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Erasmus+

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2024-2025

***Diversité
et Inclusion
dans l'Education
Non Formelle***



DIVINEF



STANDOUT EDU





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Introduction

This document presents the dissemination plan for the DIVINEF project. It describes the strategy and tools planned to ensure that the results of the project are properly promoted. It also identifies the project's target groups and explains how to reach them. The dissemination strategy provides information and suggestions for achieving the best results in terms of information and promotion, taking into account both the consortium and the individual activities of the partners.

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The project and its results can only be successful if they have lasting value. This is why it is necessary to work closely with the whole consortium and the coordinator to ensure the best results for the evaluation of the project.

The dissemination and exploitation strategy for the DIVINEF project follows the general dissemination guidelines described in the Erasmus+ programme guide and the data provided in the project proposal.

The strategy has been developed with the support of all project partners. All partners will be involved in dissemination activities.

This plan can be adapted and adjusted by each partner according to their needs. We conclude this introduction by reminding you that inclusion is at the heart of the European Union's programmes, particularly inclusive communication. Inclusive communication aims to treat everyone with respect. This is why this communication plan has been written in such a way as to be accessible to people with visual impairments.

It complies with European standard EN 301 549 on digital accessibility. This standard specifies the requirements for information and communication technologies to be accessible to people with disabilities. In addition, the choice and size of the font and line spacing comply with these regulations.



1. Background, objectives and requirements of the DIVINEF project

This project is a MOOC to facilitate the inclusion of people with disabilities, NEETs and migrants in non-formal education activities.

The aim is to support managers (volunteers and professionals) in implementing an inclusive approach in their activities.

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Our main objectives are as follows:

- Helping professionals to implement inclusion and diversity within their activities.
- Training them in the fundamentals of successful inclusion.
- Enable them to understand the characteristics and needs of the three target groups (people with disabilities, NEETS, migrants and refugees).
- Make them aware of the teaching process to be used in their activities.
- Provide them with the tools they need to implement this process.

Expected results:

- A better understanding of the target audience (characteristics, needs....).
 - A better understanding of the notion of inclusion and its practical implementation in activities.
 - The ability to think about and implement an inclusive approach to activities.
- Easy-to-use tools and methods.

2. The target groups of the DIVINEF project

Our communications are aimed at different audiences:

1. Education and entertainment professionals: we aim to inform them about our activities and how they can get involved.





2. Partners directly and indirectly involved in the project: our aim is to keep them informed of the project's progress, activities and achievements, and to invite them to take part in our events.

3. Elected representatives, decision-makers and institutions: we aim to inform them about the project, its current and future activities, and the results achieved. We also seek to involve them in our events and win their support.

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4. The general public: our aim is to inform the public about the project, its activities and results, and to invite them to take part in our events.

Disseminating the results of the project to the general public raises awareness, involves the press and, where appropriate, elected representatives.

5. The media (radio, press, TV): we will provide a press kit detailing the project and its forthcoming highlights, with a view to media exposure through articles, interviews or reports.

6. Erasmus+ agencies: we plan to submit articles to the French and Romanian agencies for publication in their newsletters and blogs. We will keep them informed of our activities and results at key stages of the project.

3. Dissemination and exploitation of the project DIVINEF

As indicated above, the dissemination and exploitation strategy for the DIVINEF project follows the recommendations of the Erasmus+ programme and the proposals set out in the application form.

The distribution plan can be adapted and adjusted by each partner as required.



3.1 Conceptual elements

As part of the Erasmus+ programme, dissemination means communicating about the project as widely as possible. Letting other people know about the project could have an impact on other organisations and will help to raise the profile and value of our structures.

Exploitation also involves maximising the potential of the activities funded so that the results are used beyond the life of the project.

The results must be developed in such a way that they can be adapted to the needs of other people, transferred to new areas and maintained after the end of the funding period.

