

PLAN OF DISSEMINATION



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The dissemination activity is coordinated by an experienced manager selected within the BRAVO organization. It is understood that all organizations, by providing a staff member, will actively participate and contribute to the completion of these tasks.

Dissemination of Results, which begins with the realization of the project's initial outcomes starting from the kick-off meeting with the development of the best practices manual. It covers:

The dissemination of results starts with the achievement of the initial project outcomes, which will already take place during the kick-off meeting with the creation of the best practices manual. It includes:

- Dissemination of results achieved through project meetings (partnership best practices manual).
- Dissemination of results achieved through activities (communication strategy manual, video course...).
- Dissemination of project results (e.g., final project report).

The dissemination plan consists of explanation of the activities, rules, duties, and responsibilities of the each partner

It will include results produced during:

- Staff meetings
- Mobility activities
- Local activities
- Final evaluation of the project

TARGET GROUP REFERENCE

The dissemination activity is specifically designed for the following target groups of reference:

- t1: Activity facilitators (communication only).
- t2: Families of the recipients.
- t3: Families of dyslexic youth.
- t4: Organizations within the consortium members' network.
- t5: Organizations outside the consortium members' network, especially in the field of non-formal education and the inclusion of youth with cognitive difficulties and disabilities.
- t6: Secondary schools, vocational institutes, assistance centers.
- t7: Socio-educational facilitators in Europe.
- t8: Dyslexic youth aged 13 to 19.
- t9: Non-dyslexic youth in terms of awareness at local and European levels.
- t10: Civil society in general in terms of awareness at local and European levels.

TOOLS

The tools used vary depending on the messages and target groups listed and include both online and offline channels. Below, each channel will be associated with its target audience:

- Facebook: for all target groups.
- Instagram: for all target groups.
- Official website and dissemination platform: for all target groups.
- Newsletter through scheduled mailing lists organized by target: t4, t5, t6.
- Personal email: t1.
- Community established at the end of the first virtual exchange: t1, t4, t5, t6, t7.

- Sharing TikTok and YouTube videos: t3, t5, t7, t8, t9.
- Publishing news through local press: t3, t6, t7, t8, t10, t12.
- Publishing news through web newspapers: t3, t6, t7, t8, t9, t10.
- Multiplier events (open days open to the public to be organized within two months after the closing meeting): t1, t2, t3, t4, t5, t6, t8.
- Planning meetings for each organization with political institutions (local, national, or European).

INDICATORS

To maximize dissemination objectives, the communication monitors the following indicators on a weekly basis:

- Facebook, Instagram, and website: Average time spent on the page (+2.5 seconds), weekly subscribers (+15%), "Likes" received for published posts (+50% compared to the total post readership),
- IFP course subscribers and trainers adopting new approaches: Weekly subscriber count (+10% from initial levels) and number of trainers adopting new tools (at least 4 out of 10),
- Newsletter through scheduled mailing lists organized by target: Number of recipients opening the email (at least 40% of email recipients),
- YouTube and TikTok videos: Weekly percentage increase in views (+20% per week compared to initial levels),
- Publication through local press: At least one publication after each activity for each consortium organization,
- Participation in the online campaign: At least 50% of the campaign's target youth participate,
- Number of participants in the open-day for individual consortium organizations: An expected total of external participants per organization between 100 and 150.

VISUAL IDENTITY

All consortium organizations, coordinated by the dissemination manager chosen within BRAVO, will be responsible, from the project approval stage, for giving visibility and prominence to:

- European Commission logo;
- Inclusion of the European Commission logo within the project logo;
- Explicit mention of the European Commission as the funding source;
- Sharing of links to the platforms provided by the European Commission within all communication and dissemination spaces.

GENERAL RULES AND APPROACHES

- Plan and coordinate posting and sharing on social media, using the appropriate tags and ashtags, and always sharing all the partners' social media profiles.
- Tracker of all the links connected with dissemination
- Collect and send graphics and images of the project to all partners.
- Define and send specific wording and hashtags for tge project to all partners, to be added into the post of the project.
- Get all partners acquainted with the dissmination plan
- Invite partners to add additional activities on the local level
- Define specific dissemination activities related to dyslexia (potentially website, apps or any other way of promotion)
- Dissemination plan should have a specific section concerning the dissemination of main deliverables, such as video (where,how and when video should be shared), digital handbook (where,how and when handbook shold be shared)
- Send periodic newsletter to all the stakeholders and people interested to the project's topic.
- Video insert: reels and tick-tock videos are becoming very popular, and they can be powerful tools for spreading the project's message.

THANK YOU

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