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Short project title	SALM
Duration of the project	1/12/2012 – 30/11/2014
Number and title of Workpackage	WP9-Dissemination
Workpackage leader	University of Florence Department of Educational Sciences and Psychology
Document title	Annual Dissemination Report
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EXECUTIVE SUMMARY

This document reports on the annual dissemination activities and tools used within the first 12 months of the SALM project (whose duration is 1/12/2012 – 30/11/2013). It briefly summarizes the overall SALM dissemination strategy, approach, activities carried and tools used out and gives an outline of those that are actually in place and planned in the near future. It refers to dissemination as it has been conceived and agreed among SALM consortium and Advisory Boards established in each of the partner countries (Portugal, Germany, Italy, Malta, Romania, Spain, United Kingdom).

The aim is to provide the achievements of SALM consortium in dissemination efforts.

The important part of the early stage of the dissemination was

- the creation of the **SALM web site** and, where feasible, the **SALM social networks** (i.e. SALM facebook managed by the University of Florence),
- the development of the **empirical phase of the study** (made of interviews, focus groups),
- **SALM Newsletter** preparation, and
- **events**.

The empirical phase of the study also had – in each partner organisation - a strong dissemination feature in itself (interviews, questionnaires, face-to-face meetings, focus groups where SALM approach, aims, expected results were presented and showed with different target groups that are highly active in the project fields).

We also highlighted the efforts made to have the **SALM logo** ready quite soon according to distinctive and attractive criteria.

Being an ongoing activity, dissemination as described in this Report also mentions **two international seminars** that are planned in the second year and partners are already working at the preparation of them (Florence, by February 2014; Lisbon, by the end of the project). Both events are being announced during meetings, workshops, seminars where SALM partners are participating in their professional environments.

Also, we enumerated the collaborating projects that partners succeeded in getting on board in consideration of common targets (being youth at the top of the agendas of every Government, Authority, Stakeholder, etc…), similar approach, shared results. This was the case for the *OSA-One Step Ahead*[1] project that ended in February 2013.

In conclusion, this Report synthesizes dissemination activities undertaken in 12 months and provides readers with an outline of the coming dissemination deliverables.

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[1] Leaded by Tuscany Government with the Scientific Coordination of the University of Florence.

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0. Introduction

SALM Dissemination (WP9) is conceived to be a long-lasting activity covering the whole lifespan of the project (24 months) and being strictly connected and related to exploitation (WP8). As mentioned, the purpose of this Report is to present activities carried out in the first twelve months of the SALM project.

This deliverable is an additional deliverable based on the "Dissemination Plan" (*Deliverable 22[2]*) which describes the general features and commitments by partners as for dissemination and provides the whole consortium with the instrument to report in detail on any dissemination implemented (see Annex 1).

SALM aims at contributing to the development of innovative approaches and specific instruments for the reduction of youth unemployment rate equipping people with the right skills for employment which is considered crucial for the employment target and a better social inclusion of the 2020 Strategy, and for the effective participation in LLL.

More specifically, *SALM objectives* include:

- To deepen the knowledge of policies and practices to raise youth employment in the seven partner countries and local territories.

- To develop a comparative analysis at sectoral level (senior tourism and social services) of policies and practices to support the reduction of youth unemployment in the partner countries and local territories.

- To identify the effectiveness (through focus groups and case studies) of the different measures (good practices) adopted to fight the mismatches in competences in both sectors, the key success factors and a battery of benchmarking indicators.

- To built tool kits (for young people, employers and job counsellors) to improve young people competences and employability as well as self employment and entrepreneurship.

- To carry out case studies concerning young people showing a big gap between education competences and labour market competences.

- To compare partner countries and local territories' approaches in fighting skill mismatches as well as their impact on youth participation of lifelong learning initiatives.

- To strengthen the role of different stakeholders in order to find new approaches to solve the mismatches problems.

- To carry out a pilot project in three partner countries in the field of training including key success factors from the partners practices.

- To develop a model incorporating the success factors of the training action in order to ensure the adequate competences of young people to the national/local labour market.

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[2] The Dissemination Plan (in English) outlines SALM consortium's approach to dissemination, establish targets for dissemination, and set out the target groups and strategies used to reach them. It also establishes responsibilities for various parts of dissemination amongst the partnership and serves as the basis for coordination of all dissemination activities within the project (including the dissemination component of other WPs).
SALM Dissemination Plan is a Confidential deliverable accessible to each member of the consortium, Eacea, European services and project reviewers.

The main *research questions* SALM addresses are :

- Which is the evidence of the effectiveness of policies and measures taken and implemented by Governments and stakeholders to decrease the mismatches existing in labour market to tackle the problem of youth unemployment ?

- To what extent are actors, young job seekers, young entrepreneurs, employers and social partners of both productive sectors surveyed (senior tourism and social services) with job potentialities committed to be part of the solution to the problem?

- Do different policy measures and practices adopted to fight the mismatches of competences in both sectors refer only to the entrepreneurship environment or have they been designed using a multidisciplinary approach?

- How far do Governments rely on impact assessments, evaluations of previous measures or policy results for future decisions?

- How committed are Governments to tackling the problem of youth unemployment?

- How committed are Governments and stakeholders to tackling the problem of anticipation of skill needs in the future in both sectors?

- How relevant are all the EU instruments and tools for designing policies/reforms at national and local level to tackle youth unemployment and youth participation in lifelong learning?

The objectives of dissemination strictly linked to exploitation (WP8, leaded by CIRIEC-P6) is to create and raise awareness of the SALM project as well as to provide an efficient way for web users to be informed on any progress of it in terms of production of new outputs, results gained, impact on a short-term in first instance.

This Report is structured as follows.

- Firstly, it gives an *Introduction* of what SALM is about and the specific project elements that are relevant for dissemination purposes (research questions, beneficiaries, objectives of the project).

- A Methodological approach is provided giving an overview of how Dissemination Reporting was conceived and approached (*Chapter 1*).

- Then the Report goes into detail as far as dissemination beneficiaries, activities and tools produced are concerned (*Chapters 2, 3, 4*).

- *Chapter 5* is devoted to detail dissemination that has been carried out in the first year of the project both by the whole consortium and by each of the SALM partner organisations.

- Some final dissemination planned for the future in summarised in *Chapter 6*.

The Report ends with Annex 1 that was used for detailed reporting among partners.

1. Methodological approach

The whole SALM dissemination was taken and is being taken according to the territorial levels of dissemination as well as the sector(s) involved. By sectors we refer herein to

- research areas
- social services
- senior tourism
- public sectors
- youth education and training

It includes a form that has been filled-in by each partner once a year and sent to the WP Dissemination leader (P9-University of Florence) and to the project leader (P1-Ucp/Cepcep). Where required, additional information were requested.

In the first one-to-one project meeting (Florence, May 2013) and during the web meetings that were taken alongside the SALM development each partner showed these results in terms of dissemination activities carried out till the project meeting, as well as dissemination results planned in the near future.

Each partner was required to report in detail on the dissemination taken and produced by November 2013.

Moreover they will report about that by November 2014 detailing all dissemination carried out in two years.

Details concern in specifying activity, tool, product for each dissemination carried out and produced according to what the proposal envisaged and in addition to that (Tables 1 and 2).

Additional information on Dissemination approach and methodology are given in *Deliverable 22-* Dissemination Plan.

