

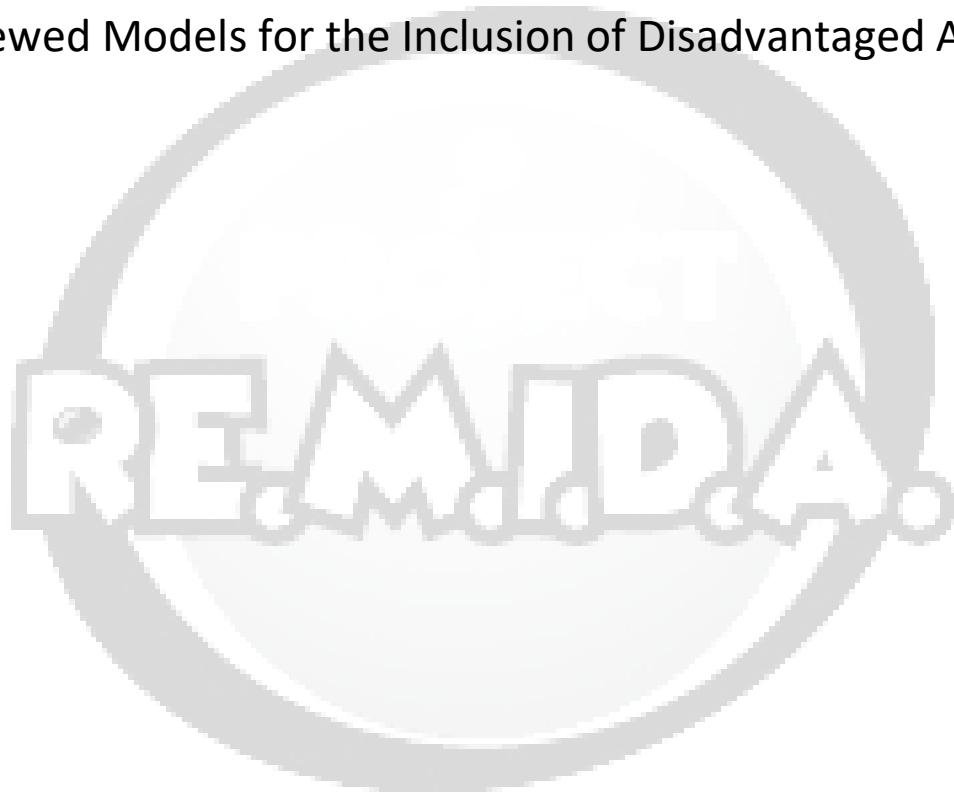


RE.M.I.D.A. final Dissemination and Communication Report

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: 20 July 2022

Result no: R10





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1. OBJECTIVES OF RE.M.I.D.A. COMMUNICATION STRATEGY

The fundamental goals in every communications strategy of any project are to inform societies on the objectives of the project, how its findings and results can benefit them and of course to raise awareness about it. To achieve these goals, the partnership should be structured, organized 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 be considered as the solely strategy leading the project to a successful outcome 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 within the project.

Specific objectives of the dissemination and communication strategy are:

1. To efficiently promote the project and its results, considering that it was built to reach a vast public (representatives of institutions, policy makers, representatives of the Ministry for social policies, etc.);
2. To create a community of interest around the objectives of the project;
3. To ensure that the results are totally used and spread;
4. 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;
5. To ensure the dissemination of the materials and key products of the project in all the partnership languages;
6. 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;

2. TARGET AUDIENCE

Target groups of RE.M.I.D.A., that will be affected by the project and influenced in the way they perform, 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 plan with regards to 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 and that addresses their interests. From the beginning of the project each partner carefully identified the best solution for their country to maximize the project's impact.

The target group of the project is composed by:

1. **Direct target group:**



- Operators of adult education centers (counselors, trainers, mentors, coaches), involved in training activities, counseling, and support of adults in social and labor inclusion disadvantage;
 - Managers of adult education centers;
 - Adults over 45 in risk of exclusion;
- 2. Those who will adopt project outputs and results as a tool:**
- Adult education centers;
 - Public authorities (at local, national, and European levels) responsible of the projects of policy and programme reform for the socio-economic inclusion of disadvantaged adult
 - Education/training providers and trainers of trainers;
 - Providers of labor inclusion trainings, both public and private (job agencies, employment centers);
- 3. Socio-cultural associations and NGOs:**
- At the beginning of the project, the partnership implemented a stakeholder map considering the target group.

