

DISSEMINATION PLAN

**MY EUROPE – YOUR EUROPE – YOUR SAY
PROJECT**

2018-1-BG01-KA201-047913

*ALTIUS FRANCISCO DE VITORIA FOUNDATION
SPAIN*

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Table of Contents

Introduction 2

Objectives of the Dissemination Plan 3

Dissemination Plan Constraints 3

Roles 4

Project Team Directory..... 5

Dissemination Channels 6

Dissemination Chart 7

Target Groups..... 8

Dissemination Aspects..... 10

Introduction

The implementation of the dissemination plan is crucial to ensure the overall success of the project, as objective of the partnership is to have a real multi-organisational impact at different levels and positively influenced target groups. Dissemination activities are clearly stated in the timetable of the ME-YOU-US project. The Chart indicates when in the time span of the project certain outputs will be disseminated (Teacher's Manual, Digital Resources, website and promotional material).

The Dissemination Plan defines the following:

- + What activities and results will be disseminated — to include the level of detail and format*
- + How the activities and results will be disseminated — in meetings, events, networks, website, Facebook, etc.*
- + When activities and results will be distributed — the frequency of project dissemination activities both formal and informal*
- + Who is responsible for disseminating the project results*
- + How changes in dissemination process are managed*
- + The project dissemination channels*
- + Any standard templates, formats, or documents the project must use for dissemination*

This Dissemination Plan sets the dissemination strategy for the ME-YOU-US project. It has been developed by Altius Foundation (Spain) as a responsible partner for the dissemination phase. It will serve as a guide for dissemination activities throughout the life of the project and will be updated if any modification is necessary. This plan identifies and defines the roles of persons involved in this project phase. It also includes a dissemination chart, mapping the dissemination framework of the project. A project team directory is included to provide contact information for all stakeholders directly involved in the project.

Objectives of the Dissemination Plan

The main objective of the dissemination plan is to raise the impact of the project by using appropriate means (activities) to reach relevant target groups.

The dissemination plan has specific objectives, namely:

- to spread knowledge and awareness of the project start-up, project implementation and project results and products by providing information to a wide audience in 6 EU countries - in this case the "European cooperation" as such, the fact of implementing a transnational partnership which responds to local/regional needs of the partner organisations, is seen as an ASSET, an example of GOOD PRACTICE and a RESULT to share.
- to summarize the project activities, the experience of the work done by the partners (intellectual outputs) and the final beneficiaries, and to promote dialogue on the topic of diversity through the project website and social media - in this case project-related RESULTS will be disseminated, ranging from the intellectual outputs and trainings which are part of this proposal, ending with personal experiences and stories of individuals - teachers, staff and stakeholders involved.
- to include an easily understandable, graphical presentation of the main results and visible interventions in social media, networks, webs, etc.

Dissemination Plan Constraints

All project dissemination activities will occur within the project's approved budget, schedule and resource allocations. The project manager is responsible for ensuring that dissemination activities are performed by the project team without exceeding the authorized budget, while the responsible partner Altius Foundation will be monitoring the dissemination process. Dissemination activities will occur in accordance with the frequencies detailed in the Dissemination Chart in order to ensure the project adheres to schedule constraints.

Only the Project Manager in agreement with the local project coordinators could authorize changes in the planned dissemination activities.

Roles

The project manager will be responsible for the correct implementation and reporting of the dissemination activities at international level. First, the Prosveta Foundation needs to make sure that all partners understand the plan for dissemination and capitalization of the results and all deliverables produced during the project, following the communication and visibility requirements of the EC.

Each partner will assume the responsibility of spreading the results of the project using its own communication channels and resources (websites, publications, newsletters, events, mailing lists), ensuring that the information is distributed at different levels, i.e. internally (among staff and beneficiaries directly participating in the activities) and externally (other institutions, policy makers, schools and general public). All local coordinators will contribute to the local/regional dissemination of the project activities following the monitoring and evaluation rules agreed. The partners will provide experienced staff in this field.

At the same time, in order to achieve the best results with regard to dissemination activities, the partners will be given special roles whatsoever:

1. **Altius Foundation (ES)** will be in charge of monitoring the dissemination activities in close collaboration with the project manager, due to its expertise in general EU projects-related issues and its significant dissemination potential in Europe reaching all EU borders. Altius is a host of the Europe Direct Madrid, part of the ED Network with over 500 member organisations in the EU countries. The entity will be also responsible for update of the dissemination project plan and edition of regular press releases with data provided by all participating institutions.
"EUROPEAN COMMUNITY OUTREACH"

2. **Polytechnic Institute of Santarém (PT) and SPOŁECZNA AKADEMIA NAUK (PL)** will be responsible for disseminating the project results within the HEIs environment across Europe. Moreover, the Portuguese partner will be in charge of the project website design and maintenance during and after the project end.
"HIGHER EDUCATION INSTITUTIONS OUTREACH"

