Dissemination and Communication Plan

RE.M.I.D.A. project

Erasmus+ KA2 Strategic Partnership (2019-1-IT02-KA204-063171)

Renewed Models for the Inclusion of Disadvantaged Adults

Author: Inercia Digital

Date: 10 May 2022

Result no.: A2_R1

Dissemination and Communication Plan

Author: Inercia Digital

Date: 10 May 2022

Result no.: A2_R1

Co-funded by
the European Union

Content

List of tables

List of figures

1. EUROPEAN COMMISSION GUIDELINES

Every publication or dissemination material used for the project should follow the Visual Identity Rules as those are described in the official European Union Communication Guidelines.

In line with the **Guidelines for beneficiaries and other third parties** the following phrase should be mentioned:

This project has received funding from the ERASMUS+ Programme of the European Commission

Basic Rules

- The minimum height of the EU emblem shall be 1 cm.
- The name of the European Union shall always be spelled out in full.
- The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.
- Italic and underlined variations and the use of font effects are not allowed.
- The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.
- The font size used should be proportionate to the size of the emblem.
- The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

Link to the ERASMUS+ Programme Logos

https://eacea.ec.europa.eu/about-eacea/visual-identity_en

Link to European Union's Flag

http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

Every publication made in the framework of the project must clearly acknowledge European Union's contribution. In detail the following phrase should be used:

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

The visual identity of the European Commission

http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm

2. DISSEMINATION & COMMUNICATION STRATEGY

The Dissemination and Communication Strategy aims to spread the project's activities, achievements and results to relevant stakeholders in Europe. Dissemination and communication are key areas for throughout the RE.M.I.D.A. project life-cycle. Project must attract interest during its life-cycle and after its end and ultimately participation from many different bodies in different countries therefore it has to have a good public profile and clear project identity.

Dissemination and Communication Strategy identifies a number of crucial elements of the activity; clarifies roles and responsibilities of each partner during project implementation, potential audience, messages and methods of communication.

Dissemination and Communication Strategy defines and implements key activities that deliver the right messages to the right audiences by using the best methods. Dissemination is a long-term relationship with the stakeholders that will provide on-going feedback to help to improve the message. It has been designed as a two-way dynamic and interactive process, which should be continuous and progressive. It highlights the schedule of communication and dissemination activities and identifies the key message and target audience(s) for each of its key points:

- What – defining what to communicate and disseminate - the message, the products
- To whom – identifying the target groups for communication and dissemination – the audience
- Why – defining the purpose of communication and dissemination
- How – defining the method and means of communication and dissemination
- When – defining the timing of communication and dissemination.

Through the current document in terms of Communication the following aspects will be covered:

- Goals of the communication
- Stakeholders
- Key messages to be communicated
- Different communication methods and approaches for each method
- The monitoring mechanisms for ensuring the efficiency of the strategy
- The strategy document includes also marketing objectives regarding which it will follow a SMART approach, which will indicate how each area will be addressed: Specific: Each objective will be presented in clear terms so each member of the consortium knows what is hoped to achieve by each separate tool.
- Measurable: Each objective will be presented in quantifiable ways (e.g. units or end user informed/ influenced by the project), so to be able to check the level of success and apply fine tuning measures when and if needed.

- **Achievable**: Each objective should be reasonable in terms of what is expected and not use indicators that are unreasonable in terms of budget and time constraints.
- **Realistic**: Each objective should be achieved by the resources of each project partner and not through unrealistic resources that the project partners don't have.
- **Time Specific**: Each objective should have a specified period it should be achieved by setting dates for each action.

In the RE.M.I.D.A. project the dissemination and communications strategy aims to:

- Support RE.M.I.D.A.'s aims and objectives.
- Present RE.M.I.D.A. progress and share the results outside the consortium, thus ensuring large awareness on the projects' topic.
- Ensure the correct target audience is addressed through the proper channel.
- Ensure the created know-how is exchanged and shared amongst both project partners and their local societies.
- Ensure that the results of the project are used in relation with other EU Initiatives, measures and programmes.
- Develop a multi-dimensional and cross-related approach through the use of different channels and tools in order to reach the various target groups.

The dissemination and communication strategy will be divided in three phases, in base of the objective of the different planned activities.

