

Work Package 7 – Dissemination & Sustainability

ENCORE Strategic Dissemination Plan

WP7: STRATEGIC DISSEMINATION PLAN

How and where the project will be disseminated. This plan includes the main target groups and respective strategies to reach them best. It includes also the template for the dissemination reporting for all partners – every 6 months.

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Table of Contents

1. ENCORE Project Vision.....	3
2. ENCORE Project Mission.....	3
3. General Introduction to the Dissemination within the ENCORE Project.....	3
4. Introduction to Dissemination.....	3
a. <i>What is DISSEMINATION?</i>	4
b. <i>What is BROAD dissemination?</i>	4
c. <i>What is DEEP dissemination?</i>	4
d. <i>Why is it necessary to disseminate the ENCORE Project?</i>	4
5. Main Target Groups for Dissemination within the ENCORE Project	5
6. Dissemination within the ENCORE Project	6
Recognition of Commission funding and use of logos.....	7
7. Broad Dissemination within the ENCORE Project	7
8. Deep Dissemination within the ENCORE Project.....	9
9. Academic Dissemination within the ENCORE Project	10
10. Timetable for Dissemination Reporting	11
11. Broad Dissemination Plan within the ENCORE Project.....	12
12. Deep Dissemination Plan within the ENCORE Project.....	15
13. Academic Dissemination Plan within the ENCORE Project	16
ANNEX 1 – Dissemination table.....	24

1. Vision of ENCORE Project

ENCORE's vision is to create a sustainable as well accessible space of Entrepreneurship Knowledge Centers to foster innovative Entrepreneurship Practices in Education and Research by enhancing the creation of entrepreneurial mindset in Bhutan, Nepal, and Laos.

2. Mission of ENCORE Project

ENCORE's mission is to integrate advanced learning tools for the ability to identify and create disruptive business ideas into existing academic structures, while strengthening the university-business collaboration through participatory schemes on a local and regional level by enhancing entrepreneurship practices and promoting innovative ideas in Bhutan, Laos and Nepal.

3. General Introduction to the Dissemination within the ENCORE Project

The exposure of the ENCORE Project is a crucial component, which is strongly connected to the success of the project vision and mission.

The work package 7, which is dedicated to dissemination and sustainability is **coordinated by Souphanouvong University (SU)** as acknowledged appropriately given their experience and motivation for enhancing the project's visibility and sustainability. Further, SU has a vast network in the participating and beyond which increases the multiplication of all dissemination activities.

This work package is supporting the ENCORE Project throughout the whole implementation process and supports with the creation of a wide spread impact.

The following actions will be taken by the work package coordinator and all other partners of the ENCORE Project:

- Development of a strategic dissemination plan with the assistance from FH JOANNEUM (FHJ)
- Regular updates of the strategic dissemination plan according to the partners' needs
- Facilitating and monitoring of the dissemination efforts of the consortium on a regular basis (6 months)
- Development of a project logo and its identity
- Designation of dissemination materials
- Hosting and content creation for the website and the social media profile

All these activities support the project in the development of a **unified appearance and the creation of a project branding**. The digital dissemination materials are accessible at any time on MS Teams folder: shorturl.at/nuDNW

4. Introduction to Dissemination

Dissemination is widely used when it comes to the promotion of EU funded projects and can be divided into broad and deep dissemination. The term dissemination as well as the differentiation between broad and deep dissemination will be explained thereafter to create a common understanding of the terminology used in the framework of the project.

a. What is DISSEMINATION?

- Dissemination is about **making the project successful, results / products of the project visible and accessible to others**, specially the end-users, the target groups and the key persons who can implement its use.
- Dissemination is **the process of promotion and awareness raising** that should occur throughout the project. This process should be **planned and implemented at the beginning of the project** through a methodological document (e.g. Dissemination)
- Dissemination is a **planned process** that should be carefully considered throughout the duration of the project and beyond. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.
- Dissemination is considered the **cornerstone of a strategy for exploitation and sustainability** of the project and/or its results.

b. What is BROAD dissemination?

Broad dissemination is a part of the communication strategy to disseminate information/ideas about a project/idea. Extensive dissemination is generally aimed at the general community to disseminate information/ideas about a project/idea. This leads to the fact that the information spread during broad dissemination activities is often rather general and it is aimed to convey the main messages of a project. Moreover, it can be said that broad dissemination is part of a wider valorisation strategy, which operates from a top-down model.

c. What is DEEP dissemination?

