AGRIENT – Enhancing Youth Entrepreneurship Skills, Careers Guidance and Competences in Agriculture through a Game Based Virtual Reality Platform

2018-3-HR01-KA205-060151

Dissemination and Exploitation Plan

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Enhancing Youth Entrepreneurship Skills, Careers Guidance and Competences in Agriculture through a Game Based Virtual Reality Platform

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Identification Sheet

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Project Acronym	AGRIENT
Project Full Title	Enhancing Youth Entrepreneurship Skills, Careers Guidance and Competences in Agriculture Through a Game Based Virtual Reality Platform

Keywords	Communication, awareness raising, dissemination, exploitation, mainstreaming
Abstract	The Dissemination and Exploitation Plan (DEP) provides the general framework for the Agrient dissemination and exploitation activities, in particular: establishes guidelines for the approach to be followed, defines tasks to be developed and key dates related to the planned events and actions, to ensure that the appropriate audiences are reached on a timely basis and by the most effective means.

Contents

1. INTRODUCTION

At the time of EU economic crisis, the interest of young people in agriculture, their skills, and their entrepreneurship competences and spirit have become of strategic importance for the economy and the society of all EU countries. The project aims to develop an innovative and systematic approach to train and support young people to succeed in formulating, starting and running their own agribusinesses. AGRIENT will utilize innovative educational ICT, like virtual reality, to enhance the efficiency and attractiveness of agriculture entrepreneurship, attract youth interest and enhance their entrepreneurship skills and career horizons. Several courses for agriculture entrepreneurship will be designed and developed focusing on the special and innovative characteristics of entrepreneurship in agriculture and promote opportunities for youth entrepreneurship and initiatives in the sector.

Initially, AGRIENT project builds on the knowledge and the results of Smartfarmer project which was recognized by the EC as a good practice example and success story. Experiences, skills and know-how gained from Smartfarmer will be utilized and assist to the qualitative and efficient implementation of many aspects and parts of the AGRIENT project. In addition, AGRIENT project builds on the knowledge and the results of AVARES (2012-2014), a Leonardo Da Vinci project coordinated by UPAT which was selected as a best practice project from the 2012 call. In AVARES project virtual reality was examined and utilized as a technology to enhance the attractiveness of the domain of renewable energy and make students training more effective.

The activities of Agrient include **two intellectual outputs** and they will be achieved during **five stages** of work: Research, Design, Implementation, Evaluation and Finalization. Furthermore, the project will focus on dissemination of information about the project and project results and preparation of appropriate mechanisms/processes for their further exploitation.

The project is implemented by a consortium of 6 partners from 5 EU countries: Croatia, Slovakia, Cyprus, Romania and Greece:

- ✓ P1 – The Polytechnic of Šibenik (SIBENIK)
- ✓ P2 – Slovak University of Agriculture in Nitra (SUA)
- ✓ P3 – The University of Patras (UPAT)
- ✓ P4 – The European Training Center Association (CTE)
- ✓ P5 – The Agricultural Research Institute (ARI)
- ✓ P6 – Computer Technology Institute and Press "Diophantus" (CTI)

2. AIMS OF THE DISSEMINATION AND EXPLOITATION PLAN

The objective of the Dissemination and Exploitation is twofold:

✓ to disseminate the project results, lessons learned and the experience gained to the target audiences;

✓ to exploit and maximise the impact of the project results, transferring them to be integrated and actively used in systems and practices at local, regional, national and European levels.

What are Dissemination and Exploitation?

"**Dissemination** can be defined as a planned process of providing information to key parties on the quality, relevance and effectiveness of the results of programmes and initiatives (…).

Exploitation means making use of and deriving benefit from a result. In the context of project results it primarily involves "sustainability" and the process of "mainstreaming":

Sustainability means that crucial activities and results are maintained and continue to deliver benefits to the target group, structure, sector or system after the end of the EU funding. Sustainability can be best achieved within the consortium because the take-up of the project results outside the project environment (…) is not within the control of the consortium.