- 1st Phase. Start. It is focused on the promotion of the project, the partnership, the objectives and the Erasmus+ financing. In this phase are included the elaboration of the communication plan, the planning and realization of the advertising materials to be uploaded online on websites and social media accounts of partners. The aim is to update the stakeholders about the development of the project, its activities, and convey the dissemination material towards the desired target groups. Furthermore, the partnership will plan and produce the printed materials (leaflets, brochures…). This initial phase lasts the first months of the project.
- 2nd Phase. Implementation. The dissemination is focused on the involvement of teachers and headmasters in the project activities. The objective is the development of a wider network of stakeholders in order to prepare them to receive the project outcomes and to stimulate the participation of target groups in terms of project inputs. Every partner should provide regularly dissemination material to update the project evolution to spread online. The phase of implementation lasts during all of the project's development.

- 3rd Phase. Final. The objective is to ensure that all the relevant stakeholders acquire and use permanently the outputs and results of the project. This phase include participation at external events and conferences, creation of reports about multiplier events by each hosting partner, and elaboration of a final report of dissemination and communication by Inercia Digital, which should include details of the performed activities and the achieved results, as well as the reached and informed persons. This phase starts with the elaboration of events and lasts until the project's end.

The communication activity will produce the following outcomes:

- The Communication and Dissemination Plan
- Exploitation Plan
- Logo of the project
- 5 newsletters
- Leaflet
- Articles in press media
- Publications in social media
- Final report of communication and dissemination

As general approach, the partnership will valorise all the opportunities of communication and dissemination offered by the project activities, and maximise those that require direct contact with the community to disseminate and promote the objectives and results of the projects.

Partners will also spread the above results outside the partnership, among their networks and among public entities, schools, professionals, local communities other than their network members, but reachable through a correct activity of communication and dissemination.

3. OBJECTIVES OF RE.M.I.D.A. DISSEMINATION & COMMUNICATION STRATEGY

The fundamental goals in every dissemination and communications strategy of any project is to inform societies on the objectives of the project, how the findings and results of it can benefit them and of course to build awareness about it. To achieve these goals, the partnership must be strong, organised and have a shared vision. Additionally, a set of tools and techniques shall be used that the project partners are familiar with, such as newsletters, press releases, websites and communication events. However, the tools by themselves cannot create the needed critical mass for the project to be successful and thus, an effective strategy is required, whereby key stakeholders, policy makers and end users are actively engaged and influenced by what is developed and proposed through the project.

Specific objectives of the dissemination and communications strategy are:

- To efficiently promote the project and its results, taking into account that it was built to reach a vast public (representatives of institutions, policy makers, representatives of the Ministry for social policies, etc.)
- To create a community of interest around the objectives of the project
- To ensure that the results are totally used and spread
- To guarantee the creation and widening of a network of stakeholders and the creation of new potential partnerships for the development of the project follow up
- To ensure the dissemination of the materials and key products of the project in all the partnership languages

To promote the opportunities offered by an exchange between European actors and to promote the opportunities offered by the Erasmus+ programme to EU actors in the areas of inclusion of disadvantaged adults

RE.M.I.D.A. - Renewed Models for the Inclusion of Disadvantaged Adults-
2019-1-IT02-KA204-063171 - www.remidaproject.eu

Co-funded by
the European Union

8

4. TARGET AUDIENCE

Target groups of RE.M.I.D.A. that will be affected by the project and will be influenced in their way of operation, are considered all those, who will benefit by the project's activities, results and outcomes. The RE.M.I.D.A. partnership, through Inercia Digital, will carefully prepare approaching of the vast range of stakeholders, actors and end users. Each one of them will be influenced in different ways and since the target groups have different backgrounds and interests, it is important to target each one of them with dissemination material that is understandable by them and that addresses their interests. From the beginning of the project each partner will carefully identify the best solution for their country to maximize the project's impact.

The target group of the project is composed of:

1. Direct target group
   a. Operators of adult education centres (counselors, trainers, mentors, coaches), involved in training activities, counseling and support of adults in social and labour inclusion disadvantage
   b. Managers of adult education centres
   c. Adults over 45 in risk of exclusion
2. Those who will adopt the products of the project as a tool
   a. Adult education centres
   b. Public authorities (at local, national and European levels) responsible of the projects of policy and programme reform for the socio-economic inclusion of disadvantaged adults
   c. Education/training providers and trainers of trainers
   d. Providers of labour inclusion trainings, both public and private (job agencies, employment centres)
   e. Socio-cultural associations and NGOs

At the beginning of the project, the partnership will implement a **stakeholder map** taking into account the target group (Annex VIII).

