Dissemination Strategy

"UP skillinG Refugees And aDult Educators"

IO1 – Capacity Building Course	
Project Title	**"UP skillinG Refugees And aDult Educators"**
Project Acronym	**UPGRADE**
Project Reference №:	**2018-1-EL01-KA204-047774**

1. Introduction

Project UPGRADE is an Erasmus+ Key Action 2: Adult Education project, aiming at refugees and migrants in the EU in order to assist them through education and training to integrate in the EU society and labor market.

The priorities of the project are:

ADULT EDUCATION

- ✓ Improving and extending the supply of high quality learning opportunities tailored to the needs of individual low-skilled or low-qualified adults
- ✓ Facilitating access to upskilling pathways

HORIZONTAL

- ✓ Open education and innovative practices in a digital era

The project's innovation and added value lies in the very fact that it does not merely seek to train trainers and refugees/migrants. The project goes beyond the training scheme as it incorporates the promotion of EU cultural diversity, access in OLS (Linguistic Support Tool) and the utility of EU Skills Profile Tool.

The achievement of the UPGRADE project aims and objectives is ensured through the implementation of the following Intellectual Outputs:

- ▪ Capacity Building Course (IO1)
- ▪ ReSupportMI e-tool (IO2)
- ▪ Multicultural and skills assessment methodology tool for adult educators (IO3)

The UPGRADE project is implemented by six organizations from four countries:

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2. Dissemination aims

Promoting and disseminating Information on the project results is an important and integral part of the project. The Dissemination strategy includes promotion and awareness-raising activities. Dissemination in general is a planned process of providing information to the target groups and key actors in regard to project process, activities and results by the use of different dissemination channels at local, regional, national, EU and international level.

The main objectives of the Dissemination activities are:

•   To promote and raise awareness about the project contents.
•   To successfully transfer the results to appropriate decision-makers to achieve their sustainable promotion and support.
•   To convince individual end-users to adopt and/or apply the results, also after the project and support by its partnership has ended.

There is the difference between Dissemination and Exploitation activities, even if they are closely related.

The Exploitation activities go beyond dissemination activities, as they aim to adapt existing products to other beneficiaries or systems than those for which they were initially conceived.

3. Dissemination strategy in the UPGRADE project

The UPGRADE Dissemination strategy includes detailed planning of the type and number of activities, people involved, geographical implementation, impact, and results, as well as the dissemination plan will include a clear definition of the target groups, instruments and tools to be designed, milestones and performance indicators.

The project dissemination activities will be implemented in cooperation with all partners. In fact, to ensure global coverage of the project results dissemination activities will be carried out simultaneously by all partners: each partner will undertake dissemination in their respective country and will contribute to the promotion of the project at national and European levels, based on the experience gathered in EU-funded projects.

The partner responsible for the overall coordination of all dissemination activities is UniPi.

The dissemination strategy is based on 2 categories of activities:

1.   Activities to strengthen the communication and dissemination between the partners (horizontal dimension): this includes all internal activities to provide information and instruments for the development of dissemination in each partner country.

2.   Activities designed to reach the target groups and final users (vertical dimension): this includes all activities which will be carried out individually by each partner such as the involvement of their own partners, networks, and the implementation of the individual national dissemination activities.

The strategy should answer to the key questions of dissemination such as:

- ✓ **Why** to disseminate?
- ✓ **What** to disseminate?
- ✓ **Who** to disseminate on?
- ✓ **Who** will do it?
- ✓ **When** will it be done?
- ✓ **How** will it be done?

The dissemination activities are structured inside and outside of each organization as follows:

- • **Face-to-face activities:** Presentations, meetings, workshops, conferences, seminars.

- **Internet based**: Emails, website, e-newsletter, social media, etc.
- **Paper based:** Brochures, flyers, articles, newsletters, press releases etc.
- **Performance activities:** Activities closely related to project outputs such as the implementation of seminars, workshops or piloting and the involvement in evaluation activities.

