL PREPRESS

AWARD, ACCREDITATION LEVEL OF THE DIPLOMA

Official duration of the education/ training leading to the diploma: 2000 hours.
Level of the diploma (national or international):
• NATIONAL: Post-Compulsory Secondary Education
• INTERNATIONAL:
- Level 3 of the International Standard Classification of Education (ISCED3).
- Level _____ of the European Qualifications Framework (EQF ____).

Entry requirements: Holding the Certificate in Compulsory Secondary Education or holding the corresponding access test.
Access to next level of education/training: This diploma may provide access to Higher Technical Cycles provided that an entrance exam is passed.

RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE DIPLOMA

The Technician in Digital Prepress works in printing companies, press, publishing houses, media and advertising agencies, graphic services and media publications agencies in any productive sector whose companies require a digital prepress department which may work with digital imaging, making of electronic publications, text and image processing, page and layout makeup, page imposition, collection of digital printed forms and digital printing. The most relevant occupations or jobs are the following:

- Technician in prepress.
- Technician in word processing.
- Technician in image processing.
- Layout / digital page makeup technician.
- Technician in electronic / multimedia publications.
- Digital files performer.
- Scanners / color specialist.
- Technician in digital imposition.
- Operator of film crews of computer to plate (CTP).
- Operator of film crews from computer to screen (CTS).
- Operator of film crews from computer to photopolymer (CTP).
- Technician in digital print.

Salesianos Pamplona curricula in Graphic training

Tania Romualdi ! Bologna

Nerijus Kriauciunas

Federico Gozzi

Elena Ferretti

P

Paola Saini

Andrea Kupovits

Guadalupe Carramiñana ...

Flavia Branca

Social Media



EfVET Twitter



<https://www.facebook.com/switchlearningEU>

Dissemination Partners Report:

1. **Salesianos Pamplona** - https://docs.google.com/document/d/1dSD0bwLM1wotnVwOsOb0PIWm6ciBuc6J_I6m91hHNvw/edit?usp=sharing
2. **Associazione Cnos Fap Emilia Romagna**
https://docs.google.com/document/d/1dSD0bwLM1wotnVwOsOb0PIWm6ciBuc6J_I6m91hHNvw/edit?usp=sharing
3. **Badgecraft Ireland** - <https://drive.google.com/drive/u/0/folders/16qXOXDsOj8-nMft0WS3Pqjq8Cp7xKm1J>
4. **SZÁMALK-Szalézi Szakgimnázium** - <https://drive.google.com/drive/folders/1i1F6HR7mzTf5pCAJrz3aoZkRNQd1dIRL?usp=sharing>
5. **Uniser** - <https://docs.google.com/document/d/17COBiP7uPtIflJph4gi5ePKYjhM9HV4RqCJA0jvZTXo/edit?usp=sharing>
6. **EfVET** - https://drive.google.com/drive/u/0/folders/1JXzbG-BTnJ6P6pwX_AdBkhhtZxoAwX_b

The Dissemination Plan was an integral part of the Let's Play VET. It provides a sustainable and efficient vehicle for achieving the dissemination goals of the project. It was a worked tool that reflected the approach and activities outlined in the project' Application Form.

The Dissemination Plan aims also to help project partners while planning or being involved in any kind of communication activities, especially those addressed to the project's priority target audiences.

It will be enriched by inputs and achievements of all partners and be reviewed and updated at regular intervals (every six months).

Objective – to share results, lessons learnt, outcomes & findings – make the community benefit of the EU funding via Erasmus +;

The quality dissemination plan should include measurable and realistic objectives, a detailed timetable and mention the responsible partners for the dissemination activities.