



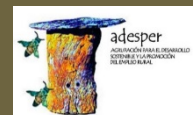
Co-funded by the  
Erasmus+ Programme  
of the European Union

2018-1-ES01-KA202-050397

## DISSEMINATION PLAN GEOTUR

# Validation and recognition of two competence units in geological tourism

*This project has been funded with support from the European Commission. This publication 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.*





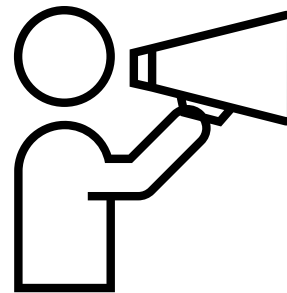
Publicize the implementation and significance of the Erasmus + project "GEOTUR", so that the communities involved and its stakeholders, know and become familiar with the experience.

The society has access to information on the educational materials generated during the execution of the project as well as the significance and importance of the Erasmus + Projects in general and in vocational training in particular.

## WHY IS IT IMPORTANT A DISSEMINATION PLAN?

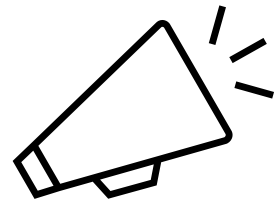
Publicize and incorporate the results of the project as well as to contribute to the application and elaboration of national and European policies and systems.

It is a commitment by the partners to actively participate and cooperate in the dissemination plan





## DISSEMINATION PLAN: AIMS



6. Develop new associations and contact networks

5. Influencing practice and policy

1. Sensitize target groups

4. Share solutions and practical knowledge.

2. Maximize the impact of communication actions

3. Get the target groups involved



Contribute towards its permanence over time and sustainability.

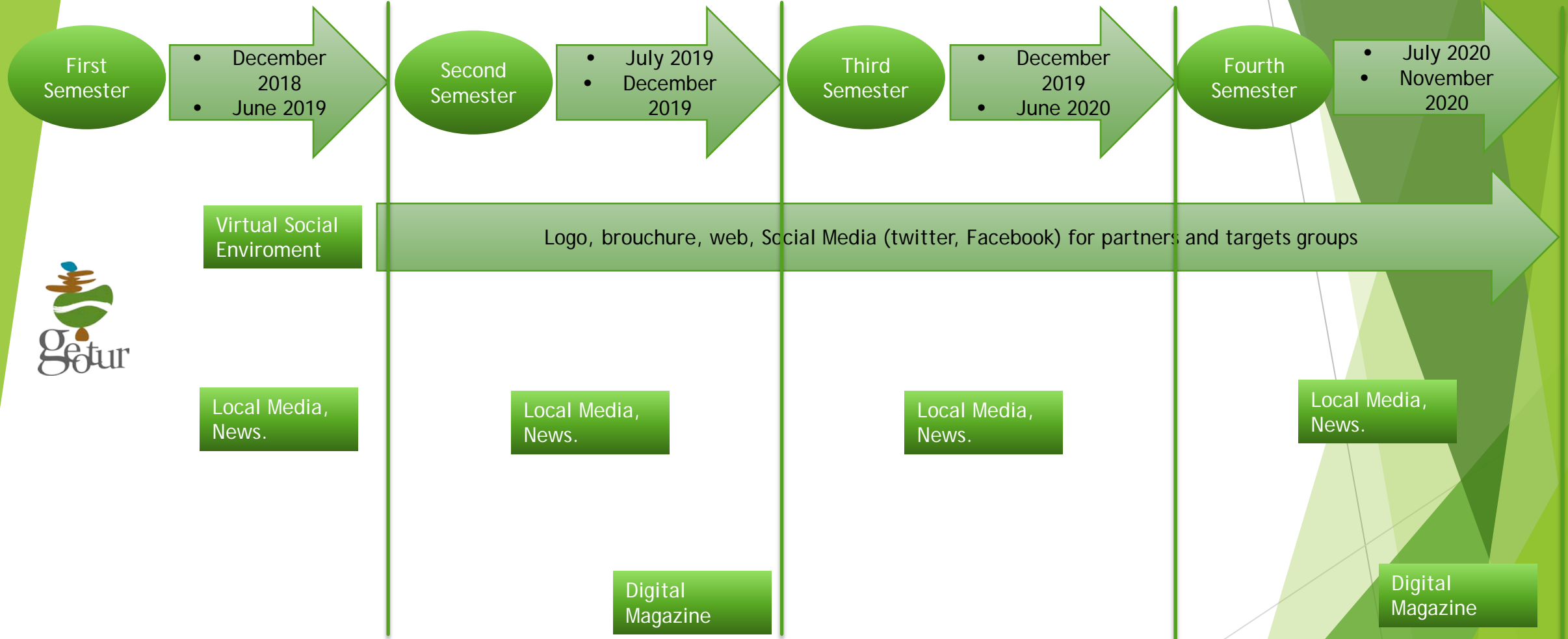


# GEOTUR

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Virtual Social Environment

Logo, brochure, web, Social Media (twitter, Facebook) for partners and targets groups

Local Media, News.

