



1st Call for H.F.R.I. Research Projects for the Support of Faculty Members and Researchers and the Procurement of high-cost Research Equipment

PROJECT TITLE

**CREATIVE MULTILINGUALISM: FROM PRACTICE TO
RESEARCH TO EDUCATION (MEinART)**

PROJECT NUMBER

HFRI-FM17-710

HOST INSTITUTION

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DELIVERABLE 35

DISSEMINATION PLAN

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1. Goal and objectives of the dissemination strategy

Project objectives overview

With this deliverable we present the dissemination plan for the MEINART project. The dissemination strategy outlines activities to cover general and direct dissemination to best possible promotion of the MEINART project and its outcomes to all stakeholders during and after the project.

Communication and dissemination will be an essential component of the project and it will last for the full project duration and generate the bases for its sustainability. MEINART targets mainly: refugee women as learners, creators, and professionals; women (social workers, interpreters, administrators, etc.) working in refugee contexts; researchers in applied linguistics and social sciences; teaching staff, teaching and learning support services; community partners; Governments (local, national, EU-level) and international organizations as stakeholders in supporting innovation in education and public pedagogy.

The ***overall goal of the dissemination plan*** is to engage and involve stakeholders in valuing public pedagogy for refugee women. In this perspective, the following specific objectives will be pursued:

- Prepare a strategic plan with detailed information about how, where and when we will disseminate and communicate information about the project;
- Activate this plan by putting in place dissemination actions and communications channels (Facebook, LinkedIn, YouTube, etc.) that meet the needs of the different target groups and that are value-driven, timely and attractive and with the following sub-objectives:
 - to activate experts (and those to become experts) both within the project team and within community partners and collaborators;
 - to inform stakeholders about project outcomes and benefits for the specified target groups;
 - to raise awareness of the project and its outcomes within and beyond the project partnership;
 - to motivate potential users to use the outcomes and sustain their motivation;
 - to disseminate the project progress and outcomes to multipliers and other stakeholders;
 - to influence decision / policy makers with the view to adopting the project outcomes.
- Monitor the reach and success of the dissemination and exploitation strategy in order to continuously review and enhance our activities.

Targeting different groups implies adopting different communication and dissemination strategies, using messages tailored and appropriate for the different audience, their characteristics, needs and interests. Each sub-group has its own channels and expectations, which have an impact on the way in which the dissemination activities are organised.

Dissemination strategy

The aim of the dissemination strategy is to raise awareness of the project outcomes in the target groups and in the stakeholders during and after the project. These activities are not only aimed at making the projects and its outcomes known, but also to maximise its use now and after project life time. As such dissemination activities are aligned to the exploitation strategy after project life time.

For internal purposes this dissemination strategy provides members of the MEINART team with an effective and efficient blueprint to follow in disseminating the work on results of MEINART. Internal communication will itself be conducted via email, zoom/team calls and periodic face-to-face meetings. The most important document is a summary (dissemination) **dashboard** (Excel-based) bringing all the key performance indicators of the project together, especially those of quality assurance & evaluation and dissemination & exploitation. The data will be updated with the reporting schedule every six months. Shared documents are stored in Teams, giving all partners access at all times.

The external objective of the MEINART dissemination strategy is to make the project and its outcomes known to all stakeholders as wide as possible. This objective is to be provided by means of the following activities:

Establishment of a dissemination strategy for general and direct dissemination

The dissemination strategy shall outline activities to cover general and direct dissemination (why, what, how, when, to whom and where) to best possible promote the MEINART project and its outcomes to all stakeholders during and after the project. All partners of the project will intensively contribute to dissemination through their networks. The strategy sets up the tasks per partner, defines responsible partners, timelines & deadlines, main message to communicate, the media channel used, the envisaged target group and impact for all dissemination activities of the project. *The Dissemination Plan will be updated at any point in course of the project giving consideration to a changing environment or upcoming innovations.*

Dissemination language(s)

For institutional, social, practical reasons, but also ideological reasons, MEINART adopts a multilingual stance that applies in dissemination strategy and activities, too. Main project language, in which all the master texts and internal project communication is performed, is the English language. It is the language of the project proposal and of the administrative documents, and of many of the deliverables. Of course, the context of the project is largely Greek-speaking; Greek is the official languages of the country of implementation, of the University of Thessaly, of the Hellenic Foundation for Research and Innovation, and of many of the community partners involved in the project. Thus, Greek is the language of communication in many circumstances, the language of financial management and of small number of Deliverables. Furthermore, the mission, orientation and experience of the team of Greek Language and Multilingualism Lab (GLML) place multilingualism in the centre of its interests and activities. The use of several languages is actively encouraged in the research field of MEINART, together with translanguaging practices. This multilingual perspective stands for all dissemination purposes, too.

