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# **PROJECT:**

## **PRO-MOTION. Sensitive career management**

**Call: EACEA/34/2019: Social inclusion and common values: the contribution in the field of education and training, project number: 621491-EPP-1-2020-1-PL-EPPKA3-IPI-SOC-IN**

### **TITLE OF DOCUMENT:**

**Deliverable 5.1: Communication Plan and  
5.2 PRO-MOTION Corporate Design**

**ENGLISH VERSION**

**Partner: CRMC**





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## 1. Introduction

This document contains the plan for dissemination of the PRO-Motion. Sensitive career management (PRO-MOTION project) It is intended to be a reflective document that can be regularly revised to meet the changing needs of the project ongoing.

The PROMOTION project, which is funded by the European Commission Erasmus+ Programme aims to prepare teaching materials, such as academic book, properly designed academic course and preparatory training for academic staff, which will be implemented in various study programmes in health and human sciences. The project goes beyond one sector as it tackles wide range of vocations and fields, e.g. education as well as personal development of each person. Knowledge, understanding of high sensitivity as personal trait gives better understanding of own emotions and behaviours (in work life as well) and understanding of others (students, learners of all types - if they need different type of support in education, youngsters - their behaviours- and understanding if they need additional support, actions preventing exclusion, failures in education. Project will give the opportunity to equip academic staff in new "module" so they can support young professionals.

The project is a continuation of successful E-MOTION project who's results showed the need to bring topic of high sensitivity to the academic level. In light of these research-preparatory activities consortium has defined following objectives of the project: development of academic course on PROMOTION, based on the newest international research activities, development of academic book and course syllabus, preparation of online library with tools, methods, supplementary materials about PROMOTION and preparation of the introduction course for the academic staff.

### 1.1. Target groups

TARGET GROUPS (VET school teachers, psychologists, vocational advisors, career coaches – EU level) It is expected that project will enhance VET teachers and other staff working on labour market to share their knowledge, experience after using all materials produced during the project implementation. The model supports the design of the path of

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educational development and the subsequent professional stage. Some of the highly sensitive children are excluded due to preliminary diagnosis of disorders and deficits (diagnosed as disturbed children, with attention deficits), the part will begin to satisfy needs in a dysfunctional way, research shows that support and understanding of highly sensitivity may result in depression, anxiety, shyness and learned helplessness in adult life.

Identification/ assessment of the individual sensitivity of vocational advisors, coaches, staff working in HR department will give them additional information about their work conditions and increase quality of their work. (as an added value of the project).

**STAKEHOLDERS:** VET schools and organisations responsible for psychological support for teachers and schools, public administration - responsible for education, PES – labour market organisation – responsible for support of vocational counselling. Modern technologies are being introduced more and more widely nowadays into teaching and training offer, as they are more attractive and more effective. That is why potential stakeholders may be interested in modernizing their guidance, support and working methods with students, long term unemployed or employees.

The strategic plan of this project is to increase use of project outcomes after completion of the project. As all outputs will be produced in electronic formats and available in English language, such an increase will be readily facilitated. **Local dissemination activities**

At least 50 local participants in each partners' country. The target group of the conferences are: teachers in public education system, stakeholders: public authorities responsible for education system, academic staff of human sciences and health sciences, students of health and human sciences, different grades and profiles and other professionals: therapists, psychologists, educators. The conferences would take place at the end of the project duration. Each partner will decide if there will be one event for all target groups or smaller dissemination events for specific groups of listeners. Participation in multiplier event will be based on online registration form, which will be published on the project website, partner's websites in social media. Selection will be conducted in compliance with requirements of non-



discrimination, transparency and gender balance, whose compliance will be monitored by the coordinating organization.

## 2. Promotion and Dissemination Plan

The aim of the promotion and dissemination plan is to ensure that the project activities and results will be disseminated by all Partners among existing networks and partnerships.

The dissemination of outputs and results produced in the project will start as soon as the first results are produced and will last after the end of the project. The project partners will actively disseminate the outputs and outcomes to targeted stakeholders. The project partners will also encourage targeted audiences and stakeholders to submit a feedback about the results. The partners will exploit the project results for further whatsoever activity or project.

A range of dissemination strategies will be used to maximize the potential for dissemination. Detailed below are a range of mediums through which dissemination of the PROMOTION project aims, objectives, news and findings will be communicated to the partner institutions, colleagues, stakeholders and those communities interested specifying whether those aims and findings have been achieved in a local, regional, national, European and/or International level.

