



DISSEMINATION FINAL REPORT

Project Title:
iPortal - Integrated Platform with Online Resources for
Teaching of All Languages

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2. INTRODUCTION

This report summarises dissemination activities of iPortal partnership carried out during three years of the project. Dissemination of Portal - Integrated Platform with Online Resources for Teaching of All Languages can be divided in two main categories. These are dissemination activities performed by six project members on behalf of the partnership and the internet campaign which took place at the end of the project.

Partners have followed the dissemination strategy determined in [Appendix 9 - Dissemination Plan](#) a document created for the purpose of the project in April 2013. Partners also developed a [Appendix 8 - Target Groups Database Report](#). This helped in contacting specific target groups throughout duration of the project. The data base consists of over 1200 contacts to individuals and organisations which have been of interest to the project. These are divided in to target groups as well as countries of origin. At the end of 2014 partners have also produced a [Appendix 7 - Dissemination – Interim Report](#). This summarised activities done during first two years of the project.

All the activities performed by project partners were documented on templates filled in by partners and attached to this report. Altogether, during country dissemination almost 130 activities have taken place. Partners did their best to provide accurate and factual description of each activity but sometimes determining specific target groups and number of people reached were hard to determine because, for example, some websites do not monitor traffic. During these activities over 4870 people where reached. Project activities have been performed in many ways, such as face to face meetings, presentations, lectures, e-mails, website information, trainings, surveys, handing out project gadgets, participation in meetings seminars and others.

The other form of dissemination was based on the Internet campaign managed and carried out for iPortal partnership by an expert marketing company Kompan (Link: kompan.pl/en/home). Due to the specific character of the project product, the iPortal Internet campaign took place at the very end of the project, following the feedback from testing (WP8), as partners wanted the changes to be implemented in the platform. During our campaign, project internet banners where displayed to over 7 140 000 users and project website was visited by over 35 400 users who showed an interest in the platform. The

Internet campaign consisted of banners that appeared on websites related to project related topics and ad-words determined for each of the partner languages.

3. DISSEMINATION COUNTRY REPORTS

- **Partner 1 – Future 21st Century Foundation**

Link: [Appendix 1 - P1 Reports](#)

Future 21st Century Foundation participated in 36 dissemination activities. During these activities, a group of more 1300 people were reached. P1 used both face to face and on-line dissemination. P1 did not provide a Country report at the time of writing the final report.

Target groups reached:

- Language teachers in formal education settings
- VETPROS and decision makers working in the field of language education;
- Small and medium language education centres;
- Freelance language teachers;
- Disabled people, both language teachers and learners;
- People who want to learn foreign languages by using the Internet;
- Employers, migrants and other actors in the language education sector;
- The partners in the consortium as organizations providing language training

- **Partner 2 – English Unlimited sp. z o.o.**

Link: [Appendix 2 – P2 Reports](#)

English Unlimited carried out 41 dissemination activities. During these a group of over 2600 people were contacted. These do not include 1430 Facebook fans and 3500 EU website visitors per month; in both of these communication channels, the

information regarding the project was placed. P2 used various dissemination channels: on-line tools, face to face meetings, business meetings, presentations and lectures. Some reach of dissemination can't be estimated as certain organisations were given information and continued dissemination through own channels.

Target groups reached:

- Language teachers in formal education settings
- VETPROS and decision makers working in the field of language education;
- Small and medium language education centres;
- Freelance language teachers;
- Disabled people, both language teachers and learners;
- People who want to learn foreign languages by using the Internet;
- Employers, migrants and other actors in the language education sector;
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- **Partner 3 – Aksaray University**

Link: [Appendix 3 – P3 Reports](#)

Partner 3 focused dissemination activities in the internet by putting information about iPortal on different websites of its choice. Altogether, 11 dissemination activities were organised. The Twitter account of Aksaray University is followed by almost 1400 people and the university web page is visited by over 250 000 people per month; in both of these places the partner has put information about the project. It is hard to specify target groups as some websites are of a general character.

