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RURALYOUTH

FINAL

DISSEMINATION

REPORT

2020-1-TR01-KA205-091140

Empowering Rural Tourism through Entrepreneurship
with Youth



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CHAPTER I

RURALYOUTH FINAL DISSEMINATION REPORT INTRODUCTION and STRATEGY

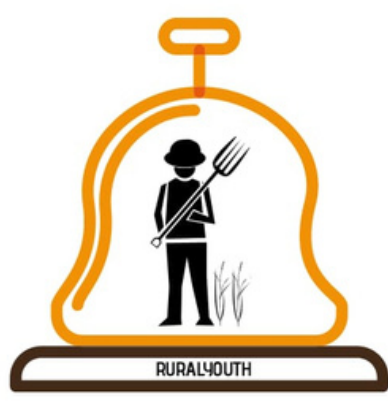
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1. INTRODUCTION

This document presents the Dissemination Strategy that will be employed over the course of the implementation of the RURALYOUTH project. It is intended to serve as a guidance document for the RURALYOUTH consortium partners; as such, it is an intra-consortium working document. The achievement of the RURALYOUTH project's objectives is intrinsically linked to the engagement of the project's target group in the project activities and their exploitation of the project's results. The objective of the Dissemination Strategy, developed as part of WP2, is to ensure that the different target groups are appropriately approached by using the most effective and relevant tools.

2. SHORT PROJECT DESCRIPTION AND OBJECTIVES

RURALYOUTH creates actions to improve knowledge of agricultural, touristic, rural, cultural and entrepreneurship among young people and will prevent mismatch among tourism students. This project, which was formed with 6 partners, it was aimed to support the development of rural areas, support lifelong learning, increase awareness of the nationality through education and technology-based distance education model and develop action plans in line with the European Youth Strategy. The project, which has a 24-month implementation period, forms a lifelong education system for tourism students, who would like to be entrepreneurs in rural areas.

The RURALYOUTH team consists of 6 organizations dynamically involved in tourism development activities in 5 EU countries (Turkey, Lithuania, Slovakia, Czech Republic, and Poland). At a European level, people will be informed about the project based on an effective and joint dissemination strategy followed by all participating countries. By identifying and engaging key relevant stakeholders in RURALYOUTH project will assist in receiving important feedback and input.



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2. SHORT PROJECT DESCRIPTION AND OBJECTIVES

RURALYOUTH aims to create a rural alliance based on rural entrepreneurship for education in the tourism industry for tourism students, entrepreneurs, academicians and rural authorities. Hence create focuses 3 different objects: preventing the mismatch of tourism students, helping rural development through entrepreneurship, preventing migration from rural areas to urban areas and increasing the counter-urbanization which means migration from urban to rural areas.

The RURALYOUTH project creates an E-Learning platform that is created with the intellectual outputs it produces. This platform is open access, as stated by the European Union commission in the project form. The platform where the project's outputs, reports, news and videos are shared, is designed as an online, open-access platform. Continuous access is provided by the institution that forms the platform and the coordinator institution. In addition, the intellectual outputs that were created were disseminated on the Erasmus + Project Results platform, social media, and academic websites. These continued through the sustainability strategy to be made.

The objective of the Dissemination Strategy is to ensure that the different target groups are appropriately approached by using the most effective and relevant tools in line with their needs, as the main target group here are students and academics, as well as local communities This contributes to achieving the expected impact of the central activities of the project that aim to create training programs, assistance for village communities and rural municipalities as well as promotion of existing tools. To this end, the current Dissemination and Communication Strategy describes for each dissemination/communication tool, the intended target group(s), the expected input/output to/from the target groups, and the means of dissemination/communication to reach that target group. The implementation of the Strategy was continuously monitored and fine-tuned according to whether the foreseen impact has been achieved and whether there is a need for adaptation in approach.

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2. SHORT PROJECT DESCRIPTION AND OBJECTIVES

RURALYOUTH impact. As background, the project is aimed to create a tech-based rural knowledge alliance to enable entrepreneurship effectively in order to contribute to the tourism students and representatives of the tourism industry their realization of the entrepreneurship activities and by this way to provide that the tourism activities are moved to the rural areas by increasing the quality of education in tourism. Not only the target group and people participating in the project but also other people and communities will benefit from the project. As a result of the project LTT activity, trainers will continue the training of the project with the courses to be opened both in the construction faculties and within the municipality. Stakeholders, participants and institutions will be reached through different seminars, webinars, meetings and organizations with the work done within the project team. The International Rural Entrepreneurship Summit of the project was continued thanks to the rural tourism clubs being opened within the universities. In addition, there was an idea, cartoon and composition contest. The contribution is made to the sustainability of the project with rural tourism clubs to be established within universities. Owing to the project's social media, website and platform, the training is kept up to date.

