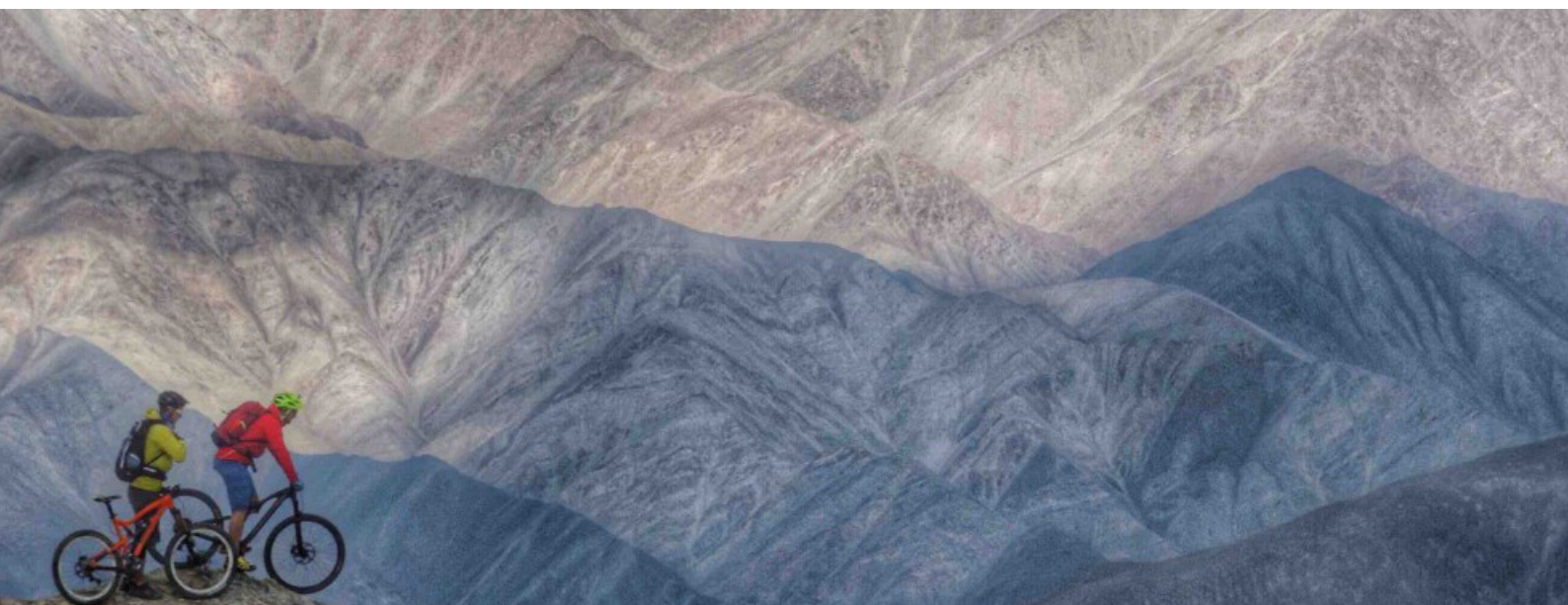


# CAPS MTB



## Creating a European Professional Standard for Mountain Bike Instructor-Guides

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### **D6 - Dissemination Report for P3: Schweizerischer Radfahrer-Bund (Swiss Cycling)**

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# CAPS-MTB PROJECT

## Creating a European Professional Standard for Mountain Bike Instructor-Guides

### REPORTING DISSEMINATION ACTIVITIES carried out between January 2017 and DECEMBER 2018

#### a) What is dissemination

Dissemination is the term used to describe the process of communicating the key themes to end-users, specific target groups, key stakeholders inside and outside the sector and the general public. The content of the communication will not only include the results and products at the end of the project but also the key themes, objectives and progressions of the project from its inception using a combination of promotion and awareness raising activities such as:

- ✓ Article on website
- ✓ Publication on e-bulletin
- ✓ Use of social media
- ✓ Promotion at event (*distribution of leaflet, presentation as speaker, etc*)
- ✓ Article in magazines/newspapers
- ✓ Targeting emailing
- ✓ Etc.

#### b) Why it is important for you to be active in disseminating?

One key aspect on which the project is judged by the Executive Agency of the European Commission is with regard to the partners' ability to promote and communicate the activities of the project to the widest possible audience.

Partners are expected to actively disseminate project information through various channels towards their network at all levels. This is included in the Grant agreement "Beneficiaries of grants under Erasmus+ Programme have the duty to ensure that the work undertaken within the framework of this grant agreement and the results accruing from it receive substantial visibility" and therefore is replicated within the agreement you signed with the coordinator. This include using the EU and Erasmus+ logo to indicate that the action has received funding from the Union.

