

DISSEMINATION PLAN

EURODDIP-E (V1.1)

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1. Presentation

EURODDIP-E project seeks global solutions to students with special needs, by combining tools, devices and knowledge, through research, in order to increase the schoolteachers' and other education professionals' skills and competencies. It is an interdisciplinary project, in which different education and engineering professionals works together to improve education quality standards, promoting the academic success of these students and equal access and opportunities for all in the European context.

1.1 Swot

Weaknesses

- This research Project may have complicated elements for its dissemination due to its complexity, so an effort must be made to adapt its contents to the dissemination in certain target audiences.
- It is a new project, with little impact on its own, so it must rely on stakeholders.

Threats

- The communication of the Euroddip_e project may have little impact, if it is not possible to adapt each message and news to

each target audience for its correct understanding and assessment.

- Indeed, if dealing with new technologies and special needs that are not well known may mean that part of the target audience does not understand and, therefore, does not value the importance of the project.

Strengths

- EURODDIP_E and its communication are born from the collaboration of very powerful and relevant partners, both in the research and socio-educational fields, so their support could be taken as an advantage for dissemination.
- The team is solid, motivated and closely linked, so the results derived from the project will be widely disseminated.

Opportunities

- The combination of new technologies with people with very specific needs is treated globally in this project, so it can generate wide interest, both in the community of new technologies, such as those related to special education and SDGs 2030
- The developments of this project will have a social and motivating component, a priori, elements with a lot of potential for viral dissemination on the internet.

2. Dissemination plan objectives

Awareness of target audiences

Being an interdisciplinary project, there are several types of target audiences (discussed below) that will have very different levels of knowledge about all the areas involved in this project. The aim is to seek the maximum possible awareness of the objectives, methodologies and results of this project, so that the target audiences can understand and assimilate the true complexity of EURODDIP_e.

Expand the impact results

It is intended that this project has a broad academic and pragmatic impact, and its results and conclusions can be applied to real cases, which can be amplified thanks to communication, trying to give the maximum possible dissemination to all processes, activities and products derived from draft.

Seek member involvement

The communication process must be as wide as possible to achieve the rest of the objectives, so that teamwork and collaboration in communication matters, both locally and globally, will be essential.

Dissemination of solutions and practical content

The results obtained from this project financed by the Erasmus+ program of the European Union are public property, so it will be sought, through this dissemination plan, that the solutions, content and tools developed by EURODDIP-E are accessible and get the widest possible dissemination so that any Institution (Educational Centre, Association, professional, etc.) that may be interesting to take advantage of the project results, and know how to use them.

Develop new associations and network contacts

Through the process of communication and dissemination, especially through new technologies, specifically social networks. It will seek to create institutional relationships and networks of useful contacts with centres, entities and researchers working in similar fields to seek synergies, either throughout the project as when disseminating the results.

3. Target groups and stakeholders

EURODDIP_E is a multidisciplinary project, based on the common work of researchers in complementary areas but with very different target audiences. The following target audiences have been filtered to be able to customize each of the project's communication lines.

1. The EURODDIP_E team itself (internal communication)

The EURODDIP_E team is made up of researchers and professionals from different sectors with something in common: the passion for their work. As it is a complex and time-consuming project, internal communication must be solid, flexible and comfortable, so that the transfer of knowledge, tasks and management processes do not become obstacles to the project development. For this, physical and telematic meetings will be held based on rigor but also on closeness, since the whole team is clear that our objectives are common and the responsibility of all partners.

2. Professors and students of the university communities involved in the project and who are not related to the EURODDIP-E action topics

Universities usually generate such a high amount of information, news and events that they can eclipse projects as relevant as EURODDIP_E. For this, the channels and methodologies of each university will be used, which will have the necessary experience to guarantee maximum dissemination in each university community. These audiences, not having a direct relationship with the theme that EURODDIP_E deals with, should receive interpreted information so that it can be understood and simulated, especially, emphasizing the relevance, novelty and objectives of the project. It will be difficult for this target audience

to follow us on social networks, so it will be important to insitu communication (posters, rollups, activities ...) and direct relationships with the local press offices or communication partners of each partner. The messages for this group should be clear and simple and should emphasize the qualities and objectives of the project in an understandable manner to this target audience. They must also emphasize the participation and role played by the institution to which they belong within the project.

3. Professors and researchers related to the EURODDIP-E performance topics of any university

Faculty and students who may be interested in the EURODDIP_E project will be more easily filtered by topics of interest and may be more active when receiving and sharing our content. This target audience has two basic characteristics: it is vocation for its profession and its pragmatic interest in the results o the project (for being leading research in its field). Therefore, the messages aimed at this target audience should go into technical details about the results obtained throughout the project and should emphasize the positive and emotional values of EURODDIP_E.