3. STAKEHOLDER MAP

To achieve project objectives and spread the methodology proposed by the project as wider as possible, all partners are asked to complete a stakeholder map with the contacts they consider to be stakeholders. This template will make it easier for partners when it comes to disseminating newsletters, invitations to multiplier events, project results... since they can take the contacts from this template.

#	Name of the organisation	City and Country	Level (Local/ Regional/ National / International)	Contact email	Type of organisation
1	Asociación Barró	Madrid, Spain	National	abarro@asociacionbarro.org	NGO
2	HUELVA ACOGE	Huelva	National	acoge@acoge.org	NGO
3	Asociación mujeres discapacitadas Luna	Andalucia	National	comunicacion@lunaandalucia.org	NGO
4	A. de mujeres Esmeralda	Huelva	National	asesmeralda@gmail.com	NGO
5	A. de amas de casa Ntra. Sra. de la Alegría	National	National	mujeresalegria@gmail.com	NGO





6	A. de mujeres la natividad	Andalucía	National	ADM_LANATIVIDAD@gmail.com	NGO
7	Seminario permanente de la mujer latinoamericana/andaluza	National	National	seminariomujeres@yahoo.es	NGO
8	A. de amas de casa virgen de la cinta	Huelva	National	huelva@fedandalus.es	NGO
9	A. de amas de casa pasaje el Greco	Huelva	National	avvelgreco@hotmail.com	NGO
10	A. para la integración laboral de la mujer CAMINAR	Huelva	National	info@mujerescaminar.org	NGO
11	A. de mujeres inmigrantes AMIA	Huelva	National	amia_mujeresinmigrantes@yahoo.es	NGO
12	A. de mujeres las molineras	Huelva	National	lasmolineras@gmail.com	NGO
13	A. de mujeres azalea 2003	Huelva	National	mujeres_azalea2003@hotmail.com	NGO
14	A. un nuevo horizonte para mi barrio MARISTAS	Andalucía	National	nuestrohorizonte@obrasocialmarista.es	NGO
15	APO asociación parados onubenses	National	National		NGO
16	ASOC. DESEMPLEADOS ONUBENSES MAYORES DE 40 AÑOS "LA SOLIDARIA"	National	National	adomcuarenta@yahoo.es	NGO
17	Empleo Senior	National	National	info@empleosenior.org	NGO
18	AONES	Huelva	National	aoneshuelva@hotmail.com	NGO
19	FECON	National	National	feconshuelva@hotmail.com	NGO
20	Aula Mentor	Huelva	National	http://www.diphuelva.es/mas-informacion/contacto/	NGO
21	Asociación Sociolaboral Huelva Activa	Huelva	National		NGO



22	Valdocco	Huelva	National	valdocco@valdocco.org	NGO
23	Asociación desempleados mayores de 40 LACAN	Cartaya	National	http://www.cartaya.es/en/node/491	NGO
24	CEPAIM	Huelva	National	http://cepaim.org/fundacion/centros-cepaim/huelva/	NGO
25	CEPAIM	Cartaya	National	http://cepaim.org/fundacion/centros-cepaim/cartaya-huelva/	NGO
26	NGOCEPAIM	Lepe	National	http://cepaim.org/fundacion/centros-cepaim/lepe-huelva/	NGO
27	MZC	National	National	contactoweb@mzc.es	NGO
28	MZC	Huelva	National	huelva@mzc.es	NGO
29	Centro social la gota de leche	Huelva	National	serviciosociales@huelva.es	NGO
30	Aliados por la integración	Valladolid	National	https://aliadosporlaintegracion.org	NGO
31	Cáritas	National	National	correo@caritas.es.	NGO
32	Fundación Caser	National	National	orientacion@fundacioncaser.org	NGO
33	Asociación Hispanidad Avanza	Huelva	National	oficinatecnica@distrito5huelva.org	NGO
34	Asociación Eslabón	Madrid	National	eslabon@eslabon.org	NGO
35	Proyecto hombre	National	National	info@proyctohombrehuelva.es	NGO
36	ASNUCI	Lepe	National	asnuci@gmail.com	NGO
37	Asociación Proyecto Empleo (Castilla La Mancha)	Castilla La Mancha	National	info@proyectoempleo.org	NGO
	Cruz Roja	National	National	informa@cruzroja.es	NGO

Table 1: Inercia Digital's Stakeholder Map as an example of map requirements.



