

Digital Competences and Intercultural Values in e-Learning Environments

PROJECT NUMBER: 2017-1-ES01-KA204-038404

DISSEMINATION PLAN

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This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

A. INTRODUCTION

Project Consortium:

COORDINATOR:

- Universidad De Málaga - Spain

PARTNERS:

- Biba - Bremer Institut Fuer Produktion Und Logistik Gmbh - Germany
- Trebag Intellectual Property - And Project manager Ltd - Hungary
- Università Delle LiberEtà Del Fvg - Italy
- Universidade Sénior De Évora - Portugal
- Integra Institut - Slovenia

Dissemination strategy is an important part of the project's implementation process. Having a well-structured plan from the very beginning of the project, is considered vital as all activities used by the consortium to "spread the news", should be recorded.

All members of the consortium should be oriented towards dissemination of the project's results and achievements beyond the partnership itself. This should be achieved on regional and local (via local workshops, articles, meetings etc), national (via conferences, TV and radio broadcasts, etc), European (via websites, newsletters, European networks etc).

A1. Target groups of the e-Civeles project

PRIMARY TARGET GROUPS

- teachers/trainers
- staff of main institutions

SECONDARY TARGET GROUPS

- stakeholders
- experts, managers, technicians, politicians

FINAL BENEFICIARIES

- Students 55+
- immigrants

INDIRECT BENEFICIARIES

- families
- friends, neighbours, all active citizens

A2. Objectives of the Dissemination Plan

The plan aims to provide information on the actions taken and their benefit to the target population as well as to the society in general. It will describe the procedures followed in order to reach predetermined goals and the interest of stakeholders. Communication at different levels will ensure project's publicity and recognition at regional, national, European and International level.

Moreover, within the consortium, the dissemination plan aims to define information on how the consortium intends to disseminate the project. Each partner is also asked to determine its own dissemination strategy and state how they intend to disseminate the project at several levels.

B. DISSEMINATION TOOLS

B1. 1st PHASE DISSEMINATION (October 2017 – December 2017)

This is a basic information phase of the dissemination plan to present the project to the institutions and media, so it should be delivered just everything regarding the project ideas and aims at initial level:

- flyers, posters, cards, 1st newsletter, conferences, press release, etc. on the project concepts (to be produced by each partner in each own way and language) and disseminate throughout own channels
- same material in digital form on each own partner media possibilities (Facebook, etc.)
- any other channels partners have including project presentation to local collaborating entities and detailed definition on how to collaborate in the project.
- any other networks, partners of previous projects, thematic network entities in which partners participate, other local public or private educational agents, European entities related to the contents of the project, etc. to submit the basic information of the beginning of the project

B2. 2nd PHASE DISSEMINATION (January 2018 – May 2019)

The project will produce a common flyer in each language of the partnership. They will be distributed at meetings with teachers/trainers, stakeholders and organisations and will mainly serve to rise interest on the project issues within the main focus groups as well inform of the project expected results and activities. The 2nd newsletter will be sent by end of Autumn 2018

B3. 3rd PHASE DISSEMINATION (June – December 2019)

One Final Multiplier Event will be organized in each country of the partners. Specifically, in Germany and in Italy the Multiplier Event will have a focus on dissemination at European level involving the participation of people coming from the surrounding countries.

In order to advertise these events, all means available to participant and collaborating institutions will be used, such as information on institutional websites, institutional mailing lists, dissemination through contact networks, newsletters, etc. Additionally, a press release with a specific invitation to the most relevant media in the city will be submitted. The 3rd newsletter will be sent in the last phase of the project after the Multipliers Events.

B4. Newsletters

Three issues, to be distributed during the three key phases of the project to inform all involved parties about the project and its milestones, and current activities. They will be published in electronic versions, as well as in paper form that will be used for the various dissemination activities.

The newsletters will be produced in the languages of the partnership. The contents of the issues will be:

- Launch of the project, background
- Information about the project outcomes
- Information about the project transnational meetings
- News about relevant dissemination activities or events

B5. Final press release

Partners will be asked to focus the final press release on the results of the project to allow maximum dissemination about the products of the project.

B6. Dissemination at European Level

All partners will be asked to deliver a list of European contacts/networks to whom they will be able to disseminate the project results as well as possible contributions for the project exploitation. ULE will provide a template for this list.

B7. Other Tools

Apart from the means mentioned above, other tools may be used for dissemination. These include:

- Electronic databases (European and International)
- Web sites of the partners' institutions
- Facebook
- Share all outputs via the Erasmus+ Dissemination Platform EPALE
- Frequent meetings with relevant stakeholders and policy makers to disseminate project activities

Regarding the impact of the e-Civeles website (www.e-civeles.eu) and taking into consideration the information from Google Analytics, we can see that:

- Sessions by device: 86.1% of users access the website from a desktop, while 13.9% use a mobile. That it is positive, as the main results of the outputs were produced to be used from a desktop (e.g.: our videogame).

