



Creative Audiovisual Lab
for the promotion of
critical thinking and
media literacy

Creative Audiovisual Lab for the promotion of
critical thinking and media literacy – #CrALproject

Dissemination Plan

R8.1

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Abstract

The Dissemination and Upscaling Plan aims to offer clear guidance to the CrAL consortium partners in the communication and dissemination of project objectives and activities, ensuring visibility on a wide scale and promoting the exploitation of project results. It outlines the strategy and includes a detailed overview of the dissemination and exploitation activities to be completed by all partners to ensure that project results are successfully promoted and transferred to the target groups at local, regional, national, and European level. The document also identifies target groups and key stakeholders, lists dissemination content and materials, and provides a detailed description of the tools and channels to be adopted and implemented.



INTRODUCTION

This document is aimed at guiding the CrAL partners in communicating and disseminating project activities and outcomes, ensuring visibility on a wide scale, and promoting the exploitation (upscaling) of project results. It intends to help the project partners to ensure that the results generated, lessons learned, and the experience gained are available to the widest possible audience.

The key objective of dissemination and exploitation activities is to maximize the impact of project results by transferring them to different contexts and integrating them in the practices of other organisations at local, regional, national, and European levels.

Communication, dissemination and exploitation are very much connected in various ways, but for the clarity, we use the terminology, as described in this [reference document](#) by the European IPR Helpdesk.

- **Communication** activities inform and promote the project and its results. Communication is aimed at multiple audiences beyond the project community, including media and the broad public. Objective – to **reach out to society** and **show the impact and benefits**.
- **Dissemination** is related to making the results/products of the project visible to those that may take interest in the potential USE of the results (e.g., policy makers, the target groups, key stakeholders, scientific community). Dissemination activities are focused on **results** only, they describe and ensure results available for others **to use**; this includes scientific publications. Objective - **transfer knowledge & results** with the aim to enable others to use and take up results.
- **Exploitation** is closely associated with the sustainability of the project after its conclusion, to ensure the results of the project are **used** by its target groups and **transferred** to other contexts (e.g., other countries, other pedagogical areas, other sectors). Objective – **make concrete use of results**.

To this end, the present document includes communication, dissemination and exploitation strategies and activities to be carried out by all project partners to ensure that project results are successfully promoted and transferred to the target groups at local, regional, national, and

Well-planned and well-executed activities will ensure that CrAL results reach beyond those directly involved in the consortium and are used beyond the project lifetime.

ALL DIGITAL, as the dissemination leader, will strongly contribute to the dissemination of the project activities and exploitation of its results by using its channels such as its network of 70 member organisations, its monthly newsletter, annual International Summit and General Assembly, All Digital Week campaign, relevant events, and partners.

SUMMARY OF THE PROJECT

The aim of the project is **to enhance critical thinking and media literacy among learners, parents, and educational staff**. The project aims to tackle the issue of the insufficient media

literacy and to provide young people with the tools they need to understand the world they live in, to cultivate students' critical thinking and help them understand the responsibility and the power of their voice.

The project will disseminate and scale up **the good practice “Creative audiovisual writing and reading”**, which has already been experimented in Italy, to five different education systems and contexts – Croatia, Greece, Italy, Lithuania, and Spain.

CrAL will teach **young people (aged 14-19)** to reinterpret and lead the production of audiovisual contents. **Secondary school teachers and trainers working in non-formal environments** will be taught how to educate their students in creative audiovisual reading, writing and production. This will enhance their media literacy skills and critical thinking. Parents and members of the community will also be involved as active protagonists to maximize CrAL's impact at local, national and European level.

The project will facilitate the acquisition of **digital skills among students** such as active communication, collaboration, creativity, problem solving, critical thinking and self-confidence. It will also promote **social inclusion of disadvantaged target groups**. Young people will become active creators of solutions for social challenges, while disadvantaged youngsters (e.g., migrant students and second generations) will be supported in their social integration and value.

Specific objectives of the project are:

- To provide **schoolteachers and trainers** working in non-formal education with the necessary knowledge, competences and skills on audiovisual education and “Creative audiovisual writing and reading” methodology.
- To empower **students** (aged 14-19) in the critical reinterpretation and production of audiovisual contents, promoting the acquisition of critical thinking and media literacy competencies and skills.