Mainstreaming is the planned process of transferring the successful results (…) to a wider context: policy-makers, stakeholders and "end-users" outside the original project environment (…) adopt, for example, tools or practices developed by the project."

Source: Lifelong Learning Programme 2007-2013, Leonardo da Vinci, Transfer of Innovation, Project Handbook

Although dissemination and exploitation are closely related and sometimes overlap, they are distinct processes. Dissemination (which includes information diffusion and awareness raising) can take place from the very beginning of the project and intensify as results are becoming available; full exploitation is a process that goes beyond the project lifespan and can happen only when it becomes possible to transfer results and lessons learned into improved practices or policies.

The **objectives** of the Dissemination and Exploitation Strategy, as defined in the project proposal, are the following:

   ✓ To disseminate information about the project to the target groups, to show the advantages, perspectives and development opportunities of Agrient and to introduce the training programme developed;

   ✓ To raise awareness on Agrient among stakeholders and general public regarding Agrient's capacity to contribute to the promotion of rural development and to the improvement of standards of living in rural areas.

   ✓ To prepare for further exploitation of project results.

The Dissemination and Exploitation Plan (DEP) is therefore intended to ensure that the project results will be used by the target groups and further exploited beyond the project environment. The DEP was outlined on the basis of essential principles referring to close

connections with the target groups and stakeholders, the mobilisation of national and international networks of all the partners and the use of the project website as a vital dissemination channel. Taking full benefit

from the diverse experiences within the pan-European partnership, the dissemination activities will be developed step-by-step throughout the project life time, to maximise the impact upon the target groups and to guarantee a continuous interaction between project partners, target groups, potential beneficiaries and end-users.

Based on these principles the Dissemination and Exploitation Plan will help the partners to develop well targeted and efficient dissemination activities and prepare for the exploitation of project results.

Consequently, the **operational purpose** of the DEP is to provide the general framework for the Agrient dissemination and exploitation activities, in particular: establish guidelines for the approach to be followed, define tasks to be developed and key dates related to the planned events and actions, to ensure that the appropriate audiences are reached on a timely basis and by the most effective means.

More specifically, the Dissemination and Exploitation Plan:

- ✓ Presents an integrated overview of the communication methods, mechanisms and techniques to be adopted, using the available resources within the project;

- ✓ Sets the basis for the joint understanding of the tasks and responsibilities of all partners involved;

- ✓ Defines the timetable for the different activities;

- ✓ Integrates dissemination (and exploitation) across all project Work Packages;

- ✓ Outlines further exploitation of Agrient results.

Project dissemination and exploitation should be jointly planned and cooperatively and systematically implemented by all project partners. Therefore, the DEP is intended to be a live tool, which will be enriched with contributions from partners and from the project achievements.

The Guiding Principles for **internal communication** in the scope of the Dissemination and Exploitation Strategy are as follows:

- ✓ Communication processes must be clear and known to all consortium partners;

- ✓ Communication must be purposeful and timely delivered;

- ✓ Communication must be open and truthful;

- ✓ Relevant information will be available on an open basis.

- ✓ Communication is a two-way process. It is not just a matter of messages being passed down from the project coordinator or WP coordinator to partners: upward and horizontal communications are equally important.

3. TARGET GROUPS

The Agrient addresses several distinct target groups, for dissemination and (subsequent) exploitation purposes:

Young individuals: unemployed or employed/involved in agriculture sector who want to extend their knowledge, entrepreneurship skills and qualifications; graduates of agriculture educational institutes of all levels; young 'NEETS' that are not in employment, education or training and would like to study and train in entrepreneurship in agriculture sector; young people with fewer opportunities such as in isolated areas and small villages;

Teachers/trainers/tutors in the fields of i)agriculture, ii)entrepreneurship education and training, associated with educational institutes or independent

Training institutions of all levels that offer education in the fields of agriculture and entrepreneurship, career counselors and agencies, institutions and organizations involved in youth training, policy makers, youth educational networks, youth agriculture and entrepreneurship networks.

