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OPEN ACCESS CONTENTS ON DESIGN FOR EQUALITY, DIVERSITY AND INCLUSION  
FOR HIGHER EDUCATION PROGRAMMES

## **D 5.1.1. Dissemination, Outreach, and Engagement Plan**

Date: 30/12/2023

Doc. Version: 1

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Funded by  
the European Union

This project has received funding from the European Erasmus+ programme (KA220-HED).  
Project Number: N. 2023-1-IT02-KA220-HED-000153774

**Document Control Information**

Deliverable	5.1.1.
Document Title:	Dissemination, Outreach, and Engagement Plan
Project Title:	Open Access Contents on Design for Equality, Diversity, and Inclusion for Higher Education Programmes
Acronym:	EDIDesK
Document Authors:	Alessia Brischetto (UNIFI), Rossana Gaddi (UNICH), Emilio Rossi (UNICH)
WP5 Leader	Alessia Brischetto (UNIFI)
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Project Manager (PM):	Rossana Gaddi (UNICH)
Doc. Version:	1
Sensitivity:	Public
Date:	30 December 2023

**Document Approver(s) and Reviewer(s):**

NOTE: All Approvers are required. Records of each approver must be maintained. All Reviewers in the list are considered required unless explicitly listed as Optional.

Name	Role	Action	Date
Emilio Rossi	Scientific Coordinator	Approved	30 December 2023

**Document history:**

The Document Author is authorized to make the following types of changes to the document without requiring that the document be re-approved:

- Editorial, formatting, and spelling
- Clarification

To request a change to this document, contact the Document Author or Owner.

Changes to this document are summarized in the following table in reverse chronological order (latest version first).

Revision	Date	Created by	Short Description of Changes
0	30.12.2023	Alessia Brischetto (UNIFI)	First proposal

**Configuration Management: Document Location**

The latest version of this controlled document is stored in EDIDesK/WP5.

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# 1. Introduction

**EDIDESK** is the acronym of the Erasmus+ KA220-HED project ‘*Open Access Contents on Design for Equality, Diversity, and Inclusion for Higher Education Programmes*’. It is a three-year cooperation project between seven institutions working in the Higher Education sector.

The purpose of this document is to serve as a plan for dissemination for the activities of the EDIDESK project. The plan will be a guide for the consortium of the project (i.e.: SC, PM, PSC, PCT, and PST) to maintain a joint path in the implementation of this project’s communication and promotion through the clear statement of its purpose and objectives as well as the philosophy upon which the project was built. Accordingly, the **Dissemination, Outreach, and Engagement Plan** helps to ensure that all programme stakeholders have the information they need to perform their roles throughout the programme.

The plan contributes to keep a track to the dissemination activities of all project partners and to provide an insight to the outcomes and knowledge that will be gained through the project’s lifespan. As a result, this document provides all the necessary information about the strategy that the consortium will follow to make the results of the project available to the stakeholders and to the wider audience. This strategy will be followed by all project partners and the dissemination activities must be implemented during the lifecycle of the project accordingly.

Finally, this document will be used by all partners of the **EDIDESK** project to enhance their efforts of all **dissemination activities in the three-year progression** so to maintain more sustainable results. The Dissemination, Outreach, and Engagement Plan will be a document which will be reviewed and developed on a regular basis to ensure the successful implementation of the project.

## 2. Notes on the Communication, Outreach, and Engagement Plan

Dissemination means sharing research results with potential users (peers in the research field, industry, other commercial players, and policymakers) to maximise the impact of the project. It is a planned process of providing information on the quality, relevance, and effectiveness of the results of programs and initiatives to key stakeholders, as per Project Stakeholder Matrix defined in the Project Handbook. The Outreach refers to all communication activities that enhance the public visibility of the project and its outcomes, using language that is easy to understand.

Therefore, the **Dissemination, Outreach and Engagement Plan** presents the philosophy and rationale of the project along with the project's intended outcomes and the target beneficiaries. The Plan outlines the needs met by the project in detail, providing insight into its dissemination processes. This is an integral part of a project and is related to the project’s implementation efficiency. The Plan proceeds to identify the strategies, partner responsibilities and means of dissemination that will be used to meet the project objectives and effectively address the target group.

The Dissemination, Outreach, and Engagement Plan helps to ensure that all programme stakeholders (participating organisations and target beneficiaries) have the information they need to perform their roles throughout the programme. Planning and executing programme communication activities is essential for programme success. By sharing the project results with the rest of the community (academic, societal, industrial, etc.), the participating partners of the EDIDESK project are keen to contribute to make progressions according to project aims and scopes as per descriptions contained in the Project Handbook and following the activities discussed in the Project Management Plan (see document).

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The Plan determines how to communicate most efficiently and effectively to the various stakeholders. It defines and documents the communication items content, format, frequency, the audience, and expected results. It also defines how to communicate programme status and the assignment of activities to the various stakeholders, and the communication strategy for each stakeholder, based on their interests, expectations, and influence in the programme. Proactive communication is important on all programmes. Communication needs to be:

- **Adequate:** in the right format and right content;
- **Specific:** for the targeted audience;
- **Sufficient:** providing all the necessary information;
- **Concise:** brief, avoiding repetition and non-important information;
- **Timely:** addressing points at the right time.

