



Dissemination and Exploitation Plan

(O.7.1)

January 2022

Project Number: 621365-EPP-1-2020-1-NO-EPPKA3-IPI-SOC-IN

Project acronym	COSI.ed
Project Title	CO-created Education through Social Inclusion
EU Program	Erasmus+
Action	IPI-SOC-IN - Social inclusion in the fields of education, training and youth
Project Number	621365-EPP-1-2020-1-NO-EPPKA3-IPI-SOC-IN
Work Package	WP7-Dissemination
Deliverable/Output	O7.1- 1 st Dissemination and Exploitation Plan
Confidentiality Status	Restricted
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Partnership

P1	University of South Eastern-Norway (USN)	Norway
P2	Vestfold and Telemark Fylkeskommune	Norway
P3	VIA University College	Denmark
P4	FGU NORDVEST	Denmark
P5	University of Warsaw	Varsaw
P6	Warsaw Centre for Socio-Educational Innovation and Training	Varsaw
P7	Universidade do Porto	Portugal
P8	AE20-Associação para a Educação de Segunda Oportunidade	Portugal
P9	University of the Balearic Islands (UIB)	Spain
P10	EAPN-European Anti-Poverty Network Illes Balears	Spain
P11	Sociedad Cooperativa de Iniciativa Social y Formación-JOVENT	Spain



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1. Introduction

Dissemination is a planned process of providing information on the results of program and initiatives to key actors and involves the spreading of the information about the project successes and outcomes as far as possible. Dissemination activities are processes that take place in parallel with the project as all project outputs will be brought into practice and will be tested and piloted.

Making the public aware of the project will impact on other organisations in the future and will contribute to bringing awareness to the organisations carrying out the project (and their networks).

This document will guide the COSI.ed partners in disseminating project objectives and activities, ensuring visibility on a wide scale, raising awareness about the project topics and promoting the exploitation of the project's results. It intends to identify and involve project target groups and key stakeholders interested in the project results at local, regional, national and European level.

The results generated in the project should be made available to the widest possible audience. The key objective of dissemination is to maximize the impact of project results by transferring them to different contexts, and integrating them in the practices of other organisations at local, regional, national and European level.

Dissemination is related to making the results/products of the project visible to others, especially the end-users, the target groups and the key-actors.

Awareness-raising implies sensitizing policy-makers, practitioners, organizations about the importance of project's results. It goes beyond dissemination, as it entails an actual involvement of the target groups in the debate, and a lasting effect on their understanding.

The present document includes dissemination and awareness-raising activities to be completed during and beyond the project lifetime by all the project partners to ensure that project results are successfully promoted. It lists the tools and the channels used.

The university of the Balearic Islands will lead the COSI.ed project work package but all partners will actively contribute.

2. Summary of the project

COSI.ed will upscale the proven good practice from the Erasmus+ project; Marginalisation and Co-created Education (MaCE) in five different countries and educational contexts representing Southern (Portugal and Spain), Eastern (Poland) and Northern Europe (Norway and Denmark).



The model builds on the understanding that educational staff and the students co-create as part of a community of practice. Here the experts (educators) and the beginner (students) work side by side, learning together and developing knowledge and competence. By using the embedded methodology, the Indirect Approach (IA) and Equality Literacy (EQL), the co-creating entails communication giving voice to vulnerable students to understand their story (IA), and through this- identifying aspect of the young disadvantaged students' situation that hinder their further learning (EQL). The young people learn about themselves, how to excel, the educational staff develop skills and understanding to socially include the young people. The initial hypothesis is that co-created education and training in which disadvantaged learners take part, educational staff, stakeholders and policymakers will contribute to educational and social inclusion of those groups who are usually marginalized.

The expectation is that the upscaling of the COSI.ed model to policy level will empower groups of disadvantaged young people all over Europe, radically increasing their educational success and completion rate and give European educational staff the knowledge and skills to social include vulnerable young people of all ages.

Specifically the COSI.ed objectives are the following:

- To upscale COSI.ed model to regional institutions in 5 new countries (Norway, Denmark, Portugal, Poland and Spain) by the end of the project period
- To significantly reduce Early Leaving from Education and Training at different levels of the education system in the test arenas.
- To increase the percentage of students to complete/stay in education when compared to groups in the same education pathways WITHOUT the COSI.ed methodology (based on the national, regional or local statistics)
- To develop collaborative methods of co-researching and co-creating with youth, educational staff, researchers, stakeholders and policymakers
- Contribute to the development of a more inclusive and egalitarian educational model adapted to the needs and society of today
- Redesign the current model to be applicable in the different social and geographical contexts of Europe, in different disciplinary areas and in different types of institutions by providing effective tools, guidelines and scientific evidence
- Work with and towards policymakers at different levels to implement the methodology at the systemic level in order to include the model in future inclusive education policies

