



UNITED - Inclusion and Diversity of Learners with Diverse Backgrounds

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

Dissemination Report



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Authors: UNITED Consortium

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Overview

The success of our project, "United," was significantly augmented by a robust dissemination strategy and comprehensive communication activities conducted by both partners. Aligned with the Horizontal Priorities of the European Union, our project, emphasizing inclusion, diversity, and common values, aimed to promote equal opportunities and access to education. As a response to challenges faced by the two partnering organizations in dealing with diverse backgrounds, our communication efforts focused on educating staff and peers about crucial European values of Inclusion and Diversity.

Throughout the project's lifecycle, a consistent communication strategy effectively disseminated its activities, initiatives, and results. This proactive approach played a pivotal role in achieving all project goals. The primary objective of cultivating a sustainable, inclusive culture within our teams was successfully realized. Post-completion, our staff became fully conscious of Inclusion and Diversity values, actively rejecting any signs of discrimination in employment. This enriched cultural and behavioral understanding facilitated better integration and collaboration with individuals facing fewer opportunities.

Furthermore, our commitment to sustainability extended beyond project activities. By adopting eco-friendly practices and minimizing printing through electronic documentation, we not only reduced our organizations' carbon footprint but also aligned with the EU's emphasis on "Environment and climate change" under the Erasmus+ programme 2021-2027. The dissemination and communication efforts, coupled with a consistent strategy, have been instrumental in ensuring the broader impact and legacy of our project in promoting inclusive practices and environmental responsibility.

All project results were uploaded into our website: <https://unitederasmus.com/activities/>

As the ,UNITED' project progressed, the dissemination process and action plan were reviewed and updated by partners and stakeholders as new opportunities arose and were identified. Any other activity initiated or requested by project partners was included in the action plan and updated through the various communication channels.

The dissemination process aimed at stimulating the interest and attention of learners and staff members of HEI and VET (local and international), academic institutions, foundations as well as communicating the project activities and results to policy makers at both national and European levels. For that reason, it was important to consider the audience to which the message was communicated, as different tactics and tools were needed to reach the intended target group.

Both partners contributed to the development of content used for communication purposes during the project's duration according to the goals which were set up at our Kick-off meeting in Potsdam, Germany and listed into the Dissemination Plan. A mix of channels was used to maximize impact and reach a wide audience at local and international levels.

Online

- Websites (project's own and partners')

Networks

- Social media – social media presence in LinkedIn and Instagram.
- Partners' network channels (online and offline)

Events

- Conferences
- Seminars
- Meetings

Print

- Reports

A dissemination list was developed by the two partners in order to map potentially interested organizations and experts for dissemination purposes (mailing lists, invitation to project events, linkages with project websites etc.). The list also helped to choose the most appropriate tools and methods for each target audience. This ensured that every stakeholder gets tailored information.

In order to effectively disseminate information about project's progress and results to a wide range of audiences, different digital marketing tools were used.

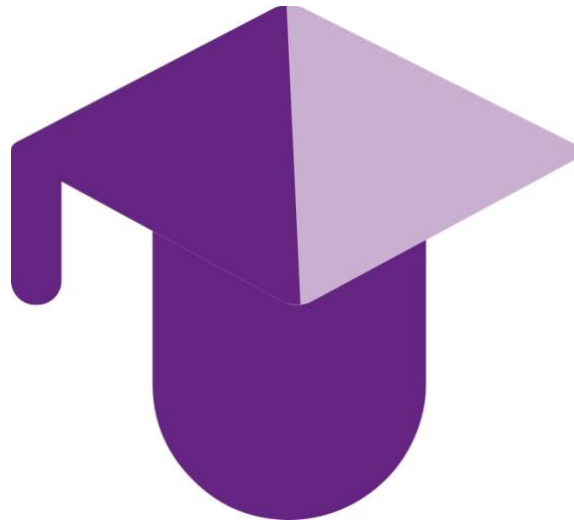
Tool 1. Logo

A project logo was professionally designed and used on all publications and communications for immediate recognition. This also enabled a greater consistency in the information generated amongst partner organizations.



Project-Nr.: 2022-2-DE02-KA210-VET-000092335

The main characteristics of the Erasmus+ co-funded project 'UNITED' logo reflect unity, diversity, and inclusivity. The design visually represents collaboration and cohesion among diverse elements, reflecting the project's commitment to fostering inclusive practices in education. Colors, shapes, and symbols chosen convey a sense of equality, teamwork, and the overall mission of promoting diversity within a united community. The logo is simple, easy-recognizable, and convey a positive and forward-looking message about the project's goals.



In line with the visual identity of the 'UNITED' project, an icon inspired by its distinctive logo has been crafted. This icon encapsulates the essence of unity, diversity, and inclusion, mirroring the core values of the project. Designed to be visually striking and easily recognizable, the icon serves as a condensed representation of the broader 'UNITED' brand. It draws on the same color palette, shapes, and symbols, offering a cohesive extension of the project's visual language. This icon, a visual shorthand for the project's mission and goals, is poised to enhance brand recognition and reinforce the project's message across various platforms and communication channels.

Tool 2. Project website

As the main dissemination tool of the project, the website <https://unitederasmus.com/> aims to keep all partners, stakeholders, and the general public informed about the project's progress, and, eventually, provide practical links to all the relevant news, publications, and tools. The website's content is opened for all stakeholders and has been regularly updated to include news, requests, achievements and results as well as after its completion, thereby assuring the project's sustainability.

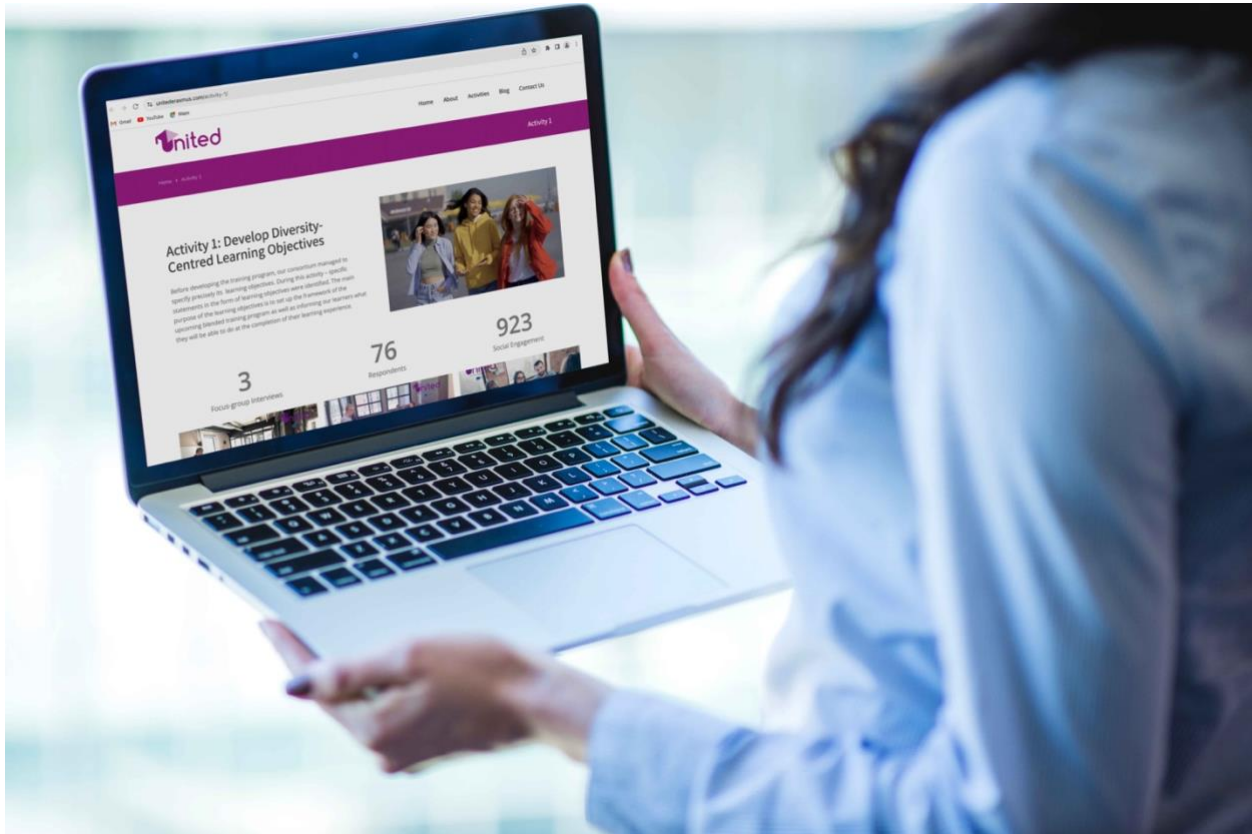
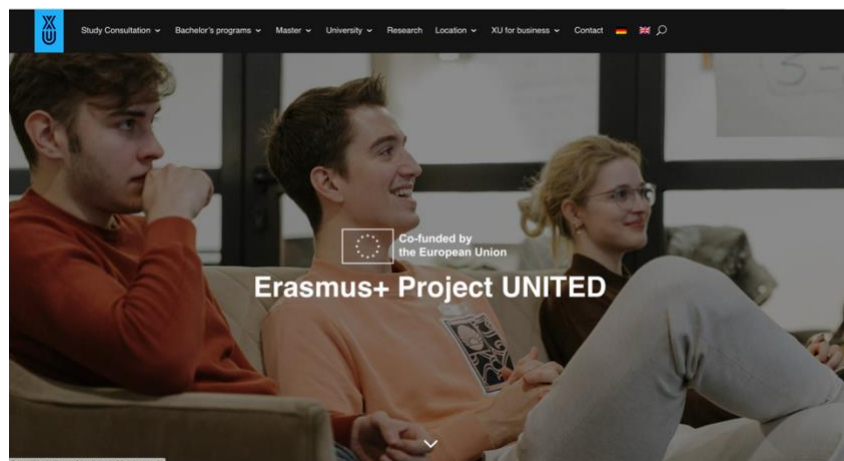