Communication is also a vital way to manage programme stakeholders' expectations such as:

- Following programme progress and execution;
- Reporting on programme quality;
- Assigning activities.

In evaluating dissemination activities, we must take into consideration the outreach and the attitude developed by different stakeholders (target groups).

Dissemination that can be considered effective is the one that demonstrate the awareness of the target groups about innovative, quality and impact potentialities of the project outcomes and activated processes. Not always the outcomes can be replicable, but the processes, if successfully implemented by all partners, shows more flexibility to be adapted in different contexts, and as a such, can bring to different but likewise results in other contexts.

Last, sustainability is the result of dissemination and is strongly influenced by the success of the above strategies which are not only its constituent pillars. The sustainability is determined by a sense of ownership, not only the partners' ones, but also the beneficiaries' ones. Their commitment can be paragoned to a relay race in athletics where the relay is delivered but the receiving athlete run in the same direction, and he puts his maximum effort for the same cause. For that reason, it is crucial, from the very beginning of the project and/or WP, to understand on what it is invested and what kind of return of investment the project expect to get, in order to choose and reach, in a best way, the pre-identified dissemination and exploitation targets.

### 3. Dissemination and outreach strategies

#### 3.1 Objectives

This document recalls the objectives set for the Work Package 5 (WP5), which by extensions reflect the ones of the EDIDESK project for:

- **Promote and raise awareness** on the aim of the project and its strategic results into different target communities, including HEIs and societal stakeholders such as EU companies, museums, national/international cultural institutions, NGOs, etc.
- **Increase the number of users** interested in accessing the results that will be produced in this project, including the ones delivered via the digital learning platform.

- **Inspire** other HEIs to use the methodology developed for this project as well as to use/interact with the digital learning platform to improve the quality of teaching contents offered.
- **Generate sustainable effects** through adequate communication and engagement activities (including conferences and marketing activities).
- **Maximise the impact of the project** during and after its finalization in order to reach the maximum number of people.

In this context, the primary aim of the dissemination strategy is to effectively propagate the results of the EDIDesk project throughout Europe and worldwide. To achieve these objectives the project's communication and dissemination efforts will focus on specific activities, tailored to the different target groups. Here are the main actions:

- a) Defining tangible and intangible products to be disseminated (as also described in the Project Management Plan for what concern deliverables released for public access);
- b) Defining of most appropriate dissemination channels and tools;
- c) Defining target groups/categories (both at national and international level);
- d) Combining targeted messages / products to target category;
- e) Defining key measurable quantitative and qualitative indicators (that meets the KPIs defined in the Project Management Plan);
- f) Defining partner roles;
- g) Defining timeframe.

### 3.2 Communication and Dissemination Guidelines

The set of guidelines described in this section has been designed to help project participants to maximise the impact of project activities across a wide range of targeted beneficiaries.

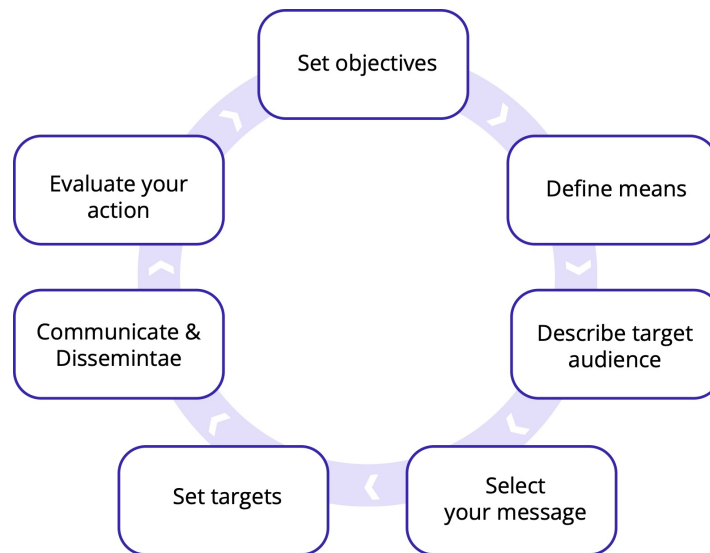
- Communication strategies focus on development and highlighting the achievements and impact of actions, with clearly defined objectives for different target audiences, and a description and timeline for each activity. Visibility requirements are focused on informing, promoting, and communicating actions, activities and results, targeting citizens, media and stakeholders. The aim is to engage with stakeholders and raise their awareness on the project outcomes.
- Dissemination strategies mainly focus on open science, providing knowledge and results that are freely available through scientific journals, specific conferences, databases, and publications. These strategies are aimed at peers in the scientific field and other individuals who can benefit from the results, such as authorities, industry professionals, policy makers, and civil society. Their objective is to maximise the impact of findings, to promote advances in the field, and to make accessible all scientific results.