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Dissemination is an integral part of the project throughout its lifetime. It runs in parallel with the work programme and is specifically tailored to the main activities of each stage. Dissemination begins at the outset of the project to inform people of its existence, aims and objectives and planned developments. It focuses on activities at local, regional, national and international levels.

The dissemination and exploitation strategy document is an open document that must be updated throughout the duration of the project.

The strategy and actions are discussed at the launch meeting and any updates are shared at subsequent meetings. The dissemination of experiences and results is used to broaden the debate on issues related to the project. It ensures that the results can be used during and after the project.

Dissemination activities are planned to enable maximum stakeholder participation with as wide a reach as possible in the EU and beyond. In order to reach as many people as possible, communication material and project results



will be created in English and then translated into all the languages of the consortium.

The most important questions to be answered by the distribution strategy are the following:

1. Why broadcast?
2. How will this happen?
3. How will it be assessed?
4. What to broadcast
5. When will this be done?

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The main dissemination activities can be structured as follows:

- Face-to-face activities

Presentations (bilateral meetings with stakeholders)

Round tables

Workshops

Seminars

Conferences and events with a multiplier effect

- Media-based activities

Internet-based

Website

Electronic newsletters

Social networks (Facebook, Twitter, Instagram, LinkedIn)

Distribution platforms (European and national)

- On paper

Brochures





Leaflets

Posters

Articles

Information bulletins

Information sheet

- Based on the press

Press releases

Press conferences

Interviews

Information bulletins

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Exploitation is the process of transferring the results of programmes and initiatives to the appropriate decision-makers in regulated local, regional, national or European systems.

It is also a process aimed at convincing end-users to adopt and/or apply the results.

For the project, this means maximising the potential of the activities funded, so that the results are used beyond the life of the project.

The results must be developed in such a way that they can be adapted to the needs of others, transferred to new areas, sustained after the end of the funding period and used to influence future policy and practice.

The operation takes place in three different but interconnected phases:

BEFORE the start of the project :

- Drafting of the distribution and exploitation plan.
- Definition of expected impacts and results.





- Examination of how and to whom the results of dissemination and exploitation will be disseminated.

DURING the project :

- contacting the relevant media, for example at local or regional level.
- Regular activities such as information sessions, training, demonstrations and peer reviews.
- Evaluation of the impact on target groups.
- Involvement of other stakeholders to transfer results to end-users, new areas and new policies.
- Drafting articles presenting the results and disseminating them on the project website, social networks and any other relevant space.

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At the final report stage :

- Upload the final project results and update the project description on the Erasmus+ project results platform.

AFTER the project :

- Continue broadcasting.
- Development of ideas for future cooperation.
- Evaluation of results and impact.
- Contact with the relevant media.
- Contact with political decision-makers, where appropriate.
- Cooperation with the European Commission by making useful contributions to its dissemination and exploitation efforts.



3.2 Legal obligations relating to identity and visibility

Beneficiaries of Erasmus+ funding are required to clearly acknowledge EU support in all communication and dissemination products and activities, including events, websites, visual material and publications, by displaying the appropriate logos (e.g. EU logo, Erasmus+ logo and project logo).

The project number and the following disclaimer must be included:

"Funded by the European Union. The views and opinions expressed are those of the authors and do not necessarily reflect those of the European Union or Erasmus+ Education-Formation France. Neither the European Union nor Erasmus+ Education-Formation France can be held responsible for them".

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The European Commission logo to be used is as follows. We will also add the Erasmus + programme logo.



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For more technical details on how to use the logos and download them, consult [the European Commission website](#).

For guidelines on the use of all the European Commission's official visual aids, consult [the official guidelines](#).

The files containing the templates for the official documents to be distributed and the project logo can be found on the DIVINEF project drive.

3.3 Distribution tools

The tools we develop must comply with European and international accessibility standards. To do this, we will be using resources such as the [WC3 WAI home page](#) and the accessibility section of the [Europa Web Guide](#).

