



# Dissemination Potential

## 3rd Report of the Pro-SAL Project

Professional Administrative Support for Adult's Learning  
225279 - CP-1 - DE - Grundtvig - G1

# Norway

Voksenopplæringsforbundet  
Studieforbundene  
Interesseorganisasjon

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#### 1. Recruiting participants for a Pro-SAL training course

- **When doing marketing for the course in Sofia in November 2007 did members of the target group know of the possibilities of Grundtvig training courses?**

The majority of the target group in Norway is well aware of the opportunities and possibilities within the Grundtvig training courses.

- **Did they know the (former) Grundtvig programme in general?**

VOFO/NAAL informs on a regular basis about EU programmes that is of interest to our members. This dissemination takes place in various forms; dedicated information seminars with participation from the National Agency, short information briefs within seminars and meetings, information on our web site [www.vofo.no](http://www.vofo.no) , and newsletters by e-mail.

- **How many organisations did you address to? What kind of organisations did you contact–umbrella organisations, adult education organisations, organisations of the 3<sup>rd</sup> sector?**

VOFO/NAAL is a Norwegian Adult Learning umbrella organisation consisting of 19 study organizations and their 435 member organisations. All information about EU programmes and other programmes goes from us to the study organizations; they then disseminate the received information to their members. This is a procedure that we have a good experience with.

#### 2. Feedback of relevant organisations to the Pro-SAL course

- **What were the reactions of relevant organisations in your country to the training course concept of Pro-SAL?**

The concept was met with interest, and the participants from Norway in the pilot course found it interesting, but only somewhat useful for their daily life. It therefore turned out to be difficult to recruit more participants in a normal way. This could be due to the fact that the level and complexity of the course was made to fit all participants it may have been a bit to “ground level” for participants from Norway, (They however praised the very good opportunity it gave for learning about other cultures, and the networking effect). The fact remains that there is a vast difference between a Norwegian Adult learning organisation and a small European NGO.

- **Are some/any of them interested to take over such a training concept?**

NAAL are at the moment looking into ways to integrate the lessons learnt from Pro-Sal into our training offers to our members. Cross cultural communication, critical incidents and documentation are key elements to be able to have a good “sales” channel whatever one is selling.

- **How many organisations did you contact and what kind of organisation do they represent?**  
19 Norwegian study associations and their 435 Norwegian member organisations. About 25 European organisations.

### 3. Dissemination of experiences, findings and training course concept

- **What kind of activities did you undertake in your country to disseminate information on the Pro-SAL Project?**

Disseminating activities included information at regular meetings, seminars, conferences where the topics was related, other project meetings.

- **Did you use special dissemination tools? (mailings, texts and articles)**

Tools used for dissemination was the Pro-SAL leaflet, the Pro-SAL PowerPoint presentation, e-mails and oral presentation.

### 4. Strategies for sustainability

- **What steps ensure sustainability of the training course concept you can think of?**

Based on the feedback from participants, it seems to us that the best way forward is to localize it which means to translate it into local language, and use local examples.

- **In what way you/ and your organisation will use the training course concept and the experiences of the Pro-SAL Project?**

Please see " ....interested to take over such a training concept?"

- **Do you think that /and in what way you made a relevant development with this concept?**

The project partners managed to get different treads together in one "package" and then got those treads together to point one way. The product was well received and the outcome for participants was in our opinion substantial, especially for small and medium eastern and central European NGOs. This we think was clearly a relevant development, even if it was not directly relevant for us.