Image: UNITED website <https://unitederasmus.com/>

Credit: Luxembourg Creative Lab a.s.b.l.

Tool 3. Partner's network

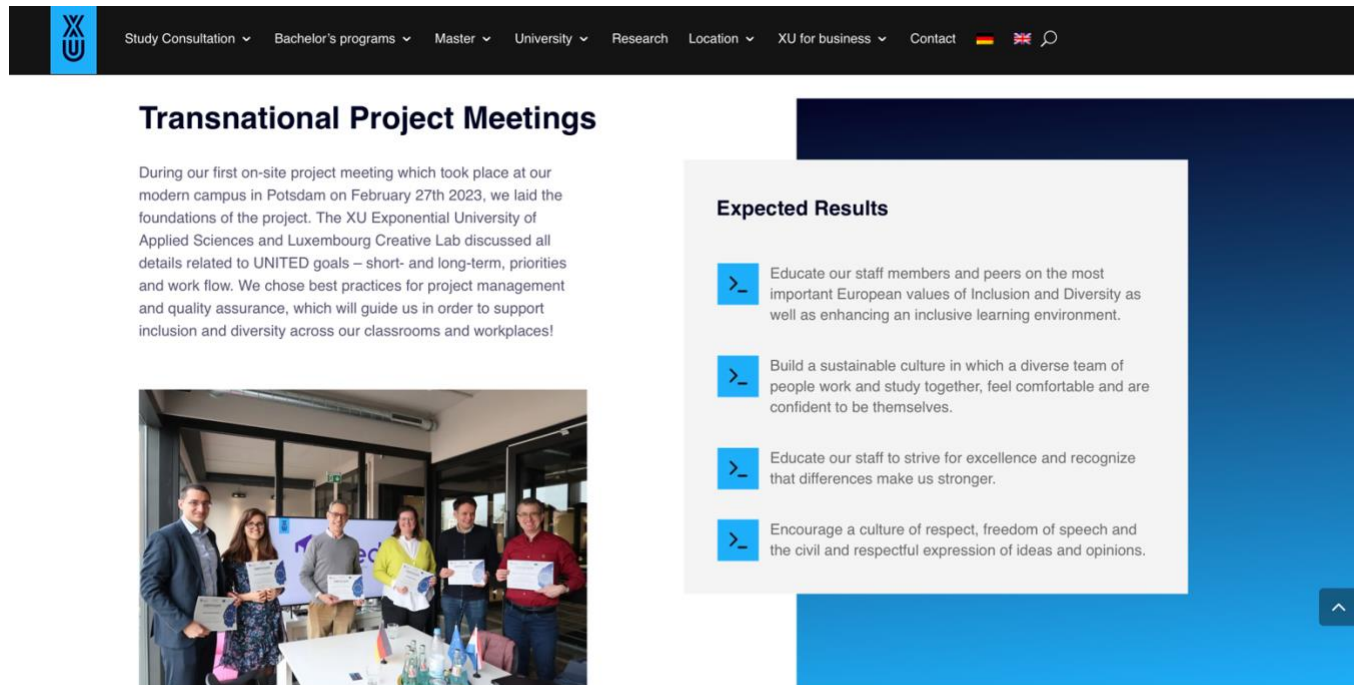
Partner organizations and stakeholders were required to include blog posts on their blogs in their website related to the project ,UNITED', e.g. and <https://xu-university.com/en/united/> and <https://lclab.lu/blog/>



Screenshot: A dedicated page focused on 'UNITED' as part of the XU website

Screenshot: <https://xu-university.com/en/united/>

Taking advantage of their social media network, partners were asked to post news, publications and photos, providing direct link to the project's website, on their social media pages. As a result, the project's visibility and exposure was increased.



Screenshot: A dedicated page focused on 'UNITED' as part of the XU website

Screenshot: <https://xu-university.com/en/united/>

Tool 4. Presentation

A PowerPoint presentation was developed including general information on the project. This presentation was used by partners as a basic template to build on their own presentations regarding the 'UNITED' initiative.

UNITED - Inclusion and Diversity of Learners with Diverse Backgrounds



Screenshot: Cover of the PPT slides

Credit: Luxembourg Creative Lab a.s.b.l.

Tool 5. Participation in external events

A project presentation in the framework of external events – national or international – such as conferences, seminars, workshops, meetings, etc. The ,UNITED' results were presented by Luxembourg Creative Lab and also by the President of the XU Exponential University of Applied Sciences, Germany.



Image: Prof. Dr. Filipe De Castro-Soeiro presents the project results in front of policy makers in Brandenburg. Credit: XU Exponential University of Applied Sciences.

On the 19th of October, 2023, the stage was set for a transformative event at XU Exponential University in Potsdam. Climathon Potsdam 2023 brought together over 50 enthusiastic participants, including students, faculty members, stakeholders, public organizations, and representatives from the municipality of Ludwigsfelde, to engage with the Erasmus+ co-funded project 'UNITED.'



Image: Climathon 2023 Potsdam.

Credit: XU Exponential University of Applied Sciences

Tool 6. Project Flyer

A project flyer was developed, containing basic information on the project which aimed to invite our respondents for taking part into our focus group interview. It was distributed via project socials.



Image: Project Flyer. Credit: XU Exponential University of Applied Sciences.

Tool 7. Social media channels

XU Exponential University of Applied Sciences and Luxembourg Creative Lab were highly active online and established contacts with local and regional mass media. They were committed to using social networks and mass media to share results and outputs through their websites, social networks, newsletters, and local media.

