



Funded by the  
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Think Global, Act Digital – Strong partnerships to support digital education

**Project number: 2020-1-RO01-KA226-SCH-09553**

## **DISSEMINATION PLAN**

### **Background**

*Think Global, Act Digital – Strong partnerships to support digital education* is an Erasmus+ strategic partnership, developed by a broad partnership gathering together 6 educational institutions/schools of different levels as well as 3 research and development institutions. It aims to provide, even in difficult times – such as those of the recent pandemic emergency – inclusive education to different groups of children (also vulnerable ones), as well as to support teachers and parents in the learning process.

The complex challenges the partners faced and face (related to connectivity, infrastructure, development of skills and networking for knowledge sharing) pushed them to bring innovation in teaching while using technology.

### **Partners and responsible for dissemination:**

Scoala Gimnaziala “Friedrich Schiller” (Targu Mures, Romania): **Tilda Hoffmann**

Asociatia Absolventilor Universitatii Petru Maior (Targu Mures, Romania): **Mihai Timus**

Sc Edu Soft Marketing Srl (Targu Mures, Romania):

Istituto paritario “Maria Immacolata” (Rome, Italy): **Martina Terrinoni**

Asociación Instituto de Técnicas Educativas – I.T.E. (Madrid, Spain): **Gonzalo Santamaria**

Oostvaarderscollege (Almere, Netherdland): **Hendrien Exel**

Salihli 50. Yil Ortaokulu (Salihli, Turkey): **Davut Metin**

Iskenderun Kiz Anadolu Imam Hatip Lisesi (Hatay, Turkey):

Raseiniu r. Girkalnio pagrindine mokykla (Girkalnis, Lithuania): **Inga**

### **Purpose of the dissemination plan**

The dissemination plan will help developing and implementing all the dissemination and exploitation phase, in order to guarantee the general promotion of the project, the identification of partners’ network for their association during the different phases of the project, the contact and information towards regional, national and European institutional actors.

The ultimate goal is to raise awareness about the importance of a wise IT use, while thinking new tool with the aim of reduce the distance between students and teachers, between schools and families.

Every product from the project, both theoretical and material, will be dedicated first to the target audiences (mainly teachers, parents and pupils) and then to a broader environment such local and national didactic environments.

Dissemination strategy will focus on both ensuring visibility of the Erasmus+ program itself and visibility of the project's activities to the public.

### **Strategy**

Each partner should take care of dissemination activity and pay the maximum attention to the strategy of this dissemination plan, written down after a general survey by the Istituto paritario "Maria Immacolata" as responsible for DEOR of *Think Global, Act Digital* project.

Moreover, each partner institution has appointed one person responsible for dissemination in his/her country (see the abovementioned list). This person will be the coordinator's contact person for all matters related to Dissemination as well as the responsible for the positive progress of all DEOR actions.

The main point of our dissemination strategy consists in including on/in all products and dissemination materials the explicit mention of the financial support received by the EU as well as containing the following elements:

1. Project logo;
2. Logos of the relevant partner;
3. Official logo and graphic identity related to the Erasmus+ Programme

All partners have responsibilities to ensure dissemination at local, regional, national and international level, using their own resources and instruments.

As far as internal dissemination is concerned, through team meetings and internal reports, the partners shall disseminate the activities and results of the project: therefore, small institutions are more likely to use face-to-face communication, while bigger institutions will use also digital communication instruments for the dissemination of results.

### **Instruments**

Partners will use both digital and paper instruments. In particular, digital dissemination (on social networks, through newsletters and websites) will ensure the widest possible dissemination to all those who may be interested in the activities of the Project.

### **Deadlines and intermediate checks**

In order to ensure an optimal dissemination and the widest audience for the project, we propose the following deadlines of DEOR actions:

- Every month: each partner publishes a post on the specific Facebook project page on a question related to the project (IT, new learning tools, online didactic platform, intergraded school methodologies, virtual classrooms...). This could be a common topic for all partners in order to stimulate dialogue and debate.
- Every two months or any relevant major event or mobility: each partner publishes a news (all media possible: a newsletter would be optimal) on the specific event or action;
- Every six months: each partner publishes a newspaper article / official press release about the general progress of the project.

A specific section “Tasks” on the project Team platform will host the agenda of dissemination actions and show the deadlines expected for each activity: the persons responsible for the dissemination of each partner have the responsibility to complete autonomously the work plan according to the agenda and its deadlines.

Possible Activities

N.	PLANNED ACTIVITIES	CONTENT	AUDIENCE	EXPECTED IMPACT	EXPECTED RESULTS
1	Project logo	The logo will contain an image and text related to the topic of the project.	All the beneficiaries of the project, local communities, schools, associated partners, online and offline media, other important stakeholders (NGOs, public administration), friends.	Create big visibility and impact over the Erasmus+ program and project goal.	Logo created  Immediate visual identity for the entire project.
2	Project Facebook page	Specific and public Facebook page for the project.	Beneficiaries of the project, local communities, schools, associated partners, online and offline media, other important stakeholders.	Impact expected at local level (local community, beneficiaries will have the possibility to contribute and to follow the results of the project that is directly involving them), institutional level (partner organizations who gain visibility).	Facebook page created.  Each partner will invite its followers to join the virtual community.  Minimum target: 200 followers.

3	Collection of contacts into a project mailing list	Every partners will collect at least 10 contacts (policy makers, Ministries of Education, press, schools and teachers' organization).	Strategic stakeholders.	Create wider visibility for the project and have strategic networks involved.	Creation of strategic networks through which disseminate our action.
4	Creation of a dedicated page on partners' official websites (if any)	Such page will generally present the launch of the project and announce further developments and activities when relevant.	All interested beneficiaries of the project.	Create wider visibility.	Creation of a larger audience for the activities.
5	Promotional materials	<p>Each partner will decide on creating some of the following materials for multiplier events: T-shirts, bags, stickers, bookmarks, wing banner, posters, balloons, notebooks, pens.</p> <p>All materials will contain the Erasmus + logo and project logo.</p>	All the beneficiaries of the project, local communities, schools, associated partners, online and offline media, other important stakeholders (NGOs, public administration), friends.	Promote project goal and the E+ program.	

6	Didactic materials	Each partner will decide on creating leaflets or any similar tool to illustrate the results achieved.	Associated partners and other relevant stakeholders.	Understand project goal and their own role in the promotion and realisation of the project results.	
7	Press releases, articles, newsletters, presentations	Presentation of project objectives and results, photos, information about the project results, information about the intellectual outputs etc. to be done in online or offline media and disseminated through social media.	Local community of each partner organization, important stakeholders such as NGOs, public administration, schools, friends, family, etc.	Organizations gain recognition and visibility at local level and consolidates recognition at national and international level.  Moreover, they spread the word about Erasmus+ and benefits of the program, the results of the project and the activities they are doing.	1 press release per partner every six month.

8	Multiplier events	Every partner, according to its own specific plan (to be consistent with the common project).	Local community, teachers, local public institutions, pupils, parents, local NGOs, media, other school professionals, etc.	Bring visibility to the Erasmus+ program, visibility of the partner organizations and collaboration with associated partners.  Strengthen cooperation between partners and associated partners, as well as the school community.	At least 40 participants for the main event.
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Realized by Istituto paritario “Maria Immacolata”

Rome, 07/07/2021