

## **DISSEMINATION PLAN**

# **YOUNG LEARNERS EMBRACE SOCIAL INCLUSION AND SOCIAL INVOLVEMENT PROJECT**

**2019-1-BG01-KA201-062348**



---

*PROSVETA-SOFIA Foundation*  
**BULGARIA**

---

**JANUARY 2020**



---

## **Table of Contents**

---

<b><i>Introduction .....</i></b>	<b><i>2</i></b>
<b><i>Objectives of the Dissemination Plan .....</i></b>	<b><i>3</i></b>
<b><i>Dissemination Plan Constraints .....</i></b>	<b><i>3</i></b>
<b><i>Roles .....</i></b>	<b><i>4</i></b>
<b><i>Project Team Directory.....</i></b>	<b><i>5</i></b>
<b><i>Dissemination Channels .....</i></b>	<b><i>5</i></b>
<b><i>Dissemination Chart .....</i></b>	<b><i>7</i></b>
<b><i>Target Groups.....</i></b>	<b><i>9</i></b>
<b><i>Dissemination Aspects.....</i></b>	<b><i>11</i></b>



---

## Introduction

---

*The implementation of the dissemination plan is crucial to ensure the overall success of the project, as one of the goals of the partnership is to have a genuine multi-organisational impact at different levels and to influence the target groups in a positive way. The Dissemination activities are clearly stated in the timetable of the YESI project. The Chart indicates when, in the project life cycle, the specific outputs will be disseminated (Teacher's Toolkit with the digital resources, the website and the 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 — at 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 the changes in dissemination process are to be managed;*
- + What the project dissemination channels are;*
- + Standard templates, formats, or documents the project must use for dissemination.*

*This Dissemination Plan sets the dissemination strategy for the YESI project. It has been developed by Prosveta-Sofia Foundation (Bulgaria) being the lead partner for the dissemination phase and the whole project. It will serve as a guide for dissemination activities throughout the life cycle of the project and will be updated if any modification is necessary. This plan identifies and defines the roles of the persons involved in this project phase. It also includes a dissemination chart, which is meant to map 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 launch, project implementation and project results and products by providing information to a wide audience in 4 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 and active citizenship 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 dissemination officers in each team are responsible for ensuring that the project teams perform the dissemination activities within the authorized budget, while the responsible partner Prosveta-Sofia Foundation, through the Lead Dissemination officer, 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 scheduled constraints.

Only the Lead Dissemination Officer in agreement with the local dissemination officers could authorize changes in the planned dissemination activities.

---

## *Roles*

---

**The Lead Dissemination Officer** will be responsible for the correct implementation and reporting of the dissemination activities at international level. Firstly, Prosveta Foundation will 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 Erasmus+ program.

**Each partner** will assume the responsibility of spreading the results of the project using its own communication channels and resources (websites, publications, newsletters, events and 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. **Prosveta-Sofia Foundation (BG)** will be in charge of monitoring the dissemination activities in close collaboration with the local dissemination officers, due to its expertise in general EU projects-related issues and its significant dissemination potential in Europe reaching all EU borders. The foundation will be also responsible for update of the dissemination project plan and edition of regular press releases with data provided by all participating institutions. Prosveta Foundation participation is a key part of the dissemination plan due to its involvement in public and private bodies in Bulgaria, and networks at national and European level. Prosveta Foundation will be also responsible for the design and running of the project Facebook page. **"EUROPEAN COMMUNITY OUTREACH"**

2. **Polytechnic Institute of Santarém (PT)** 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. **"Hristo Botev" Primary School - Serbia** will be in charge of disseminating the project results among other local and regional authorities within the scope of school education - 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 YESI project.  
**"LOCAL AND REGIONAL AUTHORITIES OUTREACH"**

4. **AENAO (GR)** provides support in a wide span of fields to the educational communities in their region. It is a key part of the dissemination plan due to its participation in numerous KA1 projects and collaboration with other NGOs.  
**"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.*