The consortium successfully reached a total of 1948 individuals which significantly exceeded the project's objectives. The posts were scheduled according to the social media calendar outlined into the Dissemination Plan. The online identity was established in the initial stages of the project.

Partners created a project public profile on Instagram, and they also leveraged existing groups, channels, and networks to disseminate project information and engage with the audience.

The ,UNITED' Instagram is: https://www.instagram.com/erasmusplus_united/

All posts related to the Erasmus+ co-funded project 'UNITED' can be found in the link above.

Instagram was strategically chosen as a primary dissemination channel for the 'UNITED' project by the two partners due to the specific characteristics of the target audience. The decision was influenced by data obtained from the Marketing Department of the coordinator, indicating that

the majority of XU Exponential University of Applied Sciences students and staff members predominantly use Instagram and are highly active on the platform. Instagram's visual-centric nature, coupled with its popularity among the student demographic, makes it an ideal platform to effectively engage and connect with the intended audience.

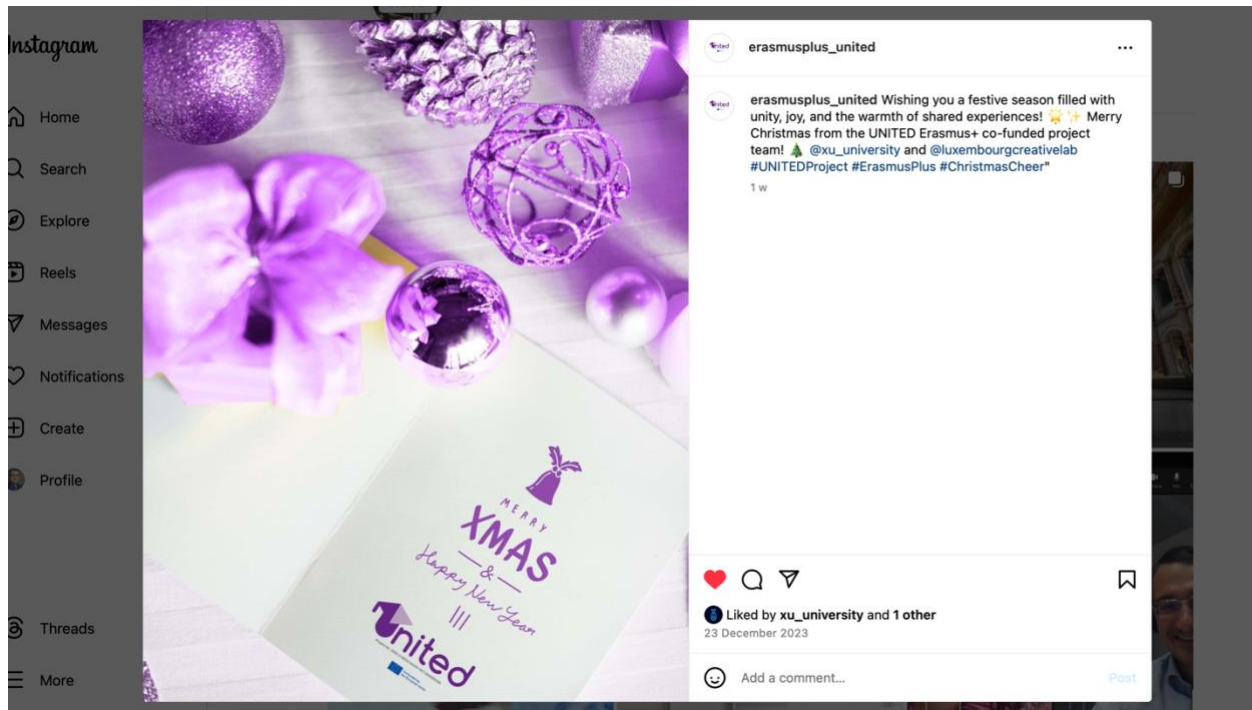


Image: Social Media Post in the 'UNITED' Instagram

Source: Screenshot

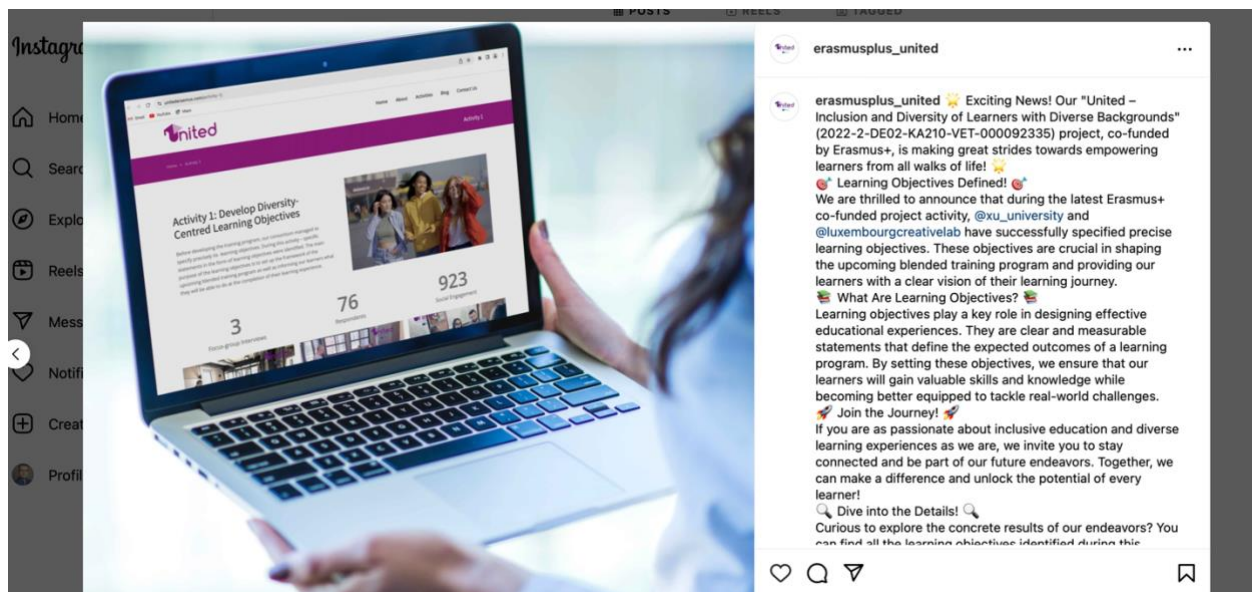


Image: Social Media Post in the 'UNITED' Instagram

Source: Screenshot

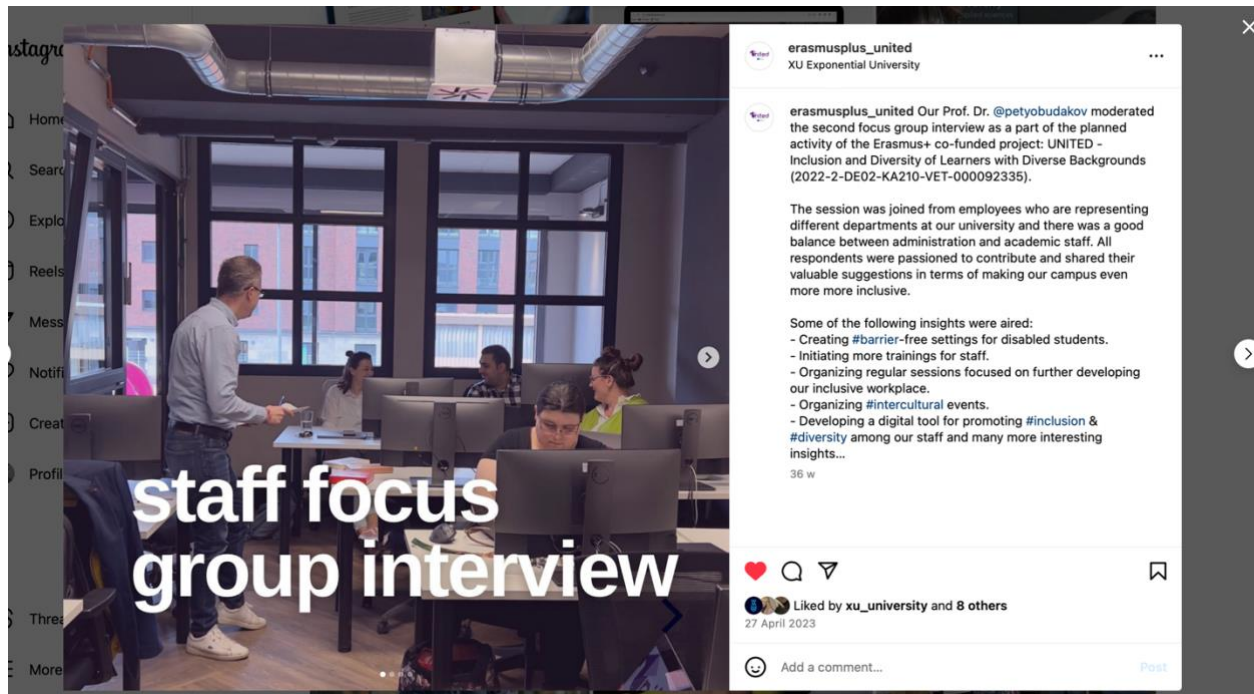


Image: Social Media Post in the 'UNITED' Instagram

Source: Screenshot

Moreover, the partners recognized the importance of meeting the audience where they are most active online. By leveraging Instagram, the project aimed to reach and resonate with its target audience, ensuring that the dissemination efforts align with their preferred communication channels.

Additionally, the choice of Instagram complements the broader dissemination strategy, where project activities were already being shared on other social media platforms utilized by the partners, such as LinkedIn and Facebook.

Instagram page of the XU Exponential University of Applied Sciences:

https://www.instagram.com/xu_university/

All posts related to the Erasmus+ co-funded project 'UNITED' can be found in the link above.