## 4. Methodology

The EDIDesk project is designed as a logical chain of activities aimed at achieving important communication results (tangible and intangible) that are functional to the completion of the project. Accordingly, these can be intended as part of a more structured cooperation activity that will lead the project partners to the development of a set of deliverables, as described in the Project Management Plan.

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In the initial phase, the project will start with research and mapping out the teaching needs and potentialities of each project country. The results will be made publicly accessible via the project website to raise awareness and motivate other HEIs and relevant pre-identified target beneficiaries to act accordingly or to join in similar activities that ultimately aim at empowering and building the capacity of effectively working on EDI using design-driven, and/or design-oriented angles. Appropriate documentation such as reports, toolkits, and guidelines will be created to disseminate the project vision to countries in the European Union and beyond. A concept map outlining the plan for distributing information in each communication activity to achieve set aims and goals is presented in the image below.



**Image 1** – Dissemination and communication strategy.

The structure of the project will allow **horizontal scaling-up**, aimed at expanding geographically the EDIDESK programme. All partners are organisations and entities with extensive knowledge and experience in EDI initiatives and the problems that face their region in this regard. Additionally, sharing useful information with target audiences will help stakeholders learn more about the context, build support, and develop lasting relationships. **Vertical upscaling** of the project’s outcomes will also be possible according to project evolution over time (i.e.: feasibility, quality of results, fundings, etc.). The communication and dissemination strategy of the EDIDESK project will therefore use diversified internal and external channels and tools. Every activity should have a clear purpose and should achieve that purpose to be effective. This includes what is said, how it is delivered, when it is sent/posted, and why people should take notice. Therefore, EDIDESK will make use of a dynamic and scalar communication strategy, with the aim of involving the various stakeholders, with respect to the following key aspects: staying informed, keeping up to date, being transparent about the results, being honest and open to discussion and increasing awareness in reference to the EDI, as well as the sense of belonging and community.

#### 4.1 Dissemination channels and tools

All dissemination activities will be supported by a set of tools and materials consisting of the following: visual identity, project website, social media, promotion, and communication materials. Beside the communication process at international level, as far as each partner of the consortium will

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communicate in its country contexts, it is useful to refer to EU Commission guidelines on communication available on webpage (see below: [Link](#)). Basically, main channel and tools for communication and outreach will be:

- Use of digital tools (to reach a large and diverse audience)
- Delivery of outputs (tangible and intangible, including project deliverables)
- Organisation of events

The first point – **digital tools** – corresponds to all visual communication actions (video creation, surveys, content writing, social media posts, etc.). Visual communication is vital as it provides useful context alongside other types of strategic communication. At the second level, all **communication actions** aimed at sharing the progress and results of the research in written and visual form (wired in reference to the dissemination context and stakeholders) and finally the **events** based on oral communication enhance direct comparison with the audience and interpersonal communications. These three levels are interrelated and will be used synergistically during all dissemination phases of the EDiDesK project. Specifically, the following channels and tools of dissemination will be employed:

- Visual identity**, brand identity, logo, templates for documents, style guide, posters and other materials (see EDiDesK Visual Identity Guidelines.pdf – work in progress);
- Outreach and communication materials**, digital with the option for partners to print, including leaflets and press kits; (see Communication Toolkit folder)
- Online communication** – web platform in English, hosting and promoting actions and events, also deliverables, outreach and communication materials and links to the intellectual outputs. Dedicated social media channels will be created. Key project events will be presented in an attractive and visual way. The communication strategy will be flexible to allow scope for new and interesting modes of online sharing of project process, outcomes and results;
- Media** – where appropriate, partners and third parties will engage media to cover significant project events;
- Conferences, workshops and public events** – all project partners will be encouraged to participate in relevant conferences and events;
- Intranet** – private section (online Repository) available to all partners. The following tools and strategies will be employed in order to achieve the previous objectives;

## 4.2 Target Beneficiaries and their needs

The EDiDesK project is directly addressed to EU HEIs, including UG and PG students as well as teaching staff. This project aims at improving the teaching of Design for EDI into the European’s HE system, which in the long run will lead to improve the European economy in terms of readiness to inclusivity and sustainability by accelerating the development of cultural, technical and digital skills on EDI of students. In addition, the engagement of the target group in the EDiDesK activities will indirectly improve their digital, reading, language, and communication skills. The project stakeholders/targeted beneficiaries as defined in the Project Stakeholder Matrix (see. Project Handbook) are listed below.

Main target group of beneficiaries (these are expected to immediately benefit from project results):

- Higher Education Institutions (HEIs), including Research Centers;
- Academic, Non Governative, and Professional Networks working in Design and Design-related fields;
- Companies working in Design fields.

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Secondary target group of beneficiaries (these may benefit from project results):

- Local Authorities
- Civil Society Organizations
- Professional Networks
- Policymakers
- International Organizations
- EU Bodies

About Communication Outreach, and Engagement, the needs of targeted beneficiaries are summarised in Table 1.