As part of the websites where dedicated to education and academic activity we can identify some of the target groups as:

- Language teachers in formal education settings
- VETPROS and decision makers working in the field of language education;

- Small and medium language education centres;
- Freelance language teachers;
- People who want to learn foreign languages by using the Internet;

- **Partner 4 – edEUcation ltd**

Link: [Appendix 4 – P4 Reports](#)

As a result of dissemination P4 reached to about 255 people representing various target groups during 11 dissemination events. Partner concentrated on face to face dissemination, discussions and power point presentations.

Respondents represented such target groups as:

- Language teachers in formal education settings
- VETPROS and decision makers working in the field of language education;
- Small and medium language education centres;
- Freelance language teachers;
- People who want to learn foreign languages by using the Internet;
- Employers, migrants and other actors in the language education sector;
- The partners in the consortium as organizations providing language training

- **Partner 5 – Iniciativas de Proyectos de Formación**

Link: [Appendix 5 – P5 Reports](#)

During the project IPF disseminated iPortal project through 13 activities in which 365 people have participated. P5 participated in seminars, gave presentations, face to face meetings, performed on-line dissemination and participated in radio program.

Target groups reached where:

- Language teachers in formal education settings
- VETPROS and decision makers working in the field of language education;
- Small and medium language education centres;
- Freelance language teachers;
- People who want to learn foreign languages by using the Internet;
- Employers, migrants and other actors in the language education sector;
- The partners in the consortium as organizations providing language training

- **Partner 6 – Wisamar Bildungsgesellschaft GmbH**

Link: [Appendix 6 – P6 Reports](#)

Wisamar has performed 15 activities and reached a group of 353 people and an additional group of people reached through internet dissemination. Partner concentrated on such activities as face to face meetings, presentations, mailing, website information,

Target groups reached where:

- Language teachers in formal education settings
- VETPROS and decision makers working in the field of language education;
- Small and medium language education centres;
- Freelance language teachers;
- People who want to learn foreign languages by using the Internet;
- Employers, migrants and other actors in the language education sector;
- The partners in the consortium as organizations providing language training

4. TARGET GROUPS

At the beginning of the project all target groups have been identified in a document [Appendix 9 - Dissemination Plan](#) as:

- Language teachers in formal education settings
- VETPROS and decision makers working in the field of language education;
- Small and medium language education centres;
- Freelance language teachers;
- Disabled people, both language teachers and learners;
- People who want to learn foreign languages by using the Internet;
- Employers, migrants and other actors in the language education sector;
- The partners in the consortium as organizations providing language training

Partners managed to reach all target groups determined at the beginning of the project. In order to make contacting target groups easy and efficient partners have created an [Appendix 8 - Target Groups Database Report](#). This document helped to identify contacts specific for a country and a target group. Partners created a data base consisting of over 1300 contacts to individuals as well as organisations. All partners have also created country specific plans which identified target groups and suggested methods of reaching each target group. These can be found as appendices to [Appendix 8 - Target Groups Database Report](#).

5. DISSEMINATION CHANNELS

Partners followed dissemination activities and channels determined in [Appendix 9 - Dissemination Plan](#) as well as developed new. Dissemination channel used to promote iPortal can be divided in two main groups:

- Physical - such as
 - ✓ Presentations, meetings
 - ✓ Phone calls
 - ✓ Trainings and Testing
 - ✓ Face to face meetings
 - ✓ Display of posters and leaflets
 - ✓ Distribution of gadgets
 - ✓ Surveys
- Online - such as:
 - ✓ Newsletters
 - ✓ Facebook
 - ✓ Partner Websites
 - ✓ Project videos
 - ✓ Project website
 - ✓ E-mails, surveys
 - ✓ Internet Campaign