Additional target groups are the local, regional, national and international communities and associations, educational bodies; pedagogical institutions, umbrella organizations for youth, youth networks related to entrepreneurship and agriculture, organizations in charge of youth employment, decision makers.

Since the beginning of the project there will be a close interaction with the target groups, as they will be involved in the different project steps – needs analysis, testing and evaluation, etc. – ensuring effective opening of dissemination channels and involving project stakeholders. The policy makers are a special target group of strategic importance for the dissemination and exploitation of the project.

Furthermore national and international networks related to the Agrient topics will be mobilised by the partners, to participate in the project dissemination activities.

To ensure that the target audiences are efficiently reached, contact lists should be prepared by all project partners. The first version of contact lists shall be regularly updated and improved along the project lifespan:

The Template for Contact Lists is included in Annex 1.

4. DISSEMINATION AND EXPLOITATION METHODS AND COMMUNICATION TOOLS

A mix of mechanisms and tools was outlined to ensure dissemination and subsequent

exploitation towards the target groups. These mechanisms and tools were grouped as follows:

- ✓ Communication basis and institutional image;

- ✓ Communication channels;

- ✓ Dissemination and promotion materials (e.g. leaflets, press releases, newsletters, demo USBs);

- ✓ Exploitation channels and materials.

4.1 Communication Basis and Institutional Image

To consistently communicate and disseminate the project, a visual image shall be established to support the definition of the Agrient identity. This visual image will ensure the harmonised presentation of all project related documents and promotional materials.

4.1.1 Project Logo

Three different project logos were designed and proposed by the CTE

Logo 1 was selected by the partners and was adopted as the official Agrient logo.

The Agrient logo shall be used mandatory in all project documents and communication materials.

4.1.2 Document Templates

To ensure the consistency of the graphic image, all documents (e-documents and printed materials) will be based on a common corporate design with the logos.

Templates for Reports (Word Document), and Presentations (PowerPoint Document) are in line with this document providing the basic layout graphic rules.

Templates will also save time and efforts to the partners, since no further design work will be required.

4.1.3 Recognition of Commission Funding and Use of Erasmus+ logo

Beneficiaries shall always use the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material. The preferred option to communicate about EU funding through the Erasmus+ Programme is to write 'Co-funded by the Erasmus+ Programme of the European Union' next to the EU emblem. Examples of acknowledgement of EU funding and translations of the text are available at http://eacea.ec.europa.eu/abouteacea/visual-identity_en The brand name of 'Erasmus+' shall not be translated. Guidelines for beneficiaries on the use of the EU emblem in the context of EU programmes are available at http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

4.2 Communication Channels

To reach out the target audiences, Agrient will use a mix of channels and will cooperate with other relevant national and international organisations and projects sharing similar objectives. The following channels will be used for communication and dissemination of the project activities and results:

- ✓ Project website;
- ✓ Media;
- ✓ E-mailing;
- ✓ Project events (e.g. workshops and field visits);
- ✓ Multiplier events.

4.2.1 Project Website

A project website shall be developed to be the backbone of the public image of the project. The website will provide easily accessible information about Agrient to the target audiences and will serve also as the entrance portal to:

- ✓ Partners' websites

- ✓ The e-learning platform.

The website will be structured to cover the following topics:

- ✓ Home

- ✓ About Agrient
    - o Objectives
    - o Partners

- ✓ News & Events

- ✓ Outcomes
    - o Platform
    - o Deliverables

- ✓ Contact us

Website URL:

Platform URL:

Partners are expected to link their websites to the project website and to provide updated information about Agrient on their websites, along the project life.

Required tasks and responsibilities related to the implementation and subsequent regular update of the website are summarised hereafter:

Tasks	Responsible Partners	Deadline
Initial information about the project on partners' websites	All partners	March/2019
Website implementation and website English version	CTE	September/2019
Website translation into partners languages (EL, ES, LV, PT)	All partners	September/2019
Link on partner's websites to the project	All partners	September/2019

Tasks	Responsible Partners	Deadline
website		TE
Regular maintenance and update of the Website	CTE	2021
Regular update of information about the project on partner's websites	All partners	2021

4.2.2 Media and Press Contacts

Professional friendly relations should be established by all partners with relevant local, regional and national media to promote the dissemination of information about Agrient.