The stakeholder map presented above, can be considered as an example of requirements and info each partner should provide when filling its own map. Each project partner filled the table in with the data of the stakeholders of each country, facilitating dissemination of project results, the progress, the newsletters...





4. 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 that makes it known to the market, stakeholders, end users, supporting 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".



4.1 THE PROJECT'S LOGO

Color version

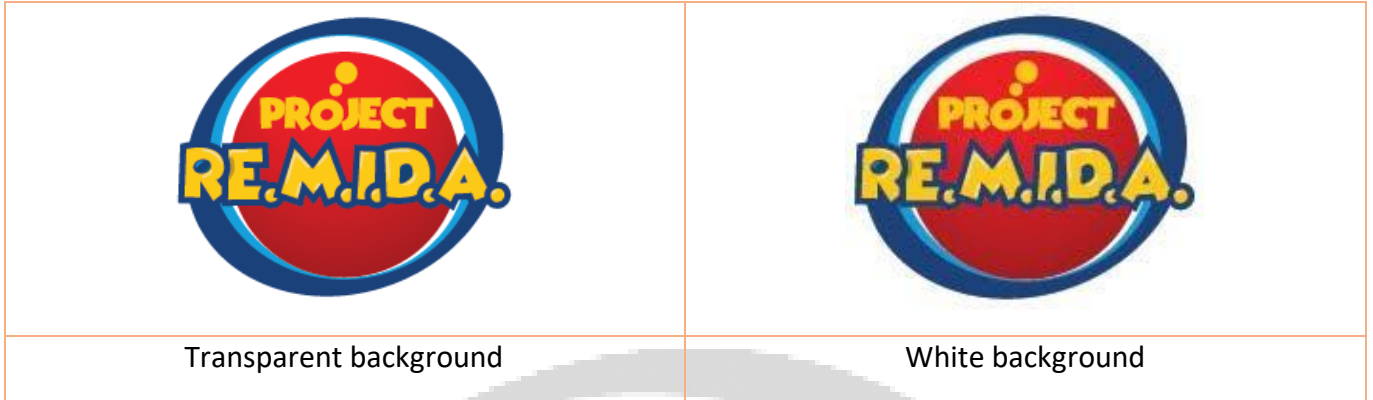


Figure 1: colour version of RE.M.I.D.A.'s logo

Greyscale version



Figure 2: Greyscale version of RE.M.I.D.A.'s logo



5. PROJECT WEBSITE

At the start of the project, information about RE.M.I.D.A. was published on the website of the project partners. Supported by all them, Inercia Digital created a web page to update the information about the project. Once an achievement was met, or a result produced, all partners must update the site. At the end of the project, the final project website is available with all the necessary information about the project implementation, and it is considered as the most important dissemination tool.

The website is the channel through which the consortium communicated the message to the identified target groups and offered opportunities for collaboration between the consortium and end users as well as opportunities for interaction through its texts, newsletter, etc. As well as being the main source of information and promotion, the website provided links to the project's social media channels and explained how end users and stakeholders can be a part of Re.M.I.D.A. community.

The website follows the structure presented below in order to be as user friendly as possible and to offer a "one click away" approach on all of its pages. The website should "invite" the visitor to spend time on it while providing information about the project in an eye-catching way. Navigation must be easy and fast and the user must be able to feel comfortable at all times with the site and not get lost in unstructured information. It is part of the identity of the project and therefore must reveal a similarity between all the information related to the project. Consistency will be achieved by using the same colour, font pattern, shape and size of the texts and simplicity will be achieved through distinct and clear sections.

The main concept of the approach is that Re.M.I.D.A. the website is:

- 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
- News
- About RE.M.I.D.A.
- Results.
- Partnership.

You can find the website of the European Re.M.I.D.A. project at the following link:

<https://remidaproject.eu/>



6. FACEBOOK PAGE

According to the results of several research, Social Networking was the top activity Internet was used for. According to Digital Insights: 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.

Using 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.