**Table 1** – Beneficiaries of the EDIDesK project.

Beneficiaries	Needs
<b>Higher Education Institutions (HEIs), including Research Centers</b>	<ul style="list-style-type: none"> <li>• Unify/strengthen the educational contents on designing for EDI;</li> <li>• New open access teaching methodologies and inclusive content created;</li> <li>• Enrichment of digital skills;</li> <li>• Breaking down cultural barriers in embracing inclusiveness (partial contents provided to students);</li> <li>• Lack of networking between schools limits the creation of a European culture on Design for EDI;</li> <li>• Enhance multidisciplinary issues raised by the teaching of EDI-related subjects;</li> </ul>
<b>Academic bodies, NGOs, and Professional Networks working in Design and Design-related fields</b>	<ul style="list-style-type: none"> <li>• Creation of a shared and open culture on designing for EDI;</li> <li>• Create a better match between market demands, graduates' needs and organizational responses on specialist training;</li> <li>• Increase European cultural attention on the people for whom we design;</li> <li>• Promote peer collaborations during and beyond the project;</li> <li>• Promote bottom-up actions;</li> <li>• Increase student employment rates with proven Design for EDI training;</li> <li>• Produce and sell new inclusive products;</li> <li>• Increase competitiveness and reputation on the market.</li> </ul>

To instrument that, the partners will invite policy makers and other relevant authorities to the EDIDesK pilot testing and implementation, and multiplication events while targeted dissemination activities will be directed through policy makers at all levels.

## 5. Planned activities for Outreach and Dissemination

This section contains a synthetic description of activities expected in the project communication and dissemination, which mirror the ones included in the whole WP5. For specific descriptions, timing, expected results and control metrics (i.e.: KPIs), please refer to the D 1.1.2. Project Management Plan (e.g.: Gantt section, KPIs, etc.). Within the WP5 and in relation to Dissemination and Communication Strategy, specifications will be made through different channels in order to reach the maximum number of people.

The dissemination activities planned in WP5 are detailed below:

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- Development of an effective and coherent **brand identity** (to be used strategically in reference to the contents and dissemination methods to be used during all phases of the project);
- Development and dissemination of informative **brochure/leaflets** on the project, its objectives and methodology for different target groups: students, universities, teachers, decision makers;
- Development of the **EDIDESK website** to incorporate all project deliverables and to inform about project progress, events. Where possible, a dedicated section of the EDIDesk project will be established on the partners' websites;
- Collection and systematization of **mailing lists** of key people and bodies to receive materials and information on the EDIDesk project;
- Organization and promotion of locally held **events and conferences** to share the intermediate results of the project:
  - EDIDesk hybrid conference (A 5.5 – at ASP, Poland – September 2024)
  - EDIDesk hybrid conference (A 5.6 – at STU, Slovakia – February 2026)
- Organization of a **Workshop** with international academics at Cumulus Conference 2026 (A 5.7. – 2026)
- EDIDesk **final conference** to share the project results with a wider audience (A 5.8 – at UNICH, Italy – November 2026)
- **Social media** campaign dissemination activities: creation, interaction and monitoring of the interaction of groups and profiles on Facebook, Instagram, Twitter and LinkedIn;
- Preparation of communication actions for the results in **mass media**: articles in newspapers, on web portals;
- Sharing of the project on the Erasmus+ Project Results **Platform**;
- Creation of an **open access book** (final publication) containing all the scientific, methodological and technical results of the EDIDesk project (A 5.9 – November 2026).
- Local dissemination events;
- Networking and meetings with decision makers at all levels;
- Cooperation agreements with other projects, networks and relevant regional, national, European and International entities;

Thorough details on both tangible and intangible communication means/products, target groups, purpose, role of the partners can be found in [Appendix 1](#).

These activities will help raise awareness, share information and communicate the project results to all pre-identified target groups. They will also constitute a baseline to record activities and progressions, which ultimately will be assumed as a proof on the correctness of progression stages as indicated in the Deliverables Acceptance Plan. stakeholders, target groups and society. Table 2 provides a more detailed account of the dissemination activities and a tentative assignment to accessibility of shareable communication materials, contents and results.

All materials (tangible results) developed in the framework of the EDIDesk project will be available on the project website. Although these publications are free (open license), their content will be protected by copyright to prevent their sale by third parties. About the indexing of some deliverables, such as reports containing important results and materials, the possibility of using the open repository ZENODO platform (or similar) will be considered. Zenodo is a general-purpose open repository developed under the European OpenAIRE program and operated by CERN, which allows to deposit research outputs so that a persistent digital object identifier (DOI) is linked to each submission – it makes the stored items easily citeable. A copy of these materials will be kept in the official repository of the project (re: OneDrive).

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The combination of communication, outreach, and engagement activities in a 3-year progression will generate important impacts across different communities in the countries of participating organisations and in the EU (primary target), alongside in non-EU countries.