To reach the above groups efficiently, every communication activity needs the involvement of key actors to work as "ambassadors" of the project in their field of work/competence. If a proper identification is done at the beginning of the project, then these links will help the project to transfer the right message through the proper channel, avoiding loss of impact of the initiative and stimulating concrete reactions.

Different communication approaches will be used for each target group allowing distinctive influence to the different target groups. For example, public actors will be informed in personal communication, VET providers will be informed by brochures and the portal, the public will be informed by press releases, the project brochure and the website.

Implementation and dissemination will be both on national and EU level. At the **national** level, the research findings and recommendations will be available to local, regional and national policy makers as well as key stakeholder groups and networks.

At a **European** level, the project results desire to make a lasting impact and therefore RE.M.I.D.A. will continuously inform and interact with the leading European stakeholders and networks.

RE.M.I.D.A. - Renewed Models for the Inclusion of Disadvantaged Adults-
2019-1-IT02-KA204-063171 - www.remidaproject.eu

Co-funded by
the European Union

10

5. IMPACT

The expected impact of the project will be measured through the following indicators:

Qualitative indicators

1. Involvement and contribution of the partners
2. Effective achievement of the target group foreseen by this dissemination plan
3. Widening of the partner networks
4. Quality of the tools used (website, social media, newsletters, leaflets, brochures)

Quantitative indicators

1. Newsletters sent in the partnership languages
2. Press releases
3. Website ready in the planned timeline
4. Number of visits on the website
5. Number of people reached by the website
6. Number of people reached by the newsletters
7. Number of printed leaflets and brochures
8. Number of engagements on social networks

Furthermore, the following minimum impact over our direct target group:

1. 300 stakeholders involved across 8 multiplier events
2. Adult education operators
   a. 200 operators using the training course
   b. 400 operators enrolled in the learning platform
   c. 1.200 downloads of the training resources
3. 500 adults over 45 receiving the inclusion model
4. 250 training paths activated with the use of the model in adult education centres outside of the partnership
5. Universities and research centres outside of the partnership
   a. 50 operators enrolled in the learning platform
   b. 50 downloads of the training resources
6. Institutions
   a. 30 contacts for requesting information, meetings, etc.
   b. 8 meetings to present the project and its results
7. Operators of other sectors of the education and training
   a. 20 contacts for the use of the model in VET organisations
   b. 50 training paths done using the model

8. General dissemination (website, media, mailing list, etc.)
   a. 10.000 interested people reached
   b. Targeted dissemination: 1.500 stakeholders reached
   c. Project publications: around 250 people reached during the project, with about 1.500 readers interested expected 1 year after the completion of the project

6. DISSEMINATION TOOLS AND CHANNELS

The strategy analysed within this document presents how to pull together a cohesive dissemination strategy consisting of various tools aimed at maximizing the project visibility among the key target groups.

It outlines the channels of communication to be used during the project period ensuring maximum impact with the target groups. It will also cover the branding of the project, ensuring uniformity of products and materials. Additionally, it provides the path through which the messages will reach the target audiences on time and in a way that they will be understandable by them in terms of the added value of the project for their development, growth and sustainability. Through a solid and sound strategy, the viability of the project after its funding period, will be ensured and be the basis better exploitation results.

The tools that will be used to achieve the above will be: strict project branding guidelines, a project website and social media, newsletters, national and European dissemination activities, press releases, and academic journal publications.

6.1 PROJECT BRANDING

The project branding is the main tool every dissemination activity of the project will be built upon. It is the identity of the project's that makes it known to the market, stakeholders, end users, it supports the project's activities and at the same time it reinforces its image and presents the degree of professionalism and quality of the project. Thus, it is of great significance since either it creates a positive and lasting impression or a negative one. When having a solid and sound project identity it's ensured that the project will have the desired impact and message, it will be remembered, recognized and through an appropriate strategy respected. The branding identity should represent the project's main objectives. The elements that constitute the Project's Branding Identity are the logo along with all its applications (power-point template, deliverables templates, press releases template) and of course the media tools related to the project (website, social media, etc.).

