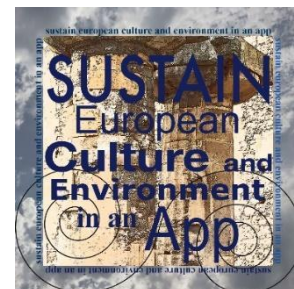




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KA 229 ERASMUS PLUS
SUSTAIN EUROPEAN CULTURE AND ENVIRONMENT IN AN APP
 2018-1-IT02-KA229-048136_1



DISSEMINATION PLAN

PROJECT INFORMATION

Project Title	SUSTAIN European Culture and Environment in an App
Project code number	2018-1-IT02-KA229-048136_1
Status	Version 1.0
Author (partner Institution)	Istituto di Istruzione Superiore "Augusto Righi" Taranto Italy (project coordinator)
Responsible (author)	Mrs Maria Luisa Cusumano
Abstract for Dissemination	<p>The Present Dissemination Plan of the project S.E.C.E.A has the main purpose to ensure the visibility and communication of the project actions and results to spread the expertise acquired through the project lifetime as broadly and as comprehensively as possible-</p> <p>Dissemination in the project is aimed to raise awareness, increase efficiency, bring stakeholders and target groups together to work on a common project, other stakeholders and potential multipliers influence educational policy and practice .</p>

INTRODUCTION

The present dissemination report has to be intended as a Guide for the E+ KA229 2018-1-IT02-KA229-048136_1 [SUSTAIN European Culture and Environment in an App \(S.E.C.E.A\) ."](#)

All the provided dissemination activities must be reported in the herewith attached Annex I entitled "Dissemination Report SECEA". Each partner must send the information concerning its dissemination activities according to the framework shown in Annex I.



This report has been written by Maria Luisa Cusumano, director of Foreign Languages Department and contact person of Project coordinating Institution **Istituto di Istruzione Superiore “Augusto Righi”** Taranto which coordinates the dissemination and exploitation activities.

THE PROJECT

Objectives :

Use diverse learning environments and a broad array of educational approaches to teaching, learning about and from the environment with due stress on practical activities and firsthand experience.

Examine major environmental issues from local, national, regional and international points of view so that students receive insights into environmental conditions in other geographical areas. while taking into account the historical perspective.

Promote the value and necessity of local, national and international cooperation in the prevention and solution of environmental problems.

Explicitly consider environmental aspects in plans for development and growth

Students will gain knowledge, skills, and experience to: investigate how to enhance and maintain biophysical systems and improve biodiversity. investigate the aspects of sustainability in different contexts and demonstrate how they apply , using a range of case studies. Evaluate with supporting evidence the wider implications of the interrelationships between the aspects of sustainability for a sustainable future.

Evaluate social, economic, and technological measures that could be taken to sustain natural resources and improve biodiversity .(i.d measures that could be taken to reduce the impact of waste, the consumption of potable water in an urban environment, for ecosystem conservation.

Case studies of innovative production systems that are demonstrating sustainable practice: dairy farming, aquaculture, forestry , solar panel plants etc)

Take actions now and for the future

Outputs

lessons and eco-tourist itineraries in Apps and onto “Sustain” platform, campaign to save a neglected natural area in the partners’ areas(posters, leaflet, brochure),European sustainable tourist and economy business plan,3d models of a local cultural/ natural landmarks to be donated to the Local Councils, e-photo album for tourist promotion.

TARGET GROUPS AND BENEFICIARIES

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The project identified the main beneficiaries and target groups as follows:

The Partner Institutions : School Staff- Students- the whole School community

The project partners will have the opportunity to strengthen the links among beneficiaries, spreading and possibly transferring results also to subjects not directly involved at the beginning of the project.

Local and regional public authorities & policy makers

The SECEA project partners shall contact all local and regional public authorities involved or interested in the specific project's issues in their area and also all local and regional policy makers during and also after the end of the project.

Local and Regional Stakeholders

NGOs and civil society associations

Implementation of the platform SUSTAIN (SECEA)

Erasmus+ Project Results platform, eTwinning, Scientix platform, and other educational platforms.