**Table 2 – Description of Dissemination activities and accessibility for users.**

Activity	Description	Confidentiality (access)
<b>Visual/brand Identity (ToolKit)</b>	Logo, Press Kit, Communication kit for Project Partners.	Public
<b>EDIDesK website (D 5.2.1.) and all materials therein included</b>	Information about the project, its aim, objectives, and activities foreseen by the project plan; Information about the Consortium partners; Results: in this section all the achieved results and accomplished deliverable are constantly described and updated; Conferences and workshop: with details about the conferences carried out in the framework of the project including useful presentation and discussed materials; Gallery: with all the pictures of the meetings and conferences; Contacts; It will also include some downloadable promotional materials of the project which are being developed.	Public
<b>Social Network</b>	Creating and publishing posts (e.g. visual, textual and video) to provide more opportunities for users to participate and share information. (A specific strategy and reference template will be established for individual social networks)	Public
<b>Outreach and communication materials and Press Releases</b>	Timely Information about the project	Public
<b>Mailing list</b>	Internal mail list (online repository)	Limited
<b>Online repository</b>	Online repository for the project documentation and deliverables.	Depending on the nature of documents uploaded
<b>Draft communication guidelines (D 5.1.1.) this document</b>	Operational guidelines and templates for dissemination and communication activity.	Limited
<b>Reports and toolkits (generally referred as Deliverables)</b>	All materials produced that illustrate the project implementation methodologies, the research methodologies, data processing methodologies, toolkits such as inclusion criteria and similar, reports on project outcomes such as evaluation report and similar, etc. which first pass through dissemination phase so they can be exploited in further stages	Public
<b>EDIDesk Platform (D 4.3.1.)</b>	Promotion of the EDIDesK platform through the creation of a dedicated space on the EDIDesK website and direct link to the platform. Promotional activities on the project social channels.	Public
<b>Open access Book (D 4.9.1.)</b>	The book containing all the scientific, methodological and technical results of the EDIDesK project.	Public
<b>Other materials not listed in this table</b>	SC, PM, and PSC Decision	TBC

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## 5.1 Visual Identity (project branding)

The EDIDesK logo and slogan will be developed at the beginning of the project. EDIDesK logo will promote recognition of the project identity throughout its lifetime. The logo will be included in all communication materials, both digital and tangible, external and internal.

In order to maintain a sort of consistency in terms of brand identify, a set of communication templates will be developed for both internal and external communication during the project. All communication templates include the project logo, the project number, the Erasmus+ logo (as mandatory requirement set by the EU), and relevant disclaimers useful to grant credits and copyright to information shared.

The following templates will be developed ([see Appendix 2](#)):

- EDIDesK Visual Identity: Brand Logo; Brand Typefaces; Visual guidelines;
- EDIDesK Communication Toolkit:
  - PowerPoint and Word templates.
  - Outreach and communication materials
  - Press Releases Folder
- EDIDesK Template for deliverables;
- EDIDesK social network activity Toolkit.

## 5.2 Project website

The EDIDesK project website will be developed in December. The domain will be defined on the basis of the availability domains that are coherent with the project brand and naming. The language will be English, as it is the most effect language to foster communication rapidly across different EU and non-EU countries – besides, English is the official language chosen and agreed by project partners for internal and external communication.

The selected domain for the project website is: [www.edidesk.project.com](http://www.edidesk.project.com).

In the homepage the user will find all main data and specs about the project including project scopes, participating organizations, links for download and digital materials, etc.; a blog can also be included to share relevant news about the implementation of project activities (to be communicated in either English or in language of participating organizations, as per coherence with themed contents that will be developed beyond the scopes of this plan). The same strategy will also be followed for social media communication and promotion.

The publication of news in the main page blog or social network will be coordinated by the PCT of WP5 (UNIFI as a leader in cooperation with STU as a deputy leader). However, all project participants are legitimated to ask for information about the progression of communication activities. After the website development, the social media channels will be created and populated with initial content by the dissemination leader (PCT) as per strategies used for the project website.

## 5.3 Social media

The social media activity is one of the most powerful tools to disseminate and to give visibility and reach a large number of our target audiences. Social Media Channels have been selected in order to tailor effective communication across different target groups and according to different narrative modalities. Therefore:

- [Facebook and Instagram](#) Community Page, for wider reach and more appropriate project dissemination purposes.

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- X (formerly called as Twitter), even if it wasn't considered essential, it will be adopted by the project to reach European research communities as recommended by the ERASMUS+ programme. To enable multiple partners posting, Tweet Deck will be used.
- Youtube will be used in case of tailored multimedia communication or to keep record of events and relevant meetings.
- LinkedIn intended to use in the next stage of the project, for raising awareness of the project, especially among professional groups. Best results are achieved by posting in the groups, by well established, individual accounts.

All these choices have been sustained by several motivations, pros and cons on targets to reach, on possible targeted messages and on possible language.