Here is the image related to sessions by device:

Sessions by device



Desktop

86.1%

↑244.4%



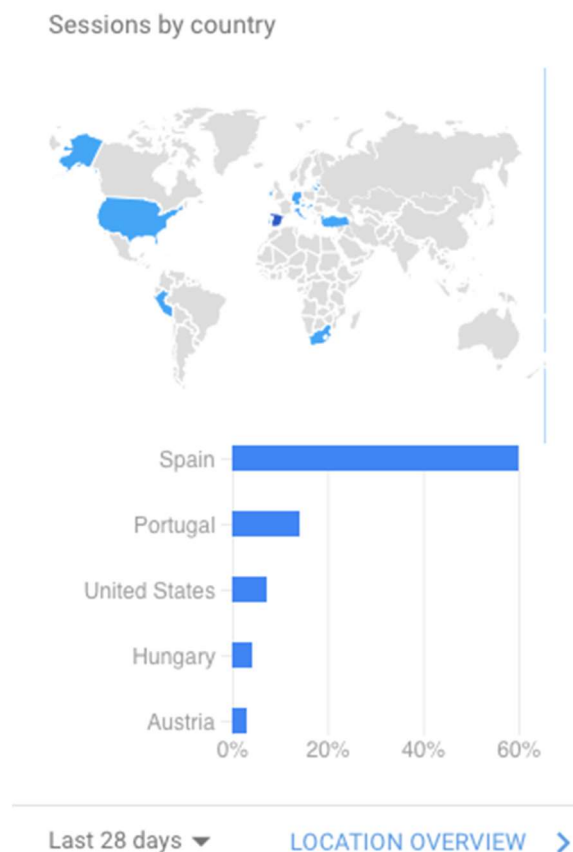
Mobile

13.9%

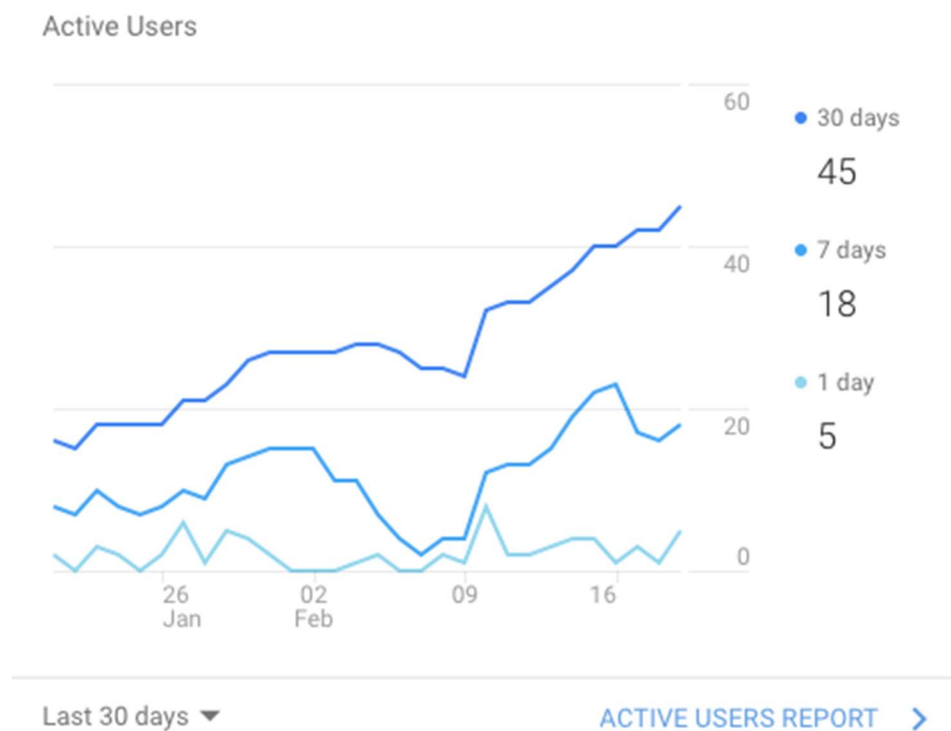
↑100.0%

- Sessions by country: in the last 28 days, we had visits in our website from Spain, Portugal and United States mainly, but we can also find visits from other countries as Peru, South Africa, Turkey, Ireland, Italy, Germany, Baltic countries, among others. For this reason, we can state that the visibility of our website is on an international scale.

Here is the image related to sessions by country:



- Active users: taking into account the graphic from the last 30 countries, we can see an upward trend, which is logical as much as it is in the final part of the project when the final outputs are available for use.



C. GENERAL RULES

Based on a shared program every partner will have to:

- Provide all references and activities that are useful for dissemination activity
- Contribute to project promotion and dissemination of results by deciding which dissemination tools suggested by the WP leader, they intend using
- Fill in the dissemination activity report with all information and forward it to the WP leader in order to continuously update the dissemination archives

All dissemination activity report sheets will have to be filled in detail at each time in English language. Reports from each partner will be saved in electronic form thus forming the dissemination archives. All activities will be published in the project's medias.

The Logo of the Project, of the Erasmus+ Program and the relevant disclaimer should be always be attached to all dissemination documents.