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2. SHORT PROJECT DESCRIPTION AND OBJECTIVES

CONSORTIUM. There are 6 organizations from Turkey, Lithuania, Poland, Czech Republic, and Slovakia. The project partnership is composed by:

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Partner role	Name (English)	Abbreviation	Country
Lead partner WP1, WP3	Eskisehir Osmangazi University	ESOGÜ	Turkey
WP2	Vytautas Magnus University	VMU	Lithuania
WP2	Eskisehir Metropolitan Municipality	EBB	Turkey
IO3	The Slovak University of Technology in Bratislava	STU	Slovakia
IO1	University of Warmia and Mazury in Olsztyn	UWM	Poland
IO2	ProEduca z.s.		Czech Republic



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3. TARGET GROUPS

RURALYOUTH aims to create a tech-based rural knowledge alliance to enable entrepreneurship effectively in order to contribute to the tourism students and representatives of the tourism industry their realization of the entrepreneurship activities and by this way to provide that the tourism activities are moved to the rural areas by increasing the quality of education in tourism. The RURALYOUTH program was developed through close collaboration and increased flows of knowledge between universities, and rural tourism communities.

The main target groups are:

- Students, and trainers in tourism and rural studies fields;
- Entrepreneurs in rural tourism;
- Rural local tourism authorities, local rural communities.

All the activities planned in RURALYOUTH will benefit the development of close collaborations between participants, trainers, and rural tourism communities.

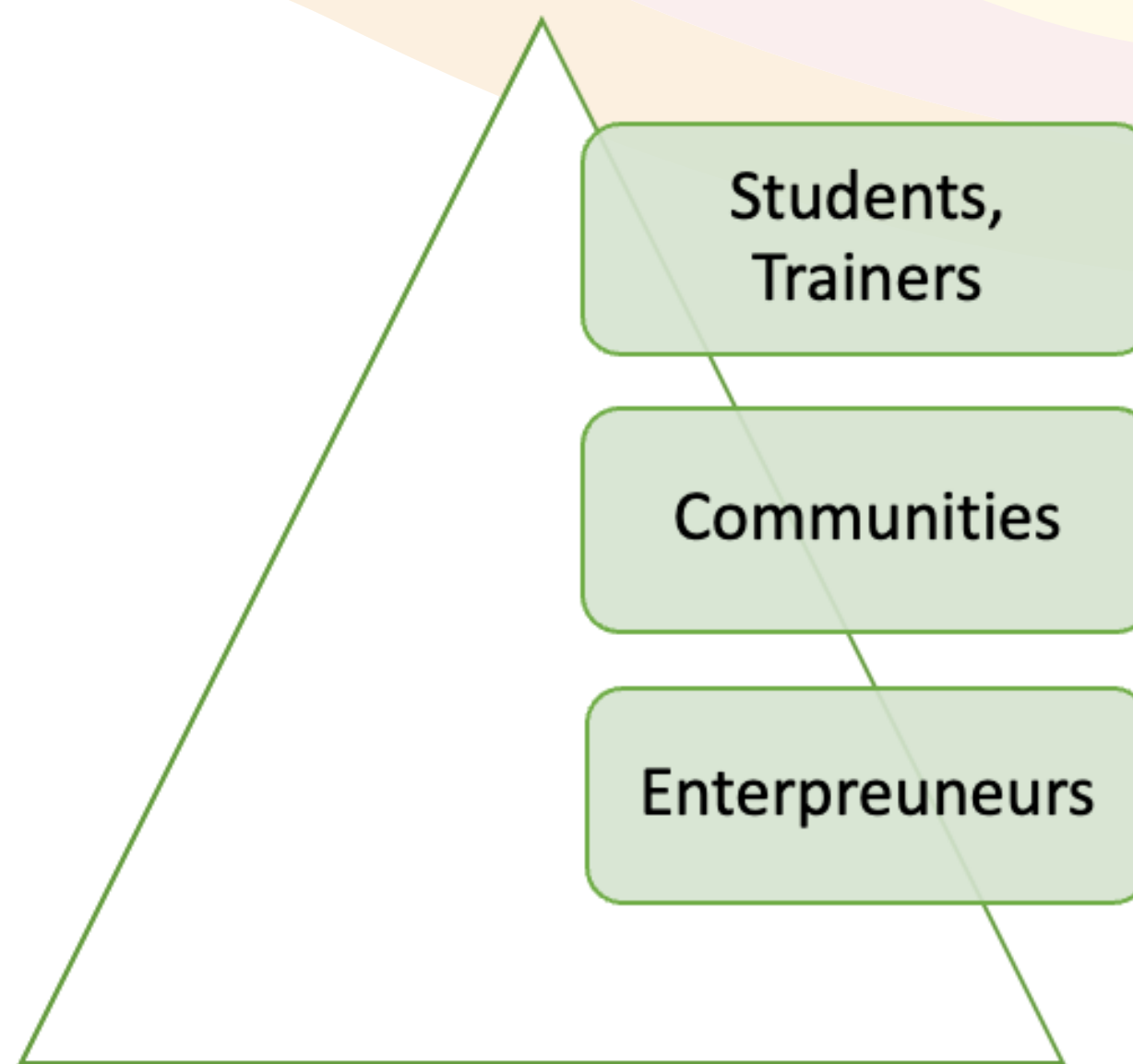
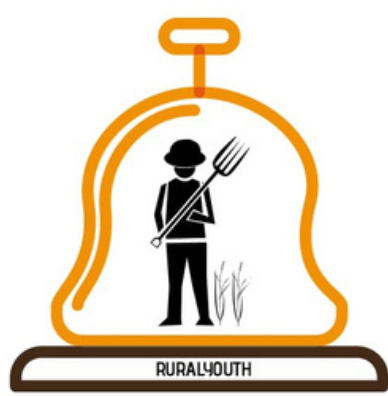


