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FURNITURE NEW EUROPEAN SKILLS 2020

Dissemination plan

Dissemination Level	
Partners	All project partners: <ul style="list-style-type: none">○ AIDIMA○ INNOVAWOOD ASBL○ Instytut Technologii Drewna○ Centro de Formação Profissional das Indústrias da Madeira e Mobiliário○ FEVAMA○ Consorzio del Mobile Scpa○ Fondazione ENAIP Lombardia
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Executive summary

FUNES [Furniture New European Skills 2020] has stemmed from a latent need that wood and furniture companies are enduring. In the last 10 years, there has been a vast myriad of changes related to globalization, new ways of working, new consumer habits, product customization, etc. The rationale of the project is to solve this need that current and future workers bereft of, which is covering those skills that they are in need of acquiring, in order to develop a work with an optimum level of quality and standards required by their companies, due to new scenarios.

Consequently, the aim of the project are to determine the emerging skills demanded by companies in the furniture industry regarding new scenarios, as well as developing an e-learning training material that will be facilitated to the target in order to achieve these new skills.

Therefore, in the selection of project partners, it is ambitiously composed by seven multidisciplinary participants that create altogether an initiative with synergy, so in this partnership, there are vocational training centers with experience participation of European projects, and with big relationship with the furniture companies, technology centers of excellence in the field of training and research, the European network of technology centers and research universities, all them have big relationship with the furniture sector, and knows very well, the actuals problems in this companies.

Each of them because of their industry knowledge and experience will provide the information and knowledge that will achieve the expected results in the project, facilitating the implementation thereof and sustainability over time.

- COSMOB, is a specialized center for wood - furniture, which supports the supply chain in their processes of development of competitiveness, providing technology solutions and services in the fields of quality, research and innovation, the design of the specialist training. Improvement of product performance, optimization of production processes, use of advanced design / prototyping, development of technical and professional skills.
- CFPIMMM, The Vocational Training Centre of Wood and Furniture Industries, is a public and non-profit organisation, created by protocol celebrated between the Institute of Employment and Vocational Training - IEFP, and the Association of Portuguese Wood and Furniture Industries – AIMMP, whose objective is to give added value to the Human Resources of the Wood and Furniture Industries. Endowed with technicians with wide training experience, and having the collaboration of trainers with pedagogical training and true knowledge of industry,
- INNOVAWOOD, InnovaWood is an umbrella organisation that integrates four European networks in the Forest, Wood-based and Furniture industries into a more effective mechanism to support innovation in these sectors.
- ITD, Wood Technology Institute is the only scientific-research institution in Poland which deals in a comprehensive manner with theoretical and practical issues of wood processing, its application and creation of new composites based on wood. The Institute's mission is to conduct research aimed at production of modern materials and improvement of production technologies and processing techniques, which leads to harmonious and sustainable

development of the wood industry and to achievement of high international competitiveness of the Polish wood sector.

- ENAIP, vet centre with big experience in design and wood sector companies, accredited training centres that offer educational and vocational training courses and services and that deliver employment services. has gradually developed a network of relations with hundreds of local and public administrators, with the most important (regional and provincial) trade associations, professional bodies and employers' associations and with other organizations and vocational training centres. It works closely with many lower and upper secondary schools and universities and with thousands of companies. It also cooperates with government organ.
- FEVAMA, vehicle of Union of the companies in the wood and furniture in the Valencian Community, has been paying to their associated companies different services to pursue the promotion, development and continuous improvement of its business activity, and seeking to achieve the objectives.
- AIDIMA's mission consists on increase the competitiveness of the furniture, wood, packaging and transport industries. Improving the management and business of the mentioned industries in aspects such as quality, technology innovation, training and coaching, information, safety and security, environment, design, production, commercialization, and export boosting. As project coordinator and due to its European activity in both R & D and training projects, and their sectoral specialization, know the different partners to those invited to participate in the course and for possessing an independently coincided with them in other European projects, knowing their sectoral concerns and motivation you may have to address a future project of this nature, since all participating partners are characterized by their interest in improving competitiveness and positioning of European furniture