Remida Project

@RemidaProject · Educación

Más información

remidaproject.eu

Inicio Eventos Opiniones Información Ver más ▾

Te gusta

Enviar mensaje

🔍

⋮

👤 ▾

Figure 3: RE.M.I.D.A.'s Facebook homepage



The screenshot shows the Facebook profile for 'Remida Project'. The profile header includes the name 'Remida Project', a 'Más información' button, 'Te gusta', 'Enviar mensaje', and search icons. The main content area features a post from 'Remida Project' dated '27 de enero'. The post text reads: 'Today an online meeting of the European Remida project has taken place where we have established the new steps to follow to fulfill all the objectives of the project. In these months we will carry out workshops at the local level with disadvantaged adults, to empower them thanks to the Legos Serious Play methodology. Stay tuned to our Facebook as you can see the results we are working on so that everything is a success. #... Ver más'. Below the text is a video player showing a meeting agenda slide. The agenda includes: 'Gantt chart: state of the art on project activity (by Consorzio Ro.Ma.)', 'Activities in detail: what has been done and what needs to be done in the upcoming months (by Consorzio Ro.Ma.)', 'FOCUS ONE: 1. O1/A4 Local Pilot (by Consorzio Ro.Ma.), 2. O1/A7 Pilot evaluation (by SPRAI/MA), 3. A3 Dissemination (by Atercio Dights), 4. A3 Quality Assurance and Evaluation (by SPRAI/MA)', and 'Conclusion: Presentation of the Next steps/deadline (by Consorzio Ro.Ma.)'. The post has 5 likes and 10 comments. The left sidebar contains navigation options like 'Enviar mensaje', 'techdev@inerciadigital.com', 'Formación académica', 'Fotos', 'Transparencia de la página', and 'Añade tu negocio a Facebook'.

Figure 4: RE.M.I.D.A.'s Facebook homepage (2)



7. PROJECT'S BROCHURE

Brochure is any triptych or graphic or digital document that refers to the services provided by the company, or in this case the characteristics, results, consortium of this project.

It is important to deliver this brochure to the attendees of the ME so that they know the project better.

Belinda Lovrenčič from Ric Novo Mesto (Slovenia) created the brochure and was in charge of translating it into all the languages of the project partners.

Here you can see the brochure in English.

PROJECT RE.M.I.D.A.

WHAT IS LEGO® SERIOUS PLAY®

LEGO® Serious Play® (LSP) is a method of researching and solving problems that was first developed in Europe and then spread around the world. It is based on FLOW theory, the mind's ability to process in 3D, and people's propensity to use stories. LSP has been found to be one of the most effective ways for all participants to contribute to productivity, and it is also useful in exploring potential solutions that may be latent or unexplored by employees.

What is the current LSP methodology useful for:

- Team Building
- Adoption of organizational values
- SWOT analysis
- Brand strategy
- Vision, setting the mission
- Leadership training
- Strategy setting

GOAL

The main goal of the Re.M.I.D.A. project is to adapt the existing LSP methodology to the new target group. The new innovative Re.M.I.D.A. model will contribute to the personal empowerment of adults over the age of 45 who are at risk of exclusion. The purpose of the project is consequently to contribute to the employment of adults at risk of exclusion. These are the employed or unemployed, migrants, former prisoners, the long-term unemployed housewives, and so on.

TARGET GROUPS

Target groups for whom the project results are intended:

- Potential performers of the methodology (Adult educators, counselors, VET providers working with vulnerable groups, companies)
- Unemployed adults over 45, especially women, who want to re-enter the employment market
- Other vulnerable groups of adults and all adult learners in general
- Adult employees and entrepreneurial teams - teambuilding.

1. BUILD A TOWER

- Getting to know the method
- "Ice break"

2. INTRODUCE YOURSELF

- Who am I

3. TIMELINE

- Identifying desires, values, strengths and weaknesses and one's own achievements through different periods: childhood, adolescence and the present moment.

4. MY FUTURE

- Goal setting
- Preparation of an action plan
- Support network
- Planning the realization of the first step on the way to the goal

Logos at the bottom: Comissio Roma, rik, Razvojni center Novo Mesto, ACTS Center, agentia, ΕΛΛΗΝΙΚΟ ΚΕΝΤΡΟ ΠΑΝΕΠΙΣΤΗΜΙΩ, BDA Regional Development Agency, Centrum Kształcenia Ustawicznego nr 2 w Lublinie, epralima

Figure 5: RE.M.I.D.A. brochure in English



WHAT IS IT ABOUT

Innovative adult education using Lego® Serious play®



PROJECT RESULTS

- Re.M.I.D.A. model - A new intervention model for the social and work inclusion of vulnerable adults at risk of exclusion based on the use of the LSP methodology.
- Guidelines for the use of Re.M.I.D.A. (LSP) methodologies in the counseling process at all stages of counseling.
- Qualified "mentors" (international staff of adult education providers)
- Development of a new program for adult educators (Moodle platform).
- Additional result: upgrade Re.M.I.D.A. model and guidelines using emojis.

