



Active citizenship and seniors' role in the society

RIGHTS

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DISSEMINATION PLAN



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Introduction

Funded under Erasmus+ Programme, “Strategic partnership for adult education”, the project RIGHTS promotes active citizenship of seniors by creating a bridge between generations based on raising awareness of social and human rights as the foundation of the rules, their respect, their defence and promotion in educational contexts, with innovative pedagogical methods, those of fairy tales in a suitcase.

Rights project starts from a fundamental need: to make senior people active again through doing, saying and imagining. The mean through which the project aims to achieve this is the theatre of puppets in a suitcases for that will be built and brought to schools for telling the tales of rights to children from 8 to 12 years. During Rights the fairy tales dramatized by seniors become an instrument of mediation of the value of rights through their direct experience. Therefore, the way in which the elderly relate to society is renewed, giving them the role of promoters, narrators and witnesses in first person of the fundamental rights of society and their history penetrating into the world of children at school through fairy tales in their suitcases.

To do this, seniors will benefit from specific training in three areas: analysis of fairy tales and inviolable rights, creation of theatres in suitcases for fairy tales of rights, class management methodologies in non-formal educational activities. This last part will see the direct collaboration of the teachers, who will also increase their skills by coming into contact with a new practical and concrete educational tool (as opposed to digital virtuality).

The objectives of Rights are:

- To create a bridge between generations on the central theme of fundamental rights
- To stimulate seniors to resume an active role in society as promoters and defenders of fundamental rights
- To train seniors in the areas of human rights, crafts and education
- To raise awareness among the younger generations on the importance of defending their own and all society's rights
- To spread the importance of active citizenship through concrete actions
- To train senior people to concretely realize and elaborate fairy tales in puppets’ theatres in suitcases to be exchanged and passed on to children in schools.

Rights project also wants to involve society in a reflection on the inviolability and defence of human rights through the commitment of seniors and schools and through activities aimed at the territory. To achieve this, the suitcases created will remain at the disposal of the local schools, libraries or cultural centres, which will act as a collection and exchange point for the suitcases of the fairy tales of rights and the training modules of the project.

The impact of the project will therefore not be limited to the schools involved but will expand to the local and national community, acquiring a transnational dimension thanks to the use of internet. Rights will directly impact on at least 10 schools and local communities, more than 100 teachers and 2000 pupils, more than 200 senior people, around 15 public bodies, institutions, associations and organizations and 10 libraries.

The goal of these guidelines is to outline and clarify the approach and procedures for targeting potential direct

beneficiaries and other stakeholder categories.

Purpose and objectives of dissemination strategy

Communication is not just an element or an output of a project, it is a strategic tool, interconnected with all other project elements and dimensions, thus contributing unquestionably for achieving project's and partner's goals. The main purposes of RIGHTS dissemination strategy are to ensure a broad utilization of its results, and to raise awareness on how the pedagogical tool of fairy tales is a means of indirect and mediated communication, which links the language of fabula to a deeper reflection of values and rights, so as to facilitate their understanding and elaboration. The suitcase is a concrete element that is opposed to the virtuality of digital learning, which brings children to the pleasure of building the game and contact with objects and people.

The partnership considers dissemination and communication to be a high priority of the Project as the main objectives of the strategy are to:

- create a strong communication and dissemination campaign to acquire a transnational dimension of the project
- ensure that knowledge of the good practices and purpose of the project reaches all target users in all partner countries throughout the project and, where possible, beyond.
- maintain a vigorous campaign of publicity in all partner countries throughout the project progress.
- ensure that the outcomes of the project are recognised among all target users in all partner countries.

In general terms, dissemination and communication should ensure three aspects:

1) Awareness:

We want people and stakeholders to be aware of the work of our project. It is assumed that the creation of awareness will help the "word of mouth" type dissemination and help us build an identity and profile within the more general community of educators committed in social inclusion.