Thereupon, these activities will be carried out:

- **O1-A2**, 01-12 to 15-02: Mapping the furniture industry
- **O2-A1**, 16-02 to 31-03: Defining scenarios for the future
- **O2-A2**, 31-03 to 31-05: Defining new type of consumers
- **O3-A1**, 01-06 to 30-06: Analysis of companies versus scenarios
- **O3-A2**, 01-07 to 31-08: Defining new skills
- **O4-A1**, 05-09 to 30-11: Self-assessment questionnaire of skills
- **O5-A2**, 01-12 to 29-02: Methodology to define the training course
- **O5-A1**, 01-03 to 31-07: Developing the content of training units
- **O5-A3**, 01-08 to 30-11: Translation of the training course and units
- **O5-A4**, 01-12 to 31-03: Implementation of the course in Moodle
- **O6-A1**, 01-04 to 31-05: Experimental pilot testing
- **O6-A2**, 01-04 to 31-05: Pilot course evaluation
- **O7-A1**, 01-06 to 30-06: Pilot testing evaluation
- **O7-A1**, 01-07 to 31-08: Proposing and implementing improvements

These activities will lead to European analyses and studies about what concerns the wood and furniture skills in the future scenarios, as well as training course with its validated pilot test with target members. The methodology used will be through questionnaires for the research activities; an e-learning course hosted in a training Moodle platform for elaboration the training course and pilot testing.

The impact envisaged is multiple. From the sectorial point of view, this project will facilitate the knowledge that will constitute those new competencies that the current and future workers of the furniture sector need to have to face new challenges, in the same way to the furniture Vocational Education and Training. This project will provide information on the new needs of the market of work in the case of the furniture sector. The training material will allow workers to expand their knowledge, and with this information, FUNES is promoting PROFESIONAL DEVELOPMENT OPORTUNITIES, leading to establish future strategies or activities that will allow companies to undertake in order to face prospective scenarios.

1 Beyond the definition of Dissemination

The dissemination mission is to communicate and to promote the methodology and findings of the project and develop a response mechanism between the consortium and the various stakeholders. Especially, communication means let others know something, it's the capability of communicate thoughts and feelings using a code and a message [1].

According to the literature review conducted by Gagnon [2], dissemination focuses primarily on communicating research results by targeting and tailoring the findings and the message to a particular target audience.

Regardless of the type of dissemination activity and who is involved in the process several fundamental guidelines foster knowledge dissemination:

- The design of dissemination processes and approaches should ideally be informed by high-quality evidence that considers the contextual or locally applicable factors that are critical to successful dissemination [3]. Messages should be clear, simple, action oriented, and tailored for each audience based on knowledge user need [4].
- Messengers or sources of the message should be individuals or organizations that are influential and credible with each target audience [5].
- Dissemination approaches should be knowledge user driven or tailored to how and when knowledge users want to receive the information. Possibilities include face-to-face meetings, written reports, or presentations [5].
- A dissemination strategy should include a plan to evaluate the impact of the chosen approach, including ways to measure success [3].

The knowledge transfer planning guide of Reardon et al. [6] [6] summarizes these points in five questions to consider when undertaking knowledge dissemination:

- 1) What is the message? Such messages could include credible facts and data, findings, and conclusions, and/or a body of evidence that can be expressed as an actionable idea.
- 2) Who is the audience? Messages should be developed considering targeted audiences.
- 3) Who is the messenger? Attention to messages is enhanced if the audiences regard the messenger as a credible spokesperson.
- 4) What is the transfer method? Transfer methods need to be carefully considered according to the nature and size of the audience and available resources to devote to dissemination.
- 5) What is the expected outcome? The dissemination plan should consider what impact the proposed activities will achieve before it is implemented. This may enhance the plan's success and facilitate evaluation of the plan.