4. Target groups

The project's target groups can be divided in two categories:

1) Direct beneficiaries of project' activities:

Includes refugees/migrants searching for education, as well as adult educators working or wishing to work with refugees.

2) Indirect beneficiaries of project' activities:

Includes people who will indirectly benefit from the project activities (Providers, associated partners, local authorities, public bodies, personnel of educational institutions, adult training centers, NGOs, employees of public administration and local authorities, businesses, researchers) during its duration, in various ways, such as:
- ✓ Participation in Multiplier Events
- ✓ Project Newsletters
- ✓ Project Press Releases
- ✓ Non-regular users of the project's ReSupportMI e-tool

5. The Dissemination Plan

The purpose of this plan is to ensure a good communication among the partners of the project, establishing specific actions which partners have to undertake in each country. The plan will outline the consortium's approach to dissemination, and specify action lines for the different level of involvement and engagement of target groups and stakeholders. It will establish in detail qualitative and quantitative targets for dissemination, and present the strategies used to reach them and this will serve as the basis for coordination of all dissemination activities within the project.

The Dissemination Plan is a document formalizing a harmonized visual identity of the project and describing:
- ✓ objectives
- ✓ tools and deliverables
- ✓ target audiences
- ✓ program of work and timetable
- ✓ partners responsibilities and involvement
- ✓ monitoring and evaluation tools

6. The Visual Identity

A common project identity is very important to assure the visibility, the recognition and the effective dissemination of project information and outcomes. For this reason, all dissemination materials should include the name of the project, the project number, the web site address and the graphic elements described in this section. The visual identity of UPGRADE project is composed by logo, fonts, layout and templates to use in each presentations and text documents.

6.1. Logo

The logo should be used for the realization of each product, both events and documentation public or confidential; the partnership members have to use this image and be consistent with its style.

6.2. Layout

The creation of a project layout is needed for all Dissemination materials: brochure, newsletter, Portal and PowerPoint presentations. Using the same layout in the project documentation, it will give the possibility to the target groups to link the material to the UPGRADE project.

All deliverables should have the same cover with the logo of the project in the center top of the page and the logos of Erasmus+, the Greek National Agency – IKY- and the consortium in the bottom of the page. The cover has to be followed by a second page with the identification table, containing the name, reference number and implementation period of the project. On the footnote of the second page there should be the logo of the Erasmus+ program and the declaration:
"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsi-ble for any use which may be made of the information contained therein."
The rest of the pages should have the logo of the project on the top right and the Erasmus+ program on the bottom left.

6.3. Fonts

The font chosen to use in each product is:
Text: Calibri 11 / 12

6.4. Template

A set of designed templates will be used in the project. A draft of Power Point presentation is agreed by the partners and used. A promotional ppt will be created by the coordinator for all partners to use.

7. Dissemination tools/channels

The achievement of the dissemination goals depends upon the selection of the appropriate tools and channels and upon their adaptation to the requirements of the project and the communication patterns of the target groups in the given time.

Intellectual outputs

a. Capacity Building Course (IO1)

Description: The Capacity Building Course will be developed with the goal to provide a practical framework for developing specific and targeted skills.

Specifically, the course aims to enhance and deepens the competences of low skilled refugees/migrants and to promote the richness and diversity of cultures in Europe.

Target groups: EU and national authorities, professionals, HEIs, associated partners and persons who work in the field of adult education for refugees

b. RESupportMI e-tool for Capacity Building (IO2)

Description: RESupportMI e-tool for Capacity Building consists of the design and development of a Web Platform which will serve both as:
- ✓ An e-learning tool developing/enhancing the capacity building skills of refugee/ migrants.
- ✓ An online space where migrants will be able to interact assistance from professional in any related topic concerning their integration into the community.

The One Stop Shop Portal will be accessible, as "Learning Area" to registered users and its main purpose will be host all the material developed under IO1 and IO3, additional training material.