RE.M.I.D.A. logo would be used together with the EU ERASMUS+ flag emblem including text "This project has been co-funded with support from the ERASMUS+ Programme of the European Commission", as follows:

- Publications, e.g.: e-Newsletter, press releases, Research study, training material, etc.: RE.M.I.D.A. project logo together with the EU ERASMUS+ flag emblem including text "This project has been co-funded with support from the ERASMUS+ Programme of the European Commission";
- Website, electronic information, audio-visual material: RE.M.I.D.A. project logo together with the EU ERASMUS + flag emblem including text "This project has been co-funded with support from the ERASMUS+ Programme of the European Commission";

- Events: conference, national and international dissemination events: EU flag displayed in rooms where events are implemented, RE.M.I.D.A. project logo together with the EU ERASMUS+ flag emblem including text "This project has been co-funded with support from the ERASMUS+ Programme of the European Commission".

RE.M.I.D.A. - Renewed Models for the Inclusion of Disadvantaged Adults-
2019-1-IT02-KA204-063171 - www.remidaproject.eu

Co-funded by
the European Union

14

7. THE PROJECT'S LOGO

Colour version

Transparent background	White background

Table 1: RE.M.I.D.A.'s logo colour version

Greyscale version

Transparent background	White background

Table 2: RE.M.I.D.A.'s logo greyscale version

The EU logo/flag

Figure 1: EU logo/flag

RE.M.I.D.A. - Renewed Models for the Inclusion of Disadvantaged Adults-
2019-1-IT02-KA204-063171 - www.remidaproject.eu

Co-funded by
the European Union

15

8. PROJECT WEBSITE

At the start-up of the project information about RE.M.I.D.A. will run on the website of the project partners. Inercia Digital will create a webpage with the help of the other partners to update information about the project. With the achievement of outputs and results, partners should update the site. At the end of the project, the final project website will be available with all the necessary information about the project's implementation, and it will be considered as the most important dissemination tool.

The website is the channel through which the consortium will commuinicate the message to the identified target groups and offer collaboration opportunities between the consortium and the end users as well as interactions opportunities through its texts, newsletter, etc. Besides being the main source of information and promotion, the website will provide links to the project's Social Media channels and explains how end users and stakeholders can be part of the RE.M.I.D.A. community.

The website will follow the below presented structure so to be as user friendly as possible and offer an «**one click away**» approach throughout all of its pages. The website should «**invite**» the visitor to spend time in it while it should provide information about the project in an eye catching way. The navigation should be easy and fast and the user should be able all the time to feel comfortable with the site and not lost in unstructured information. It is part of the project identity and thus should reveal a commonality between all the information relating to the project. Consistency will be achieved through the use of the same color, the same font pattern, shape and size of the texts and simplicity will be achieved through the distinct and clear sections.

The main concept for the suggested approach is that the RE.M.I.D.A. website should be:

- Useful, informative and relative to the concept of the Project.
- Follow a specific development pattern to avoid bounce rate.
- Specific path that is available at all time spent at the website.

The structure for the RE.M.I.D.A. website content will be available in the partnership's languages (English, Italian, Portuguese, Greek, Polish, Bulgarian, Slovenian, Spanish and Romanian) and will follow the following structure:

Home

About

- Rationale
- Background
- EU Added value
- Aims & Objectives
- Products & Deliverables

- Activities

Results
Partnership

9. BLOGS

Every partner has to publish regularly some news about project's development. They can post on their own websites, in their blogs, if they have one. The leader partner will provide the tasks about publications, and the timetable of these updates. The objective is to reach the maximum number of stakeholders, institutions and users for informing them about the process of the project, results and implementations.

RE.M.I.D.A. - Renewed Models for the Inclusion of Disadvantaged Adults-
2019-1-IT02-KA204-063171 - www.remidaproject.eu

Co-funded by
the European Union

18

10.   SOCIAL NETWORKS AND SOCIAL MEDIA

According to the results of several researches, Social Networking was the top activity Internet was used for. According to Digital Insights1: Facebook had 1.15 billion+, Twitter 500 million+, Google 450 million+ and LinkedIn 375 million+ total users. This is the reason why communication activity should be more intense in these platforms.