REMIDAPROJECT.EU

PARTNERS

Various organizations in the field of adult education are participating in the project with the aim of exchanging existing and developing innovative practices in Slovenia, Italy, Bulgaria, Spain, Romania, Portugal, Greece and Poland.

Partners:

- Consorzio Ro.Ma, Italy (lead partner)
- AGENFAP Società cooperativa, Italy
- BALGARSKA AGENTSIIYA ZA RAZVITIE, Bulgaria
- INERCIA DIGITAL SL, Spain
- RIC Novo mesto, Slovenia
- Centrum Kształcenia Ustawicznego nr 2 w Lublinie, Poland
- Asociația Centrul European pentru Integrare Socioprofesională ACTA, Romania
- EPRALIMA – ESCOLA PROFISSIONAL DOALTO LIMA – COOPERATIVA DE INTERESSE PUBLICO E RESPONSABILIDADE LIMITADA, Portugal
- HELLENIC OPEN UNIVERSITY, Greece

Tina Kržišnik: 05 907 57 18,
tina.krzisnik@ric-nm.si
Belinda Lovrenčić: 07 393 45 53,
belinda.lovrencic@ric-nm.si



PLATFORM



FACEBOOK



RE.M.I.D.A.

Renewed Models for the Inclusion of Disadvantaged Adults -
Prenovljeni modeli za vključitev odraslih iz ranjivih ciljnih skupin
1.10. 2019–31.8. 2022

"I thought it was a waste of time, playing with bricks... I was surprised at how much new things I learnt about myself!" - Marija



Co-funded by the Erasmus+ Programme of the European Union

Figure 6: RE.M.I.D.A. brochure in English (2)





8. NEWSLETTERS

RE.M.I.D.A. The newsletters have served as the appropriate means to carry out direct communication with the identified stakeholders, the European Commission, the networks in the area, the projects in the portfolio and all those interested in the subject of the projects.

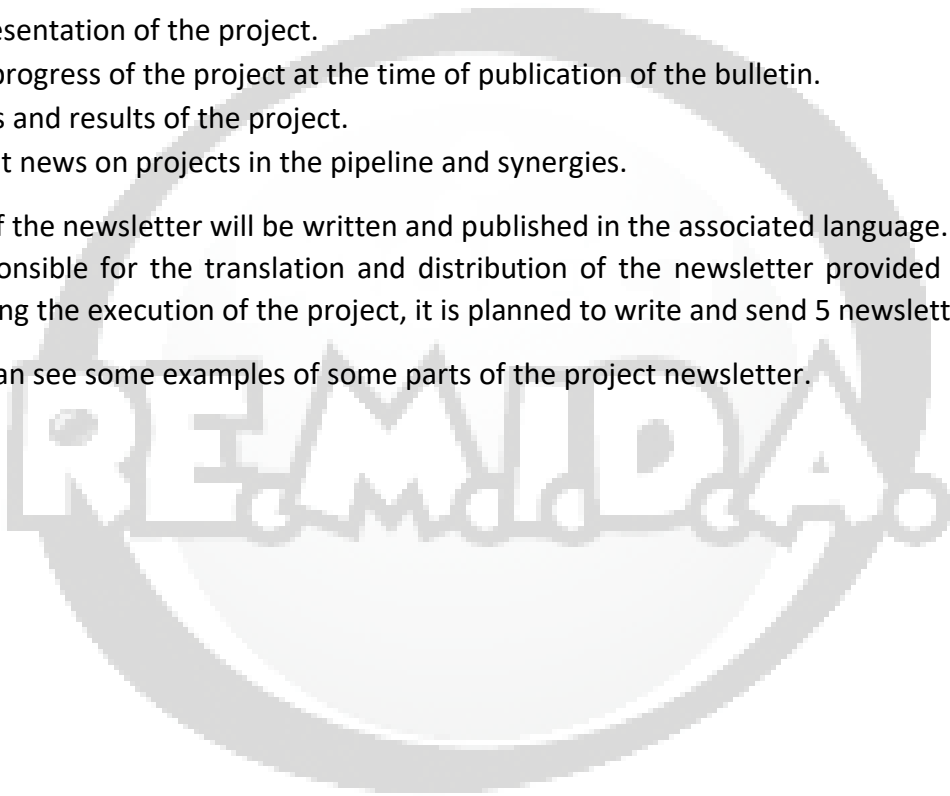
A newsletter was developed five times throughout the project period, providing updates on progress and information on key elements of the project and related policy information. This will be a key dissemination tool, at local, national, and European level.