Table 1 – SALM Dissemination structure as described in the proposal (WP9)

	Dissemination Tool	Dissemination Activity	Deliverable Nr.
Dissemination Plan	X		22
Publication	X		23
Miscellaneous dissemination materials	X		24
National dissemination seminars		X	25
SALM international conferences		X	26
SALM Advisory Boards	X		-

Table 2 – SALM Dissemination structure as planned in addition to the project work plan

	Dissemination Tool	Dissemination Activity	Deliverable Nr.
Dissemination Report	X		-
SALM logo	X		-
Local, national, sectoral, international events where SALM is presented and discussed (including public institutions, practitioners and relevant stakeholders)	X	X	-
Dissemination among each of the partners' channels (on a local, national, sectoral, international level including public institutions, practitioners and relevant stakeholders)		X	-
SALM papers to be published in scientific journals and magazines	X		-
Mailing lists	X		-
SALM facebook area (Italy)	X		-

2. SALM Dissemination beneficiaries

As written in the proposal, *SALM main beneficiaries* are being and will be till the end of the project

- Unemployed young people.
- Young users searching for job.
- NGOs.
- Trainers.
- Counsellors.
- Entrepreneurs.
- Social partners.
- Youth associations.
- Counsellors.
- Policy makers.
- Experts.
- Local authorities.
- Researchers dealing with youth issues, social services and senior tourism topics.

The starting point with SALM dissemination planning was to define:

- People and organisations to be involved.
- Motivation for them to be included.
- Typology/level of involvement.

3. SALM Dissemination Activities

According to the SALM proposal :

"Dissemination will be a core activity of the project and cover all its lifespan, so as to raise interest on the project research, its activities and results. Dissemination strategy will strongly rely on the different profiles of consortium members, including research partners and universities, youth associations, training entities, social partners and sectoral associations. Beyond specific tasks, they will carry out a systematic promotion and information activity through their networks at national and European level (CEDEFOP, REFERNET, EURYDICE, etc).

The specific tasks of this WP include:

T8.1: Dissemination Planning and monitoring: The WP leader will author a dissemination plan which further elaborates the plans laid out in section E.1. This WP will outline the approach and target groups and establish WP responsibilities amongst the partnership.

T8.2: Creation and Maintenance of the Website: As the main portal for communicating project activities and results to the public, a website will be created and extensively updated throughout the project. It will include the virtual collaborative platform, enhancing attractiveness with a strong interactive component.

To this aim, dissemination will include the identification of key target groups and stakeholders representative

T8.3: Publication of a paper: at the end of the project a paper (presenting the project results) will be submitted for publication in scientific journals and magazines.

T8.4: Presentation at Events: Including events and conferences, meetings, workshops, information "days", either organised by other associations or by the partners. In particular the project results will be presented in two relevant European conferences to be identified by the consortium.

T8.5: Project Promotion: miscellaneous of dissemination materials will be distributed (leaflets, project summary, postcards, etc.)

T8.6. organisation of 7 national seminars to promote the project and its results among its target groups and stakeholders.

T8.7 organisation of two international conferences - one at Firenze and a second at Lisbon as final conference presenting the results of the project and including the participation of relevant European."

Partners involved in it and related tasks and functions are:

SALM PARTNER IDENTITY	ACRONYM	COUNTRY	SALM DISSEMINATION TASK	PARTNER NUMBER
University of Florence-Department of Educational Sciences and Psychology	UNIFI	It	WP Dissemination leader and active partner	P9
Universidade Catolica Portuguesa-Centro de Estudos dos Povos e Culturas de Expressão Portugues	UCP-CEPCEP	Pt	WP Dissemination active partner	P1
Centro de Formação Profissional para o Comercio e Afins	CECOA	Pt	WP Dissemination active partner	P2
Institute of Tourism Studies	ITS	Mt	WP Dissemination active partner	P3
Glasgow Caledonian University	GCU	Uk	WP Dissemination active partner	P4
Institut fuer sozialwissenschaftliche Beratung GmbH	ISOB GmbH	De	WP Dissemination active partner	P5
Centro de Investigaciones e información sobre la economía públ *Note: partner change*	CIRIEC	Es	WP Dissemination active partner	P6
SC Global Development Commercium SRL	GDC srl	Ro	WP Dissemination active partner	P7
SC Labour Market Strategies Consulting SRL	LMS srl	Ro	WP Dissemination active partner	P8

If we consider 12-months activities, dissemination was made of different levels as represented in Figure 1. That implied from the very beginning the development of dissemination of other project whilst developing each of the work packages (coordinated approach between dissemination and project development).

Figure 1– Levels of SALM dissemination
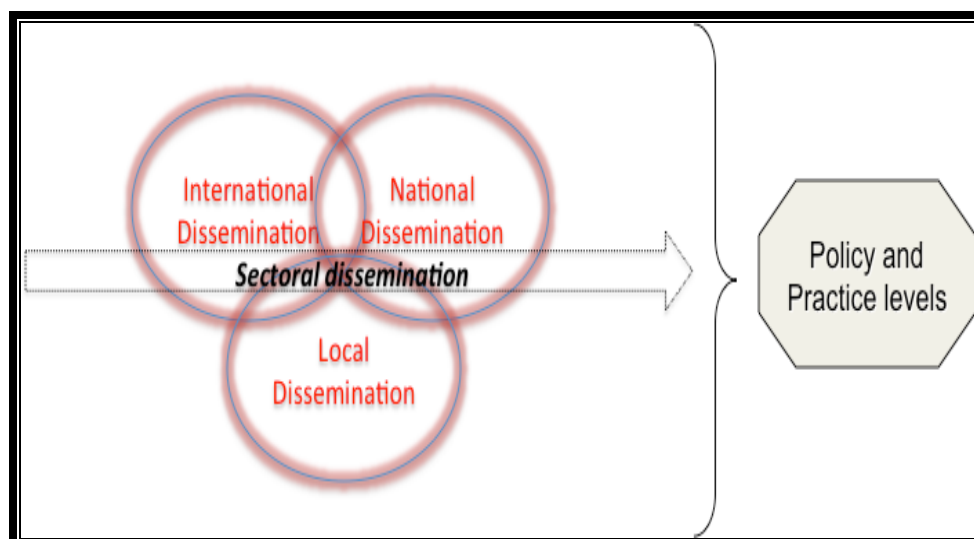
More specifically:

1. **Transnational and international dissemination activities**	
Participation to SALM issues related events taken on an international level arranged	All partners
Dissemination during international dissemination opportunities within SALM partners own international channels	All partners
Dissemination during the validation and awareness of SALM model (WP9 strictly connected with WP7)	Mainly partners involved in WP7

2. **National and local activities**	
Participation to SALM issues related events taken on a local and national level arranged[3] (*Deliverable 25*)	All partners
Organisation of the empirical phase with social services organisations, senior tourism services, researchers, stakeholders, final users via meetings, focus groups, workshops, distance meetings arranged (WP9 and WP3 strictly connected)	Mainly partners involved in WP3
Dissemination during international dissemination opportunities within SALM partners own national and local channels	All partners
Dissemination whilst piloting will be implemented (WP9 and WP6 strictly connected)	Mainly partners involved in WP6
Dissemination during the validation and awareness of SALM model (WP9 strictly connected with WP7)	Mainly partners involved in WP7
SALM Advisory Board Meetings	All partners

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[3] They took place in SALM productive sectors surveyed (social services and senior tourism) as well as in other sectors where partners are active the most (i.e. tourism for ITI in Malta).