Deep dissemination involves addressing the target group as early and as much as possible. It is integrated into the structure of the project by incorporating the input and feedback of the target groups throughout the project. External stakeholders are constantly involved to participate in the planned products development process. Through deep dissemination, the key target groups are involved in the early stage of the project. These stakeholders contribute to the project in two ways:

1. By providing direct expert advice and;
2. in terms of dissemination by acting as multipliers for the project.

d. Why is it necessary to disseminate the ENCORE project?

1. **Raise awareness** – let others know what ENCORE is doing;
2. **Inform** – educate stakeholders by organizing workshop and training;
3. **Engage** – get input and feedback from stakeholders;
4. **Promote** – marketing online and others up-to-date mechanism of marketing

5. **Extend the impact** – among the target groups
6. **Develop new partnerships**-local community, regional and international institutions, and organizations
7. **Influence policy and practice**- innovative research contributes policy makers and practitioners

All principles of the ENCORE Project will be applied from the beginning of the project. Awareness raising on the topics of capacity building innovative social entrepreneurship practices for disruptive entrepreneurship and will be implemented with the support of the means of dissemination.

Multiplication of social entrepreneurship knowledge is strongly followed by the ENCORE Project during the training sessions on an international and national basis as well as through the Entrepreneurship Knowledge Centers (EK Centers) is the aim of the project. Already from the very beginning, It is interesting to note that all stakeholders are involved in the project to make sure that the project follows its aim of increasing university-business cooperation. Therefore, engagement with the major stakeholders is done on various levels such as survey and focus groups, promotional events and conferences as well as through the trainings offered which will be heavily disseminated. Importantly, the ENCORE consortium makes sure that all outputs and results created will be disseminated through the major means of dissemination

5. Main Target Groups for Dissemination within the ENCORE Project

The main target groups within the ENCORE project are as follows:

- HEIs (management, academic staff, students and graduates) focusing on business, entrepreneurship and disruptive business modelling
- Professionals and representatives of small and medium sized as well as international companies that are following the idea of entrepreneurship
- Representatives of business associations and clusters
- Governmental bodies dealing with economic development, entrepreneurship and business development on a structural national level Society at large

It is true that all partners together have a massive network, a stakeholder list is going to be developed and continuously updated in order to guarantee that dissemination activities are specifically targeted and content is adapted to the needs of the diverse target groups. Promotional materials will be developed, translated in to local languages (if necessary) and delivered both online and offline to the target audience and beyond. It is of utmost importance to target the dissemination activities exactly to the needs of the target groups in order to be able to reach them and the broader public to the satisfaction of all project participants.

The following summarized activities are planned for the diverse target groups. Through all these activities, it is aimed to increase the visibility and sustainability of the project.

Teaching staff and administrative staff of higher education	HEI leaders and managers	Undergraduate and graduate students	Entrepreneurs, business associations and governmental organisations
<ul style="list-style-type: none"> • Study visit • Training plans and materials development • Being exposed to educational resources developed by the project • Participating in trainings and workshops • Acting as trainers later on (regional multipliers to reach 180 staff) • Participating in replication trainings • EK Centers for knowledge exchange and training • Participating in equipment roll-out tests • EKC operation (12 academic staff) • Vocational trainings (60 trainings) • Case Challenge • International conference 	<ul style="list-style-type: none"> • Study visit • Training plans and materials development • Being exposed to educational resources developed by the project • Participating in training and workshops • Participating in replication trainings • Participating in regional multiplier events • EK Centers for knowledge exchange and training • Participating in equipment roll-out tests • Case Challenge • International conference 	<ul style="list-style-type: none"> • Participating in replication trainings • Participating in regional multiplier events • Participating in equipment roll-out tests • EKC operation (30 students) • Vocational trainings (60 trainings) • Participating in the innovative entrepreneurship case challenge • Participating in international conference on innovative entrepreneurship practices 	<ul style="list-style-type: none"> • Focus groups • Being exposed to educational resources developed by the project • Participating in equipment roll-out tests • Vocational trainings • Trainings offered in the EK Centers • Case Challenge • International conference

6. Dissemination within the ENCORE Project

Within the ENCORE Project, dissemination is **composed of three parts with activities suitable to each target group:**

- 1) Broad Dissemination
- 2) Deep Dissemination
- 3) Academic Dissemination

All dissemination activities are included in the **strategic dissemination plan**. This plan is constituted by a matrix detailing the above described dissemination activities into concrete single steps and tasks, which can be found at the end of this document. It further allocates a timeframe and deadline for performance and completion of the task.

