



UNITED - Inclusion and Diversity of Learners with Diverse Backgrounds

No: 2022-2-DE02-KA210-VET-000092335

Dissemination Plan



Co-funded by
the European Union

Erasmus+ Programme, Key Action 2: Partnerships for Cooperation, Small-Scale Partnership

UNITED - Inclusion and Diversity of Learners with Diverse Backgrounds

No: 2022-2-DE02-KA210-VET-000092335

Dissemination Plan

Authors: UNITED Consortium

COPYRIGHT: ALL PROJECT RESULTS ARE LICENSED UNDER CREATIVE COMMONS ATTRIBUTION-NONCOMMERCIAL-SHAREALIKE 4.0 INTERNATIONAL (CC BY-NC-SA 4.0)



**Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.*

Table of Contents

1. Executive summary	1
2. Dissemination at stake: guiding principles	1
2.1. What we aim – objectives of dissemination	2
2.2. Partner roles and responsibilities & internal communication	2
2.3. Key stakeholders and target groups	4
2.4. The message and the tone of voice	4
2.5. The communication channels & tools	5
3. Exploitation – Open Public Event ,Celebrating Unity in Diversity: Inclusion in Education‘	5
4. How we are going to measure the success – indicators and deliverables	7
4.1 Deliverables	7
4.2 Indicators	9
5. Social media posting schedule by partner	11

1. Executive summary

Our project, "United," is directly aligned with the Horizontal Priorities of the European Union, specifically "Inclusion and diversity in all fields, training, youth, and sport," and "Common values and civic engagement." These priorities emphasize the promotion of equal opportunities, access to education, inclusion, diversity, and fairness. Equality, a fundamental value of EU fundamental rights and a key principle of the European Pillar of Social Rights, is integral to cultural diversity.

Within the EU culture, the project addresses twin goals: the promotion of equality and the fight against discrimination. The partnering organizations have encountered challenges in dealing with peers from diverse backgrounds, prompting the project's focus on educating staff members and peers about essential European values of Inclusion and Diversity.

The primary objective of "United" is to cultivate a sustainable culture where a diverse team collaborates comfortably and confidently as themselves. Upon successful completion, we anticipate our staff to be fully conscious of Inclusion and Diversity values, rejecting any signs of discrimination in employment based on various factors.

This cultural and behavioral enrichment aims to better integrate and work with people facing fewer opportunities. Committed to sustainability, our organizations are environmentally conscious, minimizing printing by holding all activity documentation in electronic form. These efforts promote a sustainable working culture, reducing our organizations' carbon footprint.

Aligned with the EU's focus on "Environment and climate change" and the Erasmus+ programme 2021-2027, our project embraces eco-friendly practices throughout all phases, contributing to the broader goal of environmental responsibility.

2. Dissemination at stake: guiding principles

The project will be disseminated comprehensively, aligning with its strategic importance to the missions and activities of all partners over the next twelve months. The dissemination strategy will ensure that results are presented in a quantifiable and easily identifiable manner, tailored to the target audience and conveying the most relevant messages.

The dissemination plan articulates the intention to leverage the project's outcomes and extend their reach to a wide spectrum of project members, stakeholders, and external parties interested in maximizing its impact. This dissemination effort will span all levels due to its strategic relevance to the missions and activities of XU Exponential University of Applied Sciences and Luxembourg Creative Lab in the year ahead.

The dissemination activities kick off at the project's Kickoff Meeting (KoM) with the formulation of a comprehensive dissemination plan. These activities will persist throughout the project's entire duration and even beyond its conclusion. The dissemination plan will delineate the specific roles and responsibilities of each partner, taking into account their unique capacities, including factors like location, size, type, network size, affiliations, and the responsibilities of their staff and customers.

Both partners are expected to actively contribute to both content creation and dissemination efforts, as they collectively play a crucial role in organizing and executing dissemination and demonstration events in their respective countries, whether directly or indirectly.