4. SALM Dissemination Tools produced so far

1. **Transnational and international dissemination tools** consisted of :
   - Arrangement of the SALM logo that was used on a regular base for any dissemination tool that was arranged
   - Establishment and maintenance of the SALM web site arranged (see below)
   - SALM papers available on the web
   - Establishment of the SALM facebook, where partner could afford to take up the discussion therein arranged[4]
   - Mailing lists created by some partners for SALM purposes

2. **National and local tools** consisted of :
   - Creating the link to the SALM website within partners' organisations
   - Arrangement of SALM miscellaneous marketing/dissemination materials in partners' national languages to be distributed during meetings, seminars, (restricted and open) events (i.e. flyers, cards, abstracts, etc.) and within SALM Advisory Boards activities/meetings

4.1. SALM promotion material

Basic materials such as project logo, various templates, online materials posted on the web were created from the very beginning in order to support the project dissemination and to build the SALM project identity.

4.1.1. SALM logo and identity

As a first step, SALM consortium worked at the logo to be used to build up project' identity in the whole project duration and beyond. In compliance with the Gran Agreement, the European Commission is and will always be mentioned as co-funder in the official multi-lingual disclaimers.

Further to the full project title, the image represents the icon of a multi-coloured group referring to youth, and its dynamic features. Thus the logo provides the first insight of the SALM identity by representing the SALM beneficiaries and individuals that are the object of SALM investigation and analysis.

In addition to that the key words of SALM objects of analysis (*skills*, *youth employment*, *labour market*) are also included.

The logo was, is actually, and will be used on all project-related materials, presentations, publications, reports, deliverables open to the public as well as dissemination materials. SALM project logo is shown in Figure 2.

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[4] At the moment the Italian SALM face book page is available mainly to monitor the data collection phase and discuss on SALM issues. The idea is to set up an international SALM facebook that would be managed by some SALM partners.

Figure 2 – SALM project logo

Moreover the key messages of SALM aims, objectives, expectations needed to be specified. Both graphic design and project' full name included in the logo were chosen as being highly meaningful. Their combination was considered to be attractive and to have a good impact in conveying SALM objectives and activities to a wider audience in order to gain project visibility and awareness. Criteria for such message were a consistent branding, clear message, not confusing or contradictory from one channel to another.

The Table below summarises these key messages.

Table 3 – Key elements of SALM messagges thought for logo' design

USERS & BENEFICIARIES	SALM KEY MESSAGGES
Young employed and unemployed (in the SALM productive sectors surveyed - social services and senior tourism) Social services and senior toursim providers Researchers and practitioners Education and training providers SALM partners Citizens at large Wider country audience Wider European and International audience Local, national and European policy makers and stakeholders	▪ Skills and competences required by the sectoral local labour markets investigated ▪ Existing practices that are successful in enhacing youth employability on a short- and medium-term in both SALM productvie sectors ▪ Lessons to be learnt for improving youth employment in both productive sectors
Policy makers and relevant stakeholders Researchers and practitioners Education and training providers Citizens at large Wider country audience Wider European and International audience	▪ Needs and Demands by the local suppliers ▪ Existing practices that are successful in enhacing youth employability on a short- and medium-term
INFLUENCERS	SALM KEY MESSAGGES
European Commission Experts International, European, National and Local Events	▪ Supporting youth employment by sharing successful factors among policy makers

4.2. The project web site

SALM website is available at *www.salm-project.com* and complies with the guidelines of the European Commission for dissemination of projects results and web sites. This Section provides readers with a short description of its content, and structure.

SALM website is *designed* and *implemented* by LMS-SC Labour Market Strategies Consulting SRL (RO) (P8). Its *maintenance* is guaranteed by GDC-SC Global Development Commercium SRL (RO) (P7). The University of Florence (P9) supports these latter ones in any improvement considered useful and appropriate to guarantee the widest and most targeted dissemination. This is also the reason why the maintenance of the website and domain name has been guaranteed for five years in total.

Giving 3 partners (P7, P8, P9) the responsibility and tasks related to the project web site gives evidence to the high importance the whole consortium gave from the outset to the website for dissemination and awareness raising purposes.

SALM website is central to the dissemination and the communication of the project's objectives and to engage external stakeholders and professionals that are interested in the topics of the project. It is also important to establish links with similar and/or complementary ongoing projects/activities or other projects/activities of relevance. This does have a special value in terms of pursuing an integrated and multidisciplinary approach. At the same time it improves the quality of cross-national / cross-regional comparisons.

In a nutshell, the aim of the project website is to function as a source of information for all interested parties outside the project consortium and EC services. This was taken into consideration when designing the contents and structure (see below).

4.2.1. Inspiring principles

SALM website is based on the principles summarised in Table 4.

Table 4 – Principles used for the SALM website' arrangement

PRINCIPLE	DESCRIPTION
Informative	The website aims at providing readers with a general picture of SALM (pictures, partners, SALM stakeholders, documents, etc.). It present the project relevant documentation as well as information about SALM relevant events that have been taken and are planned
Multidisciplinarity	The website contains information on sectors, approaches, etc. referred to so that any link with different disciplines might be created and implemented
Attractiveness	Design and structure have been thought, arranged and selected thinking of something that might have attract youngsters, providers, researchers according to the sources available. This is why for instance young individuals are constantly appearing on different web pages, running in dynamic pictures.
Sharing tool	The website is conceived as a virtual space where partners do have a dedicated area where they can enter and upload relevant documents (in every format) divided per WPs. That makes clear the ongoing SALM deliverables production. SALM website was then conceived as a virtual collaborative platform
Synergy/ies with other ongoing European, national, local projects/activities	Being SALM working in a very high sensitive topic (*employment*) and for an important target (*youth*) the idea shared among partners from the very beginning was to create synergies and connections with existing projects and activities in order to promote a mutual dissemination and a successful mixture. This is the case – for instance - for the *OSA project* (Funded by the European Commission) and the related online multilingual platform and services *(www.mutual-learning.eu*) and for the *Calypso Maltese Initiative* (nationally funded). These connections will be created also on the web. Such approach will go on till the end of the project.
Strict contamination between SALM Dissemination and Exploitation	This is meant in terms of getting familiar with the project' outputs in order to grasp and use the most successful ones for having them re-produced, adopted, transferred in a local, organisational, territorial context
Dissemination functional to SALM short-, medium-, long-term exploitation on an European, national, local level	This is related to making SALM website users aware of what has been produced in order to evaluate whether to use it in other contexts, social services and senior tourism organisations, organisations working in other productive fields, etc. This comes out especially from the empirical data collection deliverables (interviews, focus groups, case studies) and the selection of good practices

4.2.2. Content and structure

The project website was structured in according to these principles.

It contains the areas as listed in Table 5.

Table 5 – Contents of SALM website

| SALM web section	Short abstract of the related content
Home	It is the start page with basic information about the project. SALM logo is included in it.
Project	Information on Team, Objectives, Results, Activities, Link to EU Resources is available.
Mass media	It is devoted to collect relevant dissemination materials and announcements.
Gallery	It is a collection of SALM picutres and photos taken during SALM relevant events.
Members area	It is password protected and restricted to SALM consortium members. It gives access to all documents and deliverables produced in the course of the project and provides contact information of all partners, especially the WP leaders. All working documents in the member's area are made accessible under the WP they were produced. In contrast to the public section of the website, the members' area is mainly updated by the project coordinator, the individual WP leaders, and each partner required to produce something. P7 monitors the process and is in charge of technical maintenance and development (each partner is cooperating for this purpose).
Target groups	It contains a description of SALM main recipients and beneficiaries.
Stakeholders	It will gather information and latest news on SALM issues and events.
Documents	It is a collection of SALM materials and documents that are being produced by partners with a public level of dissemination.
Contact	It provides the contact details of the coordinating organisation as well as each partner organisation, along with their own official logo and website.
A mention of the Community's financial support with relevant logo and EC disclaimer	The sentence "*This [communication] [document] [product] has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein*".