The dissemination plan allocates responsible partner organizations and persons to perform specific actions. For communication tasks the strategic dissemination plan also specifies the means and media of communication.

A logo, a layout for presentations and other dissemination material will be created in the first six months of the project (most likely at the kick-off meeting when all partners will participate) to guarantee a common branding. It is aimed to use brochures, folders and posters for dissemination activities offline but also dissemination activities which are online implemented such as a knowledge exchange platform on the website. Further, the project consortium will put a focus on online marketing tools such as Website and Facebook. One important aspect of dissemination will always be face-to-face communication with the potential target groups given the fact that this communication type can create a much higher impact as it is connected with a higher level of emotions. Therefore, information about the project will be sent to local training providers to forward this information directly to the target groups.

Recognition of Commission funding and use of logos

The support of Erasmus+ must be clearly acknowledged in all communications or publications, in all forms and media, indicating that performed activities have been supported and/or co-funded by Erasmus+. Respectively, the Erasmus+ logo, as well as the project logo must be placed in all publications, promotion material and media (e.g. internet, video, etc.) produced within the project.

7. Broad Dissemination within the ENCORE Project

The following elements are part of broad dissemination:

- **Website**

The project website will be created in the beginning of the project. It is an information platform for the broad public and all target groups. The website acts as a collection point for project information and will be clearly structure. In addition, the website will include a contact form in order to give the possibility to get in contact with the consortium whenever needed. The website will be **updated on a monthly basis, mainly the categories of Repository, News, Photo Galleries and Events**. Further, given the fact that EACEA follows the concept of knowledge sharing, the most important content deliverables of the project will be uploaded after completion on the website to guarantee easy access. Additionally, a conference will be integrated, which is later on used as the main platform for knowledge exchange on the main topics of the project and aims to connect stakeholders from all over the world in diverse areas of expertise.

Link to the Website: www.su.edu.la/encore-project.eu/

A template for News:

Partner:	
Title:	

Date & Place	
News for Facebook or Website?	
<p>Summary of the activity/event</p> <p>Max 3 lines for Facebook (caption to explain the photos)</p> <p>Min 15 lines for website (blog-type post)</p>	
<p>Photos (attachment or link to the repository)</p> <p>Min 2-3 for Facebook</p> <p>Max 2-3 for website</p>	

- **Facebook**

An online profile will be created, used as information collecting point and connected to the website. During the kick-off meeting, it was agreed to create a Facebook profile.

Each month, minimum of 4 posts. Send by the last day of the previous month. E.g. FHJ is in charge of September 2021, the posts, pictures, links should be sent to SU until August 31st. So SU can schedule the posts. Some posts can also be done by demand on the respective month when interesting news appear.

Link to Facebook page: <https://www.facebook.com/EntrepreneurshipEducationErasmusPlus>

Link the contribution list: shorturl.at/fjtzF

Include here examples of posts topics:

- Publications / reports on entrepreneurship / E. Education (links as examples)
- News on activities in each partner
- Project results
- Photos of project events

- **Project Folders & Posters (dissemination materials)**

Project folders and poster, as well as other identified promotional materials, will be established by the consortium members **within the project** duration in order to give detailed information to all target groups and increase project visibility. These folders and posters will be innovatively designed in order to attract a high number of interested people and to be able to distinguish the

project from other European projects. Special attention will be paid to the different cultural requirements when it comes to the establishment of the folders and posters. This whole process will be monitored by the Ethics and Quality Board of the ENCORE Project to make sure that cross-cultural perceptions do not influence the dissemination activities.

8. Deep Dissemination within the ENCORE Project

Deep dissemination includes addressing the target group as **early** and as **extensively** as possible. It is firmly anchored in the project's structure by including the input and feedback of the target group throughout the project. Stakeholders are continuously involved to participate in the development process of the project and its products.

