

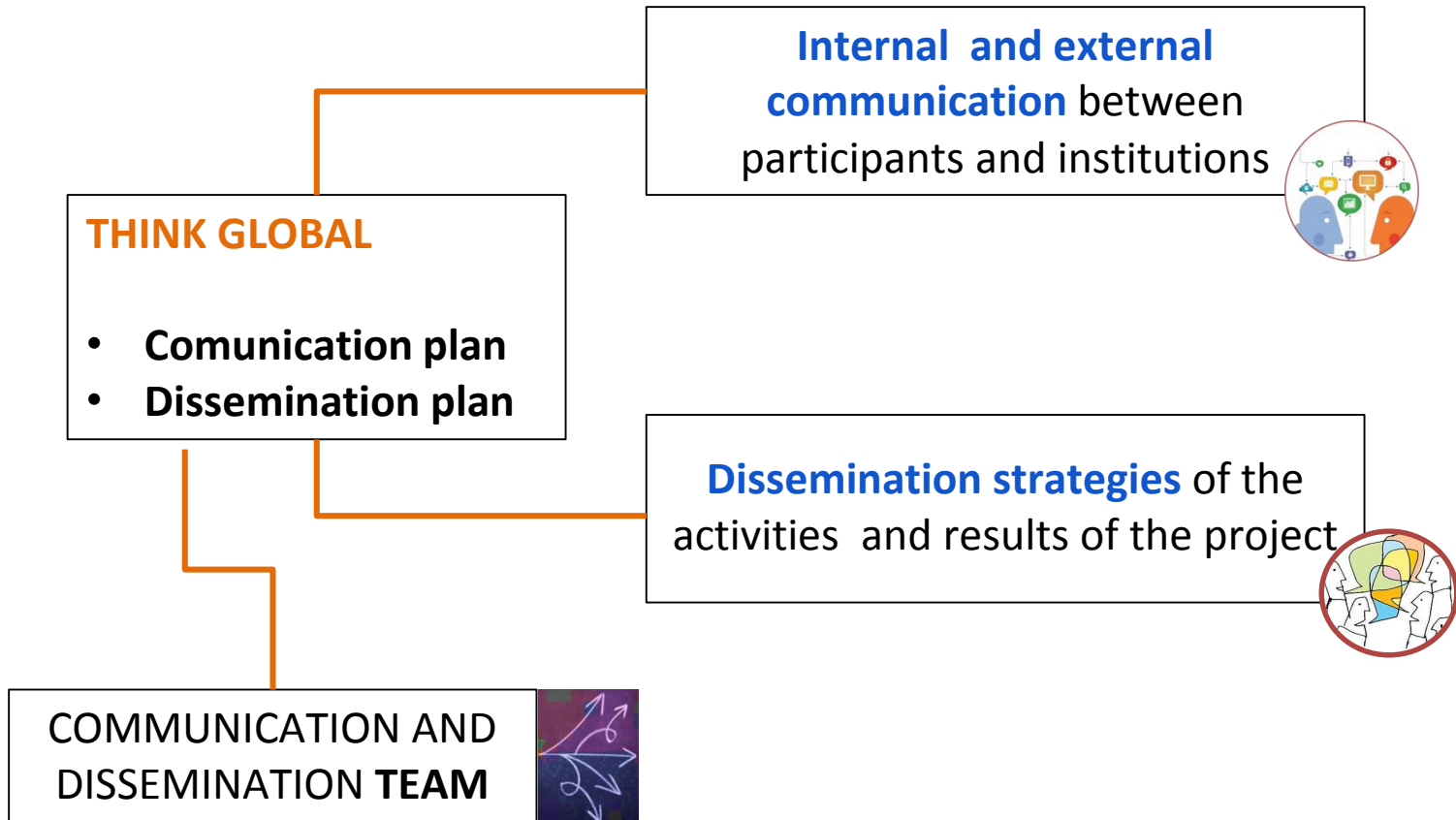
THE COMMUNICATION AND DISSEMINATION PLAN





COMMUNICATION AND DISSEMINATION

Elements of the plan





COMMUNICATION AND DISSEMINATION

Specific actions and responsibilities

- Plan and develop **internal communication** (within each institution)
- Plan and develop **external communication**
- Determine **target audiences**
- **Dissemination activities**
- Evaluate the communication plan



COMMUNICATION AND DISSEMINATION

Internal and external communication strategies



- E-mail
- Whatsapp
- Skype
- Google apps
- Memos
- Meetings



COMMUNICATION AND DISSEMINATION