2.1. What we aim – objectives of dissemination

Through the dissemination activities the partners of this Small Scale consortium aim:

- Ensuring that the awareness of the project is in line within the project objectives, reaches the target groups and contributes to the exploitation and sustainability of the project products;
- Increased awareness of the target groups (at local, national and EU level) about the project, its objectives and all developed results;
- Increasing the interest to the achieving inclusion in the higher education and VET;
- Increasing the interest of other stakeholders;
- Keep up media presence throughout the whole duration of the project;
- Spreading the project results at local, national and European level;

2.2. Partner roles and responsibilities & internal communication

Partners list:

P1 – XU Exponential University of Applied Sciences (DE)

P2 – Luxembourg Creative Lab a.s.b.l. (LUX)

Partner roles:

P1 – XU Exponential University of Applied (DE):

- Logo design
- Social Media pages (as admin);
- Social Media posts
- Blog Posts
- Organizing an Open Public Event in Germany

P2 – Luxembourg Creative Lab a.s.b.l. (LUX)

- Design of Website
- Leads the dissemination of the project;
- Elaborates the dissemination plan;
- Launches project website.
- Elaborates templates for communication and dissemination activities (ppt presentation template and press release template);
- Coordinates social media content publications.

All PARTNERS

- Implement and follow the dissemination plan;
- Contribute actively in content creation and dissemination in their country, in a direct and / or indirect way;
- Report on dissemination activities in the Google Drive all activities and deliverable produced;
- Maintain continuous contact with relevant European networks and multiplier organizations;
- Attend events (conferences, seminars, workshops, etc.) organized by the European Commission, European and the German National Agency (BiBB) that provide an ideal opportunity to showcase project results and also leads to fruitful contacts to enhance networking.

At the beginning of the project a list of stakeholders will be created. The list will be updated throughout the project lifetime and will include a wide range of stakeholders and professionals working in the HEI, VET, IT organizations, universities, associations, NGOs, and etc., who may be interested in exploiting the results.

The logo, the design of the project website and all related branding materials, used during the project will promote consistency which will guarantee the uniqueness of the visual identity of the ,UNITED' project.

XU Exponential University of Applied Sciences and Luxembourg Creative Lab a.s.b.l. will appoint one staff person responsible for external communication of the project.

2.3. Key stakeholders and target groups

The ,UNITED' project target the dissemination actions at:

Target group	Specific group	Methods
PARTNERS' ORGANIZATIONS	Staff interested in the topics of the project	Informal/formal meetings, dissemination material, project website; internal information channels
CORE TARGET AUDIENCE	Key players out of partnership	website & Instagram page, databases, networking at public events and/or conferences.
OTHER STAKEHOLDERS AND DECISION MAKERS		website & Instagram page, project dissemination material; networking at public dedicated and/or significant events
GENERAL PUBLIC		website & Instagram page; dissemination material.

2.4. The message and the tone of voice

We are dedicated to avoiding technical jargon and embracing simplicity in our communication. Our goal is to convey messages in a straightforward and uncomplicated manner, always concluding with a call to action to actively engage our audience. Both partners will collaborate to ensure that project outputs are presented in an easily understandable manner. We will consistently assess the most effective ways to communicate results, placing a strong emphasis on delivering a message that resonates, especially with non-specialist audiences.

2.5. The communication channels & tools

- Partners' Website - Link to project website and updating project information on partners' websites;
- Project Website - the ,UNITED' website (<https://unitederasmus.com/>) will include, at a minimum, the following elements: details about the project, an overview of project activities, profiles of project partners, and readily accessible digital copies of all project materials created throughout its duration, made available freely and openly.
- Social media
- Instagram profile of the project
- Hashtag to be used wherever possible: #UNITEDproject
- Mass media – local and regional media;
- International platforms and networks - EPALE, EU Dissemination Platform, etc.
- Public events and conferences (whenever possible) – local, national, EU level.
- Partners may reach to their National Agencies in order to promote the project activities in the social media.

3. Exploitation – Open Public Event ,Celebrating Unity in Diversity: Inclusion in Education'

As part of this initiative, a public training session titled ,Celebrating Unity in Diversity: Inclusion in Education' will take place in Germany being organized by XU Exponential University of Applied Sciences. The event will extend invitations to foreign students, first-year students, representatives from other academic institutions, foundations, NGOs, associations and companies. We anticipate the participation of approximately 30 attendees for this event.