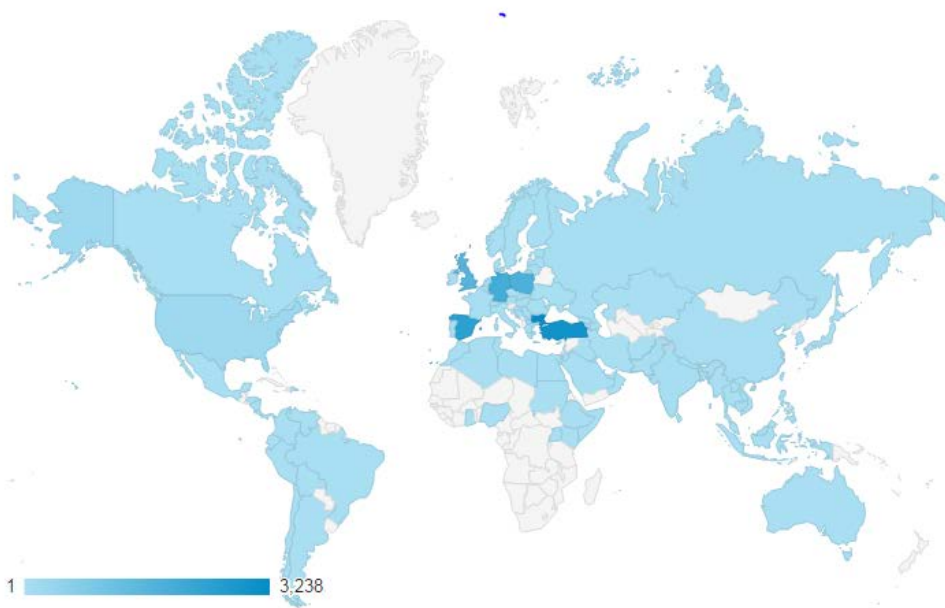
In the second half of 2015 partners have received dissemination materials and gadgets such as:

Name	Total amount
leaflets A4 to DL	1000
posters A3	500
Pen	900
Pencil	600
notepad with pen	900
headphones	300
roll banner	6
screen cleaners	900

These were distributed during training sessions and other dissemination events listed above in order to encourage respondents to visit the portal website.

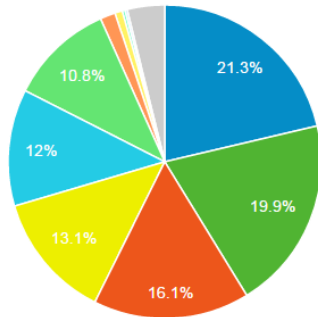
6. GEOGRAPHICAL COVERAGE

Most dissemination activities listed in section 3 of this report have been limited to the country of each partner. Thanks to the Internet campaign our dissemination reached people interested in the project product across Europe and worldwide. A map below shows in blue the density of entries of iPortalforlanguages.eu. The countries marked in dark blue are partner countries where campaign was concentrated; however, we also managed to reach people from outside of partner countries. The most important statistics have been added below, access to the data displayed below can be found in section 8 Internet Campaign.



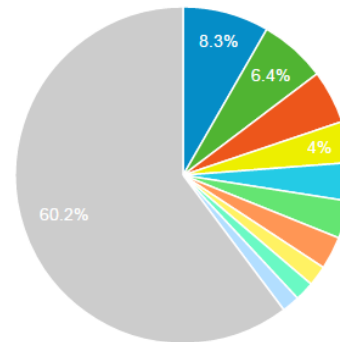
- Top ten countries from which entries to the project website were made

1.	 Bulgaria	21.33%
2.	 Turkey	19.90%
3.	 Spain	16.13%
4.	 Germany	13.08%
5.	 Poland	12.05%
6.	 United Kingdom	10.79%
7.	 United States	1.57%
8.	 (not set)	0.77%
9.	 India	0.29%
10.	 Russia	0.24%



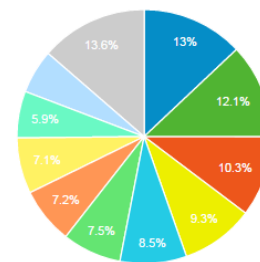
- Top ten cities from which entries to the project website were made