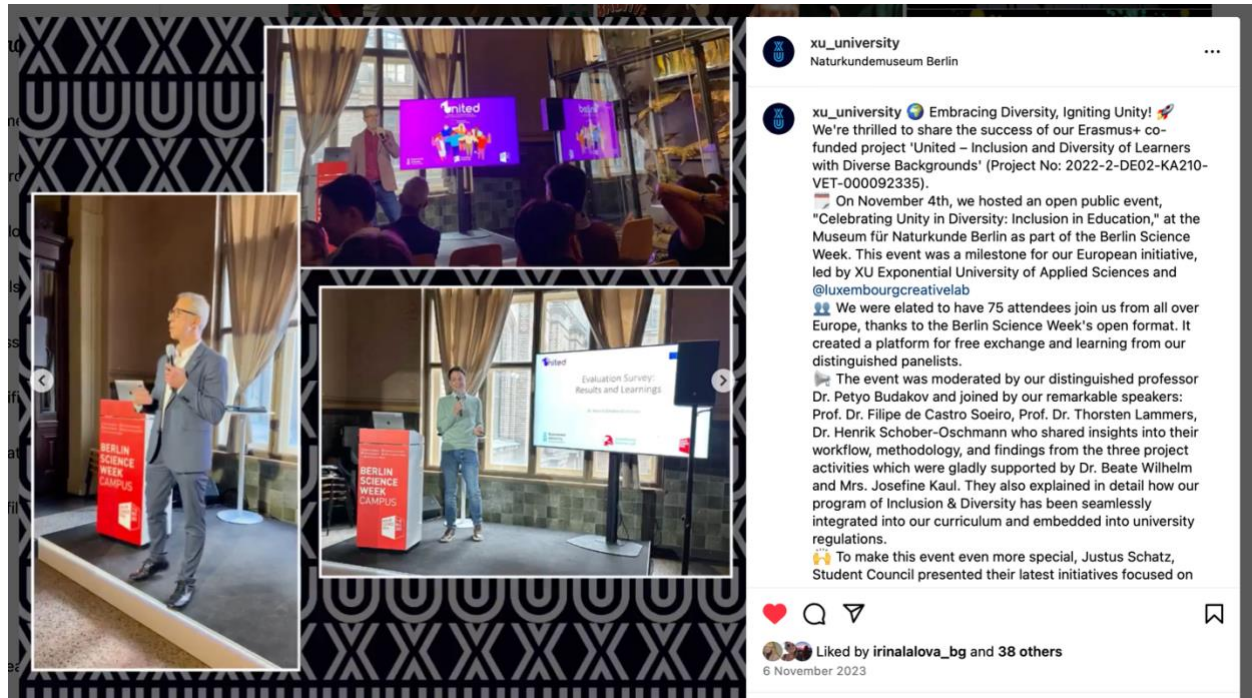


Image: Social Media Post in the XU Instagram

Source: Screenshot



Image: Social Media Post in the XU Instagram

Source: Screenshot

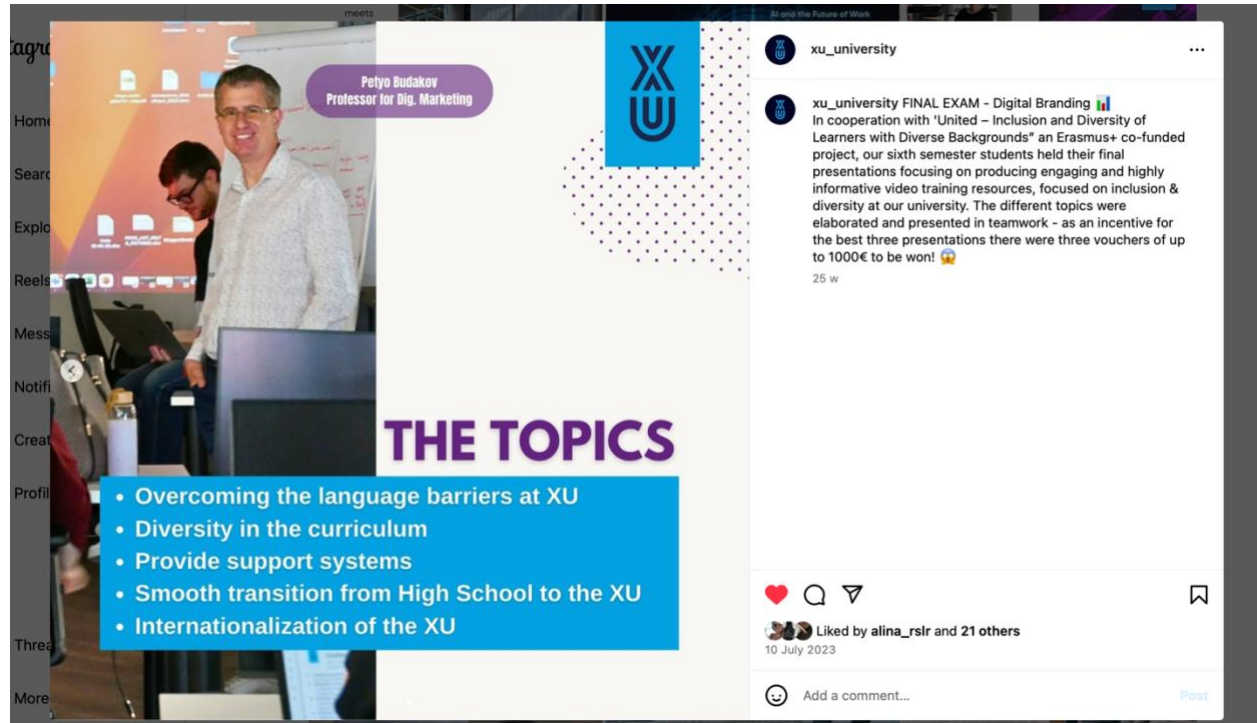


Image: Social Media Post in the XU Instagram

Source: Screenshot

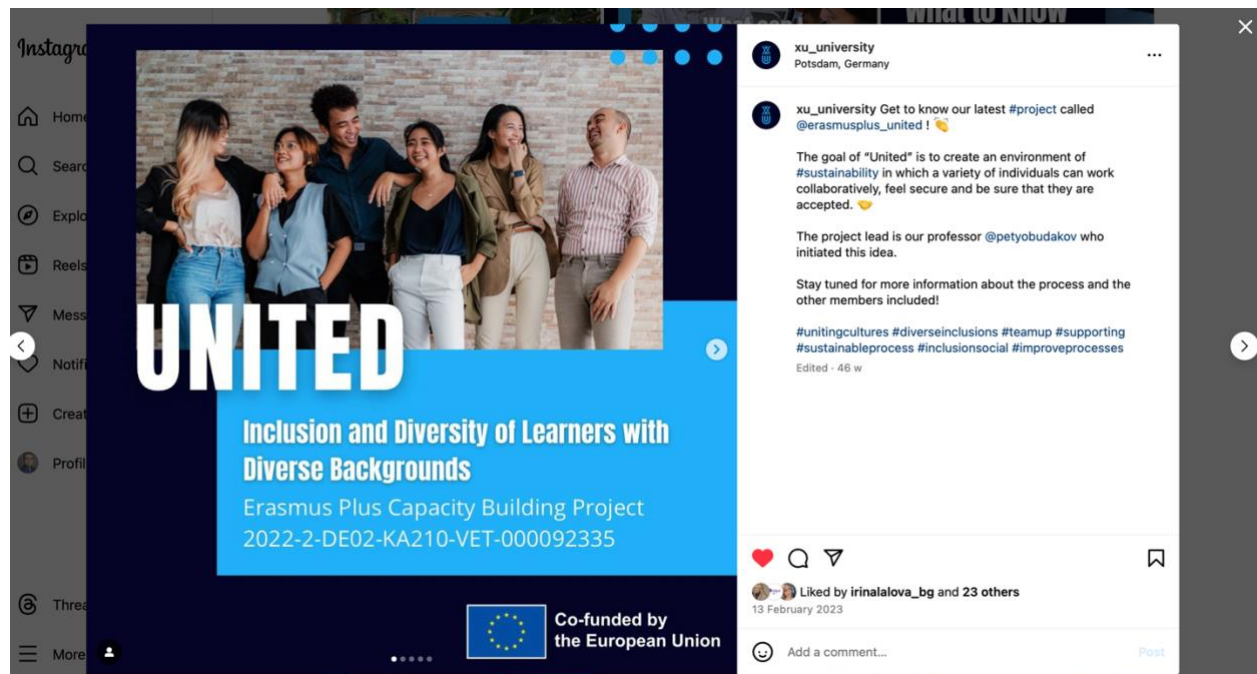


Image: Social Media Post in the XU Instagram

Source: Screenshot

Facebook page of the XU Exponential University of Applied Sciences:

<https://www.facebook.com/XUUniversity>

All posts related to the Erasmus+ co-funded project 'UNITED' can be found in the link above.