Event activities:

During this public event, our target audience will be introduced with valuable insights in terms of the following aspects:

1. Developing Learning Objectives:
 - Elaboration on the methodology used for developing comprehensive learning objectives.
 - Defining and refining objectives as a crucial step in providing a clear roadmap for the project's activities.
2. Prioritizing Training Needs:
 - Discussion on methodologies and criteria used to identify and prioritize training needs.
 - Ensuring the project addresses the most pressing needs in the realm of inclusion and diversity.
3. Development of Blended Training Program:
 - Explanation of the comprehensive methodology used in designing the 'Inclusion & Diversity' training program.

- Insights into the content, structure, and delivery methods to maximize program effectiveness.
- 4. **Piloting and Quality Assurance:**
 - Delivering a training module.
 - Delving into the critical phase of piloting the training program.
 - Discussion on testing, refinement, and quality assurance measures to maintain high standards.
- 5. **Interactive Q&A and Feedback:**
 - Participant engagement through posing questions and offering constructive feedback, guiding the project consortium's next steps.

The expected results of this open free training session can include:

1. **Enhanced Understanding:**
 - Participants gaining a comprehensive understanding of the methodologies employed in developing learning objectives, prioritizing training needs, and designing blended training programs for inclusion and diversity in education.
2. **Empowered Educators:**
 - Educators feeling empowered with practical insights and tools to foster inclusive practices in their educational settings.
3. **Increased Awareness:**
 - Greater awareness among participants regarding the critical elements involved in piloting and ensuring quality assurance in training programs.
4. **Applicable Knowledge:**
 - Participants acquiring applicable knowledge and skills to create and maintain inclusive educational practices, as emphasized in the 'United' project.
5. **Student Engagement and Initiatives:**
 - Increased awareness and engagement among participants regarding the importance of student-led initiatives for promoting inclusion and diversity in education.
6. **Interactive Learning Experience:**
 - A dynamic and interactive learning experience for participants through the Q&A session, fostering engagement and facilitating a deeper understanding of the presented content.
7. **Invaluable Feedback:**
 - Gathering invaluable feedback from participants, contributing to the continuous improvement and refinement of the training program.

8. Community Building:

- Building a sense of community among participants who share a commitment to inclusive education, potentially leading to collaborative efforts and shared initiatives beyond the training session.

9. Long-Term Impact:

- Establishment of a foundation for the long-term impact of the 'United' project, as participants leave the session equipped with knowledge and resources to promote inclusion and diversity in their educational contexts.

10. Project Visibility:

- Increased visibility and recognition of the 'United' project, potentially attracting more educators, institutions, and stakeholders interested in fostering inclusive practices in education.

These results collectively contribute to the overarching goal of the 'United' project in promoting inclusive and diverse educational practices and fostering a sustainable culture of equality in learning environments.

Before and after each event, a press release will be sent to all local, regional and national media with which XU Exponential University of Applied Sciences is in contact.

Before each event, an invitation will be prepared in English. The project will also be promoted in other events where representatives of the host take part.

4. How we are going to measure the success – indicators and deliverables

4.1 Deliverables

N	Instrument	Description
1	Dissemination plan	A strategic document which will be used by the partnership to implement the dissemination activities and assure the sustainability of the project. The plan will be elaborated from the beginning of the project and will be discussed and approved at the KOM.
2	Project logo	The main characteristics of the Erasmus+ co-funded project 'UNITED' logo should embody unity, diversity, and inclusivity. The design should visually represent collaboration and cohesion among diverse elements, reflecting the project's commitment to fostering inclusive practices in education. Colors, shapes, and symbols chosen should convey a sense of equality, teamwork, and the overall mission of promoting diversity within a united