**Should the partnership be in the position to fail complying with this publicity provision, the Executive Agency may apply a 20% reduction of the grant initially provide for!**

It is therefore important that partners record –using the devoted template created by the coordinator- all valorisation activities carried out to publicise and mainstream the CAPS-MTB project outside the partnership.

#### c) How to use this template?

It is indeed an official request from the European Commission to list those dissemination activities carried out through the duration of the project with a whole set of indicators.

Therefore, we invite you to **fill ONE box per main dissemination activity** carried out through the CAPS-MTB Project period (feel free to copy and paste the following table to be able to list all main dissemination activities) and **INCLUDE as many information as possible**.

To cope with the EC requirements, **it is crucial to embed various type of dissemination activities** (see example above) AND to **record a minimum of 5 activities during the project**.

This template is to be filled in regularly and to send back every 6 months to the coordinator Mr Julien Rebuffet, [julien@moniteurcycliste.com](mailto:julien@moniteurcycliste.com).



## Swiss Cycling Guide / Switzerland

Official dissemination report

### DISSEMINATION ACTIVITY NUMBER I

<b>Start date</b>	Nov 10 <sup>th</sup> 2018	<b>End date/ regularity (if applicable)</b>	Nov 11 <sup>th</sup> 2018
<b>Place (if applicable)</b>	<u>Grenchen</u>		
<b>Project activity communicated or disseminated</b>	<ul style="list-style-type: none"><li>• Events (please fill in): <i>Swiss Cycling Guide Experts and Instructors Weekend</i></li><li>• Project activities (please fill in):</li></ul>		
<b>Purpose</b> (brief description)	Annual compulsory further training		
<b>Method / Channel</b>	Conference		
<b>Impact</b> (please describe, in particular focus on any feedback received or ideas you may have had)			
<b>Number of people reached</b>	30	<b>Profile of people reached</b> (feel free to amend and delete the proposed example)	<ul style="list-style-type: none"><li>• Decision-maker</li><li>•</li></ul>
<b>Link &amp; Screenshot</b> See pdf "Präsentation EO-MTBinG"			



## DISSEMINATION ACTIVITY NUMBER 2

<b>Start date</b>	Dec 10 <sup>th</sup> 2018	<b>End date/ regularity (if applicable)</b>	No ending
<b>Place (if applicable)</b>			
<b>Project activity communicated or disseminated</b>	<ul style="list-style-type: none"> <li>• Events <i>(please fill in):</i></li> <li>• Project activities <i>(please fill in):</i></li> </ul>		
<b>Purpose</b> <i>(brief description)</i>	General information about EOMTbinG to the wider public		
<b>Method / Channel</b>	Website Swiss Cycling Federation		
<b>Impact</b> <i>(please describe, in particular focus on any feedback received or ideas you may have had)</i>			
<b>Number of people reached</b>	10000	<b>Profile of people reached</b> <i>(feel free to amend and delete the proposed example)</i>	<ul style="list-style-type: none"> <li>• Wider public</li> </ul>
<b>Link &amp; Screenshot</b> <a href="https://www.swiss-cycling.ch/de/magazin/news/swiss-cycling/guides-ohne-grenzen/">https://www.swiss-cycling.ch/de/magazin/news/swiss-cycling/guides-ohne-grenzen/</a>			



### DISSEMINATION ACTIVITY NUMBER 3

<b>Start date</b>	Dec 11 <sup>th</sup> 2018	<b>End date/ regularity (if applicable)</b>	No ending
<b>Place (if applicable)</b>			
<b>Project activity communicated or disseminated</b>	<ul style="list-style-type: none"> <li>• Events <i>(please fill in):</i></li> <li>• Project activities <i>(please fill in):</i></li> </ul>		
<b>Purpose</b> <i>(brief description)</i>	General information about EOMTBinG		
<b>Method / Channel</b>	Website Swiss Cycling Guide		
<b>Impact</b> <i>(please describe, in particular focus on any feedback received or ideas you may have had)</i>			
<b>Number of people reached</b>	1000	<b>Profile of people reached</b> <i>(feel free to amend and delete the proposed example)</i>	<ul style="list-style-type: none"> <li>• persons interested in attending such courses</li> <li>• Wider public</li> </ul>
<b>Link &amp; Screenshot</b>			
<a href="http://swiss-cycling-guide.ch/ueber-uns/guide-news">http://swiss-cycling-guide.ch/ueber-uns/guide-news</a>			