Through the use of social networks, the project can achieve:

- Interest of public administrations of the educational field.

- Interest of other schools, from the partnership's states and from other states.

- Exposure of the project to a big audience.

- Increased traffic at the project's website and developed results.

The RE.M.I.D.A. Partnership will focus initially on Facebook, since it is the platform with a bigger number of users.

As presented earlier, social networks are a game changer when it comes to communicating the project in a bigger audience and taking into consideration that the main target group of the projects uses more and more social networks, project partners should take advantage of the opportunities social networks offer for achieving the expected results. Through the use of Social networks the consortium can reach local and European audience as well.

Still, in order for Social Networks to work in benefit of the project and the consortium and not against them, they should be regularly updated with news and information and partners should contribute with content, posts, videos, articles, creating and commenting on discussions, publish in regular intervals so to be an active place of discussion. If they are not updated instead of becoming a tool that will attract users and inform them about the project, it will have the completely opposite result and will become a burden for both the project and the project partners.

The table bellows presents a collective set of activities that need to be undertaken by the consortium.

Social Network	Type of Activity	Frequency	Responsible Partner
Facebook	Creation of a Facebook page	Once	Inercia Digital
	Join the group	Once	All project partners
	Invite institutions/organisations to like and follow the page	On going	All project partners
	Invite personal contacts to join to like and follow the page	On going	All project partners

Co-funded by the European Union

	Create a discussion	Monthly	All project partners
	Comment on discussions	Monthly	All project partners

Table 3: schedule and type of activities

11.   NEWSLETTERS

RE.M.I.D.A. newsletters will serve as the appropriate means to carry out direct communication to the identified stakeholders, the European Commission, networks in the area, portfolio projects and every one intersted at the projects topic.

A newsletter will be developed five times throughout the project period, providing updates on progress and information on key elements of the project and related policy information. This will be a key dissemination tool, locally, nationally and Europe-wide.

RE.M.I.D.A. newsletter will provide to the target groups:

- A presentation of the project.

- The progress of the project at the time the newsletter is published.

- Project news and outcomes.

- Latest news about portfolio projects and synergies.

The newsletter will be published through MailChimp in line with a content plan approved by the partners. Each edition of the newsletter will be drafted and published in the partner language. Partners will be responsible for the translation and distribution of the provided newsletter in an agreed format.

During the execution of the project, 6 newsletters are planned to be written and sent (1 each 4 months).

Tips and guidelines for the newsletter to maximize its effect:

- **Reinforce project's unique identity**. In the newsletter the same brand elements as those of the project's identity should be followed, such as colour scheme, logo and fonts type.

- **Content**. No matter how appealing the design is, if the content provides added value for the user then the e-newsletter will not have the desired effect. Partners should during their discussions with stakeholders identify the type of information they ask more about and include that information in the newsletter. Don't forget that the e-newsletter should intrigue the readers to find more and visit the project's website so to attract more users to it as well. Some tips regarding the content are:
  - Should attract the attention of the reader so to open it.
  - Offer useful and added value for them.
  - Have genuine and fresh news.

- **Compatibility with the website**. Since the e-newsletter will include links to the website in order to create an impact, the newsletters should follow as much as possible a similar logic as the one of the websites

- **Visually engaging**. Graphics and pictures should be included in the e-newsletter but they should serve a purpose and not be in it just to fill in space. The fonts used should be the same (maximum two different kinds) because several e-mail clients they don't display the fonts the same they were intended, so it's better to keep the newsletter as simple as possible.
- **Consistent layout**. The basic structure should remain during the project time.
- **Length flexibility**. Since it is not for printing, according to the news shared and the significance of the results the length of the content could vary between the newsletters.
- **Visually balanced**. The content within the columns should be brief so all sections included more or less the same extent of information. If a part has more information to be shared should be linked to the website and not a long and slim paragraph. The columns and the information shared within them should be aligned, although an extent of flexibility should be allowed.
- **Printing**. Although e-newsletters are made to been seen and read on screen many users prefer to read them in a printed form. Therefore, the design of the e-newsletters should be done in a way that if users want to print it to be achievable and readable. In order also to fit in a computer screen its suggested not to be more than 600 pixels so users will not have to scroll down to read it.
- **Clear sections**. Each section should be distinctive and clear from another, so users can through a scan, focus on the areas they are more interested. Using visual aids such as lines, borders, helps users to read the e-newsletter and focus on the parts they want.
- **Users**. Since the e-newsletters will be used to inform but attract users as well, it should offer the opportunity to be shared with other people. A smart way will be to include a forward to friend area.
- **Subscribe**. Although the e-newsletter will go to specified recipient sit should offer the opportunity if the readers to forward it to a person they think will be of interest the new person to subscribe. It should be easy for them to subscribe and receive updates about the project and the remaining e-newsletters.
- **Unsubscribe**. To be fully compliant with EU legislation of unwanted communication should have an unsubscribe option. Most of the software used for newsletters offers that opportunity.
- **Size**. It's better the newsletter to not exceed 40k so it will not overload recipients' mailbox and will not be erased by them, and thus become a point of reference. When using images within the newsletter is better to provide the link of them via a website rather incorporate them in the e-newsletter and make it "heavy" for the end users.