Figure 1. Main target groups



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3. TARGET GROUPS

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LOCAL AND REGIONAL LEVEL	NATIONAL LEVEL	EUROPEAN LEVEL
<p>Students from tourism, rural studies, economy, landscape architecture</p> <p>Lecturers</p> <p>Rural local tourism authorities, local rural communities (35 in total)</p> <p>Entrepreneurs in rural tourism</p> <p>Tourists</p>	<p>Students from tourism, rural studies, economy, landscape architecture, entrepreneurship studies</p> <p>Lecturers</p> <p>Entrepreneurs in rural tourism</p>	<p>The dissemination activities are also targeting national and EU authorities in the enforcement of EU</p> <p>Economics/Agriculture, other relevant public and private stakeholders such as, rural tourism associations were rural tourism entrepreneurs are actively involved) whose activities focused mainly on enhancing and developing entrepreneurship development knowledge and skills.</p>



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3. TARGET GROUPS

Target groups for disseminating

Thanks to the transnational approach to the action and the involvement of stakeholders from

In 5 different countries, the proposed strategy will guarantee the transferability of the results to other target groups, sectors and rural areas. Indeed, the dissemination activities are a crucial element for the project's success and these actions will be developed across and throughout its implementation. The Communication plan outlines key messages, target audience, mechanisms and activities related to facilitating the dissemination of information such as website (in English) with Facebook and Instagram social network; project newsletters (in English and local editions in partners' language); press conferences, press articles, etc.

