

E-SHAHRAZAD

DISSEMINATION STRATEGY

INNOVATIVE APPROACH IN ADULT EDUCATION: DIGITAL
STORYTELLING IN INTERGENERATIONAL LEARNING

Erasmus+ KA2 - Cooperation for Innovation Strategic Partnerships

Project Number: 2020-1-FR01-KA227-ADU-095449

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I. INTRODUCTION

The present document contains dissemination goals, dissemination tools and the relevant target audience to direct the interventions. It clarifies responsibilities and roles within the projects consortium.

II. AIM

- To distribute information about E-SHAHRAZAD project and make it well known on local, regional, national and European level
- To maintain interest in the project and its developments
- To reach indicated target groups
- To inform stakeholders and target groups about how the project works and its results

III. TARGET GROUPS

The main target groups of the dissemination activities of E-SHAHRAZAD:

Adult trainers and educators, working with:

- Adults over 55 years old
- Young people aged 13-25

Scientific community and Researchers

- research centers, Universities, innovation centers, future researchers and academics, university students

Civil society organizations and citizens

- NGOs, Associations, Adult Centres

Business

- companies working with innovation in education

Policy makers

- research and innovation ministries, regional departments for Education and Inclusion, etc.

Media

- at local, regional and European level, and online science leaders (bloggers etc.) etc.

<p>LOCAL AND REGIONAL LEVEL</p>	<ul style="list-style-type: none"> • Adults over 55 years old • Young people aged 13-25 • Trainers and Educators • Municipalities and NGOs <p>Direct communication (online and face-to-face)</p>
<p>NATIONAL LEVEL</p>	<ul style="list-style-type: none"> • Networks of all project partners • Associated partners <p>Online communication, press-releases</p>
<p>EU- LEVEL</p>	<ul style="list-style-type: none"> • Scientific community • Adult Centres • Policy makers <p>Social media campaigns, publications, multiplier events, Erasmus plus events</p>

IV. DISSEMINATION TOOLS

All target groups will be reached through different dissemination tools making available several communication platforms (such as website, social media, etc.), published and printed materials (press release, leaflet, etc.) and face to face activities:

- E-SHAHRAZAD website. Website with information about the project
- Partners’ websites to enhance communication about the project.
- Social media: interaction between project partners and stakeholders
- Promotional material
- Press-releases
- Scientific publications in journals and conferences at European and international level.
- Local activities and workshops to interact with key actors and local communities.
- Meetings, events and conferences with local stakeholders.
- Networking with similar projects: to create sustainability of results and transformation of best practices

ONLINE		
Channel	Description	Responsible
Project Website	www.e-shahrazad.eu website creation by EduVita, revised and updated by all the partners	EduVita
	The website will contain information about the project and its results. All the content will be translated into the languages of all participating countries. The articles about the TPM meeting/ LTTA event will be created by the host country of the activity.	All partners All partners
Partners Website	Project information will be published on all the partners' websites with a clearly visible Erasmus plus logo	All partners

Project results platforms (Erasmus+ platform, EPALE)	The information about the project will be published. The project results will be made available open source, so that the results can be used by the target groups worldwide.	Project coordinator
Social Media of the project	Project Facebook account will be created. At least 1 representative per each organization will be responsible for posting the content according to the calendar. Possible content: researches, videos, news, partners' activities	All partners (according to the calendar, 2 months each partner)

	<p>connected with the project's topic.</p> <p>1 post per partner per 2 weeks</p>	
Partners Social Media	All partners will distribute the information about the project on their own social media channels (Linkedin, YouTube, Instagram, Facebook, Twitter.	All partners
Associated partners websites/ social media/ contacts	Contacted associated partners are an important source for dissemination within the project.	
Local and regional media	Press-releases during will be sent by all the partners to inform local, national press about the projects results.	All the partners
Scientific articles or publications	Scientific article/paper is published	LOUGHBOROUGH UNIVERSITY

OFFLINE		
Channel	Description	Responsible
Direct communication with target groups and stakeholders	During the entire duration of the project, consortium partners will be actively participating in events such as conferences, workshops, meetings and organize different events to stakeholders. All the partners will	All partners

	disseminate the information about the projects during their own local activities, conferences, courses	
EU events/ conferences/ other projects	All the partners will use the opportunity to provide the information about the project results during other European projects and conferences	All partners
Multiplier events	The consortium will organize multiplier events according to the calendar	All partners

Month	Year	Responsible Organization
May	2021	Italy
June	2021	Italy
July	2021	France
August	2021	France
September	2021	Portugal
October	2021	Portugal
November	2021	Turkey
December	2021	Turkey
January	2022	United Kingdom
February	2022	United Kingdom
March	2022	Italy
April	2022	Italy
May	2022	France
June	2022	France
July	2022	Portugal
August	2022	Portugal
September	2022	Turkey
October	2022	Turkey
November	2022	United Kingdom
December	2022	United Kingdom
January	2023	Italy
February	2023	

V. VISIBILITY RULES

All publications related to the project must include:

- the Erasmus+ logo and



https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en

+Logo of French NA

- the Disclaimer

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https://eacea.ec.europa.eu/sites/eacea-site/files/multilingual_disclaimers_for_beneficiaries.pdf

- the project logo

VI. REPORTING

In order to monitor dissemination and exploitation activities carried out by each partner at local, national and European level, the dissemination activities should be reported via the **Excel form**.

Dissemination form will include:

- information about the type of activity a detailed description
- channel
- date
- level reached (Local, Regional, National, European, Outside EU)
- the amount of people reached
- the target group reached
- pictures, list of participants, screenshots etc.)

The evaluation will take place every six month.

PARTNERS' IDEAS DURING THE KICK-OFF MEETING:

FACEBOOK PAGE CREATION

Note for the partners: share all the content regarding the project using the hashtag **E-Shahrazad**

Peer-to-peer interviews

Presentation of each organization on the FB page with a **short interview**: 1 short interview per month

UK – France - May – June 2021

Italy – UK – June – July 2021

France – Portugal July – August 2021

Portugal – Turkey August – Sept 2021

Turkey -Italy Sept. 2021