- **Scheduling**. Although the months of the e-newsletters to be sent are set, still the best time and day are not. According to research done in several companies all around the world, the best time to send an e-newsletter that will be read by the business people will be Tuesday to Thursday at 11 am local time.
- **Promotion**. Since the newsletter has as main scope the project's promotion should be able to provide:
  - Links to the projects and partners' websites.
  - Offer sharing opportunities via Facebook.
  - Encourage discussions between the readers and the consortium.

The newsletters will be sent to project partners' contacts and identified stakeholders via email and will be accessible also through the website. The website will be translated by each partner to their language.

The newsletters will be translated into project partners' languages.

12.   MULTIPLIER EVENTS GUIDELINES

A multiplier event is organised to **share the intellectual outputs** of a project with a wider audience. Every partner will have to organise one multiplier event during the life cycle of the project.

The objective of a multiplier event is to raise awareness of the project and products developed, attracting the interest of the local, regional and national stakeholder groups, ensuring a good mix of teachers, trainers, aspiring entrepreneurs, local community representatives, public authority representatives, students, learners and, in general, other institutions related to education. Some examples of events can be:

- Workshop
- Conference
- Roundtable discussion
- Training workshop/seminar

The format of the event will vary depending on the decisions of the host organisers, by evaluating parameters such as the target group, the equipment required for what they want to present or the quality of the facilities.
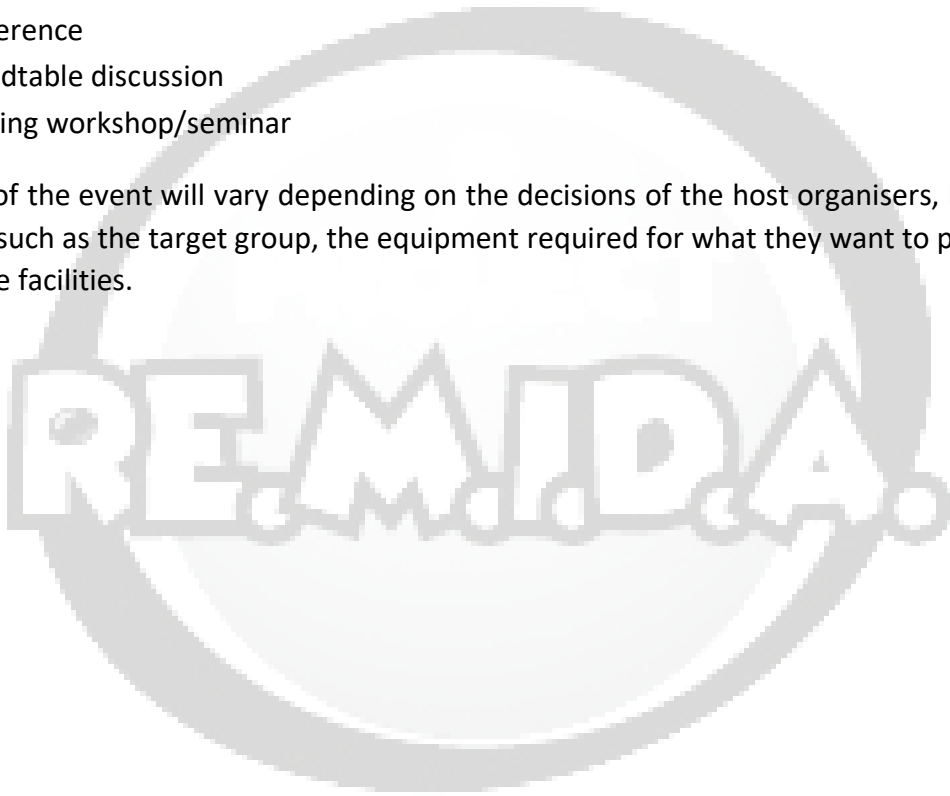
13.   SCHEDULE