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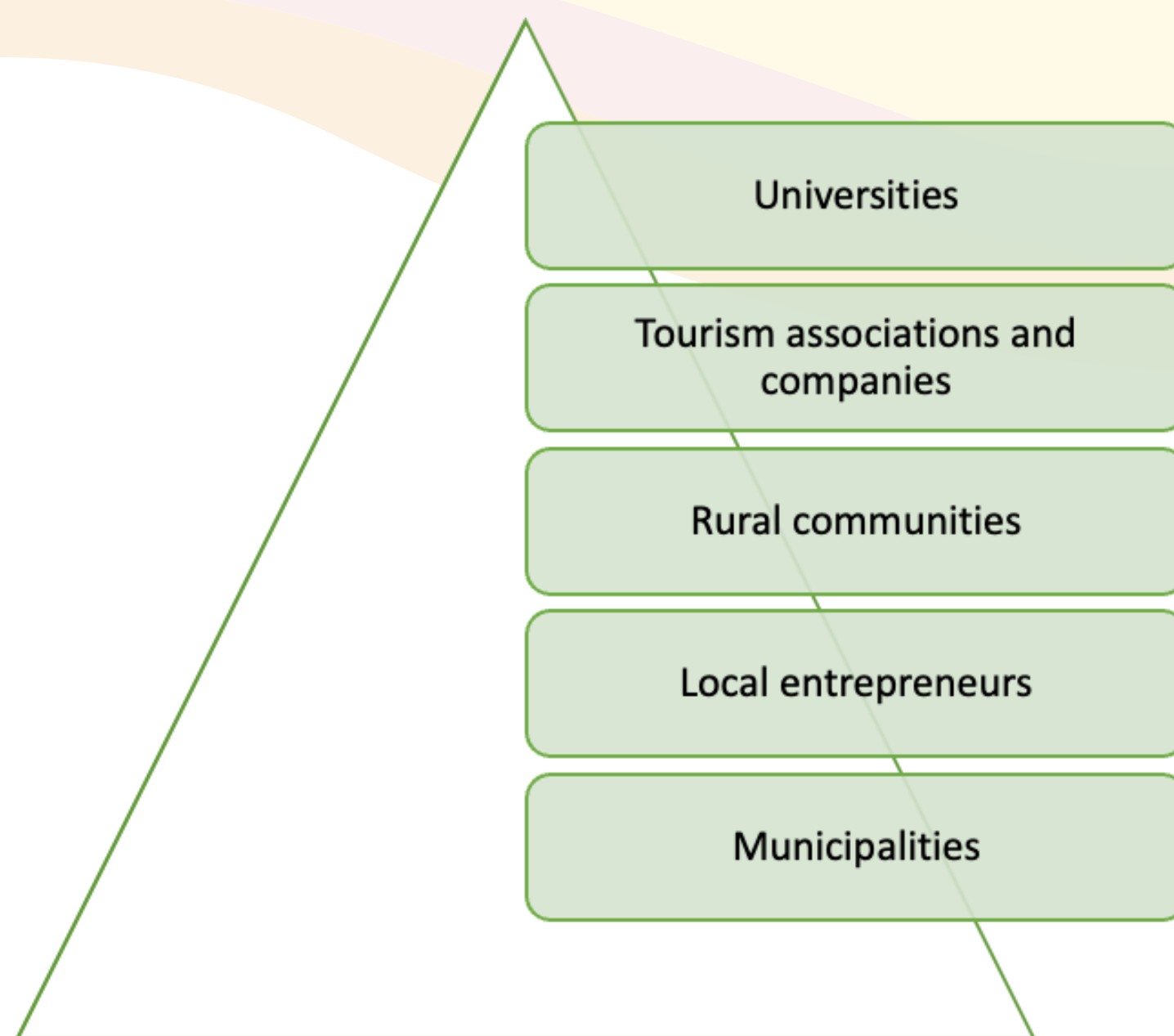
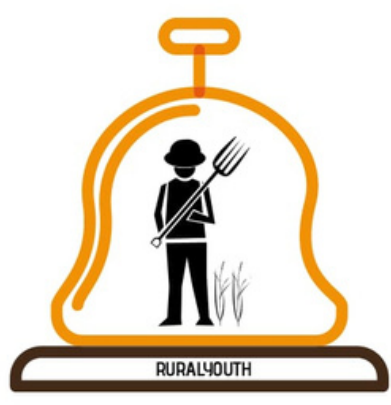


Figure 2. Institutional target groups for disseminating.



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4. EXPECTED IMPACT FOR TARGET GROUPS

Target groups

Expected impact on main target groups:

Target groups – Students:

1. Raising students' awareness of the importance of rural entrepreneurship after the completion of the initial survey.
2. The development of new rural tourism entrepreneurship skills after completion of pilot training
3. The enhancement of new links between universities and rural tourism communities while developing together rural tourism business initiatives.
4. The establishment of new and strong relationships and collaborations between universities and rural tourism communities.