In other word "Awareness" concerns:

- Building awareness regarding the project and its approach;
- Promotion of the website online, Facebook, dissemination platform;
- Promotion of the conferences, formal and informal training course

The types of communication that are employed in the awareness process include:

- Website and platform
- E-contact database
- Social Networks
- Media
- Video sharing website
- Partners' institutional websites
- Flyers, leaflets and posters

2) Understanding:

We believe that a number of target groups and potential stakeholders can benefit from what the project has to offer and we will need to target directly with our communication and dissemination to them. Those people that are in a position to “influence” and “bring about change” within their organizations, a change of practice resulting from the adoption of products, materials or approaches offered by our project, equipped with the right skills, knowledge and understanding of your work, will be directly involved in the dissemination.

Therefore, it will be important that these target groups and potential stakeholders have a deeper understanding of our project's work and outcomes through:

- Direct engagement with various resource pages;
- Accessibility of the materials;

The types of dissemination that are employed in the understanding process include:

- National conferences and workshops
- Presentations at conferences, seminars and events and publications
- Information meetings
- Publications

3) Action

“Action” refers to a change of practice resulting from the adoption of products, materials or approaches offered by our project. These groups/audiences will be those people that are in a position to “influence” and “bring about change” within their organisations.

These are the groups/audiences that will need to be equipped with the right skills, knowledge and understanding of your work in order to achieve real change.

By “Action” we mean:

- Participation in the project's activities process;
- Participation to local seminars and training courses
- Participants taking the competencies to their home countries and implementing them in their own environment.

The types of dissemination that are employed in the action process include:

- Training, seminars and workshops
- Implementation of the project's activities

What we disseminate

All the materials produced by the project will be available online. The good practices produced will be used to propose a corpus of activity valid and solidly tested and all key documents of RIGHTS are released as public reports to enable maximum benefits and the broadest possible uptake.

The main contents that will be disseminated:

- Project information and outcomes;

- Project Events;
- Project Aims;
- Project contents;
- Project activities;
- Training courses /workshops;
- Meetings;
- Conferences / multiplier events;
- Online resource.

Outputs / Results	Title
IO 1	Handbook Talking about human rights through fairy tales
IO 2	How to build the suitcases of fairy tales
IO 3	How to manage non formal educational activities in class
IO 4	RIGHTS - Fairy-tales of rights in a suitcase: a bridge between the generations
5	RIGHTS trainings modules
6	Project website
7	Social media channels

Table 1. List of outputs that become available to third parties

Whom we disseminate to: target groups and stakeholders

A good identification and selection of the key target audiences (to whom the project learnings, results and activities need to be communicated and disseminated) will determine the overall success of the communication strategy. The following target groups are identified in the frame of the project:

Target group	Disseminated contents	Channels
PROJECT PARTNERS II: Partners' staff and associates not directly participating in project activities	Awareness and information about the project, activities, outputs and results	Project events, meetings, training activities, exploitation activities and other communication campaigns
SENIORS FROM 60 ONWARDS	Knowledge, pedagogical framework and model, good practices, new tools to communicate content rediscovering human rights to pass	Project events, trainings, exploitation, International network, printed and online supporting materials

them on to future generations

CHILDREN FROM 8 TO 12 YEARS OLD	Access to the pedagogical model promoted by the project, to a new way to assimilate metaphorically contents and values, to the development of social skills and stimulating interest in shared themes and human rights and commitment to the community	Project events, printed and online supporting materials
TEACHERS School teachers and educators from the partner countries participating in project activities	Knowledge, pedagogical framework and model, good practices, new effective pedagogical tools which are the antithesis of digital, but which positively involve students	Project events, trainings, exploitation, printed and online supporting materials
SCHOOLS, LIBRARIES AND CULTURAL CENTRES	Knowledge, methods and tools to change the teaching method of values and human rights	Project events, the suitcases for fairy tales of rights created, printed and online supporting materials
PUBLIC BODIES IN THE EDUCATIONAL FIELDS Local, regional and national authorities on education at each partner country	Awareness and information about the project. Update of educational planning based on the pedagogical method developed through the project.	Project events, trainings, direct meetings, exploitation, printed and online supporting materials and tools
MEDIA & PRESS: Media & press operators from the partner countries	Awareness and information about the project, activities, results, with special focus on events	Project events, exploitation, printed and online supporting materials, Press Releases

GENERAL PUBLIC: People and institutions working on relevant fields, from and beyond partner countries	Awareness and information about the project, activities, outputs and results. The benefits of the project and European cooperation.	Project events, exploitation, printed and online supporting materials, Press & Media
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Table 2. List of identified Target groups, contents and channels

All partners are part of European project collaboration networks and can disseminate innovations at the transnational level. Partners have a wide network of contacts at national and European level, so the results of studies, researches and project activities will be disseminated to an international audience: researchers, NGOs, decision-makers and politicians, professionals in the scientific and educational field, etc. Most of the partners represent or are in contact with both political institutions and schools.