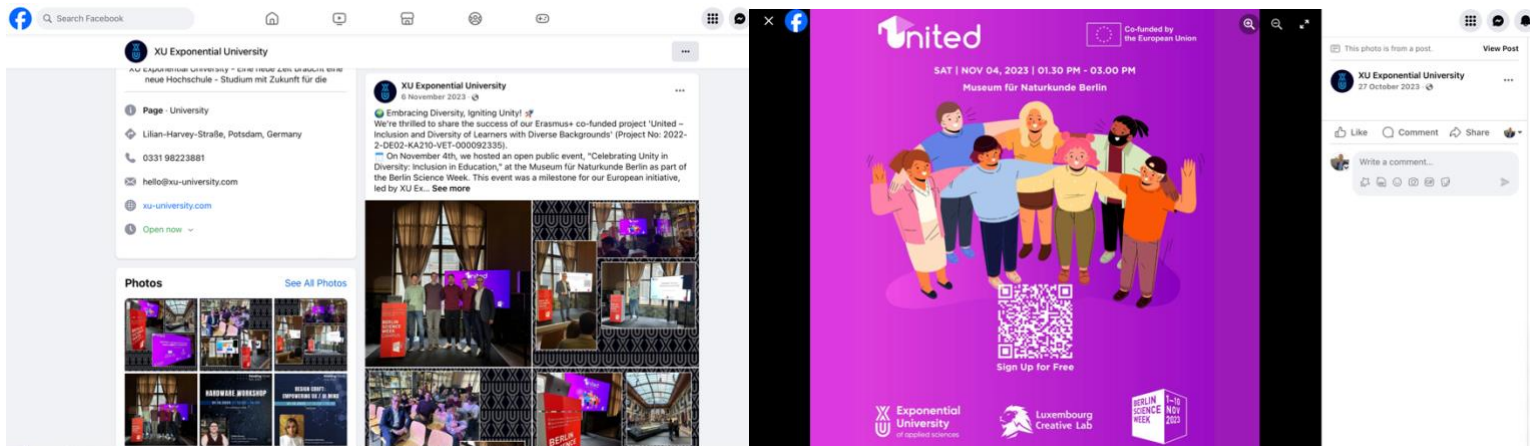


Image: Social Media Post in the XU Facebook

Source: Screenshot

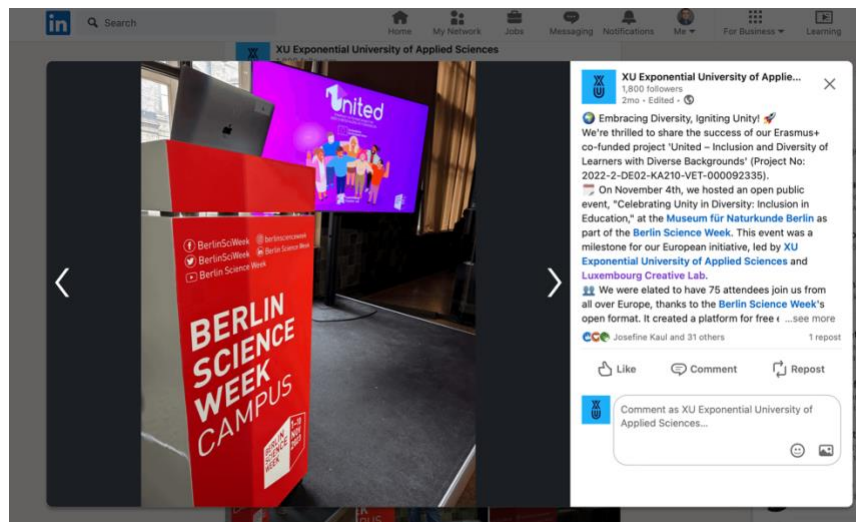


Image: Social Media Post in the XU LinkedIn page

Source: Screenshot

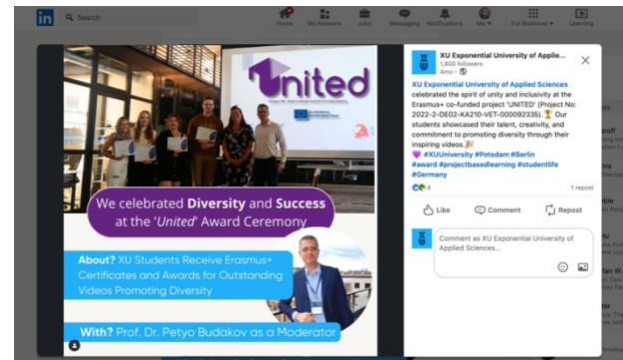
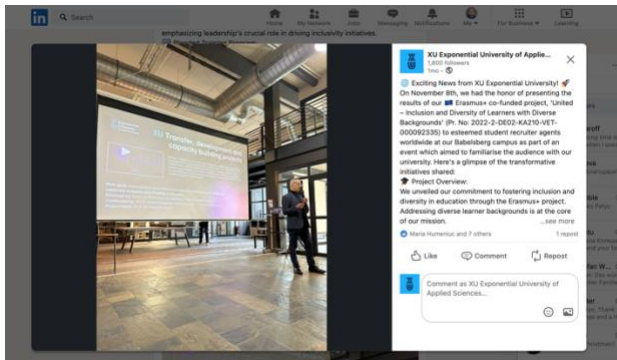


Image: Social Media Post in the XU LinkedIn page

Source: Screenshot

The LinkedIn page of Luxembourg Creative Lab:

<https://www.linkedin.com/company/77771258/admin/feed/posts/>

All posts related to the Erasmus+ co-funded project 'UNITED' can be found in the link above.