The dialogue with representatives of media should cover selected relevant general media, as well as specialised media in the territories addressed by the project.

Professional and accurate information about Agrient should be provided, differentiating however wide-ranging media (essential contents of the project and their activities in a way easily understandable by the general public) and specialised media (more detailed technical information).

Contact details of relevant media should be included by each partner in the Contact Lists mentioned above in Section 3.

4.2.3 E-mailing

E-mailing will be a relevant and straightforward distribution channel to disseminate information about the project to the relevant target groups, on the basis of the Contact Lists previously organised.

4.2.4 Project Events

The second day of each project meeting will be devoted to dissemination activities, addressed to the local/regional target audiences and relevant stakeholders, being also an opportunity to promote transnational networking.

The partners should organise appropriate events (e.g. project presentations, workshops, field visits) according to the specific local/regional conditions and taking into consideration the project evolution (e.g. needs analysis, training programme, e-learning platform) to ensure the broad diffusion of the project activities and results, on a regular basis.

4.2.5 Final Transnational Meeting and Multiplier Events

The final transnational meeting and multiplier event will be organised at the end of the project and it is intended to be a forum: i) to present and discuss the project results with the target groups and stakeholders; ii) to look for opportunities for exploitation of the project results, experiences and lessons, together with the target groups and stakeholders; iii) to consider further development perspectives.

4.3 Dissemination and Promotion Materials

The dissemination and promotion materials to ensure broad diffusion of Agrient activities and results include press releases, leaflets.

Project results such as the Trainers Handbook, Learner's Guide and E-learning Platform will also be instrumental for dissemination and exploitation purposes.

4.3.1 Press releases

All partners are expected to prepare a minimum of two press releases along the Agrient implementation period, informing on the project objectives, initiatives and events. The press releases should be disseminated by the publishing partner to the local, regional and national media, as well as to relevant stakeholders and target groups. The press releases should also be available on the project website.

Tasks	Responsible Partners	Deadline
2 Press Releases	All partners	2021

Each partner will decide on the appropriated contents and timing for issuing the two press releases (e.g., when organising the partners meetings, when a relevant deliverable is available). The templates for the press releases will be defined by each partner, complying with the requirements concerning the recognition of Commission funding and the use of LLP logo, as well as the project logo.

4.3.2Leaflets

A project leaflet should be prepared to disseminate information about the Agrient objectives and results, in all project languages.

The responsibilities related to the edition of the leaflet are summarised hereafter:

Tasks	Responsible Partners	Deadline
Template for the leaflet		
Contents for the leaflet	All partners	
English version of the leaflet		
Translation of the leaflet into partners languages	All partners	
Electronic edition	All partners	
Distribution of leaflets	All partners	

The template for the leaflet should be created by   , while the contents of the leaflet will be jointly defined by all the partners. The leaflets will be edited in electronic format, in the partner's languages, for distribution in their countries.

4.3.3 Project Handbook, Report on Agro-Entrepreneurship Training in Europe, User`s Hanbook and E-learning Platform

The project results to be developed in particular the Project Handbook, Report on Agro-Entrepreneurship Training in Europe, User`s Hanbook and E-learning Platform will be also powerful tools for dissemination and exploitation purposes.

Responsibilities and timetables referring to the development of those materials are related to the implementation of the above mentioned deliverables. Once available, these tools will be actively disseminated by all project partners, through the defined communication channels.

5. EXPLOITATION OF PROJECT RESULTS AND EXPERIENCES

To ensure **sustainability** of the project results and experiences, the Agrient website and e-learning platform will be kept alive for **at least 2 years** after the project conclusion to facilitate long lasting exploitation by potential users.

To stimulate the **mainstreaming** process, by the end of the project, when Agrient results are fully available, the partners will organise meetings with policy makers, decision makers, training organisations and possible end-users at local/regional level, viewing to transfer outputs and experiences to a wider context, beyond the partnership environment.