RIGHTS' target groups involvement can be mapped as follows:

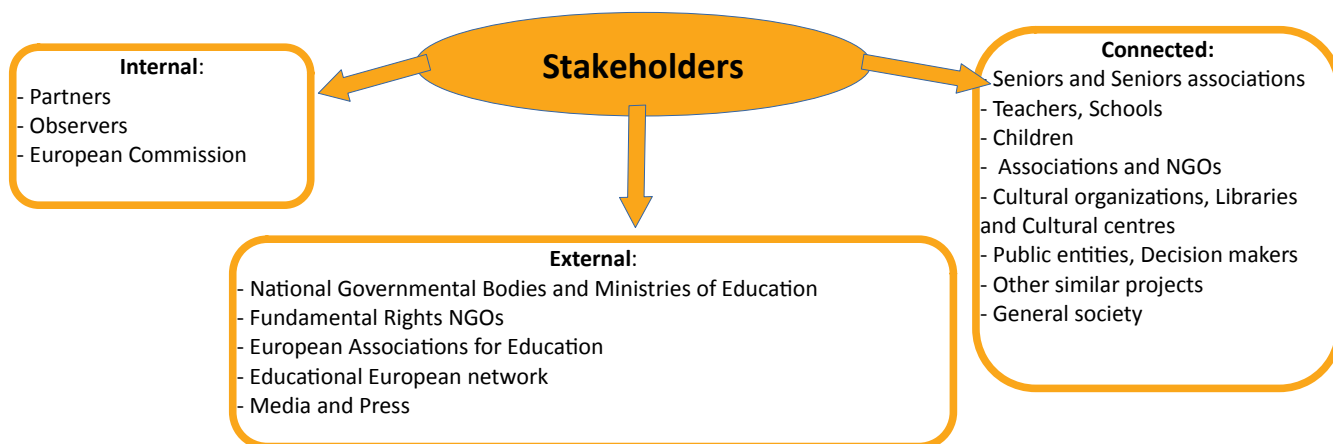


Figure1. Target groups involvement

According to their power of influence and alignment for the achievement of project objective, target groups can be also mapped as the figure below:

KEEP INFORMED	MANAGE CLOSELY
<ul style="list-style-type: none"> • PROJECT PARTNERS II • SENIORS FROM 60 ONWARDS • TEACHERS 	<ul style="list-style-type: none"> • PUBLIC BODIES IN THE FIELD OF EDUCATION
MINIMAL EFFORT	KEEP SATISFIED AND MEET NEEDS
<ul style="list-style-type: none"> • OTHER PUBLIC BODIES • GENERAL PUBLIC 	<ul style="list-style-type: none"> • CHILDREN • SCHOOLS, LIBRARIES AND CULTURAL CENTRES

Table 3. Target groups power of influence and alignment

How we communicate and disseminate: means

According to the target groups' level of involvement, a wide number of means should be used within RIGHTS, to ensure widespread support from and interaction with stakeholders and to facilitate a successful and efficient communication and dissemination of the project's progress and results as well as promoting knowledge sharing/spreading.

- **Website**

To make RIGHTS project results public and accessible, the website www.rights-project.eu/ is implemented. The website is the main tool for dissemination, since it contains general information about the project (objectives, activities, partner entities, expected results...). The information is updated periodically with news about the project and related topics. The website is multilingual to reach all the visitors. Moreover, all partners put a direct link to the project website on their corporate websites.

- **Social Networks**

Social Networks should be used as tools and as privileged channels for building, growing and maintain an online community around RIGHTS project, and to inform about of project's results. The content of social networks accounts should be as much as possible dynamic, engaging and interesting; the existence on any social network will serve to attract new followers and thus a larger number of receivers of project's messages.