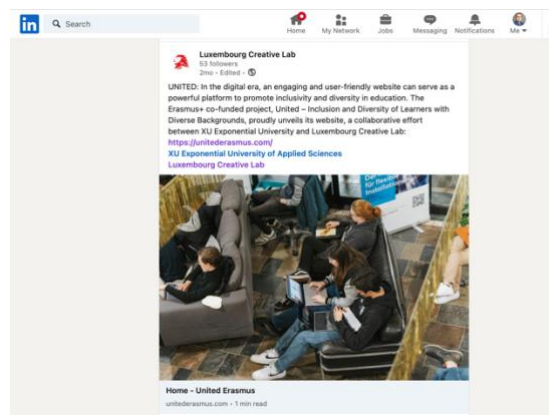
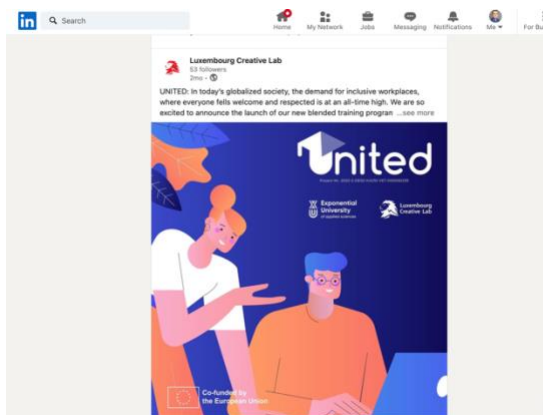


Image: Social Media Post in the LCL LinkedIn page

Source: Screenshot

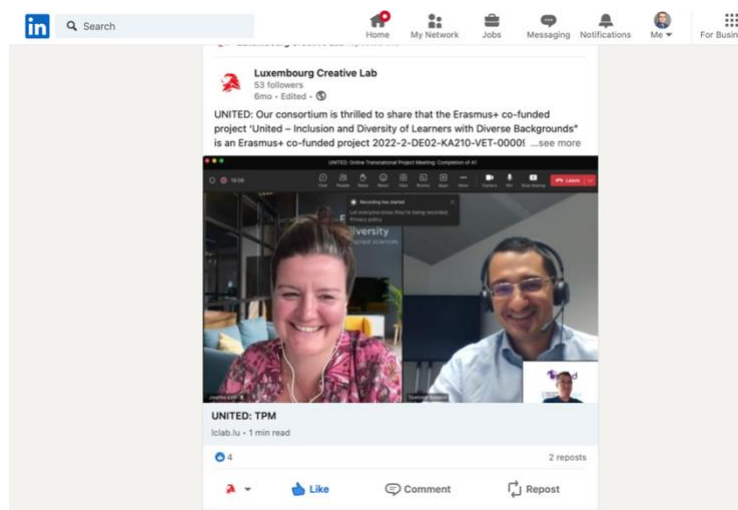


Image: Social Media Post in the LCL LinkedIn page

Source: Screenshot

The Facebook page of Luxembourg Creative Lab:

<https://www.facebook.com/profile.php?id=100082026631548>

All posts related to the Erasmus+ co-funded project 'UNITED' can be found in the link above.

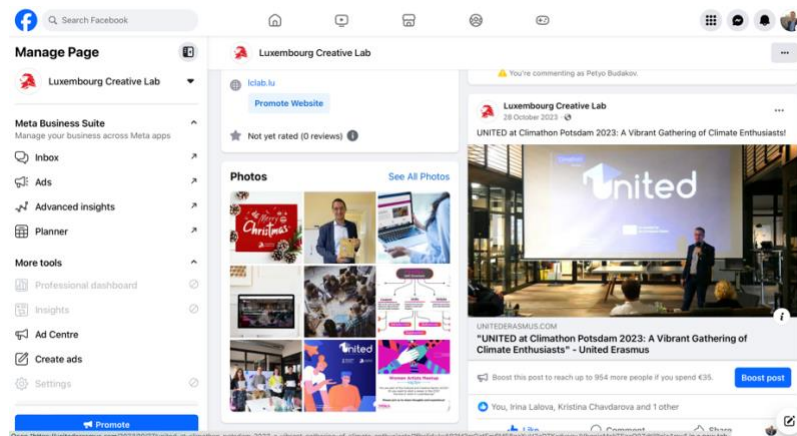


Image: Social Media Post in the LCL Facebook page

Source: Screenshot

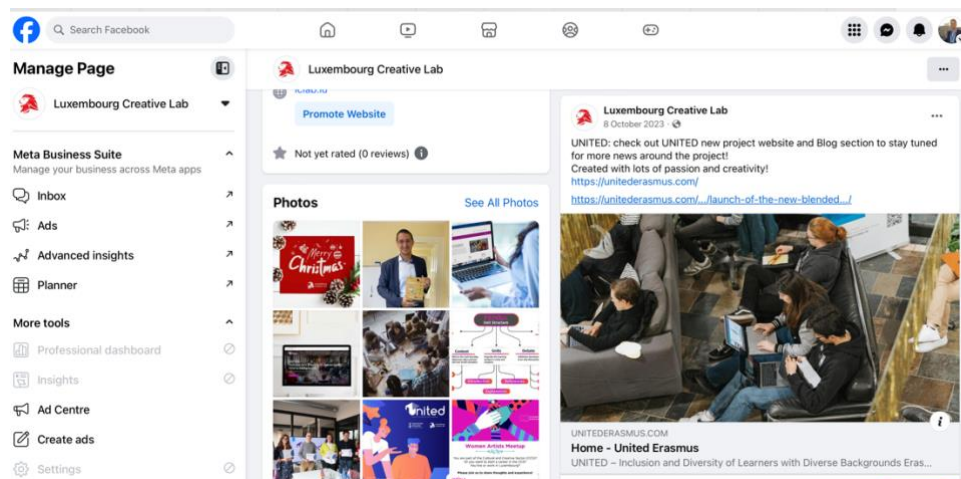


Image: Social Media Post in the LCL Facebook page

Source: Screenshot

The Instagram page of Luxembourg Creative Lab:

<https://www.instagram.com/luxembourgcreativelab/>

All posts related to the Erasmus+ co-funded project 'UNITED' can be found in the link above.

