**INTERACT**

**Intercultural Action Competence Tool**

**Project Number:** 2020-3-DE04-KA205-02035

01.02.2021 - 31.07.2023

**Dissemination plan**

by Mobilizing Expertise AB



> Introduction

Dissemination is about the promotion of the project in all its phases. Establishment of partnerships and cooperative agreements with other projects or organisms interested to cooperate or to receive information are part of it. A wide dissemination of the project activities, products, intellectual outputs and results will be assured through availability of the subject, material and achievements.

This plan is directed to explain the exploitation activities that will be developed in each partner country according to the methodologies contained in the project.

1. Maximize the dissemination of materials created into the project.
2. Publicize the project by creating:

* Leaflets/brochures,
* Project newsletter,
* Articles,
* Official website, Social media accounts
* E-posters,
* E-book of best practice,
* Articles on newspapers and radio/tv broadcasts (if possible), web pages (on the web portal of each partners’ organisms)

1. Spreading project purpose by organising:

* Meetings
* Trainings
* Multiplier events

1. Identify other stakeholders, organisations, etc. that can use the project products or can be interested in the project activities.

> Partnership

**The role of each organisation**

| **KulturLife**:  coordinator of the dissemination activities, social media campaigns, story tellings, website development, dissemination by traditional media | **Mobilizing Expertise AB**: contribute to the video elements required by InterAct | **EDUCATION POUR UN MONDE INTERDEPENDANT**: Incorporate the outcomes of the project throughout the entire process on webs and social networks | **DUN LAOGHAIRE INSTITUTE OF ART, DESIGN & TECHNOLOGY**:  using their university network for the dissemination |
| --- | --- | --- | --- |
| **RIJKSUNIVERSITEIT GRONINGEN**:  create a university network to disseminate InterAct amongst researchers as well as present or future professionals. | **Stichting yEUth** : dissemination activities and online sharing of the IAC’s results through their website and their facebook page. | **ENTREPRENEURSHIP AND SOCIAL ECONOMY GROUP (EKO)** :  dissemination through the Departments TV, radio studio, Mass-Media and the Communications department of NKUA.  Reach out to youngsters and youth workers organizing a series of follow-up onsite workshops with the methodologies during the context of its Youth Club function. | |

**Partnership tags**

To increase the number of people reached, please use social media partners by tagging them, each post will get more visibility in this way.

| **Partners**  **Social media** | **yEUth**  FB -[@yeuthngo](https://www.facebook.com/yeuthngo/) Insta -Linkedin - Twitter - | **Education for an Interdependent World**  FB -[@EDIWOfficial](https://www.facebook.com/EDIWOfficial/) Insta -Linkedin - Twitter - [@EDIWOfficial](https://twitter.com/EDIWOfficial) | **Mobilizing Expertise**  FB - [@mobilizingme](https://www.facebook.com/mobilizingme)  Insta -[@mobilizingme](https://www.instagram.com/mobilizingme/) Linkedin - [Mobilizing Expertise](https://www.linkedin.com/company/18504950/admin/) Twitter - [@mobilizingme](https://twitter.com/MobilizingMe) |
| --- | --- | --- | --- |
| **Rijksuniversiteit Groningen**  FB -[@Rechten050](https://www.facebook.com/Rechten050/) Insta - [@universityofgroningen](https://www.instagram.com/universityofgroningen/)Linkedin - [**Rijksuniversiteit Groningen**](https://www.linkedin.com/school/rijksuniversiteit-groningen/) Twitter - [@univgroningen](https://twitter.com/univgroningen) | **IADT**  FB -[@myIADT](https://www.facebook.com/myIADT/) Insta - [@myiadt](https://www.instagram.com/myiadt/)Linkedin - [**Dún Laoghaire Institute of Art, Design and Technology**](https://www.linkedin.com/school/iadt-dun-laoghaire-institute-of-art-design-and-technology/) Twitter - [@myIADT](https://twitter.com/myIADT) | **EKOgreece**  FB -[@EKOgreececom](https://www.facebook.com/EKOgreececom/) Insta - [@eko.greece](https://www.instagram.com/eko.greece/)Linkedin - [EKO Greece](https://www.linkedin.com/company/eko-greece/) Twitter - [@EKOgreece](https://twitter.com/EKOgreece) | **KulturLife**  FB -[@kulturlife](https://www.facebook.com/kulturlife/) Insta - [@kultur\_life](https://www.instagram.com/kultur_life/)Linkedin - Twitter - [@KulturLifeKiel](https://twitter.com/KulturLifeKiel) |

> Objectives

The plan will have to provide information on the activities carried out and the benefits for the target groups.

Such a plan will define and detail the strategy and procedures necessary to:

* Inform the target groups and permit them to use our project tools and outputs
* Improve the knowledge of professionals, experts, and trainers
* Raise awareness about interculturality.

The strategy for project valorisation was constructed taking into consideration specific, measurable, feasible and real objectives.

* Launching project page and Blog + periodical updates
* Press releases during the whole project - 1 every 6 months -
* Build up a network of interested NGO’s, social workers, job agencies and centres
* Newsletter updates on the project
* Social media campaign
* Dissemination of the results by using Erasmus+ Project Results Platform
* Publication of results on their respective websites
* Support for interested organisations from their countries.

Tools:

* Webinars
* Blog post
* Social media
* Media
* Meetings
* Events



> Targets Groups

**Target group 1** - Youth workers

Youth workers will be contacted following the existing networks of each partner. Youth workers can be found either as employees of the participating organisations, as employees from partner organisations (and with the international activities of all partners, as this leads to the European dissemination) and also as learners at educational institutions. Many partners are either closely affiliated with a local university or teach practice elements at universities of applied sciences.

**Target group 2** - Young participants in international youth mobility programs and other types of intercultural encounters, such as virtual volunteering.

**Target group 3** - Decision-makers in politics

Each partner will contact politicians, party representatives and other decision-makers from the network.

> Content creation

| **Angles** | Medium | Recurrence | Date |
| --- | --- | --- | --- |
| Project purpose  Interculturality  Interculturality interactivities initiatives by sharing articles with a relevant topic in order to inspire, inform, and give tips. | Article, podcast, blog, video,..etc | Once a month |  |
| Project process  *Steps* telling  Give a complete summary of the next last achievements and an overview of the coming ones. | Press release  Newsletter | Every 6 months | 14/04/2021 - *done* 15/12/2021 15/06/2022 15/12/2022 15/06/2023 |
| Project process  *Steps* telling  Informing the audience about the project’s updates. Spreading short news/excerpts of the process - providing a glimpse of the project background. | Article, podcast, blog, video,..etc | Twice a month |  |
| The audience  Link up with the youth  Keep the target group focusing and involved on the project process by spreading about:  - the new digital tools created  - virtual rewards (learning process followed by young participants)  - portrait of the participants themselves on video support. | Pictures, podcast, videos, blog post..etc | Once a month |  |

**Hashtags**

#interculturality

#youthempowerment

#erasmusplus

#europeanyouth

> Conclusion

All results are open to the public, without exceptions and free of cost to the participant. The main goal of this dissemination it’s to touch a large public to give them all the tools they need.

The sustainability of the project results will be ensured by all partners obtaining providers that would be interested to use the Intellectual outputs realised.