3. **The School Inspectorate of Dolj county (RO), 17 Secondary school "Damian Gruev" (BG), 54 SU St Ivan Rilski (BG) and "Bratya Miladinovi" Primary school (BG)** will be in charge of disseminating the project results among other local and regional authorities - they will make use of networks and institutional bodies where they cooperate at local and regional level. The results will reach both policy makers (board members, heads of units), as well as administrative and technical staff with the aim to draw their attention on certain

issues tackled by the ME-YOU-US project. The four partners have a wide outreach in public communication due to their communication strategies and policies of transparency as public bodies, performing services on behalf of a broad educational environment. **"LOCAL AND REGIONAL AUTHORITIES OUTREACH"**

4. **Prosveta Foundation (BG) and AENAO (GR)**, the NGOs which provide support in a wide span of fields to the educational communities in their regions. They are a key part of the dissemination plan due to their participation in numerous public and private bodies in Bulgaria and Greece respectively, and networks at national and European level. The Prosveta Foundation will be also responsible for the design and running of the project Facebook page. **"NGOs OUTREACH"**

Project Team Directory

The following table presents contact information for all persons with responsibilities for the implementation of this dissemination plan. The email addresses in this table will be used to communicate with these people.

Role	Name	Organization/ Department	Email
Project Manager	Elena Lazarova	FONDACIA PROSVETA-SOFIA	elena.spas@gmail.com
Coordinator Greece	Natassa Timologou	ASTIKI MI KERDOSKOPIKI ETAIRIA AENAO	n.timologou@hotmail.com
Coordinator Poland	Marta Kędzia	SPOLECZNA AKADEMIA NAUK	mkedzia@spoleczna.pl
Coordinator Portugal	Ana Torres	INSTITUTO POLITECNICO DE SANTAREM	ana.torres@ese.ipsantarem.pt
Coordinator Romania	Ani Draghici	INSPECTORATUL SCOLAR JUD.DOLJ	ani_draghici@yahoo.com
Coordinator Spain	Asya Rafaelova	FUNDACION ALTIUS FRANCISCO DE VITORIA	asya.rafaelova@hotmail.com
School coordinator	Kalina Karayaneva	17th SCHOOL "DAMIAN GRUEV"	17su.damian.gruev@gmail.com
School coordinator	Natalia Boteva	54 SU ST IVAN RILSKI	nb1000@abv.bg
School coordinator	Fina Toteva	BRATYA MILADINOVI PRIMARY SCHOOL	finatoteva@abv.bg

Dissemination Channels

The dissemination strategy of the ME-YOU-US project is based on six flows of multiplication and influence:

- through **media** by distribution of press releases and digital flyers - reaching wide public and thus multiplying the number of the project direct and indirect beneficiaries; the results will be published in general and specialized media (covering educational/social fields);
- through the European-wide channels such as **Erasmus+ Project Results Platform and eTwinning platform**, distributing project results and promotional materials to give sustainability of the project philosophy sharing knowledge and experience, which will facilitate the access to the project information to educational communities in all EU Member States;
- through the **ME-YOU-US website** available in 7 languages **and Facebook page** - to give a free access to information, data and training tools approbated in 6 EU countries and give a "free arena" for exchange of experience, knowledge, benchmarking, inviting visitors as for follow-up;
- through organized **public events and visibility actions** – to promote active participation and awareness raising on the threaten topics, serving as a platform for exchange of ideas and practices at local, national and international level;
- through the **project partners and their networks** in 6 countries – the project results will be disseminated and promoted to the partners' contacts and collaborators in different countries and their own networks, that could also benefit from the implemented activities and project's results;
- through the **direct beneficiaries** (students and teachers) involved in the project activities who will act as multipliers of the project results, spreading knowledge to their circles of friends, families, social communities, networks, organisations, etc.

Furthermore, the selected activities will reach other groups not directly involved in the project, while contributing to the impact of the Erasmus+ programme. The dissemination activities send positive messages about the Project to the wider public to raise awareness, promote civic participation and acceptance of the 'other', counter prejudice and stigmatization of immigrants and ethnic minorities, and illustrate how a bottom-up approach can foster respect, tolerance and mutual understanding in the school environment.