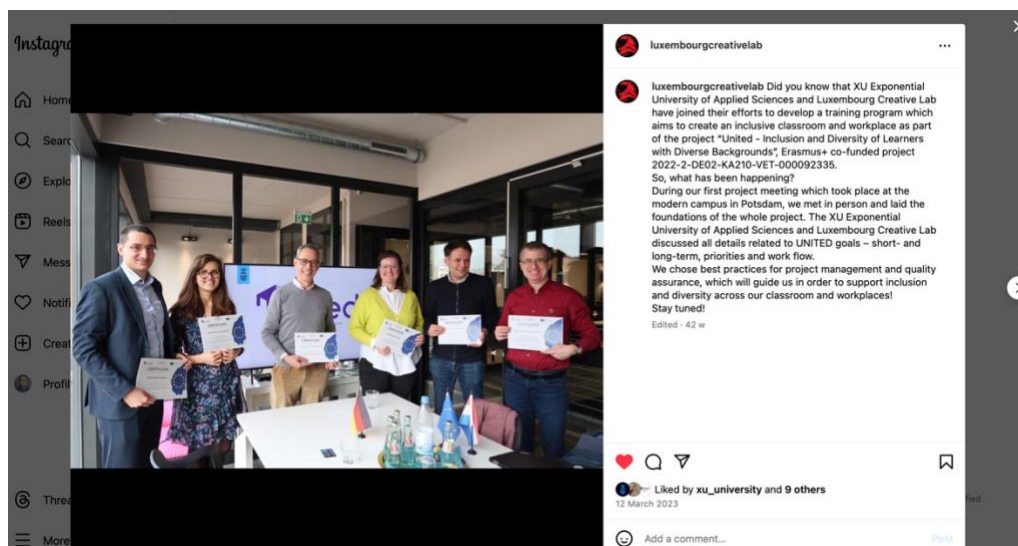


Image: Social Media Post in the LCL Instagram page

Source: Screenshot

This multi-channel approach ensures a comprehensive and diversified outreach, catering to various preferences and online behaviors of the target audience. Instagram, with its visually appealing content format and interactive features, provides an avenue to showcase the project's visual identity and communicate its key messages effectively to the XU student community.

Tool 8. Communication Among Project Partners

During the course of the project, dissemination and communication among partners was maintained through a number of activities and tools which managed to increase the project efficiency and facilitate the achievement of the project objectives.

However, three transnational meetings have been scheduled to guarantee an efficient communication and project development and only the first one (Kick-off) was held on-site.

During these meetings, a close monitoring of all activities and outputs of the project was made.

Before each meeting, the organiser prepared an agenda with relevant information.

After the meeting, the project coordinator (XU Exponential University of Applied Sciences) sent the meeting notes to all the partners.

Each meeting included panels, focused on project follow-up, quality assurance and dissemination activities, assessments of budget compliance, communication and definition of upcoming meetings.

Tool 9. Internal correspondence

Google Drive was used for the purposes of coordinating activities, including tracking tasks, sharing documents and completing evaluation progress.

Cooperation was based on communication and constant exchange of information, ensuring that both partners are well involved and aware of what tasks they had to conduct. Partners created a mailing list with all partners involved in the project which was available in Google Drive for future use.

Tool 10. An Open Public Event

On November 4th, a groundbreaking public session, “Celebrating Unity in Diversity: Inclusion in Education,” was held in Berlin as part of the Berlin Science Week, marking a significant milestone for this European initiative. Led by the XU Exponential University of Applied Sciences and Luxembourg Creative Lab, the event brought together 75 attendees from across Europe to explore the project’s achievements.



Image: Open public event “Celebrating Unity in Diversity: Inclusion in Education”

Source: XU Exponential University of Applied Sciences

Here are some key points covered by the speakers:

- Developing Learning Objectives:** The speakers elaborated on the methodology employed for developing comprehensive learning objectives. These objectives serve as the foundation for the entire project, ensuring that the program aligns with the mission of fostering inclusion and diversity in education. The meticulous process of defining and refining these objectives was a crucial step in providing a clear and structured roadmap for the project’s activities.
- Prioritizing Training Needs:** In an educational landscape that continually evolves, identifying and prioritizing training needs is of paramount importance. The speakers shared their approach to this, highlighting the methodologies and criteria used to determine which areas required the most attention. This helped ensure that the project was addressing the most pressing needs in the realm of inclusion and diversity.
- Development of Blended Training Program:** One of the cornerstones of the project is the creation of a blended training program on ‘Inclusion & Diversity.’ The speakers

explained the comprehensive methodology used in designing this program, which combines traditional and online learning components. They discussed the content, structure, and delivery methods used to maximize the program's effectiveness in promoting inclusive educational practices.

- **Piloting and Quality Assurance:** The speakers also delved into the critical phase of piloting the training program. They discussed how it was tested and refined to ensure its practical applicability and effectiveness. Additionally, the stringent quality assurance measures put in place to maintain high standards in the program were highlighted. This commitment to quality ensures that the training program can be a valuable resource for educators and institutions.
- **Latest Updates and Future Maintenance:** Beyond the successful completion of the project, the speakers outlined concrete steps for the future maintenance of the 'Inclusion & Diversity' program. They discussed the importance of keeping the program up-to-date, reflecting the evolving needs of the education sector. The sustainability of the project was emphasized, including plans for ongoing support and development.

BERLIN SCIENCE WEEK
1—10 NOV 2023

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◀ GO BACK

➦ SHARE

SOCIETAL TRENDS & TRANSFORMATIONS IN PERSON ENGLISH CAMPUS

SAT | NOV 04, 2023 | 01.30 PM - 03.00 PM BERLIN TIME

UNITED: CELEBRATING INCLUSION AND DIVERSITY IN EDUCATION

XU EXPONENTIAL UNIVERSITY OF APPLIED SCIENCES | HENRIK SCHÖBER-OSCHMANN, JOSEFINE KAUL, THORSTEN LAMMERS, FILIPE DE CASTRO SOEIRO, BEATE WILHELM, PETYO BUDAKOV

Image: Announcement of the Open Public Event.

Source: Screenshot from <https://berlinscienceweek.com/event/united-celebrating-inclusion-and-diversity-in-education/>

Tool 11. Blog

The Blog page on the 'UNITED' website, e.g. <https://unitederasmus.com/blog/> serves as a dynamic platform dedicated to providing in-depth insights, updates, and detailed publications about the project's activities. With a total of nine publications already available, the Blog serves multiple purposes:

1. **Detailed Project Updates:** The Blog offers a space to provide comprehensive updates on the progress of the 'UNITED' project. It allows for a deeper exploration of various project activities, ensuring stakeholders gain a thorough understanding of the ongoing developments.
2. **In-Depth Analysis:** The publications on the Blog go beyond surface-level information, offering in-depth analyses of key aspects related to inclusion, diversity, and the project's overarching goals. This allows readers to delve into the nuances of the project's activities and their impact.
3. **Showcasing Achievements:** The Blog serves as a showcase for the achievements and milestones reached during the project's implementation. Each publication highlights specific accomplishments, contributing to a narrative that emphasizes the positive impact of the project.
4. **Knowledge Dissemination:** Through detailed publications, the Blog becomes a valuable resource for disseminating knowledge related to inclusion and diversity in education. It extends the project's impact by sharing insights, best practices, and lessons learned with a wider audience.
5. **Engagement and Interaction:** The Blog is a platform for engagement, encouraging readers to interact with the content through comments and discussions. This fosters a sense of community and allows stakeholders to share their perspectives on the project.

6. **Resource Repository:** As the number of publications grows, the Blog becomes a repository of resources related to the 'UNITED' project. This archive provides easy access to a wealth of information for those interested in the project's activities and outcomes.