The project foresees the development of **eight** multiplier events, one on each partner's country. Even though the dates are set from the beginning, they can be modified to adapt new schedules or better impact.

Code	Responsible partner	Location	Date	Number of participants
E1	Consorzio Ro.ma. & AGENFAP	Italy	May-June-July 2022	60 (40 & 20)
E2	Balgarska Agentsiya Za Razvitie	Bulgaria	May-June-July 2022	30
E3	Inercia Digital	Spain	May-June-July 2022	30
E4	Razvojno Izobrazevalni Center Novomesto	Slovenia	May-June-July 2022	30
E5	CKU	Poland	May-June-July 2022	30
E6	ACTA	Romania	May-June-July 2022	30
E7	EPRALIMA	Portugal	May-June-July 2022	30
E8	HOU	Greece	May-June-July 2022	30

Table 4: list of ME

14.   DOCUMENTATION REQUIRED

It is necessary to show to the National Agency enough proof of the execution of the event, its attendants and the quality of the presentations. As such, the following documents are mandatory:

- An **attendance list** with the signatures of the participants (template in Annex I).
- **Photographic evidence** of the event. Important to capture the participants, the speakers, the materials produced for the event and the venue.
- **Agenda** of the event (template in Annex II).
- **Certificates** of attendance for the participants. If the names are not known beforehand, you can send the certificates after the event (template in Annex III).
- **Proof of invitations**. The multiplier events are supposed to be open, so it is important to have a registry. If you invite your participants through Internet, you can gather this information (even if it is only partially) with a tool such as Google Forms (ask at least for the name, organisation and email).
- **Dissemination materials** produced before or after the event. For example, if you print 30 leaflets, take a picture of the 30 leaflets and of the participants using them.
- **Feedback forms** to measure the satisfaction of the participants (template in Annex IV).
- **Presented materials**, such as presentations or other documents.

Your organisation may use their own documents instead of the templates as long as the following elements are present:

- For all of them:
  - Logo of Erasmus+
  - Name and contract number of the project
  - Logo of the project
  - Event name and code (i.e. E4)
  - Place and date of the event
  - Organisation hosting the event
- For the **attendance list** (annex I), the following information of the participants is necessary:
  - Name and surname
  - Email address
  - Organisation
  - Signature
- For the **agenda** (annex II):
  - Brief description of the event
  - Participating organisations (if any)
  - Schedule