Dissemination channels will be: the project's website, partners' websites, social networks, European and national database, internet, emails, presentations, meetings and networks, video materials of the project activities published online, Erasmus + project results platform, EPAL platform, articles in newspapers or specialised press, participation to TV or radio shows (depending on local networks and resources of each organisation), Research Gate (for academic staff).

The success of the dissemination activities would be measured through:

- Social Media shares: at least 1000 shares of project posts on Social Media.
- Website accesses: at least 300 accesses.

- Mass-media coverage: At least 10 articles/reportages/interviews on the project released on mass media (Newspapers, TVs, Radio/Web Radio) about the project released in all partner countries during its formal life.

- Multipliers' Events' audience: At least 50 participants per project Multiplier event.

## 2.1. Target group of the dissemination

- Staff working in partners organizations - each partner will spread information about the project among existing networks and partnerships. Initial group is directly linked with partners organisations and in case of non-academic partners with associated/supporting academic partners in Romania and Italy
- VET schools and organisations responsible for psychological support for teachers and schools, public administration - responsible for education, PES – labour market organisation – responsible for support of vocational counselling. Modern technologies are being introduced more and more widely nowadays into teaching and training offer, as they are more attractive and more effective. That is why potential stakeholders may be interested in modernizing their guidance, support and working methods with students, long term unemployed or employees.
- Learners - representatives of students in health and human sciences, adult extra mural students, professionals looking for new skills, knowledge, participating in educational offer of partners' organisations (e.g. post graduates, participants of training programmes).

## 2.2. General roles of the partners

The leader of dissemination activities is **Citta Metropolitana di Roma Capitale - Dipartimento Servizi per il Lavoro e la Formazione**. As leader its role is to set the dissemination plan, structure a methodology and propose tools adequate for the specific target group to be used by all partners.

General roles of each partner:



- To understand at local level what are the target groups and how they can be reached by a dissemination activity
- To assign 1 staff member with experience in dissemination and exploitation activities who will be responsible for carrying out the activities in this project.
- To disseminate project's results and promote the project's activities through its internal means: the official website of the organisation, the official social media accounts, the organisation's newsletter and direct contact with stakeholders and target groups representatives
- To create a link to the project website on their organisation websites
- To do mapping of upcoming workshops, conferences and events covering project aim and objective
- To actively publish on the project's social media accounts
- To provide content to their own and to common communication channels
- To report their dissemination activities in the tool prepared by Dissemination Leader

### 2.3. Local, regional, national and European dissemination

For local, regional and national dissemination partners agree to use their existing networks, websites and social media accounts. Detailed description of means used below:

- Due to experience in international cooperation partners have good capacity to disseminate project results on European level, mostly by sharing the results in Internet, but also establishing new forms of cooperation in highly sensitivity and children development in academic level education, lower-secondary level education, preschool and primary education and adults development.
- Online Dissemination at the local, regional, national, European and international levels will be based on promoting project results and project platform through project Social Media accounts (Facebook, Twitter) and Partners' websites and Social Media accounts (Facebook, Twitter and LinkedIn, RESEARCH GATE) and through variety of instruments (Newsletters, Media) reaching out to adult education providers, public institutions, universities, organisations working in field of education.





- Partners will use already gained experiences and network, which was build before and during implementation of E-MOTION project, which now, can be considered as 1st step of the development of international network of experts from Poland, Spain, Italy and Romania involved in research and educational activities on PROMOTION.
- Research Gate accounts of researchers, published articles via other tools suitable for academic staff will support wide dissemination at national as well as international level.

## 2.4. Results of the dissemination activities

**Tangible:** These include the dissemination and exploitation of the Intellectual Outputs produced in the project. These will be developed under a creative commons license that permits the adaptation, reuse and sharing of the material. Project communications will inform about this license to encourage stakeholders to use the outputs, adapt them to their needs (e.g. translation into another language) and engage in exploiting the results.

**Intangible:** such as knowledge, experiences gained and increased skills of academic teachers and students, pre-school, primary school teachers, psychologists, therapists, adult learners in all partner countries and at EU level as well.

## 2.5. Logo and templates

Logos and templates will be created by the WSEI Team and presented to the rest of the partners. All PROJECT PARTNERS partners will select one according to their preferences. These logos will ensure the unified image of the project, and will be representative of the aims and philosophy of the project. The doc template, a PowerPoint template and document/deliverable template for written communication for the project would also be prepared.

## 2.6. Methods and channels



The project would be disseminated not only on-line via partner's websites, project's website, social media and digital platforms, newsletters, but also via face-to-face multiplier events with target groups and stakeholders. The project partner's would also utilize their networks as described above.