		community. The logo should be simple, recognizable, and convey a positive and forward-looking message about the project's goals.
3	Project website	The project website will include the following information: <ul style="list-style-type: none"> ○ General project information and news; ○ Project activities; ○ Project partners; ○ Developed results; ○ Digital form all the materials, the methodology, the course materials; ○ Blog; ○ Links to social media
4	Project information on partners' websites	Project information on partners' websites
5	Links on partners' websites	Links to UNITED webpage on partners' websites.
6	PPT presentation template	A template for ppt presentation will be developed to be used by the partners as needed - for example when presenting the project, project activities and / or project results of various events
7	Social networks, articles and blog posts	Both partners are highly engaged in online activities and maintain connections with local and regional media outlets. They are dedicated to utilizing social media and traditional media channels to disseminate the project's outcomes, sharing them on their websites, social networks, newsletters, and local and regional media platforms. The consortium anticipates reaching a minimum of 150 individuals with each publication aimed at distributing the project results. Recognizing the widespread use of social media in partner countries and the presence of the project's primary target audience on these platforms, a dedicated page on Instagram will be established for the project. This strategic decision is made to effectively connect with and engage the key representatives within the target audience.
8	International Platforms and Networks	EPALE, the EU project dissemination platform, Open Education Europe will be used to disseminate the project results.
9	External events	Promotion/dissemination of the project activities and/or project results in at least one external event.
10	A Transnational Kick-off	The internal dissemination will take place through organizing and implementing one transnational meeting and the other planned online meetings.

	meeting and online meetings	
11	Blog Page	The 'UNITED' blog page will serve as a central hub for sharing information and updates about the project's progress. It will aim to provide educational resources related to inclusion and diversity in education, extending the project's impact. The blog will highlight achievements, shares best practices, and announces upcoming events, fostering community engagement. Additionally, it will offer insights, reflections, and analyses, creating a dynamic and interactive platform for individuals interested in promoting inclusive educational practices.

4.2 Indicators

ACTIVITIES	GOALS AND INDICATORS		LANGUAGE	WHO	WHEN
Dissemination plan	1		ENG	Luxembourg Creative Lab a.s.b.l.	January 2023
Project logo	1			XU Exponential University of Applied Sciences	January 2023
Website	1		ENG	Luxembourg Creative Lab a.s.b.l.	February 2023
	Visits:	At least 900		Both	
Shearing links to ,UNITED' website	Number of shared links	1 link on each partners' websites		Both	March 2023
Project information on partners' websites	Number of publications related to the project, published on	At least 1 per partner	ENG DE FR	Both	March 2023

	each partners' website				
PPT presentation template	1		ENG	Luxembourg Creative Lab a.s.b.l.	March 2023
Social Media (Instagram Page)	1		ENG	XU Exponential University of Applied Sciences	January - December 2023
	Posts	At least 10	ENG	Both	
Social networks, articles and blog posts	Reached people with each publication	300	ENG DE FR	Both	January - December 2023
Open Public Event	Number of Open Public Events	1	ENG DE	XU Exponential University of Applied Sciences	October 2023
	N of the participants	20	ENG DE		
External events	Number of events	2	ENG DE FR	Both	TBD
Transnational meetings	Number of TPM	1	ENG	XU Exponential University of Applied Sciences	February 2023

5. Social media posting schedule by partner

Each partner will take turns being responsible for posting at least once a month on the project's Instagram page as well as on their organization social media channels, with a monthly rotation.

Month	Partner responsible
January 2023	P1 - XU Exponential University of Applied Sciences
February 2023	P2 - Luxembourg Creative Lab a.s.b.l.
March 2023	P1 - XU Exponential University of Applied Sciences
April 2023	P2 - Luxembourg Creative Lab a.s.b.l.
May 2023	P1 - XU Exponential University of Applied Sciences
June 2023	P2 - Luxembourg Creative Lab a.s.b.l.
July 2023	P1 - XU Exponential University of Applied Sciences
August 2023	P2 - Luxembourg Creative Lab a.s.b.l.
September 2023	P1 - XU Exponential University of Applied Sciences
October 2023	P2 - Luxembourg Creative Lab a.s.b.l.
November 2023	P1 - XU Exponential University of Applied Sciences
December 2023	P2 - Luxembourg Creative Lab a.s.b.l.

6. Final remarks

In conclusion, the dissemination plan of the 'UNITED' project stands as a testament to our steadfast dedication to transparently sharing our accomplishments and connecting with a wide and diverse audience. This strategic plan outlines our commitment to cultivating comprehension and admiration for inclusive learning environments. It goes beyond our immediate project partners, extending to external stakeholders, the Higher Education Institutions (HEI) and Vocational Education and Training (VET) community, and even further. As we embark on this dissemination journey, we acknowledge that our joint endeavors to communicate our work will play a pivotal role in instigating positive transformations. Our aspiration is to contribute significantly to the creation of a more inclusive and dynamic European education landscape, one that resonates with the fundamental values at the heart of Europe.