- **Internal meetings** are to be regularly organised at the participating universities in order to involve all relevant stakeholders from the institution in the implementation of the project activities and development of reports, guidelines, methodologies, tools, and strategies. Main stakeholders are to be identified at each institution (e.g. lecturers from the economics and tourism faculty, students and student association representatives, etc.) and **they should meet at least two times per year** in order to discuss the project activities and results. These sessions should allow ENCORE Project manager (member of the management board of the project) at each university to present the progress made and the results achieved to all other partner organisations on a regular basis. Also, through these sessions they will gather feedback, which will allow this project to respond better to the needs of the stakeholders, to anticipate the risks and assure high quality of the results. The first meeting should take place as soon as possible in order to inform internal stakeholders about the new project, to present them the main objectives and to discuss with the general approach as well as the upcoming activities.
- **4 training sessions with at least 72 trainees** will be conducted in the participating countries on Social Entrepreneurship skills to make sure that the staff, who is going to work in the ENCORE EK Centers, is well trained and ready to increase the university-EK Business cooperation. The trained ENCORE staff will besides taking-up their advisory role to the academic community of their home university support the creation of a pool of qualified human resources. It is planned to have at least **12 regional workshops** at the partner HEIs in Laos, Bhutan and Nepal to build up representatives for the topics of the ENCORE Project. With these workshops **a total number of 180 people** will be reached.
- **Training Materials** - the training materials will be translated into local languages (**in the case of Laos**). The training materials will be made available on the internet (project website and knowledge exchange platform) after the implementation of the training.
- Impact and replication of project outputs will be ensured through the creation and implementation of the **ENCORE knowledge exchange platform and the free access of the created outputs**.
- **Informal communication** is another valuable instrument of deep dissemination which should be considered. Project results should be discussed with relevant partners, interested parties and stakeholders at related seminars, meeting and conferences. The project results can then be disseminated and relevant information and feedback can be gathered from experts from other institutions which might have had relevant experience in similar projects, which could also lead to creation of synergies.

9. Academic Dissemination within the ENCORE Project

Academic dissemination aims to enhance the understanding of the ENCORE Project and implement strategies, which will have the highest impact on its various stakeholders. To achieve this, the academic strategic dissemination plan groups stakeholders including internal university staff and students, and other partner institutions. This plan **aims to facilitate knowledge transfer, engagement and sustainability**.

Mainly, the focus of the academic dissemination is on the internal staff and students within each of the partner university, promoting the mutual exchange of knowledge about the social entrepreneurship in order to achieve a goal for academic collaboration. Once the appropriate training has been completed, **knowledge transfer to other institutions** will begin with an initial focus within the partners' academic communities in each project partner country.

Therefore, the academic dissemination will be conducted at various stages. To complete the **knowledge transfer** the following activities are implemented during the course of the project:

- To strengthen regional impact and enhance visibility of the project, **1 international conference** will be held with **at least 50 participants** to promote the ENCORE network, show project results and lessons learnt (which is produced as a joint publication). 2 Keynote speakers from EU, Bhutan, Laos and Nepal are invited to the conferences and will discuss social entrepreneurship, innovative and business settings disruption, educational issues and university-business cooperation among regional stakeholders.

When moving from internal stakeholders to external (non-partner HEIs, policy makers) there will be another set of activities to enable **academic engagement**:

- Attendance of academic international conferences and seminars
- Joint publication on the case challenge results for disruptive social business management ENCORE knowledge exchange platforms
- Brochure, folder and poster distribution
- Personal communication

Finally, the third plan for academic dissemination aims to create **sustainability** by:

- Issuing a robust knowledge exchange platform, the ENCORE network, and keeping it updated with current changes
- Publishing papers at conferences and in academic and practitioner journals
- Making the network accessible (language/materials/affordable).

10. Timetable for Dissemination Reporting

Please use the template at the end of this document.

Reporting	Deadline
1st reporting	30.07.2021
2nd reporting	30.12.2021
3rd reporting	30.06.2022
4th reporting	30.12.2022
5th reporting	30.05.2023
6th reporting	30.10.2023

A reminding e-mail will be send to partners when the date is approaching.