RIGHTS Facebook page will be created at <https://www.facebook.com/rightsactivecitizenship/>

- **Partner' institutional website and social networks**

All partners will contribute to project communication activities using their own institutional websites, social networks and general channels for the communication and dissemination of project's activities, outputs and results. Project partners are asked, individually, to publish in their own websites (when existing) a mention regarding the project, including the logo, a short description of the project and a link to RIGHTS website. Relevant posts made under the project website or under project social networks should be mirrored or republished (and adapted if necessary) in partners social networks (when existing). Any publications in partner websites or in partner social networks should be translated to own national languages and, when possible, including an English version.

- **Video sharing website**

A support space is created on the video-sharing website YouTube. RIGHTS channel contains videos that are relevant, that illustrate specific aspects of the project or videos that help to start discussions and brainstorm with and amongst the participants; videos will be recorded during the training course and international or national activities, conferences, etc.

RIGHTS video channel will be created at: <https://www.youtube.com/channel/UCL7SskxF2-DSLtIFq0f3Hyg>

- **Presentations at conferences, seminars and events and publications**

Partners shall communicate the RIGHTS project purposes and outputs within the events they attend, preferably in those dealing with lifelong learning and students aged 8 to 12.

- **Training, seminars, national conferences and workshops**

These are the most significant occasions for reaching and enrolling the several target audiences and most relevant stakeholders, promoting the project in a direct, open and impactful way, while facilitating the interaction among groups for the dissemination of project results and sustaining the generation of more solid relationships.

30 seniors will be directly trained through two training courses and with the direct collaboration of the teachers they will be experienced class management methodologies in non-formal educational activities.

Under this project cascading seminars will be organised to further disseminate the impact of the pedagogical model at the local/national level.

- **Publications**

After the project completion, project results will be presented at conferences and published in journals, when possible. Jointly developed results should also be published together. In advance of submission of papers, the other project partners involved must be notified and be given opportunity to comment and contribute.

- **Informal dissemination**

All partners carry out so-called “informal dissemination”, by presenting the project and its activities during meetings (other than RIGHTS meetings), in individual appointments and/or in interviews with key-agents for the project.

- **Media**

Partners will publish articles and press releases in local or national media, explaining the project and the main activities.

Geographical levels of dissemination

RIGHTS is aiming to have a future large upscaling at local, regional, national and international level.

- At **Local level** the seniors who participate in the training courses will hold meetings in schools with the support of the partners. Furthermore the schools involved will involve their community in the activities, starting with the families of the pupils and then reaching the local media and public institutions of reference, with a strong local impact.
- At **Regional level** all the partners can have an impact on different educational institutions and through their dissemination activities they can reach stakeholders by workshops, seminars, information days. Furthermore, the schools involved in the project will be invited to create a collaboration network with the others present in their region and local associations, in order to facilitate the organization of some activities. This will draw the attention of policy makers to the issue of promoting and defending fundamental rights.
- At **National and International level** each partner has a wide network of contacts at national and European level, therefore the project activities will be disseminated reaching an international audience: researchers, NGOs, decision makers and politicians, professionals in the social and educational field,

etc. All the material produced by the project will be available online, reaching everywhere associations that deal with old people, adult training centres, teachers and professionals interested in the topics covered by the project.

Who communicates and disseminates and who might help us

To assembling a community of practice and of facilitating the direct involvement in the dissemination and valorisation process of beneficiaries themselves, the communication and dissemination strategy engages all partners and associated partners – promoting the topic in other project and partnerships.

To achieve multilateral synergies, the RIGHTS partnership will look for cooperation with other initiatives into which potential users of the RIGHTS results are already tied in. Table 3 lists initiatives, organizations and networks that are contacted for establishing liaisons.