In accordance with this, the proposed objectives will be achieved through the implementation of the following work packages:

Table 1. COSI.ed Work Packages

Work Packages	Objectives	Lead Partner	Contributing partners
WP 1: Administration and Management	The objective of this WP is to ensure the stability and management on all areas in order for the project to succeed.	University of South-Eastern Norway (USN)	Telemark and Vestfold County
WP2: Preparing the Mace-model to transfer into COSI.ed	To introduce and train all the partners in the MaCE-model, to make a preliminary COSI.ed model, to make the local curriculum and to adapt the COSI.ed model to the regional context	Via University College	University of South-Eastern Norway (USN). All the partners within the region to cooperate
WP3: Developing the COSI.ed model regionally	To develop a sustainable regional model; to develop teaching material and to equip the Role models in using COSI.ed	Sociedad Cooperativa de Iniciativa Social y Formación-JOVENT	All the partners
WP4: Developing the European COSI.ed model	To develop European COSI.ed model which will be abstracted from the analysis of already tried-and-tested regional models and will form the basis for building transferable model adaptable for policy purposes in WP5.	University of Warsaw	All the partners
WP5: Promoting the use of COSI.ed model in inclusive education and youth policies	To develop policies for the inclusion of disadvantaged youth at different levels (local, regional, national, European) and in different contexts through translation and adaptation of COSI.ed model, that will be provided to policymakers.	University of Porto	All the partners
WP6: Collaborative Competence Groups (CCG)	To work synergistically with all stakeholders (young people, teachers, students, researchers and communities), in running, developing and evaluating the project.	University of South-Eastern Norway (USN)	All the partners
WP7: Dissemination	To disseminate COSI.ed throughout the whole project period to the associated partners, stakeholders, and the public in general in order to secure the impact of the project.	University of the Balearic Islands	All the partners

3. COSI.ed dissemination strategies

a. Dissemination and Exploitation Plan (DEP)

The COSI.ed Dissemination and Exploitation Plan (DEP) will take into account the latest tools, resources and communication channels resulting in cost effectiveness and maximum impact.

A wide variety of dissemination activities will take place particularly in the early phases of the project to raise awareness of the existence of the project, its objectives, partners and intended impacts. In a second phase, activities and outputs generated will be addressed to the knowledge transfer in order to communicate the results of the project about the upscaling Mace model to other contexts and to provide effective tools, guidelines and scientific evidence for its future application in other context and realities promoting the present and future implication of policymakers.

After the development of the project, dissemination activities will continue in order to guarantee the sustainability of the project. Meetings with stakeholders and between the partners must be held in order to develop future cooperation actions, to maintain the contact with policymakers and to ensure their implication in the development of inclusive policies for youth.

This Plan will be regularly updated in order to accomplish the maximum effectiveness and impact.

b. Objectives

COSI.ed dissemination activities will pursue the following objectives:

- To raise awareness about the situation of disadvantaged learners in transition and at risk of not completing their educational pathway.
- To raise awareness about the need to apply new intervention methodologies (Co-creation, Indirect approach and Equality Literacy) for the improvement of teaching and learning processes and the decrease of social and educational disadvantages taking into account youth voices.
- To provide scientific evidence on the quality, relevance and effectiveness of the impact of upscaling the COSI.ed Model in different countries, contexts and realities.
- To engage stakeholders and target groups within their active participation in all the development phases of the project co-creating new knowledge and practices.

- To extend the impact of COSI.ed project by involving other stakeholders, practitioners, researchers and policymakers at a local, regional, national and European level in order to enhance the sustainability of the project and the transfer of the project results to other contexts and realities.
- To develop new partnerships and networks in order to share the results of the project, to co-create new knowledge in order to establish future cooperation.

c. Target groups

There are both immediate and indirect target groups for the project. The immediate target groups in COSI.ed will be disadvantaged learners in transition, who are at risk of not completing their educational pathway and educational staff working with the disadvantaged learners being role models. The latter will be presented under 3.1.6. Firstly, we will present the immediate target group, and then the indirect target groups like other educational institutions, social services and job centres and national curriculum designers towards the end.

For the disadvantaged students each participant country will have different age groups in different contexts, educational pathways seated in different regions. This will ensure that the model will engage with several forms of diversity. Further on we present the national immediate target groups.

Totally we know that each direct target group (1 in Norway, Denmark, Poland and Portugal and two in Spain) each will have about 10-30 young disadvantaged learners. For Denmark there will be between 10-20 young people and for the other countries about 20-30 young people. This amounts to at least about 130 young people in the immediate target groups.