How will the project achieve it?

- Deliver an **innovative training path for teachers and trainers** to facilitate the transfer of the methodology to secondary schools and to the non-formal sector in other EU Countries
- Produce the **training course and multilingual and multimedia educational contents**
- Pilot the “Creative audiovisual writing and reading” methodology in five European countries through a three-level training (for tutors/teachers/students) leading to the production of audiovisual contents by young people
- Train 18 tutors (3 per piloting partner) in the transnational training, 60 teachers in a 5-week blended course and 300 students (50 per piloting partner) in creation of audiovisual contents
- Create an international **Community of Practice** and an online platform to exploit the results and maximise the impact of the project. The platform will contain all audiovisual products developed during the pilot experimentation



- Produce **policy recommendations** on the use of audiovisual contents for inclusive education.

CrAL PARTNERSHIP

The seven partners collaborating in the CrAL project are coming from six different Member States:

P1 [ALL DIGITAL](#), Belgium (coordinator)

P2 [Istituto Centrale per I Beni Sonori e Audiovisivi](#) (ICBSA), Italy

P3 [European Grants International Academy](#) (EGInA), Italy

P4 [Universitat Autònoma de Barcelona](#) (UAB), Spain

P5 [Hellenic Open University](#) (HOU), Greece

P6 [Centre of Technical Culture Rijeka](#) (CTC Rijeka), Croatia

P7 [Association Langas j ateitj](#) (LIA), Lithuania

The partnership will work in close collaboration with its associated partners and active networks, promoting and sharing project outputs, results and achievements through its channels.



COMMUNICATION & DISSEMINATION STRATEGY

The ability to communicate is essential to achieve the project objectives. Communication will be organized, developed, and built at the very beginning of the project as horizontal activity, which will touch every stage of the project with the aim of obtaining the largest impact of the project results, increasing the project visibility, and reaching a wide number of key stakeholders keeping in mind the sustainability beyond the project duration.

A multi-dimensional dissemination strategy with different communication tools adapted to the respective target groups of the dissemination activities is needed to disseminate the project concept and results and attract interest and necessary feedback/involvement from target groups and stakeholders. Different levels of audience and appropriate tools have been identified to reach the objectives.

AIMS AND OBJECTIVES

The aim of the activities is to achieve the broadest possible dissemination and upscaling of project results at local, regional, national and European levels, and ensure sustainability of results beyond project lifetime and their uptake by stakeholders and policy makers. The objectives are to:

- **Raise awareness** about project activities, objectives and results at all levels, with particular focus on the project specific areas of intervention – audiovisual content production, media literacy, critical thinking, social inclusion
- **Inform** other networks and organisations on project's activities and results
- **Engage** target groups and the community
- **Involve** different stakeholders throughout the different project phases, especially the young people
- **Promote** project outputs and results through all relevant channels
- **Identify** and establish contacts with other similar relevant projects and best practices
- **Facilitate collaboration** among different groups of stakeholders to enhance uptake of the project's results. The consortium will establish links with other organisations carrying out similar or related initiatives.

At least **10,000 people** will be reached directly and indirectly through dissemination materials and tools by the end of the project.

SCOPE

The CrAL consortium will achieve wide dissemination of project results, by exploiting:

- Each partner's local, regional, national and European networks of stakeholders
- The broad European networks of ALL DIGITAL

- Associated partners networks (Lifelong Learning Platform; public bodies; schools that are participating in the project activities), which have been selected to complement those of project partners, at national and international levels.

TARGET GROUPS

The following groups will be **directly targeted** by the project:

- **Young people (aged 14-19)** in formal and non-formal education will be protagonists of the reinterpretation and production of audiovisual contents during the pilot phase
- **Secondary school teachers and trainers working in non-formal environments.** They will be trained on the CrAL methodology and they will learn how to effectively train young people in the creative audiovisual reading, writing, and production for the enhancement of their media literacy skills and critical thinking. After the first training phase, teachers will apply the CrAL methodology with their students.
- **Young people's parents and local community members,** who will be involved in the project as active protagonists and as members of the newly established Community of Practice to maximize project impact at local, national, and European level.