General Public:

Results of the project have to reach the public in a broad sense on a local, national and regional level. All possible tools will be used to support dissemination activities such as participation to Talk shows on local TV channels to show the project progress and achievements, , Articles about the project published in the local press and video on local media news -Video tutorials broadcast in Youtube or any video sharing platform press conferences, organization of events open to the local community

PROJECT INFORMATION MATERIALS

A detailed Dissemination Campaign will be designed and activated in order to spread awareness and possibly the access to the results of the project.

VISUAL IDENTITY:

The development of a visual identity and a project logo ensure that the project outputs are visible and easily recognisable and consistent.

During the kick off meeting In Sliema, Malta, Istituto di Istruzione Superiore "Augusto Righi", the coordinator of the project presented the proposal of best logo by each Partner Institution as a result of the Erasmus+ Logo design

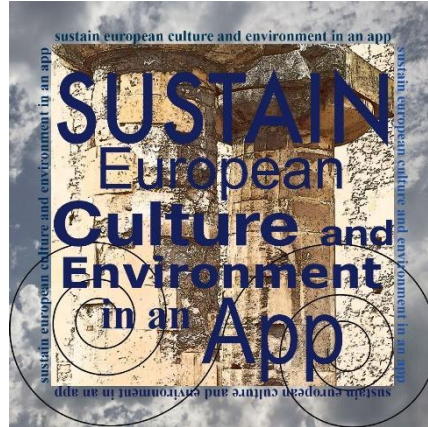


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contest which took place in each School on eTwinning in October 2018, before the kick off Meeting.

Partners selected the following one



Therefore every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. is making use of this visual identity and being consistent with its style together with the EU logo co-funded and disclaimer.

POSTER LEAFLETS AND BROCHURES

Posters, leaflets, gadgets are intended to maximize the visibility of the project

A leaflet will be produced in line with the visual identity established and with the aim of promoting the SECEA project and giving a brief overview of its objectives . The electronic version (PDF for web publishing and electronic files suitable for printing) provides the main form of distribution and can be sent as an attachment whenever communication regarding the SECEA project occurs.

Leaflets will be distributed in specific dissemination events through Istituto di Istruzione Superiore "Augusto Righi" and all Partners to the different target groups. The leaflets will promote the website as the main source of information.

Indicators:

Numbers of printed and distributed leaflets, numbers of participating conferences where leaflets have been distributed. Posters, leaflets, gadgets are intended to maximize the visibility of the project

MEDIA

Press releases and media coverage will be ensured throughout the project activities.

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There will be a dedicated page on the project's website to include information from Newspapers, TV, radio, specialized magazines and Press releases.

Each partner school will have started a joint project of environmental protection and sustainability with local stakeholders and Councils which can be further developed in the future with other actions/projects such as the creation of start ups and so on that will be publicized by these channels too.

WEBSITE

A website for the project has been released <https://erasmuspluska229secea.com>

This tool is important as the website can and should be reached by all target groups.

It will provide access for everyone to the project website and platform creating a network of schools in Europe

It will be used as one of the main channels to promote the project for all target groups. The website is constantly being updated mainly in English, while some specific contents will be in national languages (articles on local papers etc)

It will be updated also in all partner languages in order to maximize the impact of news, articles, and information. Each partner will incorporate a link on his/her organization's website to the SECEA project so that all possible visitors can have access to it.

The overall coordination and management of the SECEA website is ensured by Istituto di Istruzione Superiore Augusto Righi in collaboration of all the project partners.

Google Analytics will be used as a tool to monitor website access and usage in order to better understand the profile of users coming to the website.

This information will be accessed by the Webmaster and will be shared with project partners to assess and improve the effectiveness of the project website.

The website includes information on the project such as: project description, partnership description, deliverables , dissemination materials, a Blog and Events.

THE LEARNING PLATFORM FOR SUSTAINABLE EDUCATION "SUSTAIN SECEA "

The platform <https://sites.google.com/righitaranto.edu.it/elearning> will be the other dissemination platform of the project.

In order to have access to these documents, users will be asked to register. The registration process will enable the project to gather useful information about users e.g. gender, age, country. In order to share official documents internally between partners, an intranet will be

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set up. Partners will be able to upload documents and edit documents on this private secure site in order to collaborate on project outputs.

Indicators:

Quality and number of visitors, numbers of updated news, number of partners uploaded documents.

eTWINNING PROJECT

The eTwinning Platform of the project will offer valuable and essential added value .