Similarly, to implement eco-responsible practices, we will ask ourselves the following questions:

- Can the documents we create be shared digitally?
- If printing is necessary, is our printed and promotional material durable?



-Are we applying the principles of reduce, recycle and reuse?

- Does our printer have an eco-label? To find out, we'll use the [GreenKit](#) referencing system, which lists recognised and legally compliant labels throughout the European Union.

3.3.1 Internal distribution tools

Logo



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The elements of the logo can be analysed as follows:

- The 2 hands symbolise the partnership between Romania and France.
- The stars symbolise the European Union.
- The colour of the stars corresponds to that of the flags of the partner countries.
- The themes of the project are written with the words "Diversity" and "Inclusion".

Roll up

The roll-up will be used at dissemination events, transnational meetings and steering meetings. It will contain the project logo, project name, project number, partner logos, project website and disclaimer.

The file is available on the project drive.

Facebook page

A Facebook page has been set up to communicate about the project.





The partners will communicate on the Facebook page according to opportunities linked to the project (e.g. launch and results of field surveys, press articles, national or European news linked to the project, local events, etc.).

These communications may be in English or in the national languages of the partner countries.

To facilitate tracking, USSAP BOXE will be using the Facebook Audience Statistics tool, commonly known as Facebook Insights.

This tool provides detailed audience information, including demographic breakdowns by age group, gender and main cities, as well as the most popular Facebook pages within the audience.

It provides valuable information about who is interested in our Facebook page and allows us to make comparisons between our posts.

Lastly, this data can be used to improve the page's visibility and attract a wider audience by taking into account the profiles of people who have liked our pages.

The partners will also use their organisation's Facebook pages to disseminate information, as well as the Facebook profiles of the people involved.

Project hashtag

The project hashtags are as follows:

#DIVINEF, #Inclusion, #Disability #ErasmusPlus, #Youth, #NEETS, #Migrants, #Refugees, #Mooc, #Elearning, #Europe

A WEB site

The site includes the following elements/tabs:

- Presentation of the project



- Presentation of the partners
- Latest news
- Resources
- Newsletters
- MOOC
- Contact us
- The site will be available in French, English and Greek.

Bulletins d'information électroniques/News letters

The electronic newsletter will serve as a concise but visually captivating information document.

It will be distributed via the project's social media channels, those of the consortium partners and their respective websites. All partners are required to actively distribute the material to their designated target groups.

The newsletter will include updates on project activities and results, announcements, articles and press releases, publications on European platforms, meeting summaries, details of upcoming events, etc.

Five newsletters will be sent to all target groups over a 24-month period. Quantifiable targets will be set for the digital newsletter.

Right from the launch meeting, the partners drew up a provisional outline of the content envisaged as well as the publication schedule:

1^{ère} newsletter: June 2024 (presentation of the project, link to the questionnaires)

2^e newsletter: September 2024 (results of the questionnaires, progress of the MOOC, information on the event during the erasmus days in October)

3^e newsletter: February 2025 (results of the 2024 erasmus days in France and Cyprus; launch of MOOC testing)

4^e newsletter: September 2025 (the results of the testing, launch of the MOOC, information on the event during the erasmus days in October)



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5^e newsletter: January 2026 (results of the project, erasmus days 2025 and the closing meeting in Cyprus)





European platforms

- **Results of the ERASMUS project**

European platform for disseminating projects and results.

This is the European Commission's database for Erasmus+ projects. Link:

<https://erasmus-plus.ec.europa.eu/projects>

We will publish the results of the project in order to meet the legal obligations of the Erasmus + programme.

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- **EPALE**

Electronic platform for adult learning in Europe. Link:

<https://epale.ec.europa.eu/it>

We'll be publishing articles on the EPALE blog to promote the project, collect responses to our surveys, invite people to our events and present the results of the project and the MOOC.