This is the link to the reporting template: shorturl.at/cxAU2

11. Broad Dissemination Plan within the ENCORE Project

Activity	Done by Whom	Target Audience	Purpose of the Activity	Deadline
Development of the project logo and identity	Souphanouvong University, FH JOANNEUM and agreed by all partners	<ul style="list-style-type: none"> • HEIs (management, academic staff, students and graduates) focusing on business, entrepreneurship and disruptive business modelling • Professionals and representatives of small and medium sized as well as international companies that are following the idea of entrepreneurship • Representatives of business associations and clusters • Governmental bodies dealing with economic development, entrepreneurship and business development on a structural national level Society at large 	To have a visual appearance/existence of the project and to be recognized within the target groups.	17.07.2021
Setting up the ENCORE website	Souphanouvong University, FH JOANNEUM and agreed by all partners	<ul style="list-style-type: none"> • HEIs (management, academic staff, students and graduates) focusing on business, entrepreneurship and disruptive business modelling • Professionals and representatives of small and medium sized as well as international companies that are following the idea of entrepreneurship • Representatives of business associations and clusters • Governmental bodies dealing with economic development, entrepreneurship and business development on a structural national 	<p>Making the project, its aims and objectives as well as the partners known to the broader public.</p> <p>As also a knowledge exchange platform will be installed, it is also aimed to have an interactive exchange/forum within the consortium and the broader public.</p>	30.08.2021

		level Society at large		
Project folders and posters	Souphanouvong University and FH JOANNEUM with the support of all consortium members	<ul style="list-style-type: none"> • HEIs (management, academic staff, students and graduates) focusing on business, entrepreneurship and disruptive business modelling • Professionals and representatives of small and medium sized as well as international companies that are following the idea of entrepreneurship • Representatives of business associations and clusters • Governmental bodies dealing with economic development, entrepreneurship and business development on a structural national level Society at large 	<p>Making the project, its aims and objectives as well as the partners known to the broader public.</p> <p>It is essential to have a folder and a poster which can be distributed to the target groups. The folder and the poster will be updated once in the project duration in order to be able to hand out updated project information.</p> <p>Both can be printed, but can also send electronically.</p>	17.08.2021
Writing content and promoting website as well as online profile (Facebook)	Souphanouvong University and FH JOANNEUM with the support of all consortium members	<ul style="list-style-type: none"> • HEIs (management, academic staff, students and graduates) focusing on business, entrepreneurship and disruptive business modelling • Professionals and representatives of small and medium sized as well as international companies that are following the idea of entrepreneurship • Representatives of business associations and clusters • Governmental bodies dealing with economic development, entrepreneurship and business development on a structural national level Society at large 	<p>Making recent developments within the project known to the broader public is essential not only through print but also through online media. Therefore, regular updates need to be done at the website as well as on the online profile.</p> <p>Both online means of communication will follow the principle of knowledge sharing.</p>	Throughout the project duration and according to the contribution list calendar
Setting up and hosting online profile	Souphanouvong University and FH JOANNEUM with the	<ul style="list-style-type: none"> • HEIs (management, academic staff, students and graduates) focusing on business, entrepreneurship and disruptive business modelling 	<p>Making the project, its aims and objectives, the partners as well as recent developments within the project</p>	Throughout the project duration

	support of all consortium members	<ul style="list-style-type: none"> • Professionals and representatives of small and medium sized as well as international companies that are following the idea of entrepreneurship • Representatives of business associations and clusters • Governmental bodies dealing with economic development, entrepreneurship and business development on a structural national level Society at large 	known to the broader public. Updates will be given on a regular basis. At least once within two weeks.	
Stakeholder list	Souphanouvong University with the support of all consortium members	<ul style="list-style-type: none"> • HEIs (management, academic staff, students and graduates) focusing on business, entrepreneurship and disruptive business modelling • Professionals and representatives of small and medium sized as well as international companies that are following the idea of entrepreneurship • Representatives of business associations and clusters • Governmental bodies dealing with economic development, entrepreneurship and business development on a structural national level Society at large 	Mapping activity to identify stakeholder and establish a list with at least 300 (50 contacts per each partner institution) contacts by M36.	Starting in March 2021 and continuing until the end of the project