1.	■ Sofia	8.32%
2.	■ Istanbul	6.40%
3.	■ (not set)	5.12%
4.	■ London	3.96%
5.	■ Madrid	3.67%
6.	■ Warsaw	3.61%
7.	■ Ankara	3.16%
8.	■ Barcelona	1.95%
9.	■ Varna	1.86%
10.	■ Plovdiv	1.71%



- Top ten languages in which entries to project website were made

1.	■ tr-tr	12.96%
2.	■ bg	12.06%
3.	■ en-us	10.26%
4.	■ es-es	9.30%
5.	■ en-gb	8.46%
6.	■ tr	7.52%
7.	■ pl	7.15%
8.	■ de-de	7.11%
9.	■ pl-pl	5.95%
10.	■ es	5.59%



7. TIMELINE

In this document all the dissemination activities can be seen divided by country and in a chronological order [Appendix 10 - Timeline](#)

2013												
	January	February	March	April	May	June	July	August	September	October	November	December
P1												
P2												
P3												
P4												
P5												
P6												

2014												
	January	February	March	April	May	June	July	August	September	October	November	December
P1												
P2												
P3												
P4												
P5												
P6												

2014												
October					November						December	
P1												
P2												
P3												
P4												
P5												
P6												

2015													
January		February		March		April	May	June					
P1													
P2													
P3													
P4													
P5													
P6													

2015										
July		August		September				October		
P1										
P2										
P3										
P4										
P5										
P6										

2015							
November				December			
P1							
P2							
P3							
P4							
P5							
P6							

8.THE INTERNET CAMPAIGN

The combination of both dissemination activities performed by partners and the Internet campaign resulted in over 34 000 visits to the project website and over 7 140 000 views of our commercial banners. This covers the whole period of the internet campaign which lasted from 6.11.2015 until 16.12.2015. The Internet dissemination campaign for iPortal was subcontracted by P2 to Kompan company. Reporting on the campaign has been provided by Kompan in their report [Appendix 11 - Internet Campaign Statistics](#). At the beginning of the campaign partners suffered some problems with project website and codes generated by Google analytics which enable to monitor the traffic on the website; as a result, the monitoring device on the website was inactive for over a week. Due to these problems, the numbers given by Google analytics on the website are lower than those provided by the Subcontractor who had uninterrupted access to the record of project website entries. The total number of individual visits was over 34 000 as given in the report mentioned above [Appendix 11 - Internet Campaign Statistics](#).

Access to Google Analytics can be found here:

- ✓ Link: <http://www.google.com/analytics/>
- ✓ Login: iportalstats@gmail.com
- ✓ Password: portal2015

The Subcontractor prepared the banner campaign which included sixteen formats (due to various displays) of iPortal banners in six different language versions. Banners were displayed on websites dedicated to education and language learning. Thanks to cookie tracking technology banner viewers were narrowed to people who show interest in education and language learning in order to limit wrong displays. In addition to this, the following marketing slogans in six language versions were displayed:

- ✓ English Online with the Teacher Live
- ✓ Try it with no obligation !
- ✓ Effective Learning with teacher Live .

- ✓ Trust the proven methods , Go !
- ✓ Learning a language without leaving home
- ✓ Convenient and effective method of learning.

AdWords campaign was based on words suggested by Kompan company and translated to all project languages. These words where:

- ✓ language platform
- ✓ language platform online
- ✓ Learning English online
- ✓ English language course online
- ✓ English language courses online
- ✓ English courses online
- ✓ English course online
- ✓ course of English online
- ✓ English language course online
- ✓ English language learning via the Internet
- ✓ English learning via the Internet
- ✓ Learning German online
- ✓ German language course online
- ✓ German language courses online
- ✓ German courses online
- ✓ German course online
- ✓ course of German online
- ✓ German language course online
- ✓ German language learning via the Internet
- ✓ German learning via the Internet
- ✓ Learning Spanish online
- ✓ Spanish language course online
- ✓ Spanish language courses online
- ✓ Spanish courses online
- ✓ Spanish course online
- ✓ course of Spanish online
- ✓ Spanish language course online