However the knowledge transfer process can be influenced by negative situations. Here below a list of possible communication noises [7]:

- Environmental Noise: noise that physically disrupts communication, that stops the receiver to listen to the message;
- Physiological-Impairment Noise: physical maladies that prevent effective communication, such as actual deafness or blindness preventing messages from being received correctly;

- Semantic Noise: different interpretations of the meanings of certain words, like "LOL" is easily recognizable by most teens, but complete gibberish to older readers. This is a problem of common code to be used and sectorial language;
- Syntactical Noise: mistakes in grammar can disrupt communication, such as abrupt changes in verb tense during a sentence, or differing sentence structures between different cultures;
- Cultural Noise: stereotypical assumptions can cause misunderstandings, such as unintentionally offending Jews by wishing them a "Merry Christmas," that creates immediate bias and builds up insurmountable barriers;
- Psychological Noise: certain attitudes can make communication difficult, like when great anger or sadness causes someone to lose focus on the present.

For an effective communication, the dissemination of the project results will take care of avoiding these possible obstructions.

2 Tools and key messages by target audience

The project aims to go disseminate the results of the project to different target groups:

2.1. Training centres

A main target group would be training centres, which they provide information about new skills that should be taught in the curriculum, according to the needs detected during the project.

2.2. Future workers

The future workers will be important for the project, those currently being trained in training centres. This project will provide information on the skills to be acquired by that are currently defined in the educational content taught today in training centres.

2.3. Unemployed people of the furniture sector

Another target group of the project are people who are currently unemployed and who have been working in the furniture industry in the past, and should acquire these new skills to meet sectorial demand, with added value in the job search for future recruitment or unemployed who want to develop themselves professionally in the furniture sector.

We will define the training modules that will allow the acquisition of the new skills obtained in our analysis. With this, we will know all the new skills required of the current and future workers in a globalized world.

2.4. Employees

The employees will have the opportunity to know more about the new skills that nowadays are being demanded by the furniture sector. In that sense, they could complete or acquire new and good skills and knowledge according to the situations of the near future. It will also facilitate them to maintain a right position in the job market in order to increase the possibilities to be contracted by companies.

2.5. Companies

The new scenarios proposed in the project will allow companies to determine and/or develop future strategies within their locations to address new trends and practises.

From the sectorial point of view Funes project will facilitate the identification of the new competencies that the current and future workers in the furniture sector will need for being prepared to adapt to any change in market or production trends in the sector.

2.6. Trade unions and business associations

2.7. European Qualifications organisations

3 Dissemination plan

1.1 Main objective of the dissemination plan

The main objective of the dissemination plan is to ensure that relevant target groups and end users will be informed about the project's outputs and that exploitation of the results and market uptake can be initiated. The main activities include standard dissemination activities to raise awareness of the initiative among key actors and specific target groups on different levels in the sector and a broader European level.

Although AIDIMA are responsible for communication and dissemination tasks, support from all project partners is necessary. All consortium members have a role in dissemination and interaction with stakeholders and media through their forums at the regional/national/international level, at relevant seminars, trade fairs, conferences etc. All project partners will be responsible to provide AIDIMA with technical information input when requested and to keep AIDIMA informed about the progress of the project. All partners will keep a track record of the dissemination activities that have been carried out by them on a regional level during the project.

1.2 Target audiences

To adequately plan the dissemination activities, first the main target groups and end users have to be identified. Once the groups have been identified, for each of them their specific requirements, background, and fields of interest and expectations concerning the outputs of FUNES have to be defined. This also means that there is no "one-fits-all" solution, in terms of dissemination modes. To select an appropriate mix of dissemination modes and efforts, a stakeholder analysis is planned.

This analysis is seen as a key to successful communication and dissemination activities.

The main target audiences identified in FUNES are:

- Training centres
- Students, future employees of the furniture sector
- Unemployed people in the furniture sector
- Furniture manufacturers
- Trade unions and business associations
- European Qualifications Organisations

4 Dissemination tools and channels

The project coordinator will prepare the templates that allows the collection for the current situation of the sector in the industrial areas information, related with the sizes of companies, material used to the furniture construction, employees number, evolution in the last 5 years, related decrease or not, export activities, workers qualification levels etc.