### 2.6.1. Website

Each partner institution will post information related to project activities and its outputs on their websites. The project's website will be available in all partners' countries and languages. It will include the project description, intellectual outputs, future events and partners' contact details. Project's website and its content would be accessible for three years after the end of the project to allow free access for any registered user. The partners would debate over a need to establish a blog on the project's website where all partners would publish articles written by the team or by external guests. If applicable project's blog should be updated at least once a month.

### 2.6.2. Press Releases and Articles

Partners are encouraged to publish press releases about the project, its intellectual outputs and news within the project to share the progress of the project implementation. Publication of articles in magazines and newsletters on local, regional and national level would be a part of the dissemination methods. Press releases and articles will be disseminated also via partners' networks (online and offline). The project foresees to have **3 press releases** during project life and **3 newsletters**. Partners shall publish a press release at the moment of transnational project meetings, the start and the end of the learning activities, the local multiplier events and communication to local media, newspapers and magazines. Interviews with local stakeholders and collection of feedback about project results and learning activities should be prepared. Partners would invite the local press, media, stakeholders to the events and stimulate the diffusion of the events across different media.



### 2.6.3. Social media

The dissemination strategy will also include the use of different social media (such as Facebook, Twitter) to maximize the visibility of the project. These activities will mainly addressed to young people (students, graduates, teachers, trainers, parents, etc.). Social media dissemination will be the responsibility of all partners and partner institutions should support such activities where possible. Youths would be encouraged to act as project's ambassadors on social media to reach their friends and families. Social media accounts should be updated at least twice a month.

#### **How to write an effective post for Facebook**

- Facebook posts should be **short, but not too short**: even **a few lines** is enough; overall, our Facebook posts should not exceed **150 (180) words**
- Writing style should not be “academic”, it should neither be too informal (we are not teenagers!): **a balance between informal and formal writing** is to be looked for, although use of the emoticons is encouraged to engage the youth.
- **Images, videos** are highly valuable on Facebook; each post should display either an image, or a short video clip (not a link from YouTube!) - partners are invited to share with us any valuable resource to display together with their post – please pay attention to copyrighted images!
- **No references** should be added to Facebook posts (if you want to highlight an article, which is a great idea, please share **the link to the article**)
- Please try and figure out how to create **engaging posts**: please try and figure out what our followers might be interested in; asking questions might also be a good idea for enhancing post engagement rates, as well as **mentioning and sharing** other Facebook Pages (or even profiles)

#### **How to write an effective blog post**

- Blog posts are longer and more complex than Facebook posts



- **5-600 words** is an ideal length for our blog posts, but they can be even longer (up to 1000 words will work)
- **Writing style:** it's not a journal paper, please try to keep your writing style **simple**, to use **common words** whenever possible, try to write **short and simple sentences**
- Overall, a couple of references can be included in blog posts (whenever possible, please also provide the **link** to the publications), best if the reference is addressing posts previously published on the blog – to create continuum and increase engagement
- Please pay attention to **relevant keywords and tags** related to the project (such as “dating violence”, “gender equality” or “gender inequality”, “teenagers”, etc.): keywords are of utmost importance if we want our potential audience to reach us through search engines (such as Google)
- **Keywords should be repeated throughout the text** (without exaggerating, but please repeat them more than you would do in a printed text)
- **Keywords should be highlighted** (e.g. writing them in bold; putting them in **titles or subtitles**, or **at the beginning of the paragraph**; using them as “**anchor texts**” for **links** – see below, etc.)
- It's a great idea to insert **links** in our blog posts: links to web pages that address similar topics, in order for the reader to further explore the topic (please add the exact URL in a comment in the word document you are sending us, specifying where the link should be inserted, aka as the “anchor text” – see below)
- An “**anchor text**” is the part of the text where the link starts from (if you click on the anchor text, you will be sent to the corresponding web page): it's important to use meaningful words in the anchor text, especially the relevant **keywords** (please avoid using “click here” as an anchor text)
- Use headliners to divide text into sections
- The short summary of the article should be published at the beginning of the post to interest reader enough to focus on the rest of the content
- Pictures in the content should be named (if possible) to increase posts visibility on the search engine



- Please provide us with **a picture** of each blog post's **Author(s)**

#### 2.6.4. Flyers and brochures

Flyers will be designed to facilitate project dissemination to target groups. The brochures and flyers design will be led and coordinated by the lead partner team and the partner team in charge of the dissemination. Flyers and Brochures will be produced in English in PDF form, not printed as much as possible, translated into partners' languages and distributed by email, social media and websites in each partners' countries.