- ✓ Spanish language learning via the Internet
- ✓ Spanish learning via the Internet
- ✓ Learning Bulgarian online
- ✓ Bulgarian language course online
- ✓ Bulgarian language courses online
- ✓ Bulgarian courses online
- ✓ Bulgarian course online
- ✓ course of Bulgarian online
- ✓ Bulgarian language course online
- ✓ Bulgarian language learning via the Internet
- ✓ Bulgarian learning via the Internet
- ✓ Learning Turkish online
- ✓ Turkish language course online
- ✓ Turkish language courses online
- ✓ Turkish courses online
- ✓ Turkish course online
- ✓ course of Turkish online
- ✓ Turkish language course online
- ✓ Turkish language learning via the Internet
- ✓ Turkish learning via the Internet
- ✓ Learning Polish online
- ✓ Polish language course online
- ✓ Polish language courses online
- ✓ Polish courses online
- ✓ Polish course online
- ✓ course of Polish online
- ✓ Polish language course online
- ✓ Polish language learning via the Internet
- ✓ Polish learning via the Internet

- The table below represents number of Interactions (clicks) on iPortal link. The first row (banners) represents number of clicks achieved thanks to online banners displayed to

web users ; the second row shows how many clicks were generated thanks to iPortal by AdWords chosen.

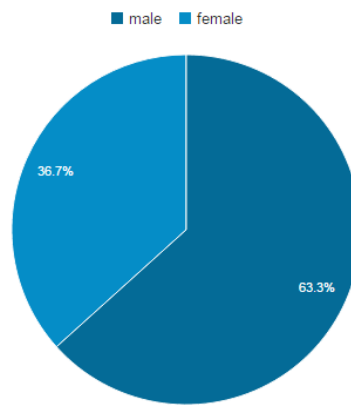
Campaign	Displays	Interaction
BG - iportal4languages - banners	19693	1893
BG - iportal4languages - AdWords	2126336	5843
DE - iportal4languages - banners	78874	1171
DE - iportal4languages - AdWords	565934	3565
EN - iportal4languages - banners	90561	1312
EN - iportal4languages - AdWords	637210	2763
ES - iportal4languages - banners	72993	1089
ES - iportal4languages - AdWords	1241971	5012
PL - iportal4languages - banners	80386	1420
PL - iportal4languages - AdWords	951591	3311
TR - iportal4languages - banners	97401	2135
TR - iportal4languages - AdWords	1177604	5906
Total	7140554	35420

- Statistics below show top 20 most effective ad words that generated traffic on I portal website. This table summarises all six languages.

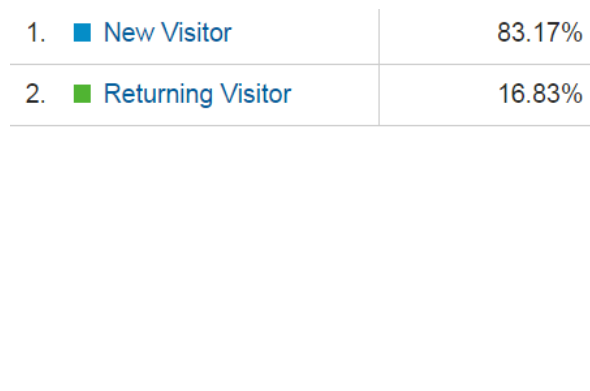
Key Word	Campaign	Displays	Interactions
Learning English online	EN - iportal4languages	35122	740
aprendiendo ingles online	ES - iportal4languages	26296	340
nauka angielskiego online	PL - iportal4languages	23234	516
Learning Spanish online	EN - iportal4languages	22856	136
Deutsch lernen online	DE - iportal4languages	20870	494
curso de ingles online	ES - iportal4languages	13574	146
online İngilizce dersleri	TR - iportal4languages	13086	420
Englisch lernen online	DE - iportal4languages	13059	190
kurs niemieckiego online	PL - iportal4languages	11664	152
cursos de aleman online	ES - iportal4languages	8627	122
Curso de Inglés online	ES - iportal4languages	8265	115
kurs angielskiego online	PL - iportal4languages	7996	152
İngilizce online dersi	TR - iportal4languages	7002	271
курс по английски онлайн	BG - iportal4languages	6762	660
online İngilizce dersi	TR - iportal4languages	6670	247
курс по немски онлайн	BG - iportal4languages	5481	360