EDIDesk social media strategy aims to:

- Audience Interaction: having EDIDesk project on social media through a target or a project profile is a great way to learn more about the users. Through comments or posts, we get to have direct feedback and conversations with our target audience.
- Give a personal touch to project's communication: Being well connected is important for the project. We need to be able to communicate with people and grow our contacts. The best possible way to do that is through direct involvement. Social channels allow us to give the project an image.
- Develop a loyal fan base: Social Channel allows us to develop our own community. The important thing is to post links and content that is both relevant and useful. In order to reach more users as possible, the posts about EDIDesk project will be also shared in groups connected to the field of the project relevant topics and active citizenship.
- SEO: Search Engine Optimization is a key aspect for anyone who wants to build a significant presence on the web. Having a Facebook page for the EDIDesk project can help us in our SEO efforts as well. All the links and posts on the page are indexed by search engines. So having a page flowing with continuous relevant content will definitely give a jump in search engine rankings.

Considering the numerous and different social networks available, several elements should be taken into consideration when choosing the social media for the project purposes. We need to take in account that different social networks can be addressed to different target groups. Moreover, it is important to make the distinction between targeting those who are the target of the action (beneficiaries – youth) and targeting other stakeholders for dissemination as potential exploiters. The partners agreed on the use of some socials evaluating the possible target groups and pro and cons of each of them. Not less relevant was making balanced choice between time and other resources investments and the real possibility to achieve the results.

Posts on social media will follow these topics:

- News on EDIDesk project activities (firstly inserting them in the news section of EDIDesk website).
- Images, graphs, or infographics that could be of interest to EDIDesk beneficiaries, or dissemination target.
- Tips, best practices, suggestions.
- Video Animation, Videos, motivational videos, or interviews about success stories and good practices in the field of EDIDesk field.

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Each post should include the same hashtag that will be our brand recognition. We are planning to use #EDIDESK, #EDIDESKPROJECT, and #Erasmusplus (work in progress) that represents the acronym of the project itself, which summarises the ultimate goal of the project etc.). News about the project could be also disseminated/shared through the regular partners' accounts in these social media, when possible, also by using this new hashtag whenever you are announcing 'breaking news' which clearly shows the real impact of your EU funded results (e.g., TV/radio/newspaper features).

EDIDesK Social Media accounts [work in progress - this activity is linked to the launch and domain definition of the EDIDesK website] \*:

- Facebook: <https://www.facebook.com/edidesk.project> [\*]
- Instagram: <https://www.instagram.com/edidesk.project> [\*]
- Twitter: <https://twitter.com/edidesk.project> [\*]
- Youtube: [https://www.youtube.com / edidesk.project](https://www.youtube.com/edidesk.project) [\*]
- LinkedIn: <https://www.linkedin.com/edidesk.project> [\*]

## 5.4 Outreach, communication materials, and press releases

During the three years, **outreach and communication materials** (Brochure for different target groups: students, universities, teachers, decision makers; Leaflets each one presenting a main outcome of the project, including the Roadmap; Educative Assets and other useful material) will be produced. The proposal provides for such materials to be produced on the condition that EDIDesK wants to diversify or strengthen the tools used for dissemination, providing for massive action on social media and on the public website.

The new division of labor and the deadlines related to this output could be an **annual press release** (1 per year) and the social campaign starting from M2.

The news will be collected and generated through the website, taking information and news from local and generalist blogs. The structure and timing of these activities may change based on the needs of the project.

## 5.5 Articles criteria for dissemination

Regardless the digital medium used (website, Facebook, Instagram, twitter, etc.), a set of dissemination criteria were created to guide the process and make homogenous all communication, which ultimately led to consistency, identity, brand, strength of messages. When posting an article on national blogs on the website, think about translating it in English and posting it through the main, common blog, in case:

- It is a good practice that partners and general audience might benefit from;
- It can influence policy makers at different levels;
- It rewards young people efforts implementing project's activities;
- To be inserted affiliation for scientific papers.

## 5.6 Events

A key strand of dissemination activity is the EDIDesK organization and participation in events, which is targeted at the general public.

Throughout the project, the consortium will organize and participate in events organized in the different partner countries or internationally. Given the wide social relevance of the work involved in

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the project, a conventional academic conference would not have an appropriate wide reach. The principal strategy is to partner with other youth events, rather than competing, and focus on engaging through the online component especially. These events provide an appropriate forum which allows the EDIDesk activity to extend its reach considerably. Furthermore, all the partners will identify some local events, conferences, seminars, meetings, and workshops in which the EDIDesk project will be presented and disseminated. For the dissemination of events and related activities, all online channels of the EDIDesk project will be used strategically.

The initial database of the events (extra) will be created during the first year of the project, but the list will be constantly updated during the project's lifetime.