In Figure 3 the public home page of SALM webpage as it is at the time of the Report is given.

Figure 3 – SALM home page (update Nov.2013)
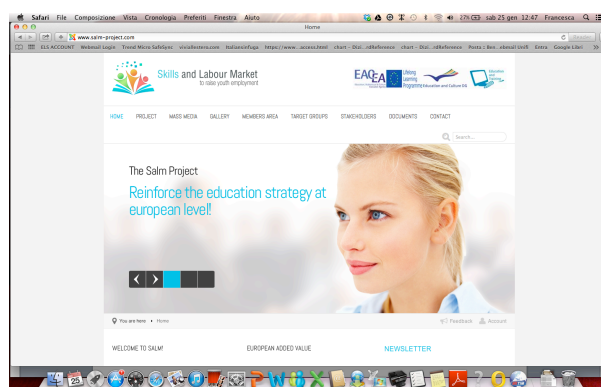
In addition to the public area, SALM website does also have the members area created mainly to store documents that are relevant for the whole consortium and support the translational work (Figure 4).

Figure 4 – Members'area access
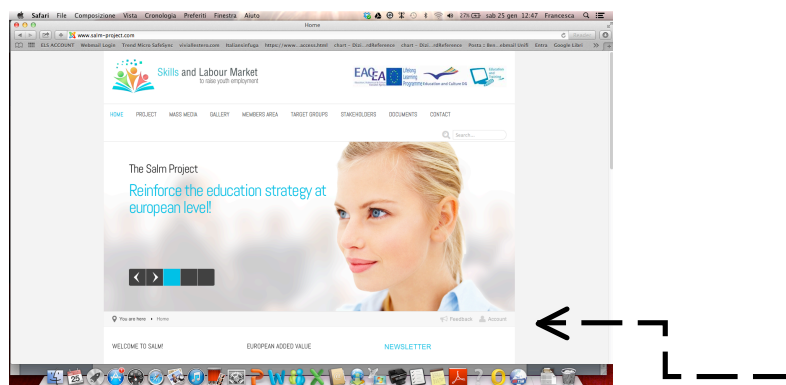
A fully implementation of the member' area is going on and will support partners also in transnational and local management activities. Partners will discuss till when the members' area will be working for SALM purposes.

4.3. SALM Newsletter preparation

Partners have been working at the 1st SALM Newsletter. It aimed at presenting the preliminary results gained in the ongoing data collection. Most of the partners contributed to that by arranging texts and contents in relation to the empirical phase of the survey that was implemented in each national/local contexts. The contribution by the University of Florence (P9) at the time of the Report is given below as an example.

Table 6 – Example of contribution by P9 to the 1st SALM Newsletter

Contents: 1) Abstract 2) Data collection in Tuscany 3) SALM research instruments 4) Some results from the interviews taken in Tuscany (November-December 2013) 5) Preliminary conclusions **Abstract** SALM tries to successfully match the young people competences to the labour market needs in senior tourism and social services in order to make it possible to achieve the target of EU strategy 2020 of 75% of employment rate and decrease the youth unemployment. In that respect, while each Member State is in charge of its own qualification system, coordinated action can help achieve common aims, that is EU actions in improving the competences of young people through adequate education and training systems and provide greater opportunities for people at all stages of their lives, namely through exchanging of good practices and improving and empowering stakeholders participation. The transnational nature of the partnership permits to monitor the system in highly different settings, identifying criteria for its transferability and testing its political and institutional viability as a potential European model, equipped with enough flexibility to be adapted to local specificities; those potential good practices and policies can be identified and mainstreamed at European level. **Data collection in Tuscany** In Italy the University of Florence is actually committed in exploring and investigating on the social cooperative World on a regional level. Before entering the details of the research in Tuscany it is worth to explain the following in relation to the specific

working background of social services that is made mainly of "social cooperatives".

The Italian "social cooperative" is a particularly successful form of multi-stakeholder cooperative which exist in many types:
- "*Type A*" social cooperatives bring together providers and beneficiaries of a social service as members;
- "*Type B*" social cooperatives bring together permanent workers and previously unemployed people who wish to integrate into the labor market;
- "*Consortium*" which is an association of two or more social cooperatives.

This article analyzed the "*Type A*" social cooperatives and "*Consortium*".
In addition to that the age issue must be taken in consideration as it might be a different feature from other SALM partner countries. This is because SALM wants to investigate youth employment in relation to users aged under 25 as these are considered the ones searching for the first job soon after the completion of the university studies. In Italy people looking for a job can be older. This is the reason why in the social cooperatives that were interviewed employed young people were older than 25. So the University of Florence decided to extend the range of young people to be investigated.

SALM research instruments
The semi-structured interview was agreed among partners. It is made of twentytwo items divided into four parts: one for the identification of the reporting entity, one for the activity description of the reporting entity, one for the characterization of human resources and one for future perspectives.
The semi-structured interview was and is actually being used with the regional sample in Tuscany as well.
Following the interviews some case studies will be selected according to some criteria that are fixed following the results of interviews.

Some results from the ongoing interviews in Tuscany
From the data collected so far we might give evidence to some results describing some key skills and competences that are required to young people working in the field:
- "Type A" social cooperatives need a very different roles for the services in which they are specialised. These roles and professional profiles are summarised below:
  - social inclusion operator (who helps underprivileged people to find an occupation);
  - linguistic and cultural mediator (especially in some place where immigration is very high);
  - human resources manager;
  - professional ICT teacher;
  - european training designer (especially if he is a Fund Raising);
  - responsible for integrated communication that knows how to work with social networks and traditional media (tv, radio);
  - health educator
  - service manager: "*This kind of role should be grown inside the organization because this person needs start working like a professional teacher does and understanding the problem of this work, after he will entrusted with more responsibility. This role needs transversal skills like competences in social service first and later in human resources that he can improve in lifelong learning*" (Doct. A. Nencini, President of "COOPERATIVA IL CENACOLO").

- Consortium needs a professional profile having transversal competences both in project planning, marketing and new technologies. This is strictly related to the economic downturn affecting the Italian productive system as well. "*Marketing is important because professional training is a service that has to be sold but there are a lot of agencies on the territory and the customer gets disoriented*" (Doct. M. Pippolini, President of "IRECOOP Toscana"). More specifically, Consortium would need to recruit young people having transversal skills and competences more than just one specific competence.
  "*The expert in local development does not exist, there is no such a thing like a designer: instead, there is the person who knows how to integrate the ability to research and design with the ability to fit into a context and create jobs*" (Doct. L. Cecconi, President of "COOPERATIVA RETE E SVILUPPO")

Preliminary conclusions
To be finalised.

5. Dissemination carried out

Dissemination carried out so far were both on an international and national/local level. It also included sectoral dissemination addressed to social services and senior tourism actors and relevant stakeholders.

Dissemination also took into consideration the levels of institutional and practice disseminations that were and are the most effective ones also in terms on exploiting SALM results on a short-, medium-, and long-term.

Under Paragraphs 5.1. and 5.2. we provide readers with more information and details on each of them by the whole consortium as such and by each single partner. An overview of them is also represented in Table 6.