Target groups – Academics/lecturers:

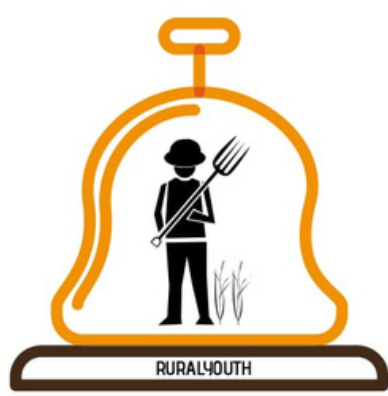
1. Raising tourism field academics/lecturers' awareness of the importance of smart aspects of rural tourism after the completion of the initial interview.
2. The development of new rural entrepreneurship training skills after completion of pilot training.
3. The establishment of new and strong relationships and collaborations between universities and rural tourism communities.

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4. EXPECTED IMPACT FOR TARGET GROUPS

Students:

1. Level of satisfaction following the completion of the training programme by participants
2. Development and enhancement of new transversal skills by the participants
3. Development of close collaborations between participants, trainers, and rural tourism communities.

The RURALYOUTH project will create an E-Learning platform that will be created with the intellectual outputs it produces:

- This platform will be open access, as stated by the European Union commission in the project form.
- The platform where the project's outputs, reports, news and videos will be shared will be designed as an online, open-access platform.
- Continuous access will be provided by the institution that will form the platform and the coordinator institution.
- In addition, the intellectual outputs to be created will be disseminated on the Erasmus + Project Results platform, social media, and academic websites.
- These will be continued through the sustainability strategy to be made.

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4. EXPECTED IMPACT FOR TARGET GROUPS

The purpose of the RURALYOUTH project is to spread tourism practices in rural areas. The project is written in the youth field. The main target group of the project is young people and youth workers between the ages of 18-30. The purpose of designing the project in the youth field is to provide an opportunity to solve the problem of mismatch, unemployment and rural-to-urban migration. This project contributes to the areas of employment creation and entrepreneurship for the youth, which are highlighted by the EU 2020 Strategy and EU Youth Strategies. There are people and institutions that benefit directly or indirectly from the project with the work to be done in the project.

Direct beneficiaries:

- Youth between the ages of 18-30, tourism students, business students, etc.
- Youth Workers
- Entrepreneur candidates
- Investors
- Associations, Municipality employees
- Rural tourism practitioners
- Academy
- Local people
- E-learner's Indirect Beneficiaries
- Press organizations
- Other universities
- Some of the state institutions
- People who only follow the project on social media.

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- Press organizations
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- People who only follow the project on social media.

RURALYOUTH project will affect people, institutions and organizations working in many fields and disciplines and will be useful in creating different projects.



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4. EXPECTED IMPACT FOR TARGET GROUPS

Participating Organizations

Expected impact on participating organizations:

- To enhance the awareness and knowledge of smart rural tourism development for students and rural tourism communities.
- To become a part of a strong EU network, which will continue to disseminate information about the RURALYOUTH results and will embrace new projects and new related initiatives.

In addition, other organizations will be invited to join RURALYOUTH, thus creating an EU-wide and multidisciplinary network, which will be able to address important issues to policy and decision-makers both at the national and EU levels.

- To use the RURALYOUTH training program developed, both for internal training and consulting needs, as another source to generate income.
- To integrate the RURALYOUTH E-Learning platform into the study process for students in all participant universities.
- 6 partner organizations will use the RURALYOUTH training program to train other students in their country.

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5. RURALYOUTH DISSEMINATION STRATEGY

Aims and main steps

Vytautas Magnus University, Eskisehir Metropolitan Municipality and Eskisehir Osmangazi University are responsible for the dissemination activities of the project. For maximum dissemination outcome, all partners will collaborate with VMU and the Leader Partner and contribute to communication activities. VMU in collaboration with the other partners will use various resources in order to disseminate project outputs and activities and will use indicators to check the success of the dissemination strategy. Every six months a dissemination report will be completed by each partner, which will be sent to the VMU. VMU will produce a compiled 6-month dissemination report for the project and will check whether dissemination indicators have been reached. If needed, extra dissemination activities will take place so that targets are achieved for the RURALYOUTH project.

In addition to RURALYOUTH human resources, the entire partnership's human resources will be used for dissemination and exploitation actions, and this will be ensured also through local support groups who will be involved (local project teams, stakeholders etc). VMU will use its full range of networking capacity at the local, regional, national and European levels, in order to disseminate results to a wider possible range of receptors. All the materials produced will be made available to the public under a Creative Commons License Agreement. The materials that the partnership develops in Open Access Resources (OER) will be freely available online for everyone to use.