## 6. Online Dissemination Strategy and timeframe

The online dissemination strategy and timeframe comprise:

- As per project allocation of human resources (see Project Management Plan), UNIFI is the leader of WP5 (Dissemination, Outreach, and Engagement) and will manage the release of periodic news of the EDIDesk project on its website as well as on social media. STU, is the deputy leader of WP5 and will support UNIFI in all WP5 activities;
- The WP5 PCT together with a contact person at UNICH (i.e.: SC or PM) will manage the updates of the project website. Partners for the publication and/or editing of news will be able to count the contacts for this activity (the names and contacts will be communicated after the launch of the site). An expansion of access to the site by partners after the first six months from the start of work cannot be ruled out.
- Monthly messages/posts on Facebook/Instagram and Twitter. One/two posts for month for the first 6 months (Facebook, Instagram, and Twitter)- the frequency will increase based on the project activities;
- 1 brochure: to be available at the beginning of the project, this dissemination resource will include the main information about the project, raising awareness to the project and its activities and leveraging the stakeholders involved from the beginning;
- 3 Leaflets for different target groups: HS, teachers, decision-makers. Each Leaflet presents a main outcome of the project, including the roadmap, educational assets and other util material;
- 1 promotional video: consisting of creative audio-visual content focused on the main results of the project, this video will provide animated, emotional, and engaging experiences that will encourage end- users to further explore the results.
- Every 6 months reporting to WP5 PCT (mainly UNIFI and STU) and coordinators strategy on dissemination.

For the first 6 months, communication on the site and social networks will be managed by UNIFI or WP5 PCT together with a contact person from the UNICH unit and subsequently, the methods of access and management of communication on social networks will be agreed based on the activities of the WP. This choice should allow the different tools and channels to be systematized together and prevent any technical problems: once the system has been made efficient, the most suitable and strategic method of access to the channels for the partners will be evaluated.

Regarding the social media campaign, a typical template and related guidelines will be created. The publication of some types of news will be synchronized with the website.

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To optimize the work of the partners within the Project repository, a specific section will be created for sharing and archiving material relating to communication activities on social networks and the EDIDesK website (see Appendix 2).

## 6.1 Analytics

To measure the effectiveness of communication across different target groups online, the use of effective metrics was recognized as a paramount element to consider when it comes dissemination, outreach, and engagement. This is consistent with the pre-identified KPIs included in the **Project Management Plan** that have been created to better control the quality of communication against pre-identified stakeholders to reach, as per Stakeholder Matrix shown in the Project Handbook.

For website analytics will be used (based on the CSS platform used, the following tools will be evaluated: AWStats, Cg, Google Analytics/Wix Analytics). The important information coming from the analytics are useful to monitor and evaluate the results of the dissemination efforts. This information is:

- **Where our visitors are coming from** – very important if we are targeting a specific audience.
- **How our visitors found your website** – this is very important for determining which of our efforts are paying off. It shows if visitors found our site directly, through a referral from social pages (ex: Twitter, Facebook), or from search engines.
- **What keywords were used by visitors in the search engines to get to our website** – this is very crucial for SEO. Knowing which keywords people are searching for to get to our site determines if we are on the right track, considering that the EDIDesK website will be indexed with the use of particular keyword (SEO).

News about the project activity and events will be published in the “news” section of the website in English. They will be shared in EDIDesK social media.

## 7. Monitoring

Dissemination, outreach, and engagement activities are a collective effort to which all participant institution contribute. It therefore consists in a set of activities in a three-year period to be undertaken by all partners, as well as their impact through certain indicators will be tracked down and assessed throughout the project (see Table 3). A dedicated archive in the EDIDesK Project repository and project website will be kept by the lead partner, covering the partnership activities following the different WP established in the proposal. Each partner can use this common archive to upload and download all the materials or documents needed.

A set of Monitoring tools has been developed and will be filled by partners of the consortium.

### Internal Follow-up on the status of Dissemination, Outreach, and Engagement activities

Quantitative and qualitative data about the effectiveness of Dissemination, Outreach, and Engagement activities will be presented every two months during the bi-monthly project follow-up meetings, as per Project Management Plan, will outline the status of effective communication related to the EDIDesK project, as per information discussed in this document throughout all its sections.

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WP5 PCT (Leader and Deputy Leader are in charge to synthetically present the report and to include it to the meeting agenda). Essentially, the Report will consider the KPIs set for WP5 and its Activities (As).

The impact of the strategy will be evaluated through different tools:

- Website analytics (Google Analytics or similar) for the project web site;
- Data provided by the administration pages for social networks;
- Number of people contacting EDIDesK (online forms, contact requests, etc.);
- Clipping: press review at national and international level;
- Participation at conferences and public events;
- Number of participants at dissemination activities;
- Number of requests of information and demonstration of interest of the different Stakeholders.

Key Performance Indicators (KPIs) are expected to be used for extended monitoring of planned activities and evaluation of communication strategies.

**Table 3 – Expected impact of Outreach and Dissemination activities**

Communication goal	Communication channel	Communication information	Target n° (update)	Timing (month)	Partner(s) responsible
<b>To boost information flow to all entities / stakeholders with an interest in the project</b>	<b>Website</b>	General information on the project, its objectives, challenges and main results and achievement	1000 visitors / 3 year	Regularly updated	WP5 PCT
	<b>Online engagement through social media (Facebook/ Instagram Twitter/ YouTube);</b>	Information on the project and project activities, challenges and main results and achievements	200 new followers/ year	Regularly updated	WP5 PCT
<b>Raising awareness of the project within all target groups</b>	<b>Outreach and communication materials</b>	Timely Information about the project	4	Brochure (M2) Leaflets* (M?) *(the frequency will increase based on the project activities)	WP5 PCT All partners
	<b>Press Releases</b>	Timely Information about the project	3	1 per year	WP5 PCT All partners
	<b>Mailing lists</b>	Information to key people and bodies to receive materials and information on the EDIDesK project	N/A	the frequency will increase based on the project activities	WP5 PCT All partners
	<b>Events (conferences and workshops)</b>	Information on the project, its objectives, challenges main results and achievement, co-	200 participant /4 event	Conferences: M10, M27, M36 Workshop: to be confirmed in 2026	WP5 PCT All partners