Each partner will prepare a presentation of their institution and the activities being performed related to the project objective.

Those partners who have participated in similar activities will prepare a document containing the information to share with the project partners during the first project meeting.

The coordinator will prepare to the first project meeting a proposal to the web site content for the project, and possible logo.

All this information will allow a greater understanding between the partners, so that the work will be provided during the project, all these activities will be presented at the first meeting in which the objective is being reviewed. The methodology, the media use among partners, the contents of the site work and schedule of project dissemination activities, as well as all actions of administrative and management therefore will be defined.

All the project partners will be responsible for dissemination activities, all of them will participate in the preparations of the newsletters and their dissemination.

The project coordinator will be responsible for the elaboration of the website work and dissemination of the project at the meeting of the project drawn up a timetable which will collect the moments in which must perform different dissemination activities, as well as events type fairs is going to introduce or disseminate the project.

Each of the partners will provide graphical information in the different meetings of project covering the activities developed.

At the end of the project we will be held a European seminar to present the projects results.

The dissemination activities include:

- Development of web page of the project updated information as the same.
- Elaboration of Newsletters that will be disseminated to the media for publication
- Presentation of the project in forums as general Assembly of INNOVAWOOD, and international trade fairs.
- Sending results of the project to the bodies responsible for qualifications of each of the participating countries systems.
- Seminar of results project presentation with over 40 attendees.

4.1 Publications and other dissemination materials

The publications and dissemination materials to be developed during the project will be:

- Mapping to collect the current business situation and studies related to the furniture industry in each country.
- Mapping with the future scenarios to the furniture sector in a completely globalized world with new business models that will mark the competencies, skills and knowledge that must have the employees.
- New competencies due to the relationship skills needed to address these new business models.
- Development of a questionnaire in an interactive way to allow both current employees of the companies to self- examination, determining if they have these new competencies or not.
- Technical training materials in e-learning format that will enable the acquisition of those skills.
- Pilot test evaluation training materials.

4.2 FUNES website/portal

The FUNES website will be developed in English, with two access levels, one for general public, and other internal working partners. The private part will be used as Project management tool and to store documents, interim results and developments can be archived and accessed by the consortium. Various security grades assure the commercial interest of the project partners.

The FUNES portal will be designed to serve as the way to spread the word of the project towards all target groups. The FUNES website/portal will be used as a window to discuss and present project results, publications and other outputs

The use of social media (eg Linked In, Twitter, Facebook) will also be considered to be used to enhance the FUNES website, further raise awareness of FUNES among target audiences and strengthen relationships with stakeholder

4.3 FUNES Intellectual Outputs and personal communications

FUNES multiplier events like workshops will be organized adapted to interests of the selected target groups. During these ME the project results will be presented a wider audience including several target groups. These ME will entail development of a ME concept (type of event, target group, programme, etc.); communication with stakeholders; organization of programme and invitation of speakers; organization of logistics, conference facilities, catering, etc.; compilation of

mailing lists; distribution of developed promotional materials; setup of a ME desk; preparation of ME materials and a feedback questionnaire; holding of the actual workshops; ME review and follow-up.

These are the two Intellectual Outputs that will be held:

- E4 Seminar with results of 04 in INNOVAWOOD 25/26-11-2015
- E5 Seminar with results of 05 in ENAIP 29/30-03-2017

5 Implementation of dissemination activities

At the beginning of the project the leader will prepare a web site, this website will be used for the work of the partners in the project like a work tool, in this web site there will be open areas to the public in general, so that they can throughout the project evolution and the activities that will develop.

Another activity to develop from the point of view of the dissemination will be informed by sending press releases, from the beginning of the project, objectives and activities that will be developed.

Throughout the project will be carried out dissemination activities of each of the documents are produced during the project. One of the dissemination activities will be to developed some newsletters, related to the more important outputs which will be used by all partners to publicize the activities carried out, these will be sent to the media and put in the project web site.