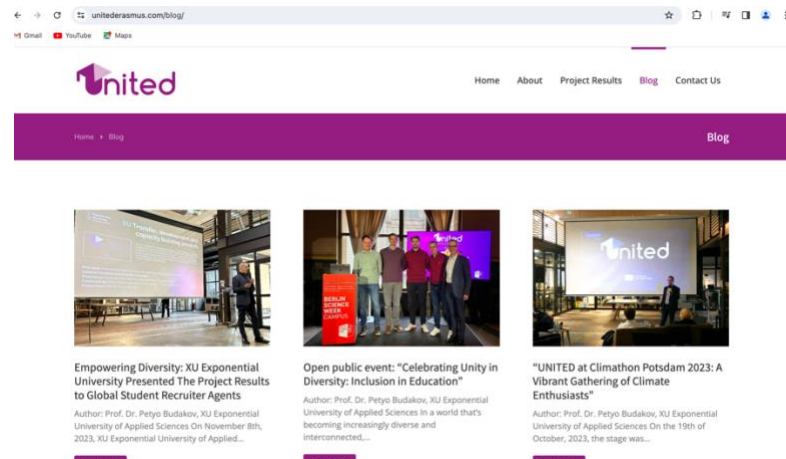


Image: Screenshot of the Blog from <https://unitederasmus.com/blog/>

In summary, the Blog page on the 'UNITED' website serves as a dynamic and informative hub, offering a rich array of publications focused on project activities. It not only keeps stakeholders informed but also contributes to the broader discourse on inclusion and diversity in education.

Tool 12. Training Videos

In addition to the achieved project outcomes and being influenced by the training sessions, students from the XU Exponential University of Applied Sciences in Germany volunteered and produced a series of training videos focusing on the following 5 topics. Each video addresses distinct objectives by providing answers to the question “How to...”:

1. **Overcoming Language Barriers at XU:** This video offers guidance on supporting students from abroad who possess limited German language skills, facilitating effective communication and integration.
2. **Enhancing Diversity in the Curriculum:** This video delves into various strategies, including the recruitment of diverse faculty members, the creation of interdisciplinary

courses that explore diversity-related topics, and the encouragement of student-led initiatives promoting diversity within the curriculum.

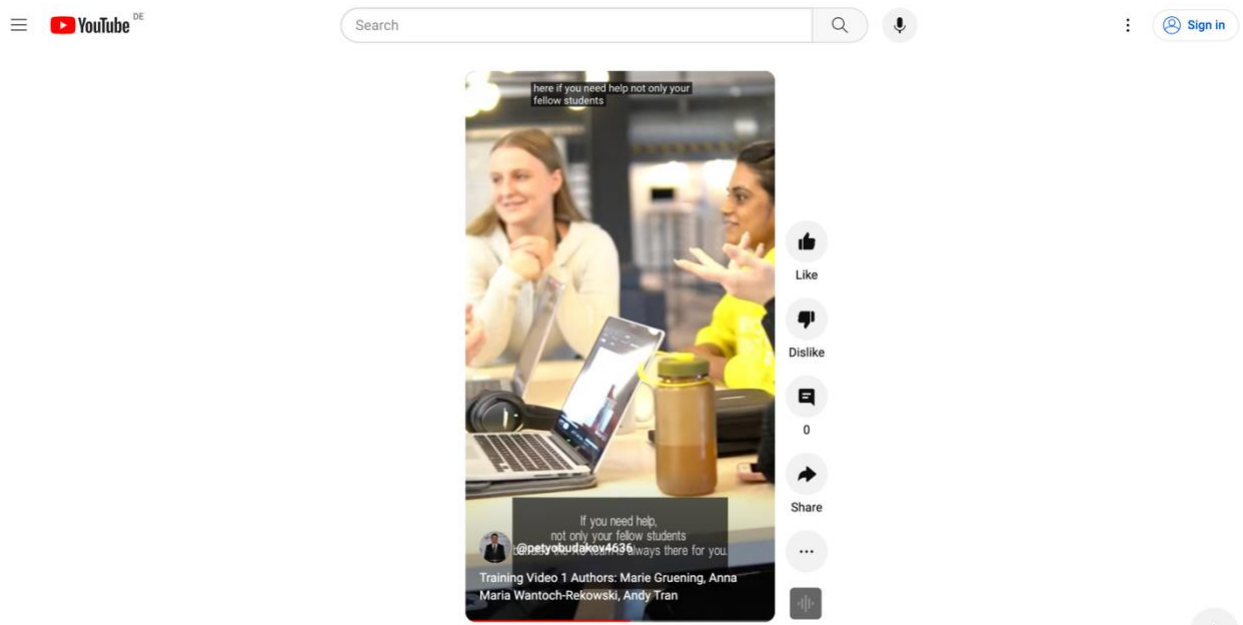


Image: Training Video 1. Authors: Anna Maria Wantoch-Rekowski, Marie Gruening, Andy Tran. Screenshot from YouTube: <https://www.youtube.com/shorts/dtRqwGkAXt8>

3. **Establishing Support Systems:** The video discusses the implementation of support systems to assist individuals from underrepresented groups in navigating the challenges of higher education, fostering an inclusive and accommodating environment.
4. **Seamless Transition from High School to XU University:** This video provides insights and advice for freshman students, aiding them in adjusting their schedules and routines to align with the new requirements and expectations of university life.
5. **Internationalization of XU Exponential University:** The final video highlights the importance of collaboration and celebration in the context of internationalization, emphasizing the benefits of working together and commemorating achievements as a united community.

All training videos could be found here: <https://unitederasmus.com/activity-2/> (e.g. scrolling down to the bottom of the page). These videos are complimentary to the project results and would be widely used in the future to support the adaptation of foreign or first-year students.

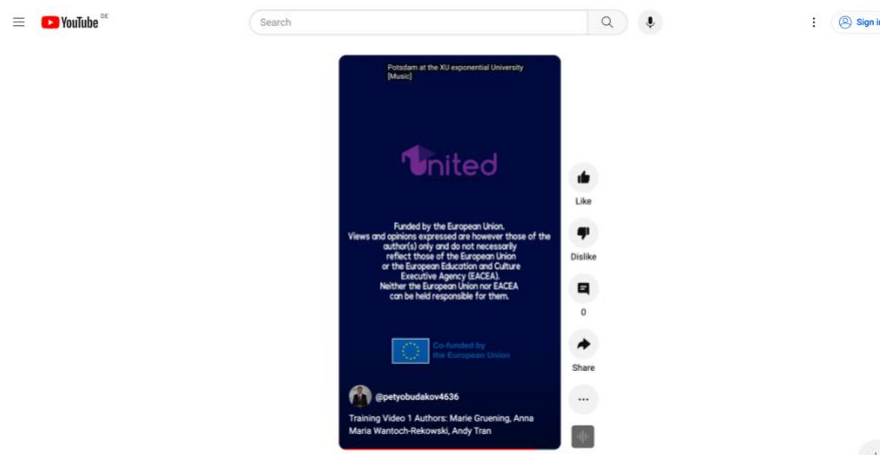


Image: Training Video 1. Authors: Anna Maria Wantoch-Rekowski, Marie Gruening, Andy Tran. Screenshot from YouTube: <https://www.youtube.com/shorts/dtRqwGkAXt8>

Summary

The exploitation strategy of the 'UNITED' project centered on disseminating its outcomes and knowledge to a broader audience, extending the sustainability of its impact and objectives. Through various dissemination initiatives, the project successfully reached 1948 individuals via social media and engaged 269 users through other channels.



Image: Meta Business Suite – Insights of UNITED.

Source: Screenshot

Notably, all communication materials adhered meticulously to the format recommended by the European Commission, incorporating essential elements such as the disclaimer, EU logo, fonts, colors, and background. This concerted effort ensured consistent and professional representation, aligning with established standards and enhancing the project's visibility and credibility.

However, the UNITED dissemination materials were made available to diverse organisations, research institutes, foundations, universities, VET, etc. All project results were openly accessible (Creative Common License), without limitations. This made them accessible to a broader audience, enabling wider dissemination. During the dissemination phase, digital materials were shared through online channels with participants, allowing them to further distribute these resources within their relevant sectors.

The dissemination and exploitation strategies of the Erasmus+ co-funded project ,UNITED'effectively communicated its objectives, outcomes, and resources to target audiences, fostering knowledge sharing, building partnerships, and ensuring the long-term impact of the project's efforts beyond its completion.