With the aim of reaching as many people as possible, the dissemination activities will be aimed at both the project's primary and secondary target groups and another target audience such as:

- Academic staff and students at the partner institutions not involved directly in the project
- Academic staff, students and students' support services at different educational institutions
- Teachers, youth workers, social workers, researchers, learning providers, careers guidance and other professionals working with young people.
- Regional, National and European policy makers
- Press and media



- Society

d. Dissemination activities

Table 2: Dissemination activities and calendar

Activities	Calendar
A.7.1. Elaboration of the Dissemination and Exploitation Plan (R1)	September-November 21 Regularly updated
A.7.2. Producing the consortium project web presence (website, social media, and partners institutional links) (R2)	July-November 21 Regularly updated
A.7.3. Producing templates and logos of promotional materials for internal and external use	Templates: September 21 Logo: September 21 Promotional materials: October-December 21
A.7.4. To promote the results of the project by the participation in local, national and European seminars, conferences...	September 21-May 24 During all the project
A.7.5. Producing newsletters and press releases (3 per year of each)	Newsletters: 3 per year Press releases: 3 per year Depending on the activities of the project but normally Sept, April and December
A.7.6. Producing a COSI.ed Toolkit for practitioners	April 24 (in order to present the output in the Final Conference)
A.7.7. Organizing a final conference	April 23 (the conference will be held) to be confirmed by all partners
A.7.8. Final report	April 24

e. Guidelines on Reporting Dissemination Activities

Although this work package is led by the University of the Balearic Islands (UIB), all project partners are actively involved in the project and have the following dissemination responsibilities:

Table 3: Partner's dissemination responsibilities

Action	Partners' responsibilities (All partners)	WP leader's responsibilities (UIB)
To track of all their dissemination, publication and exploitation activities during project implementation reporting the following information for every	For each dissemination activity every partner must fill Table 2 (Template/Model for the communication of	Yearly interim impact report on dissemination activities



Action	Partners' responsibilities (All partners)	WP leader's responsibilities (UIB)
dissemination activity carried out: type of activity; target audience reached and the cost of the activity.	Partner's dissemination activities) and send it to UIB responsible. Please send the activity link and/or attach the output or deliverable generated.	
To promote all the dissemination activities through their own institutions, networks, contacts, sites and social media and participating in conferences, seminars and congresses in order to spread the results of the project.	All partners will promote all the dissemination activities (meetings, training, outputs, etc) in their own institution, networks, contacts, sites and social media and participating in conferences, seminars and congresses. Each partner must be a repository of public deliverables and results generated in the project. Each partner can upload and update its own webs and network but is necessary to notify this action to the coordinator of the WP using Table 2. Please send all the information of your dissemination actions using Table 2 to UIB responsible Please send the activity link and/or attach the output or deliverable generated.	Yearly interim impact report on dissemination activities Newsletters
Publishing and promoting information about COSI.ed project on their own website to acknowledge about project objectives, target groups and results. In this way, the networks and stakeholders of all project partners will be informed about the project ongoing results. In turn, it must contain the links to the project website and Erasmus+ Projects Results web page.	All partners must send (Table 1-Information needed in order to create the project web) https://cosied.eu/ For each dissemination activity every partner must fill Table 2 (Template/Model for the communication of Partner's dissemination activities) and send it to UIB responsible. Please send the activity link and/or attach the output or deliverable generated.	To create and regularly update the project web https://cosied.eu/ To upload all dissemination activities, deliverables and outputs
Ensuring the visibility of the European Union and of the Erasmus+ Programme using the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material	To use the templates and promotional material developed in the project	To produce templates and logos of promotional material for internal and external use.
Using the Erasmus+ Project Results Platform for the dissemination of good practices and to ensure the availability of the deliverables and outputs generated in the project.	Report to WP leader (Table 2) all the dissemination activities and send the activity link and/or attach the output or deliverable generated.	To upload and to update all the deliverables and outputs generated in the project in the Erasmus+ Project Results Platform f

4. Monitoring and reporting activities

At general level, project partners are encouraged to send the information about their on-going dissemination and exploitation activities as soon as they plan/implement them, in order to guarantee a continuous updating of the project news on their websites and social media.

In order to monitor dissemination and exploitation activities carried out by each partner at local, national and European level, it has developed a **Model for the communication of Partner's dissemination activities** (Annex 1) that all partners are required to fill out as part of the activity reporting, including adequate supporting documentation as evidence of the activities already implemented.

5. Publicity obligations

Project beneficiaries must make themselves familiar with the publicity provisions as stipulated both in the specific and the general provisions of the Grant Agreement.

Any communication or publication related to the Project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), **must indicate that the project has received funding from the Union and must display the Erasmus+ Union emblem**. When displayed in association with another logo, the Erasmus+ emblem must have appropriate prominence.