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

- A presentation of the project.
- The progress of the project at the time of publication of the bulletin.
- News and results of the project.
- Latest news on projects in the pipeline and synergies.

Each issue of the newsletter will be written and published in the associated language. The partners will be responsible for the translation and distribution of the newsletter provided in an agreed format. During the execution of the project, it is planned to write and send 5 newsletters.

Below you can see some examples of some parts of the project newsletter.





Co-funded by the
Erasmus+ Programme
of the European Union



What is Re.M.I.D.A. Project?

Re.M.I.D.A. (**R**enewed **M**odel for the **I**nclusion of **D**isadvantaged **A**dults) is a project co-funded by the **Erasmus+ Programme of the European Union**, as a Strategic Partnership for the Development of Innovation in Adult Education. This project aims to tackle the problem of the socio-occupational exclusion of 45+ disadvantaged adults. To achieve this goal we are going to define a training course for Adult Education Operators for the personal empowerment and employability of disadvantaged adults involving:

- Adult Education consolidated methodologies
- Lego Serious Play
- Best practices on career guidance
- Valorization of non-formal personal skills

The project has two main target groups:

- Disadvantaged 45+ adults at risk of social exclusion:
 - Long term unemployed
 - Low qualification or skills
 - Migrant background
 - Minority members
 - Mild disabilities
- Adult education operators:
 - Trainers
 - Counselors
 - Coaches
 - Adult education agencies managers
 - Experts/Researchers

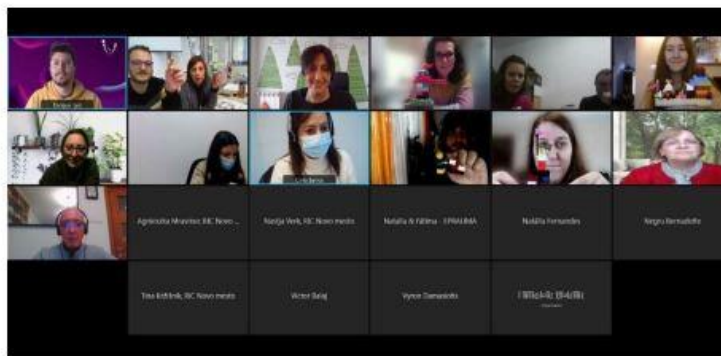
Figure 7: Example of RE.M.I.D.A.'s newsletter



Adults at risk of exclusion will feel included thanks to the LSP Model

During the week of December 13 to 17, the training course of the Re.M.I.D.A project took place, whose general objective was to support the social work of inclusion of adults at risk of exclusion through the innovative Lego Serious Play Model.

During the course, trainers from different partner countries of the project participated: Consorzio Ro.Ma. (Italy), AGENFAP Società Cooperativa (Italy), Bulgarska Agentsiya Za Razvitiie (Bulgaria), Inercia Digital (Spain), Razvojno Izobrazevalni Center Novomesto (Slovenia), Centrum Kształcenia Ustawicznego (Poland), Asociația Central European pentru Integrare ACTA (Romania), Escola Profissional Do Alto Lima (Portugal) and Hellenic Open University (Greece).



During the days of the course, different sessions were held. Among all the theoretical and practical activities, it is worth highlighting some such as the introduction to the Remida project and the LSP Model through the construction of a tower that represents ourselves, with the aim of sharing our skills and key points through this construction; or the collaboration of the operators and trainers to share the different experiences designing a workshop with the Lego Serious Play methodology.

Finally, as a practical activity, the partners built a model that represents the most frequent elements that we face during a mentoring process with disadvantaged people.



Figure 8: Example of RE.M.I.D.A's newsletter (2)