Table 7 – Overview SALM Dissemination carried out and planned in the future

	International Dissemination Tool (institutional and practice levels)	National and Local Dissemination Activity (institutional and practice levels)	Sectoral (institutional and practice levels)	Carried out/Produced (institutional and practice levels)	Still to come (institutional and practice levels)
As planned in the proposal					
Dissemination Plan (*Deliverable 22*)	X	X	X	X	
Publication (*Deliverable 23*)	X	X	X		X
Miscellaneous dissemination materials (*Deliverable 24*)	X	X	X	X	X
National dissemination seminars (*Deliverable 25*)		X	X	X	X
SALM international conferences (*Deliverable 26*)	X		X		X
SALM Advisory Boards		X	X	X	X

	International Dissemination Tool (institutional and practice levels)	National and Local Dissemination Activity (institutional and practice levels)	Sectoral (institutional and practice levels)	Carried out/Produced (institutional and practice levels)	Still to come (institutional and practice levels)
In addition to what has been planned in the proposal					
Dissemination Report	X		X	X	
SALM logo	X	X	X	X	
Local, national, sectoral, international events where SALM is presented and discussed (including public institutions, practitioners and relevant stakeholders)		X	X	X	X
Dissemination among each of the partners' channels (on a local, national, sectoral, international level including public institutions, practitioners and relevant stakeholders)	X	X	X	X	X
SALM papers to be published in scientific journals	X	X	X		X
Mailing lists	X	X	X	X	X
SALM facebook area		X	X	X	

5.1. Dissemination carried out by the whole SALM consortium

5.1.1. International level

The project proposal identified certain **promotional channels, dissemination tools**, common to all partners, such the following (Table 7):

Table 8 –The international dimension of SALM dissemination and tools and activities carried out so far

SALM DISSEMINATION ACTIVITIES	
Participation to international meetings, events, seminars, etc.	International level. Sectoral and multisectoral level. Institution level. Practice level.
SALM DISSEMINATION TOOLS	
SALM website	International level. Sectoral and multisectoral level. Practice level.
SALM miscellaneous materials to be produced by SALM partners (i.e. leaflets, postcards, etc.)	

5.1.2. National and local level

On a national and local level partners were committed from the very beginning of the project to identify the most appropriate contact persons, organisations, institutions that might benefit from SALM at different levels (as users, as stakeholders, etc.). In Table 8 we list some of the main dissemination activities carried out and tools produced within SALM so far.

Table 9 - The local and national dimension of SALM dissemination and tools and activities carried out so far

SALM DISSEMINATION ACTIVITIES	
Participation to international meetings, events, seminars, etc.	National, local, sectoral/multi-sectoral level. Institution level. Practice level.
SALM DISSEMINATION TOOLS	
Link to the SALM web site from the partners web pages	National, local, sectoral/multi-sectoral level. Institution level. Practice level.
Mailing lists	
SALM Facebook area	National and sectoral level. Practice level.

5.2. Dissemination carried out by each partner

5.2.1. UNI-CEPCEP (PT)

SALM dissemination activities carried out
▪ Presentation of the SALM website ▪ SALM Interviews/Focus groups ▪ Seminars, conferences, meetings, face-to-face discussions

Aims and objectives
Awareness activity for public and civil society entities about SALM objectives and actions.

SALM web info
Link to the project website and SALM info available at www.fch.lisboa.ucp.pt, http://www.cecoa.pt/en-US/44/2/129/Projeto.aspx, http://www.cecoa.pt/pt-PT/40/2/134/Projeto.aspx

SALM papers
▪ Article published in the Portuguese Institute for the Employment and Vocational Training's National Virtual Knowledge Resources Centre Platform - www.crcvirtual.org/index.php/projectos/pag/136 ▪ Publication of SALM Project Information in CEPCEP's Website PT version - www.fch.lisboa.ucp.pt/site/custom/template/ucptpl_fac.asp?SSPAGEID=1053&lang=1&artigoID=5829 EN version - www.fch.lisboa.ucp.pt/site/custom/template/ucptpl_fac.asp?SSPAGEID=1053&lang=2&artigoID=5860

Target	Researchers and Organisations interested in learning opportunities in education issues, such as formal or non formal and informal settings, national and international institutions with responsibilities regarding VET policies, design and analysis. Social partners and relevant stakeholders in Education and VET domains
Date	29/05/2013
Typology of information provided	General Information about the project

Conference, seminar, training event, meetings, face-to-face discussions, etc.	
Name of the event	**Conference on results of the CREJOV project**
Title of the speech	Determinants of youth employment growth
Organised by	SERGA
Place	Lisbon
Date	2/12/2013
Type of participants/participating organisations and approximate number	Employers and Employers Organisations Teachers , Students of secondary level, Trade Union, Public Entities and Researchers with about 60 participants
Short description of the event and programme annexed	Half a day meeting with two sessions : presentation of study results and comments from employer and Public Employment Service

Name of the event	**Regional Seminar on Youth Employment**
Title of the speech	Young People Employability
Organised by	SERGA
Place	Porto
Date	15/10/2013
Agenda	Available at http://www.serga.pt/#noticias?c=8-4
Type of participants/participating organisations and approximate number	Employers and Employers Organisations Teachers , Students of secondary level, Trade Union, Public Entities, with about 50 participants
Short description of the event and programme annexed	Half a day meeting with two sessions: case study presentation and comments on young people employability
Any materials	Pictures/photos available

Name of the event	**3rd European HRD Forum – Lisbon: Human Heritage and Competitiveness in Europe**, http://european-hrd-circle.org/3rd-european-hrd-forum-lisbon/
Organised by	European HRD Circle
Place	Marinha Hotel – Cascais
Date	31/05/2013
Agenda	Researchers, Human Resources Department Head or Deputy-head. 45 participants.
Type of participants/participating organisations and approximate number	Discussions on the challenges on hiring expatriates, compensation issues. Presentation of the SALM project, goals and main research work.
Short description of the event and programme annexed	
Any materials	
Name of the event	**CREJOV – Think Thank**
Title of the speech	
Organised by	SERGA, Lisboa
Place	SINASE, Lisboa
Date	30/04/13
Type of participants/participating organisations and approximate number	IEFP – public employment service, economist from Social Security Ministry Research Department, researchers, University teachers; about 11 people.
Short description of the event and programme annexed	The main theme discussed was youth employability, the role of entrepreneurship courses and practical counselling (coaching and mentoring) on youth unemployed; INOVJOVEM of AEP (Porto), Projecto Fast Forward and Lisbon Start-up scholarship. Presentation of the SALM project, goals and main research work.
Name of the event	**Workshop in Lisbon of the project First Step First Job,** www.firststepfirstjob.eu/workshop-in-lisbon/
Organised by	CEPCEP
Place	Lisboa, Universidade Católica Portuguesa.
Date	25/03/2013
Agenda	Researchers from 2 Romania Universities, Portuguese researchers, Researcher from RONSEL Foundation of Spain, Researcher from Italy University and experts from Romania Administration Trainers and officials from Social Security Ministry; 33 participants
Type of participants/participating organisations and approximate number	Presentation of simulated enterprise used in Romania's Universities and their practical results and research. Portuguese participants provided their practice on youth employability, case studies and new policy initiatives. Presentation of the SALM project, goals and main research work. Agenda can be downloaded from: http://www.firststepfirstjob.eu/wp-content/uploads/2013/06/FSFJ-Workshop-Lisbon-Agenda.pdf