A working group has been set up to enable all the project's partners to share resources, and to welcome and exchange ideas with 'Epaliens' on our work themes.

The screenshot shows the EPALE website interface. At the top, there's a header with the European Commission logo and navigation links like 'Accueil', 'Contribuez', 'Collaborez', 'Formez-vous', 'MyCommunity', and 'À propos'. Below this, a blue banner reads 'EPALE - Plateforme électronique pour l'éducation et la formation des adultes en Europe'. The main content area is titled 'DIVINEF - Diversité et Inclusion dans l'Education non formelle'. It features a search bar, a list of articles, documents, discussions, and members, and a section for the group's purpose and target audience. The purpose of the group is to create a MOOC dedicated to the inclusion of people in situations of handicap, NEETs, and migrants and refugees. The target audience is adult learning providers.





- **EAEA**

EAEA is a European NGO with 142 member organisations in 44 countries, representing over 60 million learners across Europe.

Link: <https://eaea.org/>

We will be discussing with all the project partners whether or not each of our facilities should join the network, and if so, whether they should pay the compulsory annual membership fee.

To join the network, each organisation must submit an application. If the application is approved, the organisation will be able to access the network's resources and services and become a member following a vote at the Annual General Meeting.

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- **SALTO-YOUTH**

SALTO-YOUTH is a network of seven resource centres working on European priority areas in the youth field.

Link: <https://www.salto-youth.net/>

We will be publishing the results of the project there.

3.3.2 External distribution tools

Media relations and press releases

The media (press, radio, television) will be called upon to generate interest in the project and in major events linked to it, such as Erasmus Days.

Communication by e-mail and telephone

E-mail and telephone communications are equally important for raising awareness and informing stakeholders about events and activities.

Presentation of project results at events and conferences





From the start of the project to its conclusion, the results of the project and the resulting experiences will be presented at national and international conferences, seminars and trade fairs where we are partners or invited.

The partner institutions that organise or take part in these events will also be able to promote the project and enable us to develop other contacts to expand our networks (or create new ones).

Other dissemination initiatives

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In addition to the above measures, the project partners will carry out the following activities:

- Publish information about the project on their website with a link to the project website.
- Promote the website and the results of the project as much as possible through all available channels, for example on the websites and in the newsletters of the partners' networks (existing or future).
- Maintain regular contact with the networks to ensure their continuity.

4. Communication follow-up

Communication monitoring ensures that all the partners have carried out the activities envisaged in this dossier.

The data will be collected via an Excel file listing the communications campaigns carried out, their dates, media and access links.

This file must be completed by each partner throughout the project.

5 Operating the DIVINEF project

In the context of the Erasmus+ programme, exploitation means ensuring broad access to project results, from individuals to stakeholders, from local to international level.





The aim is to maximise the impact of the activities funded, by enabling the results to be used beyond the duration of the project. The results must be adaptable to the needs of different users and transferable to new contexts.

Exploitation efforts will be strengthened by engaging additional stakeholders as dissemination channels to share project results.

These stakeholders will facilitate the transfer of results to the project's end-users and to new audiences in various fields.

For decision-makers and elected representatives, the project can act as a catalyst to inspire policies, methods, innovative practices and further action.

Our final product, a MOOC, will be designed for use by professionals and volunteers in complementary sectors such as sport, youth, formal and non-formal education. To ensure long-term sustainable use, our results will be freely accessible for at least five years after completion of the project.

In addition, an exploitation plan will be developed to define the resources required for the continued use of the project's results after its conclusion. This plan will detail the activities required to ensure the sustainability of the project's results and their transferability to various environments, both in our respective countries and in the European Union and beyond.

Finally, given that all the results will be available in English and translated into French and Greek, exploitation efforts will extend to many territories.

Indeed, following the recommendations of the Erasmus+ programme guide, we consider it imperative to share our experiences and results in order to report on achievements, disseminate collective knowledge and foster a learning community and culture.