Dissemination Chart

The following table identifies the dissemination framework for this project:

N	WHAT	AUDIENCE	PURPOSE	METHOD	RESOURCES/ RESPONSIBLE	TIMING
1	Press Releases	All stakeholders and general public in BG, ES, GR, PL, PT, RO	disseminate and multiply the project outputs 1 and 2; inform on the project start and different implementation phases	Through the website, general & specialized media (educational/social fields), partners' networks	Internet, 1 coordinator per partner; responsible Altius Foundation (ES)	Nov 2018 – June 2021
2	Promotional flyers	Students, teachers, school staff, stakeholders in the EU Member States	involve more final beneficiaries in the project activities, events, etc. and give sustainability of the project philosophy sharing knowledge and experience	Distribution of digital flyers to participants; publication on the project website; through the E+ PRP and eTwinning	1 coordinator per partner, web for digital versions; responsible AENAO (GR)	Dec 2018 – June 2021
3	Resource Pack for teachers & digital resources	Students, teachers, educational communities in the 6 partner countries, SE providers & stakeholders	provide digital training and upgrade the teaching resources, considering the expertise of partners from 6 EU countries on the topics of Human rights, Diversity/ Social Inclusion and Active citizenship in the SE sector	Multiplier events, Website and Facebook page, partners' networks, E+ PRP, eTwinning platform	working days according to the outputs' budget item, 2-3 experts per partner; responsible Prosveta Foundation + All partners	Nov 2018 – Aug 2020 & after the project end
4	Project website in 7 languages (BG, EN, ES, GR, PL, PT, RO) and Facebook page	Students, teachers, SE providers, local/regional/European stakeholders	give a free access to information, data base, training tools approved in 6 EU countries and give a free arena for exchange of experience, knowledge, benchmarking	Multiplier events, partners' networks, E+ PRP, social media, flyers, press releases	Internet, software, 1 coordinator per partner; responsible IP Santarem (PT) for the web & Prosveta Foundation (BG) for the FB	Oct 2018 – Aug 2021 & after the project end
5	Trainings	Students and teachers in the 6 partner countries	to test the training programme in the schools in 6 countries; to collect feedback from the piloting; to improve the TM and e-resources, and use the final version in the 2 nd training cycle	Local trainings as piloting first and posterior validation after the feedback received and the corresponding upgrade	1 coordinator per partner, 2-3 trainers, responsible each partner, reports on the implementation to be delivered to Prosveta Foundation	Sep 2019 – May 2021
6	Multiplier events	SE sector, teachers, stakeholders, general public from the partner countries	promote awareness raising on the threaten topics, share and disseminate the developed intellectual outputs in the frame of the ME-YOU-US project	Implementation of 3 multiplier events, previous dissemination and following evaluation	Hire of conference hall, catering, material to be distributed; responsible BG, GR and RO partners	May-June 2021

Target Groups

The target groups of ME-YOU-US will be reached and actively involved in the project implementation thanks to preparatory work done by the partners in every region and participating country. Visual, training and awareness tools will be used for spreading the knowledge and results achieved through the project.

Each participating organisation will put in place measures to disseminate and exploit the results of the project: Resource Pack for teachers, the e-resources from the Digital tool, digital flyers, website and Facebook page, and learning outcomes from the trainings of teachers.

Dissemination will benefit from one of the main characteristics of this partnership: the fact of involving a mix of complementary participating institutions, which makes it possible to implement dissemination actions efficiently, effectively and professionally, targeting diverse groups around Europe. The results obtained in the framework of the ME-YOU-US project will be disseminated to the following actors:

1. **Students between 11 and 14 years old in 6 EU countries**, who will:
 - ❖ learn what Human Rights are as being set down in international law and respect them to a greater extent, i.e. no matter what a person does, or thinks, or likes, or looks like, they can live a life of dignity with all their human rights respected as a result of their participation in a series of activities from the Human Rights module of the Resource Pack for teachers and Digital Tool in the periods October-December 2019 and 2020.
 - ❖ value better every member of society as a human being and feel valued themselves as human beings by participating in the Social inclusion & Diversity module activities in the periods January-March 2020 and 2021.
 - ❖ feel able to contribute more to the life of the community they live in and become involved, participate and actively contribute as a result of the Active citizenship module activities and campaigns in the periods April-June 2020 and 2021.

2. **Teachers from the 6 partner countries**, who will:
 - ❖ get the knowledge of basics in Human Rights, Social inclusion & Diversity, and Active citizenship education through the respective sections in the Resource Pack for teachers.
 - ❖ gain and master skills which will enable them to discuss with their students questions on existing notions of human differences in modern society and run relevant activities choosing from the ones suggested in the TM considering the local context by participating in transnational training activities and the local teacher trainings.