Development of online and printed dissemination materials

Logo, website, templates, flyer, brochure, thematic leaflets and the banner will be elaborated to common branding and to raise impact of dissemination. All communication materials are to strictly follow the project design manual and all changes are to be consulted and approved by the dissemination strategy authors. Communication tools are to target all target audiences via their usage at respective occasions. All team members are to document and archive the local usage of the communication tool on a six months basis.

Conduct ongoing networking and communication activities

With the goal to disseminate the project outcomes permanently to the stakeholders, the project team brings in ideal prerequisites for this through its diversity, interdisciplinarity and its various Dissemination Platforms.

Present project outcomes at relevant conferences and forums

MEINART is mainly research project and team members will present the project outcomes at various relevant conferences, seminars, webinars and stakeholder meetings. There will be more possibilities through the network involvements, the experts' status of project partners and research activities of the team and its community partners (invitation for keynotes, workshops, publications, etc.).

Dissemination objectives

The MEINART project dissemination plan as such has the general aim:

- to activate experts (and those to become experts) both within the project Team and within community partners and stakeholders;
- to inform stakeholders about project outcomes and benefits for the specified target groups;
- to raise awareness of the project and its outcomes within and beyond the project team and partnership;
- to motivate potential users to use the products and sustain their motivation;
- to disseminate the project progress and outcomes to multipliers and other stakeholders;
- to influence decision / policy makers with view to adopting the project outcomes.

Dissemination materials will be used to introduce beneficiaries, users, and interested people, stakeholders, community partners, institutions, networks and governmental bodies to the project and to enhance the project's visibility at every stage in the project. Via a dedicated project website all partners and interested parties are kept up to date and offered an active role in the enhancement of approaches.

Dissemination tools

While there is a wide variety of dissemination tools available, it is important to select the right one(s) to get your message to the target audience and achieve your purpose. We have identified the following:

Logo, design templates

The dissemination material will be elaborated to create a common branding. The logo will be drafted from the first stage of the project. Design templates will be provided for presentations, reports and letters in line with the Corporate Design.

Flyer, brochure, thematic leaflets and banner

Materials will be designed and printed to present MEINART at conferences and other stakeholder events. It will contain a short description of MEINART and its objectives and partners. Outcomes measure: number of materials printed and distributed, number of events where they are displayed and/or were distributed.

Project website

A project website will host the online collaboration platform and the news service, access to MEINART channels and communication tools, archives of documents including press releases, briefing papers, etc. Part of the website will be dedicated to teacher's toolkits and academic publications and will list all relevant resources, papers including those emerging directly from the project as well as those relevant to the work being undertaken.

The project website is one of the main sources of information about the project available to most stakeholders. The website will be established at the start of the project. Outcome measure: website hits/unique visits, downloads, countries reached, references to the website. See Quality assurance and evaluation plan.

Scientific publications

This project will also generate a lot of data and new insights, hence it will be stimulated to publish in journals and conference proceedings. This will distribute the outcomes of the MEINART project to the scientific community.

Outcome measure: Number of scientific publications published.

Social media

MEINART Social Media channels will be used for different target groups. The community of interest will be engaged through Facebook groups and pages as well as a YouTube channel. A LinkedIn group will be set up aimed at the community interested in MEINART. Existing social media and other online channels of the community members will be used to target their already existing audiences on Social Media. Part of the role of the named moderators of the MEINART channels will be to keep up a steady flow to these channels based on activities taking place in the project.

Outcome measure: see Quality Assurance Plan.

Personal communication

One of the main tools to inform stakeholders about events and activities will be email and via Teams meeting/Zoom, what remains a quick and easy mean of contacting stakeholders. Throughout the project, the partners will communicate directly with (external) stakeholders, as this is also part of the project plan.

Outcome measure: Personal communication with high impact are listed in the Timetable dissemination activities.

Template Dissemination activities

A Monitoring Dashboard will be designed to continuously measure and evaluate the impact of different instruments and activities. This dashboard contains the indicators to different target groups per instrument and/or dissemination activity as defined in the dissemination plan. To this end, every six months, an overview of this dashboard will be shared with all partners. For the interim report and at the end of the project an overall Dissemination Review will be produced. The end report will provide the basis for further post-project valorisation.