The dissemination of collective knowledge is a fundamental principle of European Union programmes, as it offers European citizens a multitude of tools, resources and good practices.

It is important to note that the exploitation plan is a dynamic document that requires periodic updating throughout the life of the project. In this document we have listed the potential channels for exploiting the results. These elements will be refined in a work plan which will specify the methods of action, the provisional schedule and the sharing of these activities and tasks between our structures.

As the MOOC is finalised at the end of the project, the operational plan can only be fully implemented after its first public presentation at the project's closing event (Erasmus 2025 Days).

This task will be coordinated by USSAP, and all the partners will describe the conditions that need to be prepared for the sustainability of the project results.

6. Assessing communication

Qualitative and quantitative evaluation grids have been created to guarantee the quality and dissemination of the project's results. This six-monthly monitoring and evaluation process will ensure continuous and in-depth monitoring of the project, contributing to its success and the achievement of its objectives.

6.1 Quantitative assessment of communication

ACTIVITIES	OUTPUTS	INDICATORS
MEDIA SOCIAL	1. Social networks (Facebook) will be set up as the project's main dissemination channel. Posts relating to the project's activities will be published there.	- Number of Facebook followers > 100 - Number of messages: 4 per month on the media. - Number of articles: 1 per month - Number of newsletters: 5 throughout the project.
EVENTS	Throughout the project, public events will be organised at local level during Erasmus Days. These events will take place simultaneously in both countries (France/Cyprus). The participation of stakeholders and the involvement of the project's target groups will be sought in order to give visibility to the work they are carrying out.	-Number of local events: 2 in each country - Number of participants per event: 20/30. - Attendance sheet for participants at each event.

PUBLICATION	Articles will be published throughout the project on European platforms, in the press and in specialist networks as opportunities arise.	-Publication of 3 to 5 articles on European platforms -1 to 3 press articles per country
NEWSLETTER	Articles and newsletters will be written and posted on our websites and social networks. The newsletters will be translated into the national languages of each partner for wider distribution (French, English and Greek).	-5 newsletters

6.2 Qualitative assessment of communication

ACTIVITIES	OUTPUTS	INDICATORS
Project management	Communication by email	- Is the subject of the message understandable? - Is the content of the emails structured and readable? - Does the language used meet your expectations? - Are shared folders stored in the drive? - Are the e-mail addresses correct? - Have any addresses had to be added or changed? - Is the response time to the email sent too long? perfect?
	Using a drive	- Does access to the drive work? - Is the content of the drive clearly and legibly classified? - Is the content easily accessible in different languages? - Are shared file formats practical and accessible?
	Online meetings	- Does the video tool work when you connect? - Does the chosen videoconferencing application support chat? - Does the application allow screen sharing? - Is translation time necessary? - Is the meeting recorded?



	Face-to-face meetings	-Was communication satisfactory before the meeting? -Was the organisation of the meeting satisfactory? -Was the working environment satisfactory (equipment, wifi, etc)? -Were the materials and media provided appropriate? -Are the products and equipment supplied environmentally friendly?
Visual identity	Logo	- Do you like the look of the logo (in terms of colour and content)? - Were you involved in its development? - What changes could be made?
	Graphics and visuals	- Do you like the choice of font? - Are you happy with the size and format of the titles and subtitles? - Are you happy with the choice of text size (font, line spacing)? - Are you happy with the choice of visuals for the document templates? - Were you able to take part in drawing up the charter and the visual design? - Does the graphic charter comply with digital accessibility standards?
Social media	Facebook	- Do you like the design of the posts? - Is the content of the messages consistent with the objectives?
Broadcasting activities	Events	- Is the information received clear (dates, venue, content of the event, etc.)? - Are there any posters or information points talking about the project, its European funding and its environmental commitments? - Have the organisers put in place any eco-gestures, in particular waste sorting?



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