Key stakeholders that will **indirectly** use CrAL project's results:

- Teachers, principals, and other members of staff in participating schools
- Associations of primary and secondary schools in participating countries
- Parent associations in participating countries
- Policy and decision makers in the field of education at local, regional, national and European level
- Organisations and associations working in the field of Media and Information Literacy (MIL) and audiovisual content creation
- General public

TOOLS

Dissemination tools and materials include:

- project website
- online social media channels of the partner organisations in English and in partner languages
- online platforms and media
- printed material, e.g. project leaflets in all partner languages and English
- presentations
- videos

- success stories
- thematic online campaigns
- press releases and reports.

PHASES

Dissemination and exploitation will be implemented through a phased approach tailored to the specific characteristics of each project phase.

Phase 1 (M1-M12) Stakeholder outreach: we shall initiate networking and inform different stakeholders regarding the scope and the objectives of the project, using the project website, and initial network of key stakeholders at local, national and European level.

Phase 2 (M13-M24) Targeted approach: we shall reach target groups and key stakeholders in the education sector (formal and non-formal) and start building a community of practice, using social media and more targeted channels and events. This phase involves training of tutors, teachers and trainers in the CrAL methodology, as well as piloting with young people. In all piloting countries, multiplier events will be organised before piloting.

Phase 3 (M25-M36) Public outreach: focus shifts on exploitation and uptake of project results by schools, and policy and decision makers. This phase entails the publication and dissemination of policy recommendations, the organization of national contests for the best video, second national multiplier events, and an international multiplier event at the ALL DIGITAL Summit 2023.

All project results will be public and open, therefore target groups, stakeholders and other actors will be able to benefit from them.

- The project online platform along with its content will be free to use for any potential users and beneficiaries after registration; in addition, it will be open to new beneficiaries.
- The project website will be publicly available, presenting the public project outcomes and progress.
- The project will develop educational and training materials on creative audiovisual writing and reading
- The training materials and the content of the project website will be written under the Creative Commons Attribution – NonCommercial - ShareAlike 4.0 International CC BY-NC-SA 4.0 Public license (See more in Section 5).

DISSEMINATION ACTIVITIES

Key dissemination activities at local, regional, national level:

- Promotion of the project, its activities and outputs through the [project website](#) and partners' [social media](#) channels; partners' websites, online channels, [newsletters](#); local and **national media** and national platforms
- Production and distribution of promotional [leaflets](#)

- Project dissemination (multiplier) **events** in each project country to present the project results to the target group as well as to key stakeholders, such as local policy makers
- Project partners will attend **selected external events** to boost the visibility of the project
- Partners will create **synergies** with regional and local school/NGO networks and with other projects and initiatives tackling similar topics.

Key dissemination activities at European level:

- Promotion of the project and its results/deliverables in English through the project **website**.
- Results will be promoted among **ALL DIGITAL's network members and stakeholders**. ALL DIGITAL will make available its dissemination and communication resources, including organisational websites, newsletter, social media channels – Facebook (3.7K fans), Twitter (3K+).
- ALL DIGITAL will use its **partners' channels** and other pan-European platforms to share information about the project (e.g. <https://media-and-learning.eu>, <https://medici-project.eu>, <https://digiskillsmap.com/en>, [Digital Single Market Newsletter](#), the CoE online no hate speech campaign, the European Commission Youth Portal, the European Youth Forum, etc.). The central annual events will also be used for project dissemination: ALL DIGITAL General Assembly in Spring and ALL DIGITAL Summit in October.
- Another dissemination channel is the **Unite-IT network** (<https://www.unite-it.eu>) for digital inclusion and digital skills professionals (ICT teachers, trainers, librarians, volunteers, training centre managers, etc.), where members share information about projects, events, accomplishments in the field of teaching digital skills. All project partners, as well as teachers/trainers, will be encouraged to post their news about the project or feedback from training. Project results will also be disseminated through this platform.
- **Lifelong Learning Platform** (LLL), of which P1. ALL DIGITAL is a member, is an associate partner of the CrAL project. It is an umbrella organisation that gathers 42 European organisations active in the field of education, training and youth, coming from all over Europe and beyond. Its events and network of members will be used to disseminate the project's activities and outputs.
- ALL DIGITAL will liaise with **EC DGs** (primarily DG EAC and DG CONNECT – Media Literacy Unit) and institutions that may be interested in the project activities and outcomes.
- In its turn ALL DIGITAL will inform the project consortium about events and opportunities at European level.
 - Pan-European **All Digital Week** campaign will be used to promote CrAL contents and results. The digital inclusion campaign is organized each March by ALL DIGITAL and is run at various training centres across Europe to teach digital skills and media literacy to various population groups.