D. INFORMATION ABOUT EACH PARTNER'S DISSEMINATION ACTIVITIES THROUGHOUT THE WHOLE PROJECT LIFE PERIOD

UNIVERSIDAD DE MALAGA - Spain

They have implemented 66 different dissemination activities held mainly in Spain and mainly in Spanish, but also in other European countries during seminars, conferences or meeting. Due to the fact that some dissemination activities were held during national TV and radio programmes we can tell that that the project had a huge dissemination impact, involving millions of people.

INTEGRA INSTITUT - Slovenia

They have implemented 13 main dissemination activities held in Slovenia and in Austria involving more than 600 persons among Project managers, social scientists, migration experts, Municipality civil servants, tourism managers, IT experts. Most of them were reached through newsletters and flyers, but they had a lot of face to face meetings, spreading information about the project and disseminating its results.

UNIVERSITÀ DELLE LIBERETÀ DEL FVG - Italy

They have implemented 12 main dissemination activities held in Italy and also in The Netherlands during a project meeting for another Erasmus+ project. They have involved thousands of people among teachers, learners (also web site), visitors, interested associations or public offices, both virtually through newsletters and web news, and also through face to face meetings. The multiplier event held in September 2019 has to be considered a great dissemination event, as all the relevant project information was spread when reaching the interested public.

BIBA - BREMER INSTITUT FUER PRODUKTION UND LOGISTIK GMBH – Germany

They have implemented 12 main dissemination activities held both in Germany and abroad. They have involved hundreds of persons so far among teachers, students of ICT and public at large. They have produced publications in English for gaming experts in Germany and abroad as well as laboratories, 'gaming labs' and Skype conversations on the subject.

TREBAG INTELLECTUAL PROPERTY- AND PROJECTMANAGER LTD – Hungary

They have implemented 17 main dissemination activities held in Hungary both in their institution and outside. They have involved thousands of persons among teachers, trainers, adult learners and stakeholders, including as well all their web site users. Very important was the article on the regional magazine, as it helped spread the information about the project and its results to the local community that will possibly be impacted by the project products.

UNIVERSIDADE SÉNIOR DE ÉVORA - Portugal

They have implemented 24 different dissemination activities both within their institution and through media channels. They have involved thousands of persons among their users and the public in general, using their web site, Facebook publications, on line information/newspapers, articles on newspapers, project leaflets and newsletter, radio interviews.

E. Appendix

In this appendix you will find all the templates that each partner filled in with information about their dissemination activities or events. The template gives information about the title of the event and a short description, about the country and the language used, about the target group addressed and the number of persons involved or reached, as well as the date, the venue and a link if available. A picture is also shown as evidence.

The displayed order is as follows: Universidad de Málaga – Spain, INTEGRA Institut – Slovenia, Università delle LiberEtà del Fvg – Italy, BIBA - Bremer Institut Fuer Produktion Und Logistik Gmbh – Germany, TREBAG Intellectual Property - And Projectmanager Ltd – Hungary, Universidade Sénior de Évora – Portugal.

PROJECT NUMBER: 2017-1-ES01-KA204-038404



DISSEMINATION REPORT FROM UNIVERSITY OF MÁLAGA (SPAIN)

1 October 2017 – 31 March 2020

Digital Competences and Intercultural Values in e-Learning
Environments (e-Civeles) project



Co-funded by the
Erasmus+ Programme
of the European Union

Authors: José Jesús Delgado Peña - UMA.

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DISSEMINATION REPORT FROM INTEGRA (SLOVENIA)

1 October 2017 – 31 March 2020

Digital Competences and Intercultural Values in e-Learning
Environments (e-Civeles) project



Co-funded by the
Erasmus+ Programme
of the European Union

Authors: Wolfgang Eisenreich - INTEGRA

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**DISSEMINATION REPORT FROM UNIVERSITÀ DELLE
LIBERETÀ DEL FVG (ITALY)**

1 October 2017 – 31 March 2020

Digital Competences and Intercultural Values in e-Learning
Environments (e-Civeles) project



Co-funded by the
Erasmus+ Programme
of the European Union

Authors: Massimo Bardus - ULE

This project has been funded with support from European Commission. The content of this publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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DISSEMINATION REPORT FROM BIBA (GERMANY)

1 October 2017 – 31 March 2020

Digital Competences and Intercultural Values in e-Learning
Environments (e-Civeles) project



Co-funded by the
Erasmus+ Programme
of the European Union

Authors: Jannicke Baalsrud Hauge - BIBA

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DISSEMINATION REPORT FROM TREBAG (HUNGARY)

1 October 2017 – 31 March 2020

Digital Competences and Intercultural Values in e-Learning
Environments (e-Civeles) project



Co-funded by the
Erasmus+ Programme
of the European Union

Authors: Enikő Nagy - TREBAG

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**DISSEMINATION REPORT FROM UNIVERSIDADE
SÉNIOR DE Évora (PORTUGAL)
1 October 2017 – 31 March 2020**

Digital Competences and Intercultural Values in e-Learning
Environments (e-Civeles) project



Co-funded by the
Erasmus+ Programme
of the European Union

Authors: Maria Florindo - USE

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