Local Media, News.

Local Media, News.

Local Media, News.

Digital Magazine

Digital Magazine

Stages of the dissemination plan during projecto implementation

## WHO IS THE DISSEMINATION PLAN FOR?

### Inside the partnership:



- The inclusion of key competences in **geoturism** tested and job creation.
- Increased **knowledge** or European policies geo-diversity and sustainable tourism, facilitating the exchange of experiences between different sectors at local, national and international level.

### Outside the partnership:



- Interpret geological heritage and values to tourist and visitors from European Geoparks.
- Provide support and assistance to tourists and visitors and design geoturism routes through the points of geological interest.

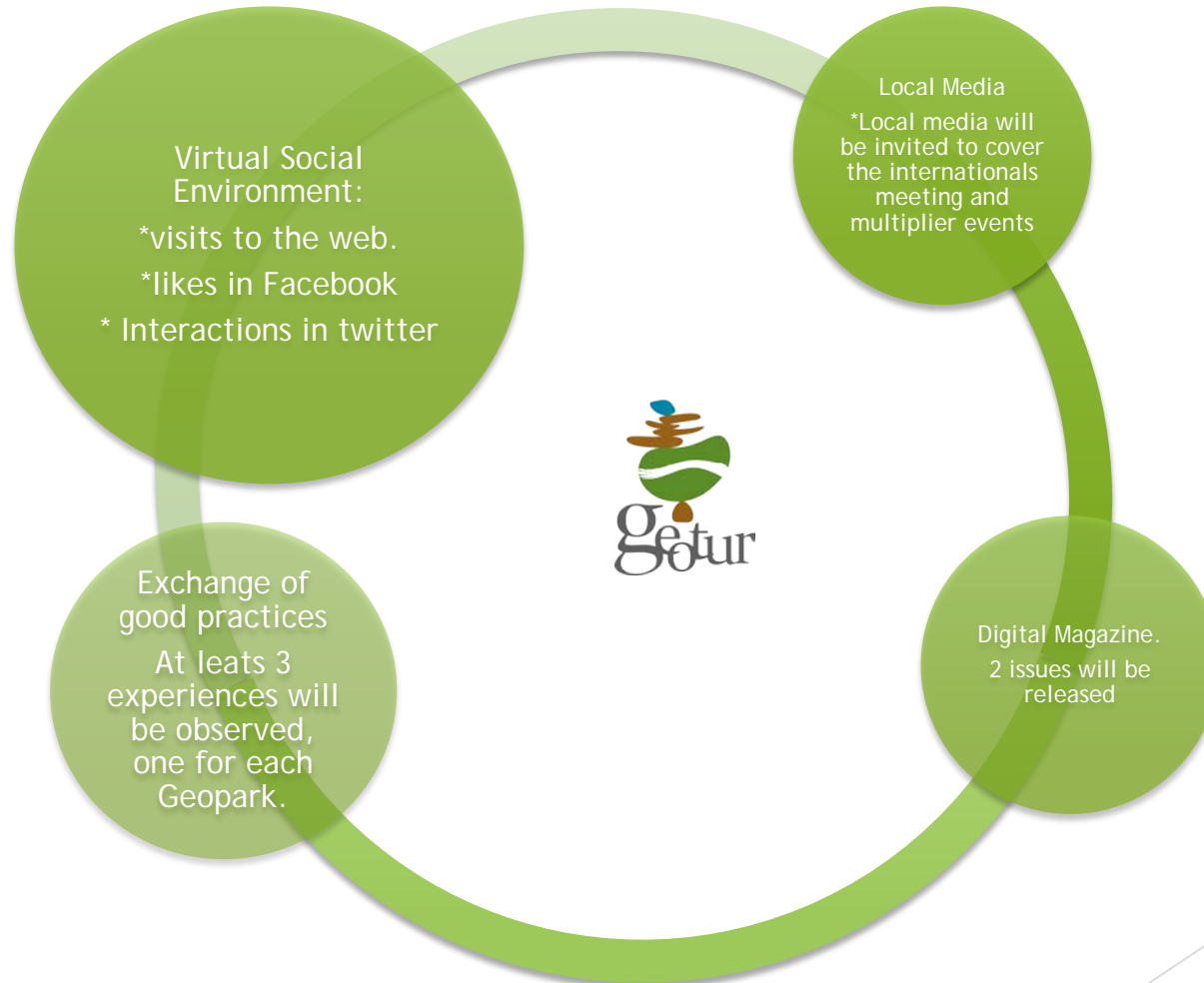
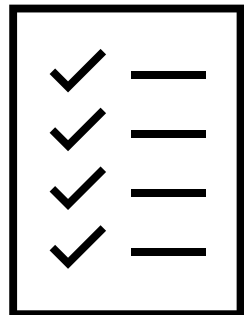


## DISSEMINATION TOOLS





## INDICATORS AND DISSEMINATION





Each partner there will have a person responsible for dissemination actions. They will manage and coordinate the specific dissemination tools deployed in each case.

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