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5. RURALYOUTH DISSEMINATION STRATEGY

Actions and activities

Various actions and activities of dissemination and communication will be envisaged and developed as part of WP2 in RURALYOUTH. The following specific means and tools will be conceived:

- Project homepage (RURALYOUTH website)
- Project newsletter
- Project brochure
- Project poster
- Social media tools

All partners will utilize these tools and means in reaching the relevant target groups throughout the project's lifetime. These will be used online as well as offline media on various occasions. In particular, the partners will use every opportunity to attend relevant events, distribute brochures, and present RURALYOUTH.

Visual identification

A common graphical identity in all dissemination tasks allows for better visibility and recognition as well as branding of RURALYOUTH. A distinctive, original visual identity, including the project's logo, general colour schemes and design elements is created for the project to be used for all templates issued by the project consortium (e.g. PPT templates, publications, reports). All dissemination tools and activities must refer to the name of the project, and the project's website URL and include the graphical elements.

LOGO. To initiate external communication activities with the branding of the project, the RURALYOUTH logo has been designed after the project's kick-off meeting. Various samples have been created by students of landscape architecture (from the University of Warmia and Mazury in Olsztyn, Poland, partners in the RURALYOUTH project) under the supervision of teachers and once finalized, the logo creation will be included, other partners. The logo will be available to the partners and to the Leading project organization.



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5. RURALYOUTH DISSEMINATION STRATEGY

Activities	Tasks
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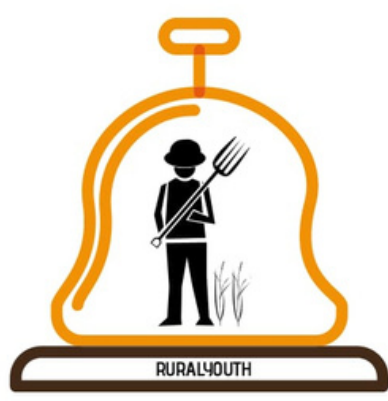
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- Project logo - The logo is designed by students of landscape architecture (UWM in Olsztyn and Eskisehir Osmangazi University) involving other project partners.
- Project website-RURALYOUTH developed the website in EN. All partners should send short articles (2-3 paragraphs, preferably in the form of a press release, but not limited to) along with two-three indicative photographs for each dissemination activity they are delivering throughout the life of the project, to be disseminated on partners' own social media.
- Online Newsletters-All partners should send information using the newsletter. An electronic newsletter will be issued 2 times during the project and be sent out to the subscribers as well as be available for download at the website, containing all actual information.
- Press release-All partners should collect the information used for the press release (texts, interviews, photos) and distribute it among partner institutions, and regional and national newspapers in the partners' languages.
- Traditional and New/Social, Media -All partners should collect the information used for social media (texts, interviews, photos) and send it to the partner responsible for this activity (Eskisehir Osmangazi University).
- Dissemination Action Plan-Each partner will be responsible for updating its national dissemination plan.
- Online meetings or face-to-face meetings- Online meetings for project consortium communication.
- EU Network (Name, company, position, address, phone, email) - Communication will also occur through the use of group emails and phone calls.
- Multiplier Events Final dissemination events - A dissemination event will be organized by inviting a large number of interested participants. During the event, The International Rural Entrepreneurship Summit the final results and outcomes of the project will be presented to the attendees.



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6. DISSEMINATIONS ROLES

Vytautas Magnus University will be responsible for communication and dissemination activities coordination and will support the rest of the partners in their project dissemination activities and outputs.

All partners will be engaged in constant project communication activities, with the support and coordination of Vytautas Magnus University and the Leader Partner. Each partner will send information for communication activities and VMU will compile the joint project communication report that will be sent to the Leader Partner. This report should include:

- Number of institutions reached via dissemination activities
- Number of individuals reached via dissemination activities
- Number of posts about the project on social media (Facebook, Instagram)
- Number of articles on local or regional or national or European media (either in digital or paper form)
- Number of participants in national seminars activities
- Number of presentations about the project in conferences, workshops, seminars etc.

All partners will organize online or face-to-face meetings and activities in order to present the project to Board Members of their organizations, Board Members of enterprises' unions, staff within their organizations, visiting stakeholders, policymakers, communication specialists, training and education stakeholders etc.

