



**FUNDACIÓN
BELÉN**

Kaunas Meeting

ESMV dissemination ideas

14-15 March 2013

Fundación Belen presents a draft Plan for ESMV dissemination and exploitation

What means dissemination: Derived from the Latin for "abroad" (dis) and "seed" (semin), to disseminate simply means to "spread the seed"

The exploitation can only happen when it becomes possible to transfer what has been learnt into new policies and improved practices

**And that is precisely what disseminating our ESMV project results and products is all about:
spreading them far and wide
to all possible end users**

Two forms of dissemination:

Mainstreaming

“The planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems”.

Multiplication

“The planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives”

**What is a dissemination plan:
take account of the needs of project end users**

The EU's five-stage model for dissemination and exploitation



ESMV disseminations proposals

Who are our ESMV potential users:

Volunteers associations; foundations and NGO involved in volunteering; Churches; the local, regional, national and EU authorities dealing with training volunteers

What are our ESMV products:

8. Results and findings from ESMV enquire
9. Our Games: MOT UP, The Line, and Nails, A bird 's nest, The thread
10. Others games gathered and proved
11. Forms improving value on volunteer CV

ESMV disseminations proposals

Difficulties to face:

Reach our Potential End Users Groups

Limited user readiness to change

Widely divergent format and level of information needed

Multiple levels of contextual information needed

Less than clear relevance to own needs

Establish confidence as Source

Low level of perceived competence

Limited credibility of experience

Suspicion regarding motive

Lack of sensitivity to user concerns

Limited relationships to other sources trusted by users

Comparison between partners of higher scores answers:

FB	Minster	ARVAR	Hacettepe	NALMA
1. I volunteer because I am meeting a need in the community (59,7%)	=	= (68%)	1. I volunteer because it makes me feel useful (70%)	1. I volunteer because it makes me feel useful (35,3%)
2. I volunteer because I feel volunteering makes the world a better place (50%)	=	= (68%)	2. I volunteer because I am meeting a need in the community (63,5%)	2. I volunteer because I have been in difficult position myself (32,8%)
3. I volunteer because I feel is a feel good experience (49,2%)	3. I volunteer because I believe that I received what I put to the world	3. I feel volunteer is a feel-good Experience (63%)	3. I volunteer because I feel volunteering makes the world a better place (62,9%)	3. I volunteer because I believe that I received what I put to the world (31,8%)

MOTIVATIONAL FACTORS:

ALTRUISM:

5 over 6

PERSONAL:

4 over 9

LEARNING:

3 over 8

NO CONSTRAINTS:

3 over 10

Resume of volunteers answers:

I volunteer because I am meeting a need in the community

I volunteer because it makes me feel useful

I volunteer because I feel it makes the world a better place

I volunteer because I have been in difficult position myself

I volunteer because I believe that I received what I put to the world

ESMV MESSAGES

The Community should communicate clearly their NEEDS

Associations of Volunteers should emphasize usefulness

A better world is still an ideal for volunteers

The dissemination (including also information provision and awareness raising) has taken place right from the beginning of ESMV project

**BUT we should intensify the process as results are becoming available
and the project end is near**

**The full exploitation of ESMV enquiry results should be communicate to local and regional authorities
in order to influence
new policies and improved practices
(writing a letter offering ESMV products)**

Motivational games (M.G.) can be used to raise the spirits of participants, increasing their likelihoods of achieving success.

Motivational team games, bolster the emotional connections between group members.

"Four Facts"

Is a m.g. that strengthens the relationship between all volunteers of the group while strengthening trust and confidence in each other

"Human Knot"

Is a game that motivates volunteers to work together to solve difficult problems and builds confidence in each group member's ability to approach and conquer complex situations

"List of questions"

This is an important exercise in awareness of your surroundings and gives a fresh look at how much more observant volunteers could be

"The Birthday Game"

This is an exercise in awareness of how much we need inputs and knowledge of each other and how much more communicative volunteers should be. (Done by partners)

Motivational team games, bolster the emotional connections between group members

“A bird ´s nest”

**Is a m.g. that forces to react to stimuli around them. The player improve attention and coordination. Strengthens the relationship between the group.
It is fun**

“The thread game”

Is a game that motivates volunteers to be imaginative and open minded helping them to communicate easily about themselves

“The nails”

This is an important exercise in awareness of team work importance, imagination and balance. We can do it. (Done by partners)

“MOT UP”

It is a board game designed for ESMV project, you can not play in solitude, it is an exercise for awareness and better knowledge of all the group (Done by partners)

The dissemination process tends to be more readily understood and implemented than exploitation.

In order for ESMV project's results to be exploited:

- **Target groups need to understand exactly how these results meet their needs and how they can be transferred to their situation.**
- **The diffusion of the results to all levels is especially important because the lessons learnt can have an influence on policy-making.**
- **Therefore, the exploitation process needs to make provision for reaching key policy-makers, for focusing on the adaptation, sustainability, transferability and commercialisation of results, as well as their potential accreditation.**

The results of a project exploited can bring about real change:

.. at micro level – in the lives of individuals and groups

Volunteers Associations

.. at macro level by influencing systems and policy. But such change is only possible if the results are adopted

Regional and local Volunteers Departments

**Motivation is: a force that energizes and directs behaviour
towards a goal**

The first objective of ESMV

Increasing the level of motivation in our own volunteers:

1.Clarity

Meeting a need
makes me feel
useful

2.Ideals

World a better
place

3.Inhance experiences

I feel-good
I feel useful

4.Information

Difussion of good
practices

5.Learning

From people
what´s life

Conclusion:

In order for a project's results to be well disseminate and exploited, target groups need to understand exactly how these results meet their needs and how they can be transferred to their situation

ESMV target group for enquiry results:

Local and Regional Authorities

Message: Be clear over your needs

ESMV target groups for games:

Volunteers Associations

Churches

Foundations and NGO's

Message: Let us show you how to play

Motivation on Volunteers links

www.ivr.org.uk

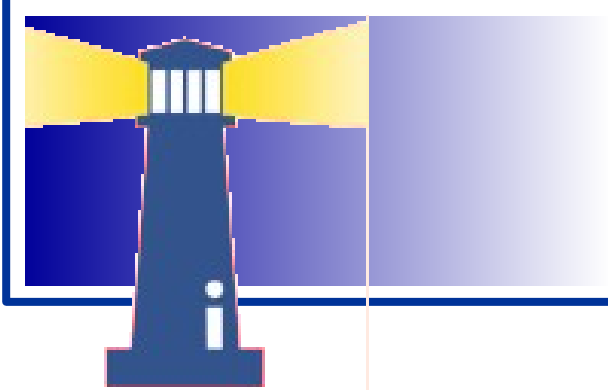
<http://morevolunteers.com/resour06.htm>

www.volunteeringaustralia.org/

<http://edis.ifas.ufl.edu/4h300>

<http://en.volunteermotivation.hu/list/7>

<http://www.learningandteaching.info/learning/motivation.htm>



**FUNDACIÓN
BELEN**

Kaunas 14-15 March 2013

www.fundacionbelen.org