Target groups: EU and national authorities, professionals, HEIs, associated partners and persons who work in the field of adult education for refugees

c. A multicultural and skills assessment methodology tool (IO3)

Description: A multicultural and skills assessment methodology tool is a methodology of enhancing the multicultural background of educators/professionals who work with low skilled learners with migrant background. The methodology material will provide the participants with standard theory, skills and tools to implement and evaluate in order to generate optimum learning outcomes and improved performances.

Target groups: EU and national authorities, professionals, HEIs, associated partners and persons who work in the field of adult education for refugees

7.3. Press releases and Newsletters

Description: Four (4) press releases will be prepared in English, for distribution to the national media and other stakeholders on completion of specific project milestones and publication of Outputs.

The partnership will also develop four (4) Newsletters issued addressed to the target groups and stakeholders of the progress made and achievements and that will be used as a baseline for external communications by all partners.

Target groups: Providers, Universities, associated partners, local authorities, public bodies, personnel of educational institutions, adult training centers, NGOs, employees of public administration and local authorities, businesses, researchers and other interested stakeholders who interact with adult education of refugees.

7.4. Multiplier Events

Description: The UPGRADE consortium will organize 4 multiplier events (Local Mini Conferences) in each country with 20 participants (except Greece: the participants will be 30) to increase awareness around the project and the expected outputs, therefore significantly contributing to increasing the impact of the project. The conference will help to create the appropriate conditions for sustainable results, after the funding period and will provide an opportunity for all the target groups and actors referred in this application to meet and exchange good practices in the field of competencies in the field of UPGRADE and to establish future partnerships and/or promote collaboration on topics of mutual interest.

Target groups: Universities, Municipalities, Adult Education Centers, NGOs etc.

7.5. Social Media

Description: the consortium believes the popular social networks, these include Facebook, Instagram and Twitter, are good tools to disseminate project' activities and reaching a large number of public (direct and indirect target groups).

Use of hashtag: #UPGRADE , #upgrade_project

Target groups: Universities, Municipalities, Adult Education Centers, NGOs etc.

7.7. Participation in external events

Description: The partners will each participate in external conferences and events, at least two (2) such events in their respective countries, organized for refugee's integration, multicultural teaching issues, during the project's duration, with average attendance of min. 35 persons in each.

Target groups: Providers, Universities, associated partners, local authorities, public bodies, personnel of educational institutions, adult training centers, NGOs, employees of public administration and local authorities, businesses, researchers and other interested stakeholders who interact with adult education of refugees.

8. Monitoring

The dissemination activities will be monitored throughout the project runtime, by using the Dissemination activities template, as it has been made available to all partners. It will serve as a basis to collect all communication activities and related information from the other partners and serve as a basis for drafting communication reports, on a regular basis (once a year). Every partner should fill-in the dissemination activities template every 12 months and send it to UniPi.

The information collected will serve as input data for the elaboration of the Final Dissemination Report. This report will show an assessment of the success of the dissemination activities. In the dissemination report the implementation of the indicators given in the general plan will be monitored.

9. Evaluation

The evaluation will be carried on using the following indicators of progress:

Description of Activities	Target Performance Indicators	Final Performance Indicators
Number of overall Stakeholders reached	>5000	
Number of Multipliers Events organized	4	
Number of Participants in multiplier events	90	
Copies of project brochures (flyers) in each country	200	
Number of e-newsletters, leaflets and posters distributed and the number of persons reached	>4000	
Number of Newsletters disseminated	4	
Number of Press releases disseminated	4	
Number of views of the ReSupportMi E-tool	> 1000	
Number of users **of the** ReSupportMi E-tool	>400	

Number of external events attended	>12

Furthermore, there will be a quality assessment of all the outputs (brochures, web site, etc.) to verify if they fulfill a set of conditions:

- ✓ Answer to the requirements and objectives;
- ✓ Technical consistency,
- ✓ Respect to the agreed formats;
- ✓ Clearly presents the results;
- ✓ Presentation and graphic appearance.