SALM Interviews, Focus Groups	
Target of participants/participating organisations and approximate number	**Interview with INATEL Foundation about senior Tourism** where SALM project has been presented. INATEL is a public entity with 900 workers
Dates	17/07/2013
Description of the activity/action carried out	Presentation of the project, its aims, methodology and expected result. Interview
Target of participants/participating organisations and approximate number	**Interview with Santa Casa da Misericordia da Amadora**, a no profit organisation with 360 workers
Date	6/12/2013
Description of the activity/action carried out	Presentation of the project, its aims, methodology and expected result. Interview
Target of participants/participating organisations and approximate number	**Interview with Santa Casa da Misericórdia de Alcácer do Sal**, a no profit organisation with 62 workers
Date	9/12/2013
Description of the activity/action carried out	Presentation of the project, its aims, methodology and expected result. Interview
Target of participants/participating organisations and approximate number	**Interview with Santa Casa da Misericordia de Chaves**, a no profit organisation with 110 workers
Date	10/12/2013
Description of the activity/action carried out	Presentation of the project, its aims, methodology and expected result. Interview

5.2.2. CECOA (PT)

SALM papers Publication of SALM Project Information in CECOA's Website PT version - www.cecoa.pt/pt-PT/40/2/134/Projeto.aspx EN version - www.cecoa.pt/en-US/44/2/129/Projeto.aspx	
Target	Organisations offering learning opportunities in formal or non formal and informal settings, national and international companies, public with responsibilities regarding VET policies and/or opportunities, social partners and relevant stakeholders in the VET domain
Date	29/05/2013
Typology of information provided	General Information about the project
SALM miscellaneous materials	
Target	Everyone interested and cooperating with CECOA
Date	December 2012-January 2013
Typology of information provided	SALM included in the CECOA description and related ongoing activities and projects
SALM Interviews, Focus Groups	
Target of participants/participating organisations and approximate number	Lisbon School of Hospitality and Tourism
Date	25/10/2013
Description of the activity/action carried out	Presentation of the project to the Coordinator of the School

5.2.3. GCU (UK)

SALM dissemination activities carried out
▪ Presentation of the SALM website ▪ SALM Interviews/Focus groups ▪ Seminars, conferences, meetings, face-to-face discussions

Aims and objectives	
SALM aims and research strategy were presented to interviewees and potential interviewees, that is to a range of private (social enterprises) and public (governmental bodies) organizations.	
Number and type of the organisations involved / number of users involved and belonging organisation	Totally 7 organizations
SALM Materials disseminated	SALM research aims and purposes as they emerge from the project proposal
Other useful information	SALM was advertised also within GCU and a plan for an official (e.g. promoted by our press office) dissemination was set to be done in early 2014

SALM Interviews, Focus Groups	
Target of participants/participating organisations and approximate number	We have targeted: social enterprises organizations to develop SALM interviews for the case studies on 'care services and youth employment'; public-governmental organizations: the Scottish government youth employment unit with whom we have done a 'unit' interview (interview enlarged to the governmental office for the "third sector"); quasi-public organizations, Visit Scotland, the official organization dealing with tourism, with whom we have made a first interview for the case study in senior tourism.
Date	Various days in December 2013
Description of the activity/action carried out	Presentation of the research; interviews; discussion about potential case studies and implications of the research for policy

5.2.4. ISOB (DE)

SALM dissemination activities carried out
▪ Presentation of the SALM website ▪ Seminars, conferences, meetings, face-to-face discussio ▪ Presentation of the SALM project based on the official data from the project website was completed by the ISOB team, the presentation of the project is available on the ISOB website (see screenshot at the end of the document) and can be found at the following address: ✓ www.isob-regensburg.net/joomla3/index.php/en/projects/international/101-salm-skills-and-labour-market ✓ www.isob-regensburg.net/joomla3/index.php/en/projects/international ISOB team will also be responsible for the German version of the project newsletter.

Dissemination strategy	The ISOB experts have been developing awareness activities for public and civil society entities about SALM objectives and actions during different networking conferences in Bavaria and used the opportunity to discuss the relevance of similar projects in the context of demographic changes (during some of the meetings from the regional project DEMOCLUST www.sensorik-bayern.de/de/democlust) The project possible results and its influence on the European labour market and possibilities of implementing a similar project in Eastern Europe will also be discussed on the 12th February in Bucharest, Romania during a meeting between members of the ISOB team, members and consultants of the German union IGBCE and the head representatives of the largest trade union in Romania BNS (The National Trade Union Block)

SALM web info
www.isob-regensburg.net/joomla3/index.php/en/projects/international/101-salm-skills-and-labour-market
Users target and approximate number of users per month - 200

Conference, seminar, training event, meetings, face-to-face discussions, etc.

Name of the event	**Regional Seminar with multicultural participants on Youth Employment in the context of changing demography**
Title of the speech	Increasing the chances of employability among young people
Organised by	ISOB
Place	Regensburg
Date	27/05/2014
Type of participants/participating organisations and approximate number	Employers, Young Employees, Students of secondary level, representatives of the trade unions represented in the region, representatives of the labour agency and of formal and informal lifelong learning organizations Invitations will be sent to over 200 persons from which 50 to 60 participants are to be expected.
Short description of the event and programme annexed	Half a day meeting (4 hours with 2 x 30 minutes networking breaks). Session 1: from 9 to 10:30 • short presentation of the objectives of the SALM project and of the SALM website • contextualization of the objectives of the SALM project and of the expected results on a regional level in Bavaria from the perspective of a changing demographic frame and from the perspective of multiculturalism • short presentation of one two case studies one from the SALM project and a regional one NETWORKING BREAK 30 MIN (during which dissemination materials like flyers, booklets about the SALM project will be distributed and the ISOB responsible will have discussions in small circles about the project perspectives) Session 2: from 11 to 12:30 • workshop (the participants will be divided in smaller groups and will have the opportunity to discuss the needs of the labour market and of the young people and to make suggestions for

	improving the employability)
	• debate : the suggestions and their sustainability will be discussed in plenum
	NETWORKING GET TOGETHER 30 MIN

Examples of SALM promotion materials produced

5.2.5. GCD (RO)

SALM dissemination activities carried out ▪ SALM Interviews, Focus Groups ▪ Seminars, conferences, meetings, face-to-face discussio	
Dissemination strategy	In this initial period before having reports and studies fully ready for dissemination, Global Commercium proceeded to raise awareness of the issue of youth employment, especially in the social services and senior tourism fields, for policy makers, youth leaders, responsible organisations for education at a national level, labour market experts and other experts in this area. This was a qualitative approach, rather than a quantitative one

Number and type of the organisations involved / number of users involved and belonging organisation	The Quality of Life Research Institute – Romanian Academy – 7 Ministry of Youth and Sports - 5 Ministry of Education - 6 Ministry of Labour, Family, Social Protection and Elderly - 6 Youth NGOs: Euro<26 Romania – 7 Young Manager National Foundation – 5 Junior Achievement Romania – 8
SALM Materials disseminated	The presentation of the project was given to each individual, along with information about the expected results and the possible impact of the final report.
Other useful information	The project initiative was welcomed by the participants to the dissemination. The representatives of the targeted organizations were looking forward to receiving more information on the subject, especially regarding Romania's current situation on the matter in relationship to other European Countries. Also they considered that raising youth employment is an achievable with the right policies, education strategy and implication from the community.
SALM Interviews, Focus Groups	
Target of participants/participating organisations and approximate number	Youth employment specialists, especially in the social services and senior tourism fields, for policy makers, youth leaders, responsible organizations for education at a national level, labour market experts and other experts in this area
Date	03.12.2013 – Focus group[5] October -December – Interviews
Description of the activity/action carried out	Focus Group – Discussions regarding youth employment policies, educational system, competences needed in the labour market, potentiality of the social services and senior tourism sectors. Interviews – Completing the desk research, aiming to obtain qualitative data on the matter