The national and international networks of all partners will be also involved in the mainstreaming efforts.

More detailed exploitation plans per partner are presented hereafter, focusing on the following central issues:

- ✓ How the organization plans to use the knowledge and training/learning products developed in the project;

- ✓ Options for exploitation of the results of Agrient – commercial basis or sharing free of charge;

- ✓ Concrete steps/actions to be taken in a year after the project conclusion, to make the exploitation plan a reality.

5.1 The Polytechnic of Šibenik (SIBENIK)

How the organization plans to use the knowledge and training/learning products

developed in the project

The Polytechnic of Sibenik plans to disseminate the knowledge and training/learning products, developed during the Agrient project, through its partners on the local, regional and national levels, students, youth organizations, the youth in isolated areas, Croatian institute for employment, Developmental Agency of the Sibenik-Knin County. The material which is available online, will also be shared in printed format. It is also planned to organize presentations and workshops in collaboration with local institutions, producers' organizations, agricultural cooperatives, the youth and other stakeholders engaged in the agricultural sector, to organise meetings with stakeholders to motivate the use of the available training materials and to demonstrate the usefulness of the e-learning platform to support organisations interested in using the Agrient e-platform to fully exploit the training contents;

Concrete steps/actions to be taken in a year after the project conclusion to make the exploitation plan a reality

Following the project finalization and based on the positive feedback received, the Polytechnic will send the training materials to the Ministry of Agriculture. The Polytechnic will be in contact with stakeholders who express their interest to the training materials, and will prepare more events to present the outputs of the Agrient project. Furthermore, the Polytechnic will organize workshops and seminars on the themes relavant for the project.

Options for exploitation of the results of Agrient – commercial basis or sharing free of charge

The results that were developed in the scope of the Agrient project will be open access and free of charge.

5.2 Slovak University of Agriculture in Nitra (SUA)

How the organization plans to use the knowledge and training/learning products developed in the project

SUA will attempt to adopt the knowledge and education/learning products developed in Agrient project into the curricula offered.

Concrete steps/actions to be taken in a year after the project conclusion to make the exploitation plan a reality

In the course of the project SUA will organize a workshop and one of the topics will include a presentation of Agrient deliverables tailored to the needs of this proposed workshop. Furthermore, SUA will organise meetings with stakeholders (e.g. producers associations and cooperatives, vocational training centres,

universities, the youth) to motivate the use of the available training materials and to demonstrate the usefulness of the e-learning platform and support organisations interested in using the Agrient e-platform to fully exploit the training contents;

Options for exploitation of the results of Agrient – commercial basis or sharing free of charge

The results that were developed in the scope of the Agrient project will be open access and free of charge.

5.3 The University of Patras (UPAT)

How the organization plans to use the knowledge and training/learning products developed in the project

The knowledge and training/learning products will be exploited as follows:

For training and consultation purposes, for students and young entrepreneurs;
As experience for the project staff for new coming projects;

Relevant information for writing scientific articles.

Options for exploitation of the results of Agrient – commercial basis or sharing free of charge

The results that were developed in the scope of the Agrient project will be open access and free of charge.

Concrete steps/actions to be taken in a year after the project conclusion to make the exploitation plan a reality

The link to the Agrient e-learning platform and information about the project will be maintained;

The Project Handbook will be distributed to interested stakeholders;

The staff that has participated in the project actively continue the Agrient dissemination activities;

o Improve the online support for e-learning activities

5.4 The European Training Center Association (CTE)

How the organization plans to use the knowledge and training/learning products

developed in the project. Concrete
steps/actions to be taken in a year after the project conclusion to make the
exploitation plan a reality

Within the coming year, CTE is going to disseminate the results of the Agrient project. More specifically:

presentations to interested stakeholders on the project results and benefits;

Seminars with target groups are going to be organised.

The Agrient project results will be presented in scientific journals

Options for exploitation of the results of Agrient – commercial basis or sharing free of charge

The results that were developed in the scope of the Agrient project will be open access and free of charge.