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7. DISSEMINATION TOOLS

Partner dissemination tools:

- Partners' websites
- Social media partners' accounts (Facebook, Instagram)
- News Portals
- Local newspapers
- Partners' newsletters
- Partners' magazines
- Events: local, international seminars, other projects meetings

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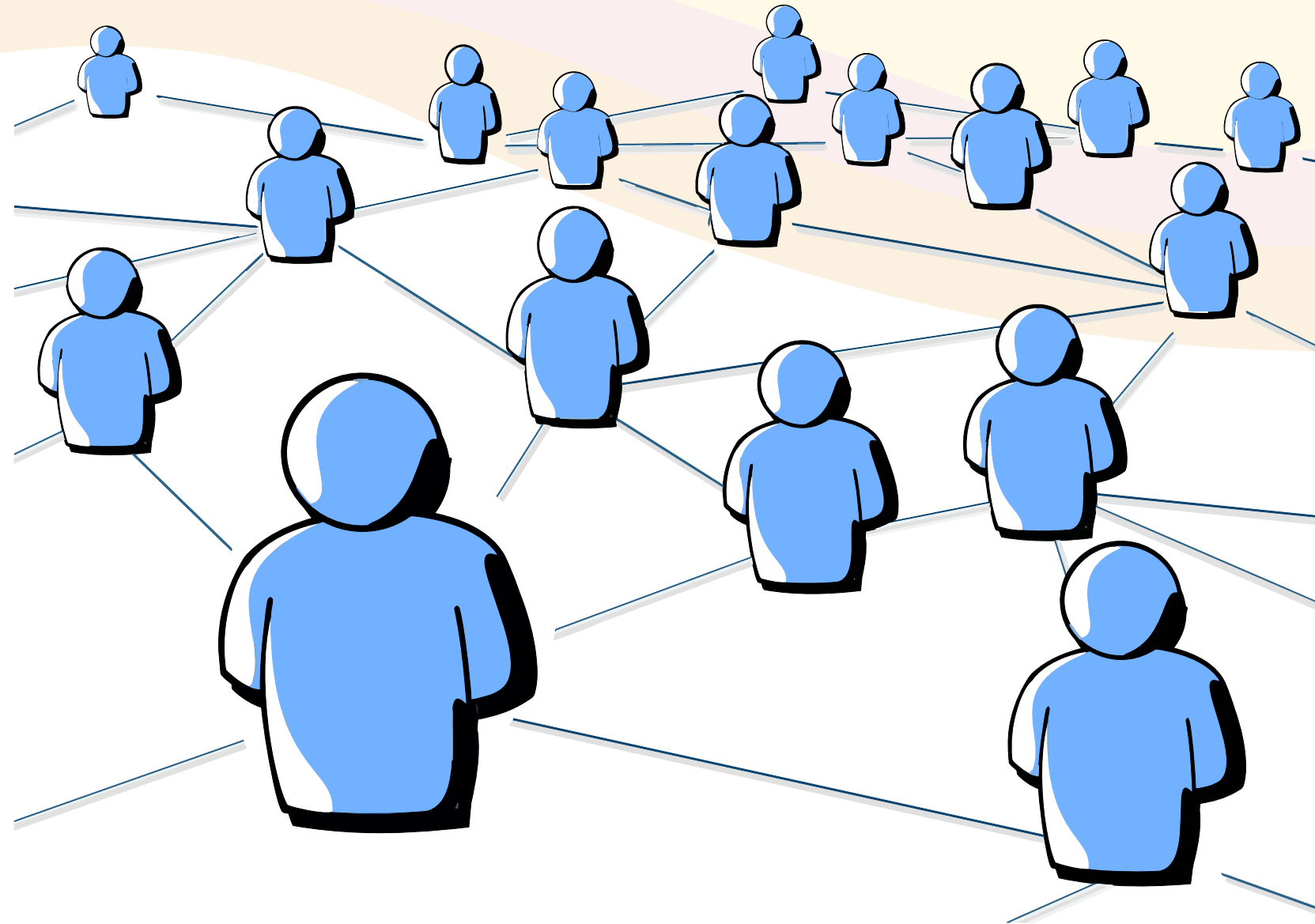
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7. DISSEMINATION TOOLS

Project dissemination tools:

- Website
- Facebook
- Instagram
- Press releases
- Newsletters
- Face to Face meetings

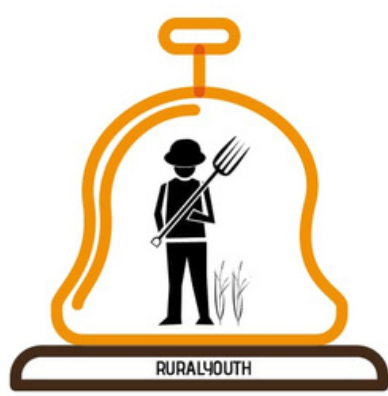
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8. INTERNAL COMMUNICATION

The present document is designed to support the overall and specific communication and visibility objectives of the project.