4. Society

Within the objectives of EURODDIP_E, the search for awareness and extension of the impact of the results had been pointed out. For this, several of the messages issued from EURODDIP_e must have a disseminating and educational intention, making the whole society understand the relevance of this type of research and the importance of the research included in the Erasmus+ programs. Messages aimed at this type of target audiences should have less technical data and a clearly disseminating nuance; interpreting and simplifying the actions and results of EURODDIP_E. These messages should be distributed in different channels but taking into account the importance of mass media and social networks to reach the whole society.

5. Schools

In order to achieve the maximum effectiveness and efficiency in the results transfer of EURODDIP_E, it is necessary to communicate with all stakeholders and, in particular, with schools and teachers with students with special needs who may have an interest in this project. The tangible results of EURODDIP_E that can be used directly in the classroom should be as widely distributed as possible in this target audience. For this purpose, the centres where the tools and processes developed by

EURODDIP_E can be implemented will be located and the communication will be optimized to massively disclose the research results.

6. Results dissemination.

This project will be developed over 3 years, in which it is expected to obtain both tangible and intangible results and it is intended that, through a well planned and executed communication, the greatest academic and practical impact will be achieved. Within the results they will be disseminated depending in their possible utility depending on target audiences or areas of action:

- **Tone and philosophy**

The information generated from EURODDIP_E will be based on scientific rigor and truthfulness but from dialogue and closeness, seeking the widest possible dissemination. This project will deal with issues that may fall into sensitivity and false emotionality, so we will always try to treat them with sobriety and discretion, focusing the importance of messages at work and progress of the project through closeness but with rigor.

- **Tools, products or services**

The results directly applicable to the field of educational will be disseminated through the collaboration entities, trying to make the effort derived from joint work for 3 years as useful as possible for society.

- **Outreach and awareness activities**

The importance of the dissemination of the project results depends on our ability to transfer its importance to the different target audiences, who will often have a passive attitude towards the dissemination of our research. Therefore, in order to reach the widest possible spectrum of the target audience, dissemination and awareness activities will be carried out, which transmit the importance of the knowledge generated in this research project to all levels of knowledge.

- **Academic dissemination of research**

The results will be published in the results platform of Erasmus+ projects (E+ PRP) and in each of the media where the different investigations are published (journals, conferences proceedings, conferences...). In addition, the results will be encouraged to reach the maximum possible number of researchers who may be interested in using the academic results of this project for their own work through conventional social networks ad Researchgate and LinkedIn, as specialized in the academic and professional field.

7. Messages

The communication in EURODDIP_E Will be based on the following messages, although they will be adapted in tone and language for each case:

- We are multidisciplinary, a group of Europeans working together for a common purpose.
- We seek to promote educational inclusion through the customization of devices, tools and ICT.
- We rely on the needs of teachers and students with teaching at basic educational levels.
- The project arises from believing in educational inclusion and its search by joining forces and motivation.

5. Strategy

5.1 Media and Channels

The following means and channels will be used for the correct dissemination of the research results.

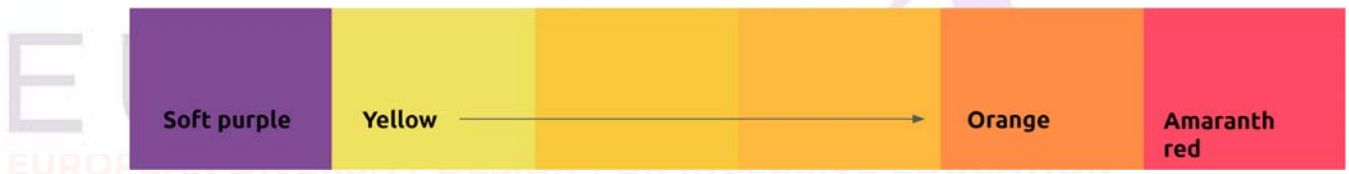
- **The results platform of Erasmus Projects (E+ PRP)**
All contact information and results of the project will be published in the European Commission database for the Erasmus+ program once completed.
- **Corporate identity**
In order to develop corporate identity, we started with several concepts that we wanted to convey related to the project: Design for diversity, inclusive education, multidisciplinary and the improvement of the quality of life of end users. Taking these concepts into account, two logo options were proposed:



Being the second proposal chosen.

The corporate colours tones for the entire project are as follows, from soft purple to amaranth red through four shades of yellows and oranges.

These colours will be used for the visual communication of the group, with soft purple being the one with the greatest predominance.



The corporate identity has been designed so that it can be flexible and adaptable to different graphic formats.



- **Web page**

The Project website will serve as an information repository. It will publish in an organized and accessible way all the information and documentation generated throughout the project. To improve the organization the following sections will be made:

- **Home:** page that requires a descriptive summary of the project: its objectives, methodologies and processes.
- **Team:** page that will include all the information about collaborating entities and all team members
- **News / research:** all information published by other media and reports, articles and presentations made throughout the project for academic purposes.
- **Access to social network profiles:** the web page, as a repository, will not include all the information updated or indirectly related to the news of the project. This information

will be limited to social networks to speed up the web page navigation.