2. Impact assessment tools

To be able to assess and measure impact it is fundamental to have monitoring tools. Within the MEINART project these are: SyGMA, and the project matrix. The second consists in an excel file containing the project Gantt, the handbook, contact lists, micro-planning for each WP and task, impact log (collecting the name of influential stakeholders, name of community to connect with for the generation of impact), the dissemination log and the data of impact.

In addition to these tools the project manager monitors and evaluates the progress of the project via the below described evaluation framework.

Data analytics and statistics as measure of impact

Data analytics, statistics, dissemination and communication activities are tracked via the SyGMA portal, and via MEINART internal tools as well. The main tool for monitoring the project, as already mentioned in the project management handbook, is the project matrix. On this document the project manager tracks also the traffic data, and in general the statistics related to MEINART dissemination, communication and outreach, via three dedicated sheets:

- 1- *Data impact-sheet*

It reports on annual data related to the project website, such as: number of visits, and unique visitors, most visited pages and number of outputs downloaded. It also contains data related to our social media: Facebook; LinkedIn and YouTube.

2- *Impact log-sheet*

It is a sheet that contains community partners and stakeholders names categorized according to target group and outreach level, i.e. local, national or international. This list contains also details of project that could multiply the impact and outreach of the MEINART outcomes (i.e. Microcredex) and it is updated by each project partners and used in our dissemination and communication

3- *Dissemination log-sheet*

It integrates SyGMA and contains the dissemination activities that each partner is carrying out during the project. It gives information on the amount of activities performed and the outreach as well.

Criteria that apply for the evaluation of online and F2F partners' meetings

Part of the evaluation process of the project as overall, but with a focus on its management, is to measure the effectiveness of meetings and the contribution of each partner. For formal meetings the following criteria apply.

Meeting Notice: The project manager must give notice 2 month prior to holding a face-to-face meeting or two weeks prior to holding an online .

Agenda Notice: The project manager or WP-leader must send the agenda at least one week prior to a Face-to-Face meeting or two working days prior to a online meeting.

Agenda Contributions: Any partner may submit agenda items up until one week prior to a face-to-face meeting or two days before an online meeting

Minutes: The partner that chairs the meeting must make the minutes available within 3 weeks of the meeting; Minutes shall include a list of actions agreed and/or decisions taken during the meeting; Partners may comment on the minutes up until one week after the minutes have been made available. After this, the Minutes are considered accepted.

All this info above is stored in the Project Matrix-Meetings part of MS Teams.

In addition, the following indicators will be used to evaluate the all F2F partner meetings:

- Sufficient information was sent before the meeting and communication was efficient
- Partners were given time for re-introductions and had time to update each other on their expectations and what they can bring to the project
- The agenda has been respected and any changes negotiated
- Team members have all contributed to the meeting
- The goals of the meeting were met
- The research and working environment was adequate for the proposed tasks

- Planned activities have taken place
- The team members and community partners have a clear idea of their next steps
- The accommodation, food and social element were adequate

These indicators are translated in an evaluation form for all face-to-face partners meetings, and for the online and hybrid meetings, too.

ROMA technique – progress marker table to evaluate impact at policy level

A progress marker table is detailed at the initial stage of the project. It is based on the ROMA (Rapid Outcome Mapping Approach) to change and contains actors/stakeholder-focused outcomes for all major stakeholders: refugee women as learners, social actors and arte-facts creators, community partners, learners, teaching staff, education support services, social partners, regions/cities, governments, Europe and international organizations such as UNICEF.

For every stakeholder group, innovations are defined: innovations we have seen during the course of previous GLML projects and expect in the next future; intermediate innovations we like to see probably activated by the project, but their actualization is going beyond the direct influence of the project; and longer-term changes we would like to see in the future, probably stimulated by the project.

The table will be updated at the end of the project to check if MEINART has fulfilled its expectations. It gives also a look into the future and is inspiring for the development of future policies and strategies.

Team members and community partners are invited to update, complete and adapt the table according to new developments, foreseen or unforeseen, possibly referring to institutional and national changes or to the force field analysis.

- ***Expect to see*** engagement in the course of the project
- ***Like to see*** messages of the project are taken on board after the project, but in some instances still uncertain change pathways (emphasis on incremental or partial change in most settings and contexts)
- ***Love to see*** deeply internalized change, systemic and sustainable in the long run.