It will allow the partners to work with pupils in a secure project area , participate in forum discussions , organise video conference meetings. On this platform.

All phases of project development will be displayed as follow:

Project preparation (teachers) • Joint planning of activities by the teachers. •

Joint schedule for all partners, teachers and pupils, visible on the TwinSpace.

• Continuous communication among the teachers to meet deadlines and adjust the schedule if necessary.

• Finalisation of the project in the form of collaborative outputs written by all the partner classes.

Dissemination

• All the partners will apply for the National and European quality label.

• Participation in the national and European eTwinning competitions, as well as other local competitions.

• Publication of key TwinSpace pages to share the project process and results.

SOCIAL MEDIA

Social media is a key way to engage with a range of audiences. Twitter, Facebook , project blogs on the school's websites and YouTube are the most relevant social media channels for publishing and disseminating SECEA activities and outputs.

Indicators:

Number of articles posted on Facebook and the blogs

NEWSLETTERS

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Contact details such as phone numbers/faxes/e-mails/etc. of local, national and regional policy makers, Universities and research centres, local and national media, networks, associations, business associations, think-tanks, etc. are expected to be recorded in a Contact Database that will be created during the project. This Database will allow every member of the target groups to be approached by e-mail, phone or any other available means of communication.

Regular newsletters will be sent every six months to all the contacts list and stakeholders identified at local, national, EU levels. The newsletter will contain information on achievements in the project, reports from meetings or conferences and announcements of upcoming events related to the project's ongoing activities.

Indicators: number of delivered newsletters, numbers of contacts updated in the database, numbers of people reached with the newsletter.

CONFERENCES AND DISSEMINATION EVENTS

Dissemination events

It is foreseen that at least one dissemination event per year will be organized for dissemination purposes in each one of the partner countries. Therefore, five dissemination conferences will take place in: Sliema, Taranto, Bacau, Gorinchem, and El Vendrell. In May 2020 the final public conference will be held in Taranto and broadcast live by satellite across Europe to further launch the project outcomes at international level.

Conferences

Further dissemination activities will be scheduled to coincide with major events and thematic conferences organized by the partner institutions,

A list of events will be circulated among partners in order to be filled in (Open days, inviting parents and other members of the local communities to visit the exhibitions organized in school and to express their impressions in a project guest book. Families and the local community will also be invited to any planned event) The event list will be available on the website.

Indicators:

Number of events listed, number of events in which project partners participate.

Number of people, organizations, private companies, and relevant stakeholders reached through dissemination activities.

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DISSEMINATION PLAN SECEA

OVERVIEW AND DEADLINES (TO BE UPDATED DURING THE PROJECT LIFETIME)

Event/ Activity	Forecast Date	Effective Date	Target Group Size	Notes
Logo	15/10/2018	24/10/2018	All Partners	
Website	30/11/2018	10/12/2018	All partners, beneficiaries, stakeholders	
Dissemination Plan	30/11/2018	09/12/2018	All Partners	it will be updated throughout the project lifetime
Dissemination Materials	1/06/2020	*	All partners, beneficiaries, stakeholders	*Through the project phases A three pages leaflet providing quick overview will be published In order to promote the project in public events, a poster, rolls ups and a brochure in english will be designed and printed.
Leaflet				
Posters				
Rolls Up				
Brochures				
Newsletters	*	*	On line to all Target Audience	The content of the newsletters will be provided by the partners It will be available online on the project website (events)

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				and distributed through the project database.
Press Release + Media			Target Audience	Before and after every important event throughout the project and whenever relevant developments of activities take place.
Dissemination Reports	30/06/2019 1/ 01/2020 30/06/2020			
Management Ltta Meetings	Kick-off Sliema malta 2nd Meeting Taranto italy 3rd Meeting Bacau Romania 4th meeting Gorichem The Netherlands 5th meeting El Vendrell Spain 6th meeting Taranto Italy	22-26/10/2018 11-15/03/2019 20-25/05/2019 4-8/11/2019 20-24/04/2020 20-22/05/2020	22-26/10/2018	
List of Events	* Final Conference 20-20-22/05/2020	*		At least 1/ 2 events organized by each partner Institution.

Database for mailing list

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In order to keep the entire target groups efficiently organized and to achieve a quicker dissemination, all partners will contribute to establish a comprehensive database, which will be used for sending all the communication documentation, including newsletter.

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