Internal communication

The internal communication strategy is intended to ensure a constant and effective exchange and sharing of information between the partners (frequent exchange of emails and the setting up of the project website) as well as effective and shared management of the knowledge generated by the project's activities therefore, the final objective of the project's internal Communication Strategy is to develop appropriate communication activities and mechanisms for a smooth and effective communication exchange within the project partnership. Communication within the partnership. Effective internal communication between partners is essential for the success RURALYOUTH project. Communication is needed in order to exchange information, inform about outcomes, share tools and ideas related to the project and facilitate collaboration amongst the partners, and between other similar Erasmus projects. The official language of the partnership is English. All partners should produce information in common formats that can be easily understood and retrieved by all others. Responsible for Communication is Vytautas Magnus University and along with the Leader Partner and the rest partners will coordinate all dissemination and communication activities. Vytautas Magnus University and Eskisehir Metropolitan Municipality and Eskisehir Osmangazi University will be responsible for setting up the RURALYOUTH website, will prepare the project leaflet (brochure) template and logo. Eskisehir Osmangazi University will be responsible for regularly updating information on social media (Facebook or Instagram) and gathering communication reports from all partners in order to compile the semi-annual communication reports.

Methods of internal communication. All internal communication will be made through:

- Electronic Mail
- Drive Area (Trello) dedicated to RURALYOUTH, where files will be uploaded.
- ZOOM Meetings
- Whatsapp/Phone Calls
- Letters (if required original signatures)



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8. INTERNAL COMMUNICATION

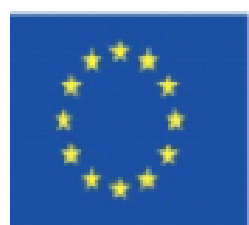
Erasmus+ communication rules. For all communication actions, Erasmus+ projects need to pay attention to a series of obligatory publicity rules and branding guidelines. These requirements can be found in the Erasmus+ guide that is annually published by the European

Commission. In the 2018 guide, this information can be found in Annex II “Dissemination and Exploitation of Results – A practical Guide for Beneficiaries” (pages 307 to 312 of the 2018 guide).

These obligations stand for:

- Printed publications: reports, promotional handouts;
- Audio-visual: videos, audio podcasts, channels;
- Digital or electronic materials (websites, social media pages, etc.);
- Events (e.g. on PPT presentations, agendas, conference material etc.);
- Stationary and office materials.

The Erasmus+ Programme funding has to be mentioned in all communication material



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All outcomes should contain the following logo and disclaimer:

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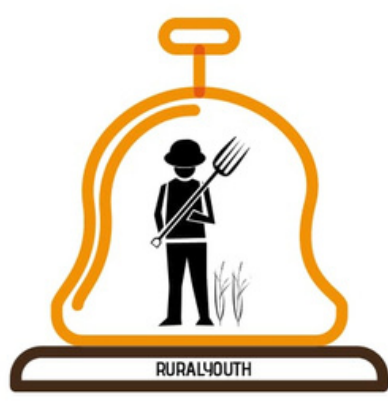


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9. DISSEMINATION ACTIVITIES

The following chart illustrates the dissemination activities for the 24 months of RURALYOUTH implementation period:

Dissemination activities	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
Dissemination plan/strategy		X																							
RURALYOUTH logo			X																						
RURALYOUTH website			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Partners' websites		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Project Social Networks (Facebook, Instagram)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Newsletter							X							X						X					
Dissemination reports											X													X	

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10. DISSEMINATION REPORT

One Dissemination Report will be produced two times per project time. Each partner will have to report all dissemination activities regularly at Trello area dedicated for dissemination activities so that the semester report will be complete and accurate. Dissemination reporting template (in separate file) also at the beginning should be used as the dissemination plan of every partner.



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