5.2.6. LMS (RO)

SALM dissemination activities carried out ▪ Presentation of the SALM website ▪ Distribution of the SALM leaflet/materials ▪ SALM Interviews, Focus Groups ▪ Seminars, conferences, meetings, face-to-face discussion	
Dissemination strategy	Presentation of the SALM website and distribution of SALM flyers in Christian University Dimitrie Cantemir and website presentation on www.firststepfirstjob.eu The LMS experts have been developing awareness activities for public and civil society entities about SALM objectives and actions during a networking conference and a seminar, using the opportunity to discuss the relevance of similar projects in the context of

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[5] We included it although is out of the period covered by this Report.

	demographic changes: - April 8 and April 17, 2013(Wien and Milan), project First Step First Job- Innovative Methods Leading Youth to a Solid Career - October 19, 2013 (Bucharest), International Technical Fair , Bucharest , project From Theory to Practice through the Simulated Enterprise: Seminar Simulated Enterprise – a bridge between the universities and the business environment - October 24, 2013, Top of Companies- Teleorman County, 22nd Edition

SALM webpage	www.lmsconsulting.ro

Seminars, conferences, meetings, face-to-face discussion

Name of the event	Meeting with students from Christian University Dimitrie Cantemir
Title of the speech	Presentation of SALM project
Organised by	LMS
Place	Christian University Dimitrie Cantemir
Date	December 2013
Type of participants/participating organisations and approximate number	Students/ 25 persons
Short description of the event and programme annexed	LMS experts presented the aim objectives and the status update of SALM project.

Name of the event	International Technical Fair (TIB) , Bucharest , project From Theory to Practice through the Simulated Enterprise: Seminar Simulated Enterprise – a bridge between the universities and the business environment
Title of the speech	Presentation of SALM project
Organised by	OSB Consulting Romanian Branch
Place	Bucharest
Date	October 19, 2013
Type of participants/participating organisations and approximate number	Representatives of participating companies to TIB, as well as delegates of training and education (ex. Instituto de Formacion Integral, Liceul Tehnologic Dacia)/ 30 persons
Short description of the event and programme annexed	LMS experts presented the aim objectives and the status update of SALM project. The theme of the seminar was the presentation of the Simulated Enterprise concept and their advantages for the participating companies.

Name of the event	Workshop 3, project First Step First Job- Innovative Methods Leading Youth to a Solid Career
Title of the speech	Presentation of SALM project
Organised by	Expert for Europe
Place	Milan
Date	April 8, 2013
Type of participants/participating organisations and approximate number	Representatives of the Lombardy Region, VET Agency of the County of Milan and VET institutions, Public Employment Services of the County of Turin, NGOs, women organisations, consultancy companies, representatives of the Intermediate Body of the Global Grant Learning Week.

Short description of the event and programme annexed	LMS experts presented the aim objectives and the status update of SALM project, through networking activities. Among the topics brought under discussion we could mention the Italian labour market situation and the youth employment and unemployment indicators. Following on this, a particular section of the event was dedicated to discussions on differences and similarities between the Romanian experience and some similar undertakings implemented in the framework of the Global Grant Learning Week in Lombardy.
Name of the event	Workshop 4, project First Step First Job- Innovative Methods Leading Youth to a Solid Career
Title of the speech	Presentation of SALM project
Organised by	OSB Consulting GmbH
Place	Vienna
Date	April 17, 2013
Type of participants/participating organisations and approximate number	Representatives of public authorities, consultancy companies, universities, research institutes, country central offices for training firms and simulated enterprises/ 25 persons
Short description of the event and programme annexed	LMS experts presented the aim objectives and the status update of SALM project, through networking activities. The theme of the workshop was innovative measures to facilitate first transition of youth from the education system to the labour market, with focus on the Austrian experiences and transferability potential to other European countries.
Name of the event	Top of Companies- Teleorman County, 22nd Edition
Title of the speech	Presentation of SALM project
Organised by	Trade, Industry and Agriculture Chamber – Teleorman County
Place	Alexandria, Teleorman
Date	October 24, 2013
Type of participants/participating organisations and approximate number	Representatives of the main companies in Teleorman county, public authorities of Teleorman, NGOs, consultancy companies
Short description of the event and programme annexed	LMS experts presented the aim objectives and the status update of SALM project, through networking activities. The best companies in Teleorman were awarded for their activity in 2013, acording to the agreed economic indicators and results.
SALM miscellaneous materials	
Type of channel (i.e. post, e-mail, etc,):	Direct distribution of SALM flyer
Number of materials sent	55
Dates	December 2013
Target of recipients of the leaflets	- Students of Christian University Dimitrie Cantemir - 30 participating companies to the International Technical Fair (TIB) , Bucharest
SALM interviews, Focus Groups	
Target of participants/participating organisations and approximate number	Youth employment specialists, especially in the social services and senior tourism fields, for policy makers, youth leaders, responsible organizations for education at a national level, labor market experts and other experts in this area
Dates	03.12.2013 – Focus group5; October -December –

	Interviews, in collaboration with GCD (Partner 7)
Description of the activity/action carried out	Focus Group – Discussions regarding youth employment policies, educational system, competences needed in the labor market, potentiality of the social services and senior tourism sectors. Interviews – Completing the desk research, aiming to obtain qualitative data on the matter

5.2.7. UNIFI (IT)

SALM dissemination activities carried out
- Presentation of the SALM website   - Distribution of SALM materials   - SALM mailing lists   - SALM Interviews/Focus groups   - Seminars, conferences, meetings, face-to-face discussions   - Additional restricted meetings with university researchers and scholars to discuss SALM issues, topics and survey

Aims and objectives
Awareness activity for public and civil society entities about SALM objectives and actions.

Dissemination strategy	It is based on the active commitment to reach key local actors that are involved in youth employment policies implementation within local services and organisaitons. Dissemination also plaid and still plays a crucial role in WP3 when contacts between interviewers and interviewees were and are being established. That is also for the Focus Group that will be taken in February 2014 with the most active and reactive social services and senior tourism organisations. Local institutions are also regularly taken into consideration for dissemination purposes
Number and type of the organisations involved / number of users involved and belonging organisation	More than 30 local organisations were contacted. A group of 25-30 interviewers was established. A working group with university researchers and scholars was set up.
SALM materials disseminated	SALM abstract, web page, SALM research tools (interviews, guidelines for interview and focus group, etc.)

SALM web info
www.scifopsi.unifi.it/mdswitch.html

SALM Interviews, Focus Groups (additional meetings were taken in the period not covered by this Report)	
Target of participants/participating organisations and approximate number	**Interview with Cooperativa San Tommaso D'Aquino**
Date	26/11/2013
Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	**Interview with Girasole Cooperativa Sociale Onlus**
Date	27/11/2013
Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	**Interview with Cooperativa Alice**
Date	11/12/2013

Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	Interview with Cooperativa Zenit
Date	29/11/2013
Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	**Interview with Consorzio Mteropoli**
Date	2/12/2013
Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	**Interview with Cooperativa Agape Sociale**
Date	24/11/2013
Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	**Interview with Cooperativa Sociale C.A.T.**
Date	28/11/2013
Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	**Interview with Cooperativa Sociale Athenaeum Musicale**
Date	21/11/2013
Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	**Interview with Arké Cooperativa Sociale**
Date	26/11/2013
Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	**Interview with Cooperativa Pane e Rose**
Date	26/11/2013
Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	**Interview with Consorzio Astir**
Date	28/11/2013
Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	**Interview with Cooperativa Sociale Il Cenacolo**
Date	28/11/2013
Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3
Target of participants/participating organisations and approximate number	**Interview with Scuola dell'Infanzia e Asilo Nido Margherita Fasolo**
Date	27/11/2013