The website will be available in English, although its homepage will be translated into the languages of all project partners.

- **Social networks:** Social networks will be used as a means of communication for the dissemination and news of the project. Special care will be taken to guide each publication correctly to its target audience, taking into account its characteristics and levels of understanding and interest.

In the social networks, contents related to the advances in the project will be published, but also news from each of the partners, other Erasmus + programs, current research and news related to people with special needs and engineering.

An updated presence in social networks will be sought, seeking to amplify the impact of the results and dissemination of the project. The contents shown will include news, images, videos and infographics.

Profiles will be created in the following social networks:

- **Twitter**

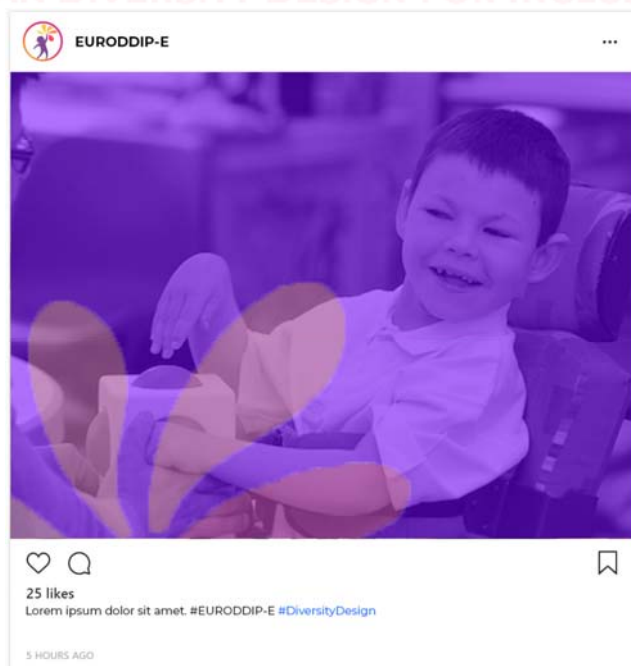
Although it is not the social network with more active users today it is the most used for professional and institutional issues. In this way, the communication on this platform will be oriented to the transmission of interesting information for target audiences 1, 3 and 5. It will also seek to increase the impact of communication on people interested in the progress of the project, seeking to create content that can be so interesting as to attract followers.

- Facebook

It is the social network with more users but with topics somewhat further from academic or professional topics. Content oriented to dissemination and awareness will be displayed on Facebook, creating publication campaigns based on the general public understanding the advantages of the Erasmus + program and the EURODDIP-E project.

- Instagram

In Instagram, a more based approach to emotional and inspiring concepts related to the project will be sought. The followers in this social network are expected to be young people (mainly students) interested in the progress of the project and with a vocational interest. Instagram posts will focus on raising awareness and transmitting the mission, vision and values of the project.



- **Researchgate / LinkedIn**

Profiles will be created in these social networks to collect all the academic and research information derived from the project.

- **Media**

The news of the project will be published through the media, seeking to create the greatest possible communicative impact on society in general. This news will be channelled from the press offices and communication managers of each partner, so that each media outlet can then create the content they deem most appropriate.

- **Activities**

Target audiences 2 and 3 can be filtered by their location: the partners' own centres. For this, informative activities that explain the project and the way of working in the Erasmus + program will be developed. Talks, exhibitions, open days and other events will be organized in order to achieve the widest possible dissemination.

- **Contacts**

The contacts generated in this project will be used as a means of dissemination and amplification of the messages issued from EURODDIP-E. For this, the creation of content with relevance and interest for contacts and that are interesting for its dissemination will be sought.

6 Responsible and experience

The person responsible for the communication plan and its implementation will be the team member Mario Alaguero Rodríguez, professor in the Audio-visual Communication and Advertising Area of Burgos University.

He has experience in corporate communication, combines professional work as a freelance and advisor for companies, as well as teaching and research in areas related to corporate communication.

He will oversee the different communication channels and act as an intermediary between the EURODDIP_E group and all target audiences.

7. Timeline

The implementation of the dissemination plan is foreseen once the project's research results begin to be generated, and will be distributed according to two criteria:

- **Dissemination of each event or news.** Each event or news that become events, will be disseminated from all channels according to its possible interest for each differentiated target audience. These facts will be transmitted adapted to each channel and target audience, both in tone, in language and in level of explanation to increase the understanding of its importance.
- **Creation and dissemination of content related to the research lines but not directly with the project.** Throughout the project, contents will be created that help the dissemination and

understanding of the project even if they are not the result of research but of a disseminating intention from the project.

8. Control and monitoring indicators / Evaluation

For the verification of the impact, evolution of the communication plan and the fulfilment of objectives, the following data will be analysed.

- Impact on social networks
- Level of coverage in the media
- Number of meetings with stakeholders and educational agents
- Visibility in social networks and attractiveness of the project website/ blog
- Participation in congresses and public events
- Impact on political measures at different levels.