<b>Role</b>	<b>Name</b>	<b>Organization/ Department</b>	<b>Email</b>
Project Manager	Maria Karabeliova-Margaritova	FONDACIA PROSVETA-SOFIA	<a href="mailto:m.karabeliova@prosveta.bg">m.karabeliova@prosveta.bg</a>
Lead Dissemination officer	Elena Lazarova	FONDACIA PROSVETA-SOFIA	<a href="mailto:elena.lazarova@prosveta.bg">elena.lazarova@prosveta.bg</a>
Coordinator Greece	Natassa Timologou	ASTIKI MI KERDOSKOPIKI ETAIRIA AENAO	<a href="mailto:n.timologou@hotmail.com">n.timologou@hotmail.com</a>
Coordinator Portugal	Ana Torres	INSTITUTO POLITECNICO DE SANTAREM	<a href="mailto:ana.torres@ese.ipsantarem.pt">ana.torres@ese.ipsantarem.pt</a>
Coordinator Serbia	Katarina Simeonov	"Hristo Botev" Primary School	<a href="mailto:katarinasimeonov@hbotev.org">katarinasimeonov@hbotev.org</a>

---

### *Dissemination Channels*

---

The dissemination strategy of the YESI 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 **YESI website** available in 5 languages **and Facebook page** - to give a free access to information, data and training tools approved in 4 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 treated 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 4 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.



Erasmus+



---

## *Dissemination Chart*

---

The following table identifies the dissemination framework for this project:



<b>N</b>	<b>WHAT</b>	<b>AUDIENCE</b>	<b>PURPOSE</b>	<b>METHOD</b>	<b>RESOURCES/ RESPONSIBLE</b>	<b>TIMING</b>
1	Press Releases	All stakeholders and general public in BG, GR, PT, SR	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 Prosveta Foundation (BG)	Nov 2019 – July 2022
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 2019 – July 2022
3	Teachers' Toolkit: Resource Pack for teachers & digital resources	Students, teachers, educational communities in the 4 partner countries, SE providers & stakeholders	provide digital training and upgrade the teaching resources, considering the expertise of partners from 4 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 2019 – Aug 2022 & after the project end
4	Project website in 5 languages (BG, EN, GR, PT, SR) and Facebook page	Students, teachers, SE providers, local/regional/European stakeholders	give a free access to information, data base, training tools approved in 4 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 2019 – Aug 2022 & after the project end
5	Trainings	Students and teachers in the 4 partner countries	to test the training programme in schools in 4 countries; to collect feedback from the piloting; to improve the TT and e-resources, and use the final version in the 2 <sup>nd</sup> 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 2020 – May 2022
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 YESI project	Implementation of multiplier events in the 4 countries, previous dissemination and following evaluation	Hire of conference hall, catering, material to be distributed; responsible BG, GR, PT and SR partners	June - July 2022

---

## Target Groups

---

The target groups of the YESI project will be reached and actively involved in the project implementation thanks to the 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 YESI project will be disseminated to the following actors:

1. **Students between 7 and 11 years old in 4 EU countries**, who will:
  - ❖ learn what Human Rights and Children's Rights are as being set down in international documents 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 – Children's Rights* module of the Teachers' Toolkit in the periods October-December 2020 and 2021.
  - ❖ value better every member of society as a human being and feel valued themselves as human beings by participating in the *Diversity and Social inclusion* module activities of the Teachers' Toolkit in the periods January-March 2021 and 2022.
  - ❖ feel able to contribute better to the life of the community they live in and become involved, participate and actively contribute as a result of the *Active citizenship and Social Involvement* module activities of the Teachers' Toolkit and campaigns in the periods April-June 2021 and 2022.
2. **Teachers from the 4 partner countries**, who will:
  - ❖ get the knowledge of basics in Human Rights – Children's Rights, Social Inclusion and Diversity, and Active citizenship and Social Involvement education through the respective modules in the Teachers' Toolkit.
  - ❖ 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 TT



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 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 4 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 and children's rights, know their rights and value them through participating in national multiplier events in the period June-July 2022.
- ❖ 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 June-July 2022.



Erasmus+



- ❖ 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 800 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 800 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 2020/2021 – total of 400;
- ✓ number of students participating in the trainings with the upgraded TM and digital tool in the school year 2021/2022 – total of 400;
- ✓ number of teachers being trained how to use the Teachers' Toolkit (O1 and O2) during the joint-staff training events – total of 40;
- ✓ number of teachers being trained how to use the Teachers' Toolkit (O1 and O2) during the local training events – total of 30;
- ✓ total of training resources in the Teachers' Toolkit – 36;
- ✓ total number of interactive visual resources in the digital tool – 70.

---

## *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 YESI project materials, trainings and multiplier events.

Prosveta Foundation will design the project logo and 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 YESI 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 the 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 taking corrective measures in case they do not work.
- 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 YESI 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 cycle.

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.