Type of Organization – Network	Organization - Network	Websites
European Network	Academic Cooperation and Research Support Office (ACRO)	http://acro.ceu.hu/
	Action in Europe for Education, Invention and Innovation – AEI	http://www.aei-inventors.eu/index.html
	Ass. for Teachers Education in Europe – ATEE	http://www.atee1.org/
	Coimbra Group	http://www.coimbra-group.eu/
	Consortium of Institutions for Development and Research in Education in Europe – CIDREE	http://www.cidree.org/
	European Agency for Development in Special Needs Education – EADSNE	http://www.european-agency.org/
	European Ass. for Distance Learning – EADL	http://www.eadl.org/
	European Ass. for International Education	http://www.eaie.org
	European Ass. of Distance Teaching Universities – EADTU	http://www.eadtu.eu/
	European Ass. of Teachers – EAT/AEDE	http://www.aede.eu/
	European Council of National Ass. of Independent Schools – ECNAIS	http://www.ecnais.org/
	European Forum for Freedom in Education	www.effe-eu.org/
	European Information Ass.	http://www.eia.org.uk/
	European Information Technology Observatory	http://www.eito.com/
European Multimedia Forum – EMF	http://www.e-multimedia.org/	
European Network of Education Councils –	http://www.eunec.eu/	

	EUNEC	
	European Regional Information Society Ass. – ERISA	www.erisa.be/
	Inclusion Europe	Inclusion Europe
	International Ass. of Audiovisual Writers and Directors – AIDA	http://www.aidaa.org
	International Federation of Journalists – IFJ/FIJ	http://www.ifex.org/
Think Tanks & Training	European Training Institute – ETI	http://www.eslnetwork.com/eti/
	Federal Trust for Education & Research	http://www.fedtrust.co.uk/
Labour Union	European Trade Union Committee for Education – ETUCE/CSEE	http://etuce.homestead.com/etuce_en.html
	European Trade Union Institute for Research, Education and Safety – ETUI – REHS Education Department	http://www.etui.org/
International Organisations	United Nations Institute for Training and Research – UNITAR	http://www.unitar.org/
Online Databases	ABI/INFORM Proquest Information and Learning - UMI	http://www.proquest.com/
	Erasmus+ National agencies database	http://ec.europa.eu/programmes/erasmus-plus/tools/national-agencies/index_en.htm
Intergovernmental Organisation	UNICEF	http://www.unicef.org
	Association for Childhood Education International	http://www.acei.org
	Bernard van leer Foundation	http://www.bernardvanleer.org
	International Step by Step Association	http://www.issa.nl
	Teaching Strategies for Childhood	http://www.teachingstrategies.com
Global, Inter-disciplinary network	Una	http://www.unaglobal.org
International non-profit organization	International Child Development Initiatives	http://www.icdl.nl
International Organization	High Scope	http://www.highscope.org
	UNESCO	http://www.unesco.org

National Association for the Education of Young Children (NAEYC)			http://www.naeyc.org
Responsive Classroom Foundation for Children		Northeast	http://www.responsiveclassroom.org

Table 3 - Potential liaison initiatives and working groups

Conclusions

Considering the project’s topic and the innovation with which it is addressed, the partners are confident that by following the elaborated strategy, it should be ensured that the communication and dissemination efforts achieve the goal of a broad utilisation of the emerging RIGHTS results. The results will interest many stakeholders with different profiles and the networking on creating a bridge between generations on the central theme of fundamental and universal rights, and raising awareness among the younger generations on the importance of defending their rights and those of society as a whole, will have success and will reach different European countries.