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		design activity; engagement (...)			
<b>Promoting project intellectual outputs</b>	<b>Website Erasmus+ Platform Results</b>	Allow general use of the documents and educational resources produced	1	M35/M36	WP5 PCT All partners

## Appendix 1: Overview of Communication means.

Means of communication	Target groups	Purpose	Role of partners	Release / upgrade / expected frequency
<b>EDIDesK Project Website</b>	All pre-identified groups in the stakeholder matrix and all potential beneficiaries	Create consistent and high-quality access to EDIDesK's own results and related developments Presentation of the project, exchange information and methodology, collaborate.	Project partners to use the intranet and provide relevant information, collect the artefacts produced	Released once, upgraded monthly (expected)
<b>EDIDesK platform</b>	All pre-identified groups in the stakeholder matrix and all potential beneficiaries	Promote EDIDesK platform. Presentation of the final result of the project, exchange of information, methodology, collaboration and sharing	Partners to link to the EDIDesK platform.	Released once
<b>Partners' institutional Websites (and social network)</b>	Project partners, European Commission	Promote EDIDesK project	Partners to link to the EDIDesK platform.	N/A
<b>Social media</b>	General followers and users, people interested in EDIDesK project	Raise awareness and inform about EDIDesK project, encourage people to participate in EDIDesK project and exploit the results	Inform about the project on national and international level	One/two posts for month for the first 6 months (Facebook, Instagram and Twitter) - the frequency will increase based on the project activities.
<b>Brochure/ Leaflet* And Press release</b> * Outreach and communication materials	All potential beneficiaries	Raise awareness and inform about EDIDesK project, encourage people to participate in EDIDesK project and exploit the results	Inform about the project on national and international level	Press release (1 per year) Brochure (M2) Leaflets (the frequency will increase based on the project activities)
<b>Deliverables</b> (as per Project Management Plan)	All pre-identified groups in the stakeholder matrix (particularly HEIs in EU and non-EU countries)	Information on the project, challenges and main results and achievements. Allow general use of the documents and educational resources produced	Partner produce report and document respecting the templates provided.	See doc. Project Management Plan

## Appendix 2: Overview of EDIDesK Guidelines and Toolkit

Name Folder	Description	Location
<b>EDIDesK Communication Toolkit</b>	<ul style="list-style-type: none"> <li>• EDIDesK Logo</li> <li>• Logo EU</li> <li>• Visual Identity Guidelines</li> <li>• PowerPoint and Word templates.</li> <li>• Outreach and communication materials</li> <li>• Press Releases Folder</li> </ul>	EDIDesK/WP5
<b>EDIDesK Template for deliverables</b>	<ul style="list-style-type: none"> <li>• Word templates</li> </ul>	EDIDesK/WP5
<b>EDIDesK social network ToolKit</b>	<ul style="list-style-type: none"> <li>• Guideline for social network activity</li> <li>• Template for social network activity</li> <li>• Online repository (Archive and operational space for partners)</li> </ul>	EDIDesK/WP5
<b>Mailing lists (form)</b>	<ul style="list-style-type: none"> <li>• Excel template or online Form</li> </ul>	EDIDesK/WP5
<b>Dissemination extra activities* reporting form</b>	<ul style="list-style-type: none"> <li>• Online repository (Archive and operational space for partners)</li> </ul>	EDIDesK/WP5

## Appendix 3: References and Related Documents

ID	Document / Artefact	Source or Link / Location	Type
1	Project Handbook (D 1.1.1.)	EDIDesK/WP1	Public
2	Project Management Plan (D 1.1.2.)	EDIDesK/WP1	Public

### Structure of Written Reports to document the Deliverables

Reports concerning deliverables, and when relevant meetings with relevant project bodies (e.g.: PSC, PCT, EAB), may be produced to show the status of the programme or a particular work package..

WRITTEN REPORT	Description
<b>Purpose</b>	The report of a Deliverable (D n.n.n.) provides summary information regarding the overall performance and detailed task-level information of a Work Package (WP) or an Activity (A), as per Project Management Plan. The report includes tracking information on the status of important milestones for the EDIDesK project.
<b>Frequency</b>	The elaboration of this report will follow the frequency defined for the Programme Management Plan (see list of Deliverables).
<b>Author</b>	PCT (writing attribution can also be granted throughout the document).
<b>Distributed to</b>	As per Project proposal all reports concerning the EDIDesK deliverables are public.
<b>Media</b>	Written Document (preferably PDF format)
<b>Reference to</b>	EDIDesK website.