- Relevant **third-party events** will be identified and used to disseminate the project to a wider European audience.
- Publishing project results and other dissemination materials on **European Commission platforms** like the European Youth Portal, eTwinning and School Education Gateway.
- Academic partners – UAB and HOU – will ensure extensive promotion of CrAL results at academic level, including publication of scientific papers and presenting at conferences.

DISSEMINATION PLAN

AUDIENCES AND CHANNELS

Audience	Project partners	Teachers and Trainers	Young People (14-19)	Parents and local community members	Key national stakeholders (schools assns, parents assns, policy makers, MIL providers)	EU stakeholders
Channel						
Project website	X	X	X	X	X	X
Project Platform	X	X	X	X		
Social media	X	X	X	X	X	X
Publication in sectoral media		X		X	X	X
Project leaflets		X	X	X	X	
Participation in external events			X		X	X
Dissemination events		X	X	X	X	X

Table 1. Audiences and Channels

Dissemination materials and messages will be developed in a language that is understandable for the involved target groups. Thus, they can use the information for further motivation and better development of all planned activities during the project implementation and after the project end.

DISSEMINATION ACTIVITIES AND TOOLS

Dissemination tools and materials include online platforms and media, printed material, presentations, etc. The project website will constitute the main online dissemination tool, supported by online social media. Project leaflet in all partner languages and English will be also produced. In addition, press releases and reports will be distributed.

All communication and discussions regarding dissemination activities will be held on the [project Basecamp](#), hosted by ALL DIGITAL. Project Basecamp will host all the internal documentation, visual identity materials, leaflets, reports, schedules for content production, etc. All project partners will have access to it.

Project Visual Identity & Communication/Promotion Materials

The project visual identity is fundamental to link all products to the project objectives, reaching most of the target groups through different materials, messages, and strategies.

- **Logo:** Project logo must be applied on each project product and used by partners on all materials produced during the project lifetime.
- **Templates:** Project templates should be used for all project related communication in each country involved. They will bear the project logo, project number, the Erasmus+ logo and a related disclaimer.
- **Dissemination materials/collaterals:** Depending on the available resources, the partners are encouraged to produce promotional materials to be used/distributed at meetings and events. Such materials can include a roll-up, stickers, notepads, pens, badges, bags, etc.

Tool / Product	Partner	Task	Deadline
Logo/Visual identity	P1 AD	Project logo design, fonts, colours	February 2021
Template	P1 AD	Produce project templates: letterhead, deliverable template, PPT template	February 2021
Dissemination materials	P1 AD	Text and design based on the decision among all partners (e.g., posters, roll-ups, banners, etc.)	June 2022

Table 2. Visual Identity Tasks

Project Website – Output 5.1

Constant online presentation and dissemination of the project progress and results will be done through the CrAL website. The project website will be one of the main dissemination channels of the project towards the direct participants, interested stakeholders, policy makers and general audience. It will gradually present all public results produced by the project and will be maintained for five years after the project ends. It will include up-to-date information about project objectives, outcomes, dissemination events, contact details and links of consortium members.

Static pages could include:

- General information about the project (information about the project aims, objectives and expected results)
- Project Partners / Associated Partners

- Results / Resources section (results, videos, presentations, brochures, flyers, etc.) available for download
- Link to the online platform with the invitation to join
- A list of other relevant EU projects and synergies
- Contact information

News & Events section will be dynamic and will include project news, events in which partners are participating, and articles related to the field.

The static sections of the website, including short descriptions of the main deliverables, are translated into project languages, but the news on the website will be published only in English.

Each partner is responsible to produce **news** (short blogposts with at least 1 photo) to allow the website's continuous update. Both news and articles will be in English. See more in the **News/Blogposts** section below.