English courses online	EN - iportal4languages	5410	125
online Almanca dersleri	TR - iportal4languages	5354	282
cursos español online	ES - iportal4languages	5121	188
online İspanyolca dersleri	TR - iportal4languages	5005	197

- Division of website entries by gender

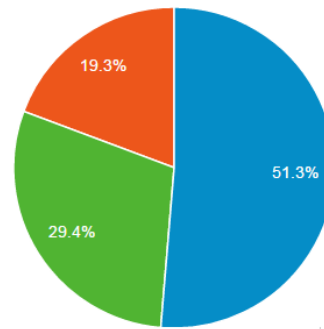


- Ratio of new and returning visitors to our website



- Types of electronic device used to view iPortal website

1. ■ mobile	51.33%
2. ■ desktop	29.37%
3. ■ tablet	19.30%



- Listed by market segments below we can find top five market segments that went to our website.

21.31%	■	Education/Test Preparation & Tutoring
21.31%	■	Real Estate/Residential Properties
19.67%	■	Education/Post-Secondary Education
19.67%	■	Financial Services/Investment Services
18.03%	■	Travel/Hotels & Accommodations

- Below we can find interests of website visitors.

10.38%	■	Movie Lovers
10.38%	■	Sports Fans/Soccer Fans
9.43%	■	Shutterbugs
8.02%	■	News Junkies & Avid Readers/Entertainment & Celebrity News Junkies
8.02%	■	TV Lovers
6.60%	■	Technophiles
6.13%	■	Political Junkies
5.66%	■	Music Lovers/Pop Music Fans
5.66%	■	Travel Buffs
5.19%	■	Avid Investors

9. SUMMARY

Dissemination of the project has been an ongoing process from the beginning of the project in January 2013. Since then ,the platform has become active and is a host of over 300 sites and courses that are active for over 1650 active users. A list of these can be found in [Appendix 12 - Portal Site Visit Report](#). During three year duration of the project nearly 130 dissemination activities that reached over 4770 people. Geographically partners focused dissemination on their countries however thanks to internet campaign and Google Analytics the range can be determined as worldwide. The development of iPortal platform was a complex task consisting of many changes and improvements. Due to this, partners decided to postpone the most crucial dissemination activities such as the Internet campaign, training and testing towards the second part of 2015.

iPortal dissemination in numbers:

- ✓ 130 – dissemination activities
- ✓ 4870+ - people reached through country dissemination
- ✓ 1656 – number of iPortal registered users
- ✓ 314 – number of published sites on iPortal platform
- ✓ 1200+ - number of contacts in data base
- ✓ 35400+ - number of project website entries during internet campaign
- ✓ 7140000+ - number of iPortal banner/ad displays
- ✓ 80 – number of members o Second Life I portal island
- ✓ 15006 – number of printed materials (roll banners, posters and leaflets)
- ✓ 3600 – number of iPortal gadgets

During the dissemination activities partners have identified trainings, presentations, face to face meetings and discussions as the most effective. As the platform is a very complex

tool, it gains a lot from hands-on activities and being explained in person. A diversity of dissemination methods listed above has helped to eliminate this problem by offering practical explanations directly to the user. All the activities contributed to the dissemination of information about the project and increased the awareness about access to new tools available to teachers. The project helped not only to increase teachers' awareness but also to gain new skills with further impact on their professional development.