12. Deep Dissemination Plan within the ENCORE Project

Activity	Done by Whom	Target Audience	Purpose of the Activity	Deadline
Regular internal meetings with relevant university staff, industry representatives, associations and government bodies working in business and economic development	All consortium members	ENCORE Project manager of each university, supporting members of the project team as well as other academic staff from the faculties of economics, business or social entrepreneurship as well as industry representatives, associations and government bodies working in business and economic development	Presenting the progress and the achieved results of the project to relevant stakeholders. Also, through these sessions feedback from internal stakeholders will be gathered, which will allow this project to respond better to the needs of the stakeholders, to anticipate the risks and assure high quality of the results.	Throughout the project duration
Human Capacity building trainings	All consortium members	Internal audience of the ENCORE Project (HEI leaders and managers, academic staff of the faculties of economics, business or social entrepreneurship)	Knowledge transfer and training to create a multiplier effect for the ENCORE Project	M8 - M13
12 regional multiplier events (2 per partner country)	All consortium members	Internal audience of the ENCORE Project (HEI leaders and managers, academic staff of the faculties of economics, business or social entrepreneurship, students, industry representatives, associations and government bodies working in business and economic development)	Knowledge transfer and training to create a multiplier effect for the ENCORE Project	M11 & M14
International conference	Non-European partners with support of the European partners	Local academic community and stakeholders involving with business, entrepreneurship and economic development	Transferring knowledge and contents from previous workshop to the academic communities in the non-European universities.	International conference M34

13. Academic Dissemination Plan within the ENCORE Project

Activity	Done by Whom	Target Audience	Purpose of the Activity	Deadline
Study Visits	Consortium members	Academic staff of higher education institutions focusing on social entrepreneurship, HEI leaders and managers	Provide knowledge to external stakeholders Utilize existing relationships	M2
Human Capacity building trainings	All consortium members	Internal audience of the ENCORE Project (HEI leaders and managers, academic staff of the faculties of economics, business or social entrepreneurship)	Knowledge transfer and training to create a multiplier effect for the ENCORE Project	M8 - M13
12 regional multiplier events (2 per partner country)	All consortium members	Internal audience of the ENCORE Project (HEI leaders and managers, academic staff of economics, business or social entrepreneurship and students)	Knowledge transfer and training to create a multiplier effect for the ENCORE Project	M11 & M14
Joint publication on the case challenge results for disruptive business management	All consortium members	External audience - all people interested in the topics covered by ENCORE, Academic staff of higher education institutions focusing on Social Entrepreneurship, HEI leaders and managers, students, industry representatives, associations and government bodies working in business and economic development	Knowledge transfer and training; create awareness with external stakeholders	M29 – M32
1 international conference	Non-European partners with support of the	Local academic community and relevant stakeholders	Transferring knowledge and contents from previous workshop to the academic	M34

	European partners		communities in the non-European universities.	
Attending academic and practitioner conferences and seminars (at least one for each SEA HEIs)	All consortium members	External audience - all people interested in the topics covered by ENCORE, Academic staff of higher education institutions focusing on Social Entrepreneurship, HEI leaders and managers, students industry representatives, associations and government bodies working in business and economic development)	Create awareness with external stakeholders. Awareness, Inform, Engage, Promote. Select conference, which are critical in the field and will reach out to the people that you want to engage with both in the short-term and the long-term. Publish findings in peer reviewed journals (case studies)	Throughout the project duration
Project Folders & Poster (dissemination materials)	All consortium members	External audience - all people interested in the topics covered by ENCORE, Academic staff of higher education institutions focusing on Social Entrepreneurship, HEI leaders and managers, students industry representatives, associations and government bodies working in business and economic development	Create awareness with external stakeholders Hand out at conferences, seminars, events and electronically	Throughout the project duration and after

ANNEX 1

This table needs to be used by each of the partner institutions. It is essential whenever a dissemination activity is conducted please fill it in in this table for documentation reasons. It is very important for the project as dissemination is a very important part!

Dissemination table

ENCORE - “Entrepreneurship Knowledge Centers to Foster Innovative Entrepreneurship Practices in Education and Research” in Bhutan, Laos and Nepal

Dissemination Reporting Table - ENCORE							
Partner:			Period:			Country:	
NO	Date(s)	Type of activity	Short description of the activity	Place	Characteristics of Participants/ beneficiaries/ target group	N. of Participants/ beneficiaries/ target group reached	Evidence: <i>links, pictures, agendas, participant lists</i>
1							
2							
3							
4							
5							
6							

Please add as many rows as necessary.