Each WP leading partner is responsible for providing the final public deliverable files with a short summary for publication in the 'Resources' section of the website as soon as the deliverable is ready.

EGInA designs, develops, and maintains the website technically. EGInA will also maintain the domain and website after the end of the project. ALL DIGITAL is responsible for the content curation of the website, which includes supporting partners in coming up with ideas for the blogposts, editing, if needed, and publishing news on the website.

Tool / Product	Partner	Task	Deadline
Website static content in EN	ALL DIGITAL	Produce static pages	01 April 2021
Website static content in IT, ES, EL, HR, LT	Partners	Translation of static website content	10 April 2021
Website development	EGInA	First structured version of the website – mock-up	15 April 2021
Multilingual project website	EGInA	Multilingual project website available online	30 April 2021
Website Content	All partners	Create one (1) blog per 3 months in English with links and images	According to the schedule with 1 blog every two weeks on a rotating basis

Content Curation	ALL DIGITAL	Monitors content production, edits, publishes news on the website	During the project
Website maintenance	EGInA	Technical maintenance and updates, design/development of new pages	During the project

Table 3. Project Website Tasks

Performance indicators:

- Number of website sessions (visits)
- Number of downloads of digital content
- Number of blogs on the website - at least 100

Project Page on Partners' Websites

Information about the project, including a link to the project website, logo, list of project partners and Erasmus+ recognition will be made available on consortium members' websites in national languages and possibly in English. ALL DIGITAL provides the short description in English to be published on the partners' websites at the beginning of the project.

Performance indicators:

- Number of pageviews (N.B. each partner will provide this information for their organisational website).

CrAL Project Leaflet – Output 5.2

The leaflet, promoting project objectives, events, and outcomes, will be produced in both electronic and printed form (if applicable). It will be distributed at local, national and international events, and will be available for download from the project website. Each partner will translate the leaflet, print (if applicable) and disseminate it.

Tool / Product	Partner	Task	Deadline
Leaflet text in English	P1 AD	Draft and finalize the text	July 2021
Graphic design	ALL DIGITAL	Design the leaflet	July 2021
Leaflet text in national languages	Partners	Translate contents into national languages	August 2021
Leaflet ready in all project languages	ALL DIGITAL	Design in all project languages	August 2021

Leaflet printed (if applicable)	Partners	Each partner prints and distributes 500 leaflets	September 2021
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Table 5. Project Leaflet Tasks

Performance indicators:

- Number of leaflets distributed – at least 500 per partner (if printed)
- Number of page views (if electronically)

Project news

Partners will produce news regarding the project progress and activities to allow the continuous update of the project website in English and partners’ own or stakeholders’ websites in national languages.

Project news: Each partner will submit to ALL DIGITAL at least one news blogpost per 3 months in English (including links and images) related to on-going relevant project activities in the country or information about events, conferences, research on related topics and any issue that is relevant for the project. The information about the project progress can include news about piloting events, dissemination activities, meeting with stakeholders, etc.

The partners responsible for specific **outputs** will prepare **longer posts** explaining the main aspects of outputs they are leading.

The schedule for project news will be assigned on Basecamp through to-do lists. ALL DIGITAL is responsible for curating the content, editing and publishing the news on the project website. ALL DIGITAL will be supported by EGIInA in this task.

All CrAL partners are responsible for the publication and sharing of project news and articles through their channels (with mentioning of the project website and hashtags): on their own **websites**, social media pages, in their **newsletters**, and in local, national or international project-related online/offline magazines, portals, etc.

ALL DIGITAL will also use its members network, the European Youth Portal and Lifelong Learning Platform network to disseminate the main project news and outputs (with min two posts on each of the platforms).

Associated partners (such as schools participating in the piloting activities) will be asked to publish on eTwinning and School Education Gateway portals.