Description of the activity/action carried out	Use of SALM interview and data collection relevant for WP3

Miscellaneous dissemination activities	
Target of participants/participating organisations and approximate number	University internal meeting taken to plan the Focus Group to be taken by Febr.2014
Date	Various meetings taken in November and December 2013
Description of the activity/action carried out	Dissemination of SALM information to plan the Focus Group with university researchers and scholars interested in SALM issues and approach
Target of participants/participating organisations and approximate number	**University lectures and seminar involving around 30 university students**
Date	November-December 2013
Description of the activity/action carried out	Presenting the ongoing SALM survey, its research aims and objectives, final results, research tools and ongoing research steps

Miscellaneous dissemination tools	
Description of the material	**SALM Regional Report (WP2)**
Date	Mid 2013
Description of the activity/action carried out	Preparation, arrangement and translation of the WP2 Regional Report on youth employment local policies and measures. The Report has been and is continuously disseminated within the SALM framework
Description of the material	**.ppt presentations describing SALM interviews, intermediate results and findings**
Date	November-December 2013
Description of the material	**Description of the Italian SALM sample**
Date	November-December 2013
Description of the material	**Description of the Italian case studies approach and criteria for selection**
Date	November-December 2013
Description of the material	**SALM Italian facebook page**
Date	November 2013
Description of the tool	It is an interactive tool where university staff is constantly in contact with everybody who is interested in SALM issues and ongoing activities. University staff makes it alive as much as possible by interacting with facebook users (in Italian so far). I.e. A screenshot is given below.

Conference, seminar, training event, meetings, face-to-face discussions, etc.	
Name of the event	**One Step Ahead transnational meeting**
Organised by	Earlall and Tuscany Region
Place	Bruxelles
Date	10/1/2013
Type of participants/participating organisations and	Mainly Regional Governments and some research

approximate number	organisations
Short description of the event and programme annexed	Project meeting where SALM was briefly presented being OSA developed in youth employment as well

Conference, seminar, training event, meetings, face-to-face discussions, etc.	
Name of the event	**One Step Ahead final conference and meeting**
Organised by	Tuscany Region
Place	Firenze
Date	21-22/2/2013
Type of participants/participating organisations and approximate number	Regional Governments, research organisations, stakeholders, practitioners
Short description of the event and programme annexed	Final international Conference and distribution of SALM short information

Conference, seminar, training event, meetings, face-to-face discussions, etc.	
Name of the event	**Restricted seminar**
Organised by	Cedefop
Place	Thessaloniki
Date	28/2/2013 / 1/3/2013
Type of participants/participating organisations and approximate number	European, national and local institutions, and research organisations
Short description of the event and programme annexed	Participation to the Launch Event of the Renewed European Agenda for Adult Learning where youth employment was also discussed. SALM and OSA were both presented

Conference, seminar, training event, meetings, face-to-face discussions, etc.	
Name of the event	University seminar on "*Dispersione nell'obbligo scolastico o obbligo di dispersione nella scuola? Azioni per la prevenzione ed il contrasto del fenomeno*" (drop out issues)
Organised by	University of Florence
Place	Firenze
Date	10/5/2013
Type of participants/participating organisations and approximate number	University Professors, scholars, researchers, PhD students, students, etc.
Short description of the event and programme annexed	A brief abstract of SALM was distributed

Dissemination as listed above is the main one that we consider relevant for this Report.

Additional dissemination activities and outputs were produced by each SALM partner withing their daily and regular profesional networks. That will also play an important role in the coming 12 months for SALM additional and reinforced dissemination and exploitation purposes.

6. Dissemination planned in the future

6.1. International, National and local levels

According to the proposal the activities and tools listed in Table 9 are still needed to be undertaken by the whole SALM consortium.

Table 10 – Dissemination activities and tools still to come according to the proposal

SALM Dissemination Activities	
Publication[6] SALM international seminars (Florence and Lisbon)[7] Participation to job fests, fairs, workshops Attendance of relevant conferences, meetings, workshops, face-to-face discussions Participation to local and national events	International level. National and local level. Sectoral level. Institutional level. Practice level.
SALM Dissemination Tools	
Publication of articles, essays and press about ongoing activities Mailing lists National Dissemination Seminars[8] Additional miscellaneous material[9]	International level. National and local level. Sectoral level. Institutional level. Practice level.
Papers, essays for scientific journals and magazines	Levels (and language) to be defined

In addition to that SALM partners as a whole and each member of it will be committed to benefit from any dissemination opportunity that might raise to disseminate SALM as much widely and strongly as possible especially as soon as concrete research results are available and can be presented and discussed (i.e. soon after the piloting planned in WP 6).

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[6] *Deliverable 23.* It will be the research paper presenting the SALM model, including the project approach and results (English).

[7] *Deliverable 26.* There will be two international conferences, the first one in Florence (planned to be taken by February 2014, to present the good practices), and the second one in Lisbon. The final Conference will aim at presenting project and results (research findings, models and toolkits) to an heterogeneous public, including practitioners in the field of knowledge skills and competences, national qualifications frameworks and anticipation labour market needs related to young people, organizations, youth associations, employments agencies, social partners and policy makers.

[8] *Deliverable 25.* During SALM national seminars the results of the project are presented to the public and targeting the different target groups of SALM (according to the specificities of the context where they are organised).

[9] *Deliverable 24.* It will be produced in English and in all partners' languages according to the perceived needs of the consortium, and may include brochures, leaflets, posters, information DVDs etc. It will be translated according to the local needs as perceived by the consortium members.

7. Annexes

Annex 1 – Sheet for reporting on SALM Dissemination Activities

LOCAL, NATIONAL, INTERNATIONAL DISSEMINATION PLAN **(FRAMEWORK TO BE USED IN ORDER TO FRAME THE LOCAL, NATIONAL AND INTERNATIONAL DISSEMINATION PLAN)**

SALM PARTNER NAME: ....

Please, tick the appropriate box of the channel used in your dissemination strategy

☐ Presentation of the SALM website
☐ Distribution of the SALM leaflet/materials
☐ SALM Mailing list
☐ Snail mail
☐ SALM Interviews/Focus groups
☐ Seminars, conferences, meetings, face-to-face discussions
☐ Other – Please, specify ....

Please, describe your dissemination strategy

Number and type of the organisations involved / number of users involved and belonging organisation

SALM Materials disseminated

Other useful information

SALM web page	
Internet address	....
Users target and approximate number of users per month	....

Conference, seminar, training event, meetings, face-to-face discussions, etc	
Name of the event	....
Title of the speech	....
Organised by	....
Place	....
Date	....
Type of participants/participating organisations and approximate number	....
Short description of the event and programme annexed	....

SALM articles, essays, press	
Title	....
Format (paper or electronic)	…………………
Date	…………………
Approximate number of readers	…………………
Type and title of journals/magazine/newsletter	....

SALM miscellaneous materials	
Type of channel (i.e. post, e-mail, etc,):	....
Number of materials sent	....
Dates	....
Target of recipients of the leaflets	....

SALM book distribution	
Type of channel (i.e. post, e-mail, etc,):	....
Number of booklets sent	....
Dates	....
Target of recipients of the booklets	....

SALM Interviews, Focus groups	
Target of participants/participating organisations and approximate number	....
Dates	....
Description of the activity/action carried out	....
Other	
Target	....
Date	....
Place	
Project's product or information sent	....