Annexes

Annex 1 – Dissemination framework

To whom	What	Why	How
Local			
<ul style="list-style-type: none"> • Senior from 60 onward • Children aged 8 to 12 • Teachers and Educators • Families • Media • In-service trainers • Local educational institutional actors • Local community 	<ul style="list-style-type: none"> • Dissemination and workshops information and materials • Final conference info and materials (including proceedings) • Online resource spaces 	<ul style="list-style-type: none"> • Participation in the events • Involvement in the final conference • Direct engagement with various resource pages 	<ul style="list-style-type: none"> • Info sessions • Events (workshops, demonstrations, conferences) • Project website • Partners’ websites • Wiki • YouTube support space • Fliers
National			
<ul style="list-style-type: none"> • Educators/teachers educators/trainers youth workers • Other staff of educational organisations, including heads of institutions • Relevant staff in national education ministries, including local and regional branches • Psychologists/ pedagogists • Lecturers and Professors • Primary schools • Libraries and cultural centres • Special Educational Needs (SEN) teachers • see previous lists 	<ul style="list-style-type: none"> • Information and materials • Multiplier events and conferences • Online resource spaces • Project info and outcomes 	<ul style="list-style-type: none"> • Participation at any specific and dissemination event • Involvement in events and conference • Direct engagement with various resource pages • Building awareness regarding the project and its approach 	<ul style="list-style-type: none"> • Info sessions • Events (workshops, demonstrations, conferences) • Project website • websites platform • Wiki • YouTube support space • Fliers • Facebook page • Articles
European/ International			
<ul style="list-style-type: none"> • Se previous lists • Public 	<ul style="list-style-type: none"> • Course info and materials • Events and 	<ul style="list-style-type: none"> • Building awareness regarding the project and its approach 	<ul style="list-style-type: none"> • Events • Project website • Partners’

- conferences info and materials (including proceedings)
- Online resource spaces
- Project info and outcomes
- Participation in the conferences
- Promotion of the conferences
- Direct engagement with various resource pages
- websites platform
- Wiki
- Fliers
- leaflets
- Facebook page

Annex 2 – Template for dissemination activities

ID	PARTNER	COUNTRY	TYPE OF ACTIVITY	ACTIVITY	Times, Regions or Countries reached or addressed by the activity	size of the target audience, by type										TOTAL (authoritative)	please link evidences of the activity (photos, videos, etc.)	please link evidences of attendance (signed logs, online reports, etc.)	other relevant data or information on the act
						SCHOOL LOCATIONS	Teacher / trainer	University professors / Researchers	Practitioners in education fields	Decision / Policy makers	Children / youth	Seniors	Parents / tutors	General Public	Other (specify in detail)				
							Teacher / trainer	University professors / Researchers	Practitioners in education fields	Decision / Policy makers	Children / youth	Seniors	Parents / tutors	General Public	Other (specify in detail)	TOTAL			

Annex 3 – Website

One of the main and global system of communication nowadays is Internet and a well functioning, attractive and interactive website is useful to achieve the dissemination goals.

The domain name of the website, <https://www.rights-project.eu/> contributes decisively to build project's brand. More than anything else, it can increase awareness about the project, making it easier for target groups and stakeholders to remember it and return.

Functions needed for the RIGHTS website are:

- A public section for external communication to a broad audience of stakeholders with project updates, results, background information, collaborations, etc;
- Widgets that allow users and visitors of the website to share content of the site online (for example on social bookmarking websites) or to visualise and make direct links with social networks (for example to Facebook page);
- Track of visitor numbers and statistics over pages visited.

Rights website include:

- Newsletter/news block: news about main project activities and achievements
- Multimedia Gallery: photo, figures and videos about the project
- Resources directory: project outputs, tools, documentation, useful links
- About: about the project & partners, funding
- Other contents: contacts, database, registration & subscription forms, apps, among other.

According to the general implementation activity schedule, project website should be updated on a regular basis by all partner. All sections of the website will be translated into English and into each partner language: Italian, Spanish, Portuguese, Romanian, Poland, Lithuanian.

The figure below shows the homepage of the website

<https://www.rights-project.eu/>



Annex 4 – Facebook page

Facebook Page will be used to promote the project and its results and to reinforce the engagement of target groups and stakeholders: it is an active and proactive communication tool since people can comment on posted status updates, on a forum, on photos, etc.

The content of social networks accounts should be as much as possible dynamic, engaging and interesting, tailored to the profile of the envisaged target groups and stakeholders.

Rights Facebook Page include:

- Rights logo and short description of the project
- The fans
- Favourite pages and links
- Bulletin board/Status Updates
 - News, links to relevant information, articles, websites, etc. posted by the project members
 - Possibility to react, to like and to share on your own Facebook page
- Info
 - More detailed information about the project
 - Link to the project website
- Photos
 - For all events connected with the project, participants, social activities during the course

The figure below shows the developed Facebook Page of Rights

<https://www.facebook.com/rightsactivecitizenship/>