Disclaimer

"This project has been funded with support from the European Commission. This publication [communication] reflects the views of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

For other official EU language versions, partners need to translate it to their languages.

Logo:

The project's publications and results that are distributed must carry the Erasmus+ emblem.





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Graphic Identity & branding:

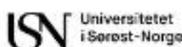
A common graphic identity in all dissemination tasks allows for better visibility and recognition as well as branding of the project. All dissemination tools, materials and activities must refer to the following:

- Name and acronym of the project
- Project number
- Project graphic elements i.e. project logo, layouts, font etc.
- Erasmus+ emblem and disclaimer

COSI.ed Logo:

COSI.ed logo will be used for any (internal or external) deliverable, report and dissemination tool.

COSI.ed



COSI.ed

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Education through
Social Inclusion





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Annex 1

Model for the communication of Partner's dissemination activities

Name of activity	
Type of activity	<ul style="list-style-type: none"> • Meeting • Training • Seminar • Participation in external events (conferences, seminars, workshops, etc) • Article or publication • Evaluation report • Handbook or Toolkit • Project branding and logo • • Website • Leaflets • Newsletters • Press releases • Contacts and networks • Others (please specify):
Target audience	<p>Primary target audience:</p> <ul style="list-style-type: none"> • Target groups (specify) • Role models (specify) • Partners • Stakeholders (specify) • Policy makers <p>Secondary target audience:</p> <ul style="list-style-type: none"> • Press and media • General public • Another (please specify)
Brief description	
Date and duration	
Cost of activity	
Link to the activity/output/deliverable	
Please send all your dissemination activities to: UIB responsible	



Annex 2

Word Template





Title of the document

July 2022

Project Number: 621365-EPP-1-2020-1-NO-EPPKA3-IPI-SOC-IN

Title 1

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Table I.



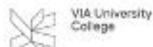
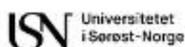
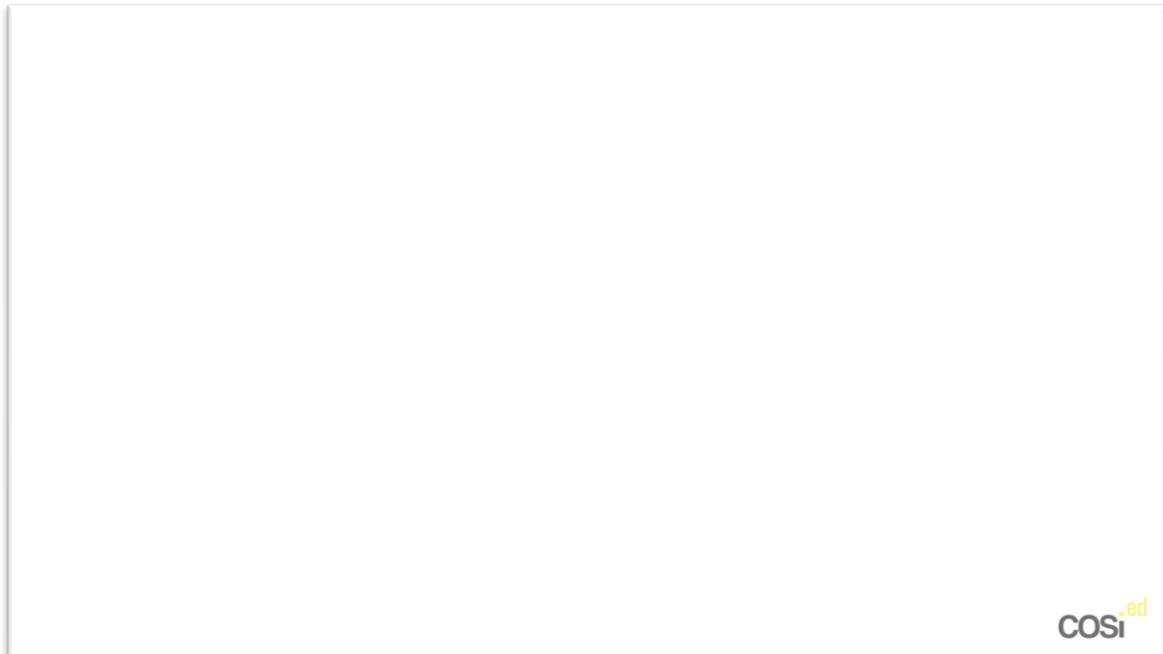
Annex 3

Power point Template

First slide



All slides





Last slide

Partners



Universitetet
i Sørøst-Norge



Vestfold og Telemark
FYLKESKOMMUNE



VIA University
College



FGU
NORDVEST



UNIVERSITY
OF WARSAW



Warszawskie Centrum Innowacji
Edukacyjnych i Społecznych i Szkoleń
Instytut Edukacji i N. w. Warszawy



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