- ❖ responsibly accept a code of behaviour so that all their actions and interactions bear respect to otherness and students' individuality by participating in transnational training activities and the local trainings.
 - ❖ get to use modern non-formal education methods both in project trainings and their routine teaching jobs as a result of their participation in the transnational training activities and the local trainings.
3. The **partner institutions** in order to reach:
- ❖ Trainers, learning providers, social workers with the aim to provide them with the resources and abilities needed to offer civic education to the students.
 - ❖ Staff members in charge of school education and policies with the aim to draw their attention on the new skills requirements and use of digital resources in the education.
 - ❖ Administrative and technical staff members with the objective of raising awareness of these professionals about the situation of students at risk of social exclusion and what tools of support may be used in the classroom.
4. **Local/regional/national/European authorities** with competences in the area of school education and civic education. Public officers and policy makers will be addressed with the project results to reach a wider impact on diversity in the European schools. The designed intellectual outputs and the trainings of students in the envisaged age group will set a good example for filling the gap in inter-cultural education. Upon validation of the results, the training programme has the potential of being accredited by national educational authorities as training opportunity in formal education as an extracurricular activity.
5. **Regional/national and European networks** working on SE, innovation in education, Open Educational Resources, civic education. The project results will be disseminated through the contact points addressing thousands of relevant European stakeholders; through the partners' networks during different events in other project frameworks organized by the partners or with partners' participation across Europe.
6. **General public in the 6 partner countries** – it is very important to facilitate the access to the project information to the general public. The dissemination plan assumes that the project content will be explained in an easy-to-take way to make the project idea appealing, in order to:
- ❖ let people learn about human rights, know their rights and value them through participating in national multiplier events in the period May-June 2021.
 - ❖ improve the social context the people live in considering the diversity of ethnic, cultural and religious groups locally by co-organizing and participating in national multiplier events in May-June 2021.
 - ❖ raise the level of participation in local affairs of students' families, by participating in the multiplier events and as a result of the Active citizenship module activities run with the students (swapping roles - children setting the example to follow).

Indicators for measuring the impact on the main target groups of students and teachers:

- ✓ students participating in the opinion poll prior to the project activities – total of 7200 for the project;
- ✓ students participating in the opinion poll researching their attitude to the diversity of ideas, personal characteristics, cultural differences, etc. after the trainings – total of 7200 for the project;
- ✓ positive change in students' opinion based on the data from the two opinion polls: by 25% (mean change);
- ✓ number of students participating in the pilot trainings in the school year 2019/2020 – total of 3500;
- ✓ number of students participating in the trainings with the upgraded TM and digital tool in the school year 2020/2021 – total of 3700;
- ✓ number of teachers being trained how to use the Teachers' manual (O1) and digital resources (O2) during the joint-staff training events – total of 126;
- ✓ number of teachers being trained how to use the Teachers' manual (O1) and Digital tool (O2) during the local training events – total of 240;
- ✓ number of new training activities included in the Teacher's manual – 18;
- ✓ total of training resources in the Teacher's Manual – 66;
- ✓ number of new interactive visual resources in the digital tool – 18;
- ✓ total number of interactive visual resources in the digital tool – 140.

Dissemination Aspects

For this project the partners will utilize standard organizational formats, templates, logo and mention for beneficiaries of the Erasmus+ Programme for all formal dissemination outputs and activities. The European funding should be visible and clearly stated in all ME-YOU-US project materials, trainings and multiplier events.

Prosveta Foundation will provide the partners with the recommended logos to be used for all project related products and documents, uploading them to the common project Google drive.

Each partner will regularly collect proofs of the implemented dissemination activities at local/regional/national level (photos, participants' lists, agendas, presentations, distributed project material, press releases, published articles, etc.) and will upload them to the common Google drive for the needs of the progress and final project reports.

The partners involved in the ME-YOU-US project want to learn from each other and work out new tools for teachers, students and educational communities. They want to make use of these tools, practically to apply and test new methods. This project has been designed in order to share its outcomes within and outside the participating organisations.

- A solid analysis to identify needs of target groups has been carried out before drafting this project proposal in order to produce tools well suited to address the identified needs - a long term use of tools is expected.
- During the project, its results will be disseminated among appropriate target groups and therefore made available (and attractive) for them.
- The project team believes that the results will be innovative enough to remain in use by others; the quality control measures will allow to take corrective measures in case they don't work.
- Such intellectual outputs as teacher's manual and digital resources, resulting from transnational cooperation are always welcome and wide spread among schools, universities and its subordinated units.
- The project results will be used in synergy with other Erasmus+ actions, as the Horizon 2020, regional funds, Europe for Citizens and other programmes, which form part of the partner organizations' strategic management.

All intellectual outputs and results of the Me-You-Us project will be provided with an open access to the different target audiences identified, always taking into account the data protection law in regard to the participation of minor students in activities within the dissemination plan and the collection of personal data of the project participants.

The project website will be accessible as a free, dynamic tool for the use of the training modules by schools and stakeholders interested in civic education. Partners are committed to the maintenance of the website and dissemination of the project results for at least 3 years after the project life time.

All partners will ensure that within their own organization there is a high awareness and learning gained from the project through promotion in briefings and seminars to internal colleagues.

All project related materials and outputs will be archived by the partners and kept for at least 5 years after the project end, being available for possible audits.