#### 2.6.5. Participation in conferences and meetings

Project partners will assure that the project objectives and results will be disseminated across different national and international conferences, workshops, webinars and seminars. Dissemination events will be additionally supported by presentations at events and meetings organized within different project & initiatives throughout project in order to promote PROMOTION aims and to ensure project outputs take-up by above institutions. Internal meetings, will also be conducted in all partners' countries. These meetings will facilitate communication between partners and ensure partners PROMOTION project outputs.

#### 2.6.6. EPAL, School Education Gateway, eTwinning

Before the project implementation there will be working plan defined, describing specific activities, time plan and partner's responsibilities.

- School Education Gateway: the articles about innovative tools for teachers based on project findings will be published, (latest) developed materials and guides also will be published (resources);
- e-Twinning - contribution to Professional development section of the website (e.g. short video about the results of the PROMOTION project and how it can be transferred to other levels of education);



- EPALE: contribution to sections tools: by publishing the tools developed within the project, blog; sharing information about the project progress, materials; sharing/publishing articles and project summary, events; information about the events planned within the project.

### 2.6.7. Reporting

All partners are obliged to report their dissemination activities in prepared by the Dissemination Leader tool and due to previously set deadline.

### 2.6.8. Acknowledgement Statement

The following acknowledgement must be added when a partner mentions the project (in any publication, report, article, etc.): *“Co-funded by the Erasmus+ Programme of the European Union”*

### 2.6.9. Disclaimer

The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission: *"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."*



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## Annex no 1

### Facebook/website news – template

A template was created in order to maintain a coherence in publishing contents related to the project.

- **Title of news:**
- **Date of activity:**
- **Date of publication:**
- **Promotional text:**
- **Links to medias, other websites, recourses:**
- **Annexes, additional files:**



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## Annex no 2

CORPORATE DEIGNS:

LOGO

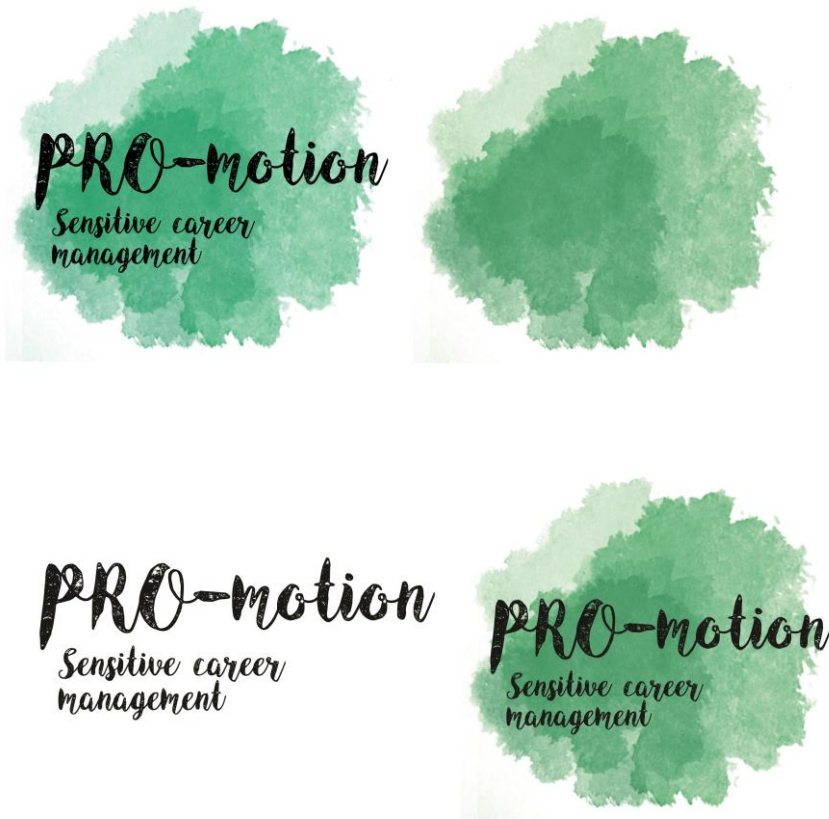
LETTERHEAD

POWERT POINT PRESENTATION



PROJECT LETTERHEAD

PROJECT LOGOS:





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Città metropolitana  
di Roma Capitale

EXPERT PSY  
*we speak psychology*



Universitat d'Alacant  
Universidad de Alicante



APSU  
associação portuguesa de startups



Prios

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EXPERT PSY  
*we speak psychology*



Universitat d'Alacant  
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