Partner	Name of the resource	URL	Reach capacity
P1	ALL DIGITAL website	https://all-digital.org	5k sessions a month
P1	All DIGITAL Newsletter	https://all-digital.org/projects/all-digital-newsletter/	1300 subscribers

P2	ICBSA website	http://www.icbsa.it/	N/A
P3	EGInA website	https://egina.eu/	N/A
P4	UAB website	https://www.uab.cat/en/	N/A
P5	HOU website	https://www.eap.gr/	N/A
P5	DAISSy website	http://daissy.eap.gr/en/	810 sessions/month
P6	CTC website	http://www.cik-rijeka.hr/	4K sessions/month
P6	CTC Rijeka newsletter	http://www.cik-rijeka.hr/hr/newsletter/cik-rijeka-edukacija-informiranje-zabava	1600 subscribers
P7	LIA website	https://www.langasiateilt.it/	1K sessions/month
All	Unite-IT platform (powered by ALL DIGITAL)	http://www.unite-it.eu/	1,100 members
All	European Youth Portal	https://europa.eu/youth/home_en	
AssP	eTwinning	https://www.etwinning.net/	
AssP	School Education Gateway	https://www.schooleducationgateway.eu/	

Table 6. Partners' Dissemination Channels

Tool / Product	Partner	Task	Deadline
News on the project website	ALL PARTNERS	Produce news in English re: project activities or relevant initiatives in your country	Every 3 months
News on partners' or stakeholder's website	ALL PARTNERS	Produce and publish news about the project in the national language	Min 6 posts a year/ 12 total

Table 7. Publication of project news

Performance indicators:

- Number of blogs/news published on the project website - at least 100

- Number of blogs/news on partners' websites / in newsletters - at least once in 2 months per partner = 18 per partner = 120 in total
- Number of articles/news published on external/stakeholders' websites and in press

Social media

The main strategic objectives of the project social media activities are:

- To increase the CrAL project awareness;
- To drive the traffic to the project website;
- To increase the engagement of users
- To increase exposure to the press.

CrAL Consortium will use social media accounts of its member organisations. Project partners will work to expand the reach of the social media posts. The project hashtags are **#CrALProject** and other relevant hashtags: **#medialiteracy #criticalthinking #creativemedialab**.

When posting about the project, the project hashtags and a link to the project website should be included wherever possible. Partners are also encouraged to tag other partners' accounts to enable visibility and higher reach of the posts.

Project partners have a high capacity (about 27K (UAB not included) followers collectively) to reach significant numbers of relevant stakeholders through their own social media.

Partner	Media	URL	N. of followers
P1 AD	FB	https://www.facebook.com/AllDigitalEU	3700
P1 AD	TW	https://twitter.com/AllDigitalEU	3100
P1 AD	LinkedIn	https://www.linkedin.com/company/alldigital-aisbl	735
P2 ICBSA	FB	https://www.facebook.com/ICBSAItalia	2800
P3 EGIInA	FB	https://www.facebook.com/eginasrl	1000
P3 EGIInA	IG	https://www.instagram.com/eginasrl/?hl=en	176
P3 EGIInA	LinkedIn	https://www.linkedin.com/in/egina-srl-9713b3181/	78
P4 UAB	FB	https://www.facebook.com/uabbarcelona	69000
P4 UAB	TW	https://twitter.com/UABBarcelona	52900
P4 UAB	IG	https://www.instagram.com/uabbarcelona/	24500
P5 HOU	FB	https://www.facebook.com/DAISSyResearchGroup	1100
P5 HOU	TW	https://twitter.com/daissy_research	193

P5 HOU	LinkedIn	https://www.linkedin.com/in/daissyresearchgroup/	154
P6 CTC	FB	https://www.facebook.com/ctkri	3700
P6 CTC	Instagram	https://www.instagram.com/ctknijeka/?hl=en	624
P6 CTC	LinkedIn	https://www.linkedin.com/company/ctk-nijeka-centar-tehni-ke-kulture-(about/	78
P6 CTC	TikTok	https://www.tiktok.com/@ctknijeka?lang=en	149
P7 LIA	FB	https://www.facebook.com/langaslatelj	3600

Table 8. Partners' Social Media Channels

Performance indicators:

- Number of social media posts per partner organisations
- Number of people reached by partners' social media posts

Project dissemination events – Output 5.4

The project dissemination (multiplier) events are an important part of the project dissemination and exploitation activities. The events will be organised before and after the piloting in each piloting country: Croatia, Greece, Italy, Lithuania, and Spain. In Italy two different regions are involved, so there will be four events in total. The events will involve target groups and stakeholders at local, regional or national levels (depending on the scope of the organization). At least 20 participants should be involved in each event.