On the other hand we will participate in the European activities, like European furniture trade fairs or European meeting to disseminate and publicize the project, and the activities that we are developed, using brochures and posters.

We will send to the centres of vocational training of the speciality of wood and furniture information about the project, objectives and activities to develop, sending each of the newsletters that are generated.

We will send also to the qualification organisation information about the project and results.

Use of social networks as a means of sending of specific information on the project related to results of the same

All of these activities will be developed by partners and they will be European level.

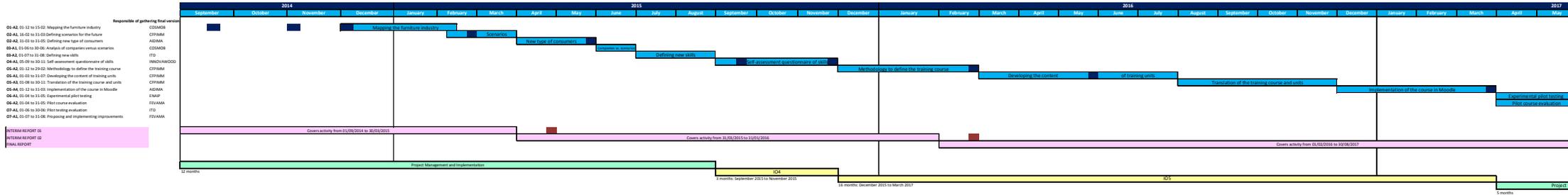
The target group of this project are:

- Training centres
- Unemployed in the furniture sector
- Students, future employees of the furniture sector
- Furniture manufacturers
- Trade unions and business associations
- European Qualifications Organisations

Long term work plan

Each partner will be responsible to carry out its relevant dissemination tasks.

Pleaser, see attachment Chronogram.xls.



6 Monitoring and evaluation

AIDIMA together with InnovaWood and other partners, in cooperation with the coordinator, will ensure interaction and efficient information flow with other project partners in dissemination issues, and facilitate network partners in their dissemination activities. The FUNES coordinator together with InnovaWood main dissemination partner will monitor and encourage dissemination activities at its meetings. A record will be kept of individual dissemination activities (e.g. press releases), and the results from these activities will be monitored and logged. For monitoring and logging the WP coordinators will provide all project partners a template document to report back their dissemination activities.

To evaluate the impact of the project on the participants, participating organisations, target groups and other relevant stakeholders we will measure the number of people involved in the training modules elaborated, the number of companies that apply the results of the project in their management actions and also, the number of vocational training centres teaching the new skills to future workers in the sector.

7 References

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2 Annex 1 - Performed activities

Nr.	Action title	Object/ occasion	Date or period	Target group	Dissemination material	People involved
1	1 st Meeting in Valencia	Kick-off meeting	03/04 December 2014			AIDIMA, COSMOB, CFPIMM, IW, ENAIP, ITD, FEVAMA

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3 Annex 2 - Planned activities

Nr.	Action title	Object/ occasion	Date or period	Target group	Dissemination material	People involved
1	2 nd Meeting in CFPIMM	To compare the scenarios in each country and to decide the general European new scenarios and to analyze how this new scenarios will affect the enterprises from point of view of skills.	25/26 May 2015			
2	3 rd Meeting in ITD	To obtain the new competencies related to the new scenarios, all partners will share their point of view and contributions.	15/16 September 2015			
3	4 th Meeting in INNOVAWOOD	To review the self-test and present this Self-test in a public meeting.	25/26 November 2015			
4	5 th Meeting in COSMOB	To distribute the training modules	End February 2016			
5	6 th Meeting in ENAIP	To present the learning material and evaluation of them by the partners.	29/30 March 2017			
6	7 th Meeting in FEVAMA	To evaluate the results of the training module.	June 2017			

4 Annex 3 – Fairs, events... to disseminate the project

Nr.	Action title	Object/ occasion	Date or period	Target group	Dissemination material	People involved