o Disclaimer of the Erasmus+ programme

At the conclusion of the event, scanned copies of the documents need to be uploaded to the respective subfolder in the *Multiplier Events* folder of the partner's Google Drive folder.
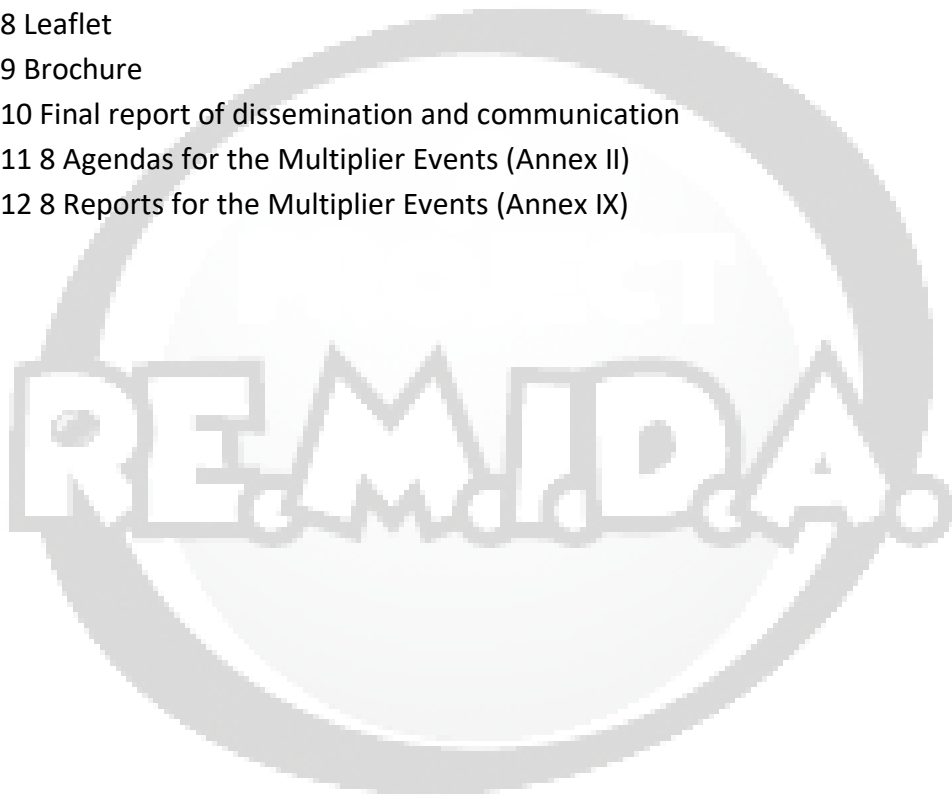
15.   RULES

1. Even though it is considered a dissemination activity, multiplier events have their own budget. Such budget is calculated by multiplying each **local participant by 100 €**, and each **foreign participant by 200 €**, according to the approved budget. In RE.M.I.D.A., no organisation has any budget for foreign participants.

2. Participants belonging to a partner organisation **can't sign the attendance list**.

3. Organisations belonging to the parent organisation of a partner organisation, **do not count as participants**. For example, another faculty of the University of Lublin.

4. It must be in your country, and it should be in **your city or region**. Other areas of your country may not share the same necessities and thus not be accepted by the National Agency. If you wish to change the location of your event, please consult with the coordinator before.

5. Money is **calculated by participant number**, so if the attendance is lower than the expected, the budget will be cut proportionally.

6. It can be done in **multiple sessions** with different participants as long as the agenda is the same.

7. The budget can be used for renting space, to prepare a catering, or to buy materials for the event.

8. The event **cannot be shared with another activity** related to the Erasmus+ programme that can incur into double justification (i.e. with a meeting of another project, or another multiplier event).

9. Organisations participating in the event **should be related to the interests** of the project.

RE.M.I.D.A. - Renewed Models for the Inclusion of Disadvantaged Adults-
2019-1-IT02-KA204-063171 - www.remidaproject.eu

Co-funded by
the European Union

28

16.   EXPECTED RESULTS

The dissemination activities are expected to develop the following results

1. A2/R1 Dissemination and Communication Plan (this document)
2. A2/R2 Stakeholder map (Annex VIII)
3. A2/R3 Website in English and each partner's language
4. A2/R4 Project logo
5. A2/R5 Social media accounts (Facebook, YouTube)
6. A2/R6 Web articles (at least 2 press releases)
7. A2/R7 6 Newsletters in English and each partner's language (54 in total)
8. A2/R8 Leaflet
9. A2/R9 Brochure
10. A2/R10 Final report of dissemination and communication
11. A2/R11 8 Agendas for the Multiplier Events (Annex II)
12. A2/R12 8 Reports for the Multiplier Events (Annex IX)

RE.M.I.D.A. - Renewed Models for the Inclusion of Disadvantaged Adults-
2019-1-IT02-KA204-063171 - www.remidaproject.eu

Co-funded by
the European Union

29

17.   TEMPLATES

The following templates are available for the development of documentation and productions in the project:

- Annex I – Attendance list (for multiplier and dissemination events)
- Annex II – Agenda (for multiplier and dissemination events)
- Annex III – Certificate of attendance (for multiplier and dissemination events)
- Annex IV – Dissemination schedule
- Annex V – Letterhead document (for single documents)
- Annex VI – Word template (for productions)
- Annex VII – PowerPoint template (for productions and presentations)
- Annex VIII – Stakeholders map template
- Annex IX – Multiplier events national report template
- Annex X – Dissemination activities report template