During these events, the partners will introduce the project and its results and organize a panel debate to collect the feedback and discuss the possibilities for further exploitation.

For each event, the host partner must provide a report according to the provided template with the summary of main discussion points, opinions, suggestions, as well as a signed list of participants, agenda, pictures, press-release and/or invitation letters, link to video interviews and other dissemination materials. The host partner will also write a news item for the project website.

Tool / Product	Partner	Task	Deadline
Multiplier event report template and participants' survey	ALL DIGITAL & HOU	Produce a report template and participants' survey	April 2022
National multiplier event	EGInA, ICBSA, UAB, HOU, CTC, LIA	Each partner organises two events with min. 20 participants and produce a report	Event 1 – June 2022 Event 2 – April 2023

Table 10. Dissemination Events

Performance indicators:

- Number of events organized – at least 12 (2 in Croatia, Greece, Lithuania, Spain and 4 in Italy)
- Number of people attending the events (at least 240 participants - 20 per event)
- Report on each dissemination event according to the template provided by ALL DIGITAL, including agenda, list of participants, main points of discussion, and feedback
- Blogpost on the project website about the event
- Satisfaction level of people attending dissemination events: min 75%

Organisation of CrAL international workshop and Awards – Output 5.5

The CrAL Awards and final international workshop will be organised in the framework of ALL DIGITAL Summit in October 2023. Young winners of the CrAL national contests organised in project countries will participate in the event to be awarded and to show their videos to the audience of 150 summit participants (digital skills experts and practitioners, trainers, leaders of networks and organisations providing non-formal training, NGOs working in the field of digital and social inclusion, policy makers, etc.). At the Summit, the project outcomes will be presented, aiming at their exploitation and uptake. P1 ALL DIGITAL will organise the 2-day event, and all the partners will participate.

Tool / Product	Partner	Task	Deadline
Guidelines for the CrAL Best Video Contest	EGInA	Describe the purpose and requirements, terms and conditions for participation, assessment criteria	January 2023
Contest at national level	ICSBA, EGInA, UAB, HOU, CTC, LIA	Manage the contest, promote and encourage users to participate, organise the assessment (national juries)	Spring of 2023
Contest at EU (project) level	ALL DIGITAL	Manage the contest, organise assessment (international jury)	Summer of 2023
Awards Ceremony	ALL DIGITAL	Organise the awards ceremony at the Summit	October 2023
CrAL International Workshop	ALL DIGITAL	Organise the international workshop, run the post-event survey; produce a report	October 2023

Table 11. International Workshop and Awards

Performance indicators:

- Number of people attending the international workshop – min 80
- Satisfaction level of people attending the workshop – min 75%

Collaboration with partners and networking

Contacts and working relationships established by consortium members with associate partners and other local, national and European organizations during the project implementation could help achieve greater impact on policy and practice once the project is complete. Whenever possible, representatives of the partnership will join local, national, and international events, conferences, and workshops to disseminate the CrAL project and its results towards other stakeholders active in the relevant educational and media literacy sector. Each partner will also organize events, workshops, and meetings where the project findings and outputs are presented. Policy makers; local, regional, and national authorities; education and training practitioners will be invited and will have the opportunity to discuss the impact of the project in their country.

Partners prepare a list of events where they will try to get the opportunity to present the project and its results. Each partner will add the events they have identified, preferably in advance, on the project Basecamp calendar.

Tool / Product	Partner	Task	Deadline
External events	All partners	Compile a list of identified external events in each year where project could be presented (on Basecamp)	April 2021
			January 2022
			January 2023
External events	All partners	Present the project at min 5 events and produce blogposts	1 in 2021, 2 in 2022; 2 in 2023

Table 12. External Events

Performance indicators:

- Number of events attended where the project was presented – 35 events
- Each partner presents the project at least at 5 national/international events

Policy Recommendations – Output 5.3

This task will use the pilot and evaluation results to produce informed policy recommendations about the CrAL methodology and its further scale up. Policy Recommendations will summarize the experience gained from implementing the project inclusive educational approach in different countries and will provide policy recommendations for its adoption in different educational contexts and countries.

