



TITLE PROJECT: CULTURACCES

ID: 2024-1-IT03-KA210-YOU-000243514

START DATE: 01-11-2024

END DATE : 28-02-2026

EU GRANT: 60.000,00 €

PROGRAMME: Erasmus+

KEY ACTION: Partnerships for cooperation and exchanges of practices

ACTION TYPE: Small-scale partnerships in youth

DELIVERABLE: plan for the communication of activities and dissemination of project results

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1. Objectives of the Communication

- To raise public awareness on the issue of cultural inclusion for people with cognitive disabilities.
- Promote the active involvement of stakeholders in the project.
- Ensure the effective dissemination of project results at local, national and transnational levels.
- To promote the replicability and sustainability of the practices developed during the project.

2. Target Audience

1. Direct beneficiaries

- Volunteers and youth workers (young immigrants, NEETs, youth workers, educators).
- Young people with cognitive disabilities and their families.

2. Indirect beneficiaries

- Local communities (associations, schools, cultural institutions).
- Museum staff and cultural operators.
- General public interested in the topic of cultural inclusion.

3. Institutional stakeholders

- Local and regional public administrations.
- Educational and cultural institutions.
- European organisations in the field of inclusion.

4. Project partners

- FACTORY 1342 (Italy).
- ARTEAM (Bulgaria).
- ASPANIAS BURGOS (Spain).
- INOGIT (Turkey).

3. Timetable of communication activities

PERIOD	ACTIVITIES	OBJECTIVE
November 2024	- Launch of the project's website and social channels	Reach 1,000 site visits in the first two months
	- Publication of the launch press release	3 articles published in local/regional media
January - March 2025	- Organization of the first workshop and dissemination of related content	Involve at least 100 workshop participants
	- Launch monthly newsletters	200 enrolled by the first quarter
April - September 2025	- Publication of videos and photos on training activities	10 social posts with an engagement of 500 interactions/posts
	- Promotion of webinars for training	150 total participants in the 4 webinars
October 2025	- Publication of preliminary results	500 website report views
	- Awareness campaign on social media	Reach 5,000 users with your campaign
November 2025 - February 2026	- International meeting in Rome	Participation of 50 direct stakeholders and 150 spectators
	- Publication of the final report	1,000 downloads by the end of the project

2. Communication Tools and Channels

1. Online

- Project website: Central platform for all information and materials (results, reports, teaching tools).
- Social Media: Facebook, Instagram, LinkedIn, and Twitter for posts, live streams, and interactions.
- Newsletter: Monthly updates for partners, stakeholders and interested audiences.
- Webinar: Online training with expert involvement and thematic discussions.
- E-learning platforms: Interactive training modules.

2. Offline

- Public events: Workshops, laboratories and international meetings.
- Promotional material: Posters, brochures, flyers distributed in the main public and cultural places.
- Traditional media: Press releases and articles published in local and national newspapers and magazines.

3. Creative and digital

- Video storytelling: Creation of short videos illustrating the activities and results of the project.
- Infographics: Simple and engaging visualizations of key project data.

3. Quantitative Objectives

INSTRUMENT	NUMBER
Website	10,000 visits during the project cycle
Social Media	- 50 published posts
	- 25,000 total views
	- 5,000 total interactions
Newsletter	- 15 mailings
	- 500 subscribers
Webinars	- 4 sessions
	- 150 total participants
Videos and Infographics	- 5 published videos
	- 3 distributed infographics
Events	- 1 international meeting with 50 direct stakeholders
	- 4 in-person workshops with a total of 200 participants
Banns	- 3 main reports (preliminary, intermediate, final)
	- 1,000 total downloads

4. Dissemination Plan

1. Dissemination Objectives

- Ensure the visibility of the project at local, national and transnational level.
- Share the results and outputs with the target audience and interested stakeholders.
- Promote the replicability of the methodologies developed.
- Involve as many direct and indirect beneficiaries as possible.

2. Dissemination Tools

Online

1. Project website

- Page dedicated to project results, teaching materials and multimedia content.
- Section dedicated to partners with links to their platforms.
- Download area for reports and guides.

Target: 10,000 visits.

2. Social Media

- Channels: Facebook, Instagram, LinkedIn, Twitter.
- Thematic campaigns with specific hashtags (#CulturAccessInclusion).
- Live streaming of events and presentations.

Target: 25,000 total views, 5,000 interactions.

3. Newsletter

- Monthly submission with updates on the progress of the project.
- Activity reports, links to published materials and promotion of future events.
- **Target:** 500 subscribers.

4. Erasmus+ platforms

- Publication of results on official platforms such as SALTO Inclusion & Diversity and eTwinning.
- **Target:** 10 publications.

Off-line

1. Public events

- **Final international meeting:** Presentation of the results with institutional representatives and stakeholders.
- **Local workshops:** Direct dissemination of results in partner countries.
- **Target:** 300 total participants.

2. Printed Material

- Posters, brochures and flyers distributed in museums, schools and cultural associations.
- **Target:** 2,000 copies distributed.

3. Traditional Media

- Articles in local newspapers, specialized magazines and press releases.
- **Target:** 5 published articles.

Creative and Digital

1. Video

- Video storytelling to illustrate the results and experiences of the participants.
- **Target:** 5 videos published, 5,000 total views.

2. Infographics

- Visualization of key data and best practices.
- **Target:** 3 distributed infographics.

3. Guide to Good Practices

- Practical manual on innovative methodologies for cultural inclusion.
- **Target:** 1,000 downloads.

3. Timetable for Dissemination

PERIOD	DISSEMINATION ACTIVITIES	TOOLS USED	QUANTITATIVE OBJECTIVES
November 2024	Website and social media launch	Website, social media, press releases	1,000 site visits
	Publication of the launch press release	Traditional media	3 items
January - March 2025	Social media campaign on the benefits of the project	Social media	5 posts, 2,000 interactions
	First newsletter	Newsletter	100 subscribers
April - September 2025	Publication of video storytelling	Social media, website	2 videos, 2,000 views
	Distribution of brochures and flyers	Printed Material	1,000 copies
October 2025	Sharing the Interim Report	Erasmus+ website, platforms	500 downloads
	Social awareness campaign	Social media	10,000 views
November 2025 - February 2026	Final International Meeting	Public events, traditional media, videos	150 participants
	Publication of the final report	Erasmus+ website, platforms	1,000 downloads

4. Monitoring and Evaluation of Dissemination

KPIs (Key Performance Indicators):

- Website visits: 10,000 total.
- Social media: 25,000 views, 5,000 interactions.
- Participation in the events: 300 total participants.
- Materials downloaded: 2,000 downloads.

Feedback:

- Satisfaction questionnaires for event participants and newsletter subscribers.
- Analysis of social interactions (engagement rate, reach).

5.CONTACTS



culturaccessfactory@gmail.com



<https://www.piattaformaprogetti.eu/culturaccess-cultura-e-musei-accessibili-per-tutti/>



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