5.5 The Agricultural Research Institute (ARI)

How the organization plans to use the knowledge and training/learning products developed in the project. Concrete steps/actions to be taken in a year after the project conclusion to make the exploitation plan a reality

Following the project finalization and based on the positive feedback received, ARI will send the training materials to the "Ministry of Agriculture, Rural Development and Environment". ARI will be in contact with stakeholders who express their interest to the training materials, and will prepare more events to present the outputs of the Agrient project. Furthermore, ARI will organize workshops and seminars on the themes relevant for the project, organise meetings with stakeholders (e.g. producers associations and cooperatives, vocational training centres, universities, the youth organizations) to motivate the use of the available training materials and to demonstrate the usefulness of the e-learning platform, support organisations interested in using the Agrient e-platform to fully exploit the training contents;

Options for exploitation of the results of Agrient – commercial basis or sharing free of charge

The results that were developed in the scope of the Agrient project will be open access and free of charge.

5.6 Computer Technology Institute and Press "Diophantus" (CTI)

How the organization plans to use the knowledge and training/learning products developed in the project

CTI will continue the dissemination efforts to broaden the potential users and beneficiaries of the Agrient learning materials, in particular:

Keeping on CTI website information about the project and the links to the Agrient webite and e-learning platform;

Improving the interactivity of the e-platform, namely promoting the creation of a discussion group (Blog) or Facebook page for sharing of learners' experiences.

Concrete steps/actions to be taken in a year after the project conclusion to make the exploitation plan a reality

In the scope of the dissemination and promotional activities the following concrete steps/actions will be taken:

Include in the e-platform links to pre-existing videos addressing the topics of each learning Module/Unit, whenever possible, to improve the attractiveness of the e-learning materials;

Promote the creation of a Facebook page or Blog for Agrient, in collaboration with local stakeholders, to promote the exchange of experiences among learners;

Options for exploitation of the results of Agrient – commercial basis or sharing free of charge

The results that were developed in the scope of the Agrient project will be open access and free of charge.

6. CONCLUSION

The project partners will extensively cooperate for the best possible implementation and effectiveness of the project dissemination plan. The partnership aims to disseminate the project results at various and different levels. It is expected that the project will be widely disseminated at regional, national and European level. This will be done through the partnership's wide contacts' network. It appears pertinent to mention that some selected partners have been attentively chosen also in the light of their active participation in several international projects and that they have direct links and contacts with a wide range of stakeholders, policy makers and youth entrepreneurship networks, agriculture associations and other. Contacts of all partners will be examined and also contacts of the universities will be utilized as a mean to reach a wider group of targets groups and increase the impact of the project. The involvement of the universities will provide the project with the necessary visibility and will assure great exploitation and dissemination of the results. Also, social media, like facebook, twitter, linkedin, youtube etc. will be used for dissemination purposes. To this end, accounts on the name of the project will be opened and relevant stuff will be uploaded. At local and regional level, during some of the meetings, educational centers and educational associations, local authorities, policy makers, media etc. involved in youth educational domain will be invited and project aims will be presented to them. The project will be disseminated at all possible levels to get as much relevant stakeholders as possible. English is the working language, but in order to get a wider geographical coverage of the dissemination activities, final outcomes and applications will be also available in national languages of partners. [Internal dissemination] The audience and the persons that the project will be disseminated at, inside the organizations, consists of : - Individuals supporting learning and teaching such as for example teachers, tutors, web based educational systems developers, curriculum designers, learning technologists -young people of all ages, unemployed/ employed youth people -educational groups responsible for exchange and sharing of good practice and youth training material and methodologies -groups preparing courses and lectures -educational departments and institutes responsible for: educational principles and policies, teachers training, youth training [External dissemination] outside our organizations, the project will be mainly and massively disseminated at: -various youth training organizations, centers, associations, networks. The plan will disseminate the project to as much as possible youth training centers on local/regional and national level in order to become knowledgeable about the project's result and also use the AGRIENT in any possible way. Special attention will be paid to contact youth centers at isolated areas, e.g. small towns,villages islands. -Youth tutors/teachers/trainers. Educational networks of teachers will be used in order to reach out teachers in youth training, inform them regarding the project and give them access to the results in order to use them in their lectures. - Policy Makers. The policy makers are a special target group of strategic importance for the dissemination and exploitation of the project. The partnership will contact and reached policy makers mainly in the local, regional and national level. Appropriate channels are educational directorates and offices in regional and national government. A second means is through a number of specialized institutions which advise policy makers in matters of educational, employment and lifelong learning policies. -Agriculture and entrepreneurship networks. The dissemination actions aim

to contact agriculture and entrepreneurship networks in national and European level and provide information regarding the project's results. All the partners and mainly the universities have the contacts, the influence and the way to contact European level networks such as the European Council of Young Farmers (CEJA), the Rural Youth Europe non-governmental umbrella organisation, the European Network for Rural Development (ENRD), the European Confederation of Young Entrepreneurs (YES) and other. In addition, at national levels the partners will contact various national networks (e.g. www.ead.gr/index.php/en/ in Greece; www.mrr.hr in Croatia; www.mladyfarmar.sk/in Slovakia; etc.) Call 2018 Round 3 KA2 - Cooperation for innovation and the exchange of good practices KA205 - Strategic Partnerships for youth FormId KA205-616D1801 Deadline (Brussels Time) 4 Oct 2018 12:00:00 EN 103 / 114 and a wide range of agencies for rural development and youth agri-entrepreneurship. The strategic dissemination plan aims the AGRIENT project to be disseminated at all possible levels to get as much relevant stakeholders as possible. All partners employ experts in dissemination to support the proposed project for impact maximization on a national and European level. ARI's networks on EU level and their power are quite crucial towards achieving this goal.

The main activities of the dissemination strategy will include: - development of the project website which will provide information such as project's aims, objectives, results, activities, events, meetings, guides, interim and final reports. Also, it will provide links to conferences and publications. It will be available in English language as well as to each on of the partners' national languages. The website will continue to maintain and update its content and after the end of the project. - registration of the website address (domain name) in popular online search engines and use of SEO (search engine optimization) actions in order to appear in the top returned search results - production of leaflets, posters, brochures that will outline project objectives and results and promote it. They will be widely delivered both in printed digital-electronic format. - presentation and publication of papers to conferences and workshops. The partners will actively pursue publications, participate in conferences and workshops in order to present the project to educational, research and industrial communities in the relevant areas - creation of a database of potential users – national and European that will be invited at respective stages of the project to take part in the online functional testing of the results; - publishing information, activities and results in mass media such as electronic newspapers, magazines etc. - presence in social and various contemporary networks. Social networks will be utilized to maximize the dissemination of the project to all interested groups and to ensure a widespread distribution among the concerned target groups and stakeholders. AGRIENT project will have presence in popular networks such as Facebook, Twitter, Linkedin, Youtube, in the Greek School Network (www.sch.gr) portal, which has more than 200.000 visits per month and enrolls more than 16500 educational units in Greece and abroad. - online dissemination of the portal's address to a wide list of potential users inviting them to test the results/products after the end of the AGRIENT environment development; - Utilization of the Erasmus + dissemination platform, where "relevant and interesting content" will be given to a broad spectrum and general public. - Contact of relevant professional bodies, policy makers, educational and industrial association - Contact of youth educational centers and networks.

Special attention will be paid to the utilization of several national level networks and popular European networks on youth entrepreneurship and agriculture such as the European Council of Young Farmers (CEJA), the Rural Youth Europe non-governmental umbrella organisation, the European Network for Rural Development (ENRD) , the European Confederation of Young Entrepreneurs (YES) and more. - Organization of Virtual events in the 3D virtual world environment. The partnership will organize events to take place in the 3D virtual world that will be constructed and will invite a wide range of target groups such as tutors, students, stakeholders, policy makers, educational communities and every one interested on national and transnational level to participate in them. The aim is to promote the project and assist participants to get a first-level experience of the project's results.