The recommendations will be distributed to key stakeholders at national and EU levels, such as ministries of education, relevant EU institutions and organisations working in the related fields.

Tool / Product	Partner	Task	Deadline
Policy Recommendations	ALL DIGITAL	Produce policy recommendations	July 2023
Policy Recommendations in national languages	EGInA, UAB, HOU, CTC, LIA	Translate policy recommendations	August 2023

Table 13. Policy Recommendations

MONITORING AND REPORTING ACTIVITIES

In order to monitor dissemination and exploitation activities carried out by each partner at local, national and European level, ALL DIGITAL has developed a **Dissemination Activities Report template (Annex)** that ALL partners are required to fill out and submit every six months, as part of the activity reporting, including adequate supporting documentation as evidence of the activities already implemented.

IMPORTANT: Partners organizing dissemination events should produce a **separate report for each project dissemination** (multiplier) event using the **Event report template**.

ALL DIGITAL provides the **to-do checklist** as the ANNEX to this Report summarizing all dissemination tasks, deadlines, and requirements per partner.

PUBLICITY OBLIGATIONS

Project beneficiaries must make themselves familiar with the publicity provisions as stipulated both in the specific and the general provisions of the Grant Agreement/Decision in conjunction with the guidelines on the following website:

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

Any communication or publication related to the Project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), **must indicate that the project has received funding from the Union and must display the European Union emblem**. When displayed in association with another logo, the European Union emblem must have appropriate prominence.

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EU Logo:

The project's publications and results that are distributed must carry the Erasmus+ logo and mention "Co-funded by the Erasmus+ Programme of the European Union".

Example of logo to be used:



Creative Commons License:

Project outputs and products will be published under the Creative Commons License

[Attribution-NonCommercial-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-nc-sa/4.0/)

This license lets others remix, tweak, and build upon your work non-commercially, as long as they credit you and license their new creations under the identical terms.

CRAL GRAPHIC IDENTITY & BRANDING

A common graphic identity in all dissemination tasks allows for better visibility and recognition of the project. All dissemination tools, materials, and activities must refer to the following:

- Name and acronym of the project
- Project's website URL
- Project number
- Project graphic elements, i.e. project logo, layouts, font, etc.
- EU emblem and disclaimer

Project Logo

The logo is created by ALL DIGITAL in collaboration with project partners and is to be used for any (internal or external) deliverable, report, or dissemination tool.



Project layouts

The following project templates will be developed by ALL DIGITAL:

- Deliverable template
- PowerPoint presentation template



Partners must use the project layouts for all communications and publications related to the project. The templates will be available in the project internal area on Basecamp.



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1 ANNEX. DISSEMINATION ACTIVITIES AND TASKS CHECKLIST

DONE	What	How	When
	Project profile on your website	Take the project summary from AD and translate	February 2021
	Translate project website static pages	The request sent on Basecamp	April 2021
	Translate project leaflet	The request sent on Basecamp	August 2021
	Print and distribute project leaflet	Promote electronically or distribute at events	From September 2021 onwards
	Translate news about major deliverables	The request will be sent on Basecamp	Whenever ready
	News for the project website	Produce in English and send to AD with images for review/publication	Every 3 mnths min acc. to the schedule on Basecamp; if you have more news – any time
	Posts on social media using the project hashtag	Publish directly in English on the organisational account using the project hashtag and tagging the partners	According to the schedule on Basecamp
	News on your website or your partners/stakeholders' websites or in newsletters	Produce your own in your national language or translate from the project news	At least 1 post in 2 months/ 6 a year
	Present the project at external events	Present the project (in a panel, workshop, plenary, marketplace) and produce news/ post on social media	At least 1 in 2021; 2 in 2022, 2 in 2023 (5 total)
	Organise a multiplier event	Use the guidelines, produce a report and a blogpost in English	June 2022, April 2023
	Participate in the international workshop		October 2023
	Translate Policy Recommendations		August 2023
	Promote policy recommendations at national level		After they are ready and beyond project end



	Dissemination report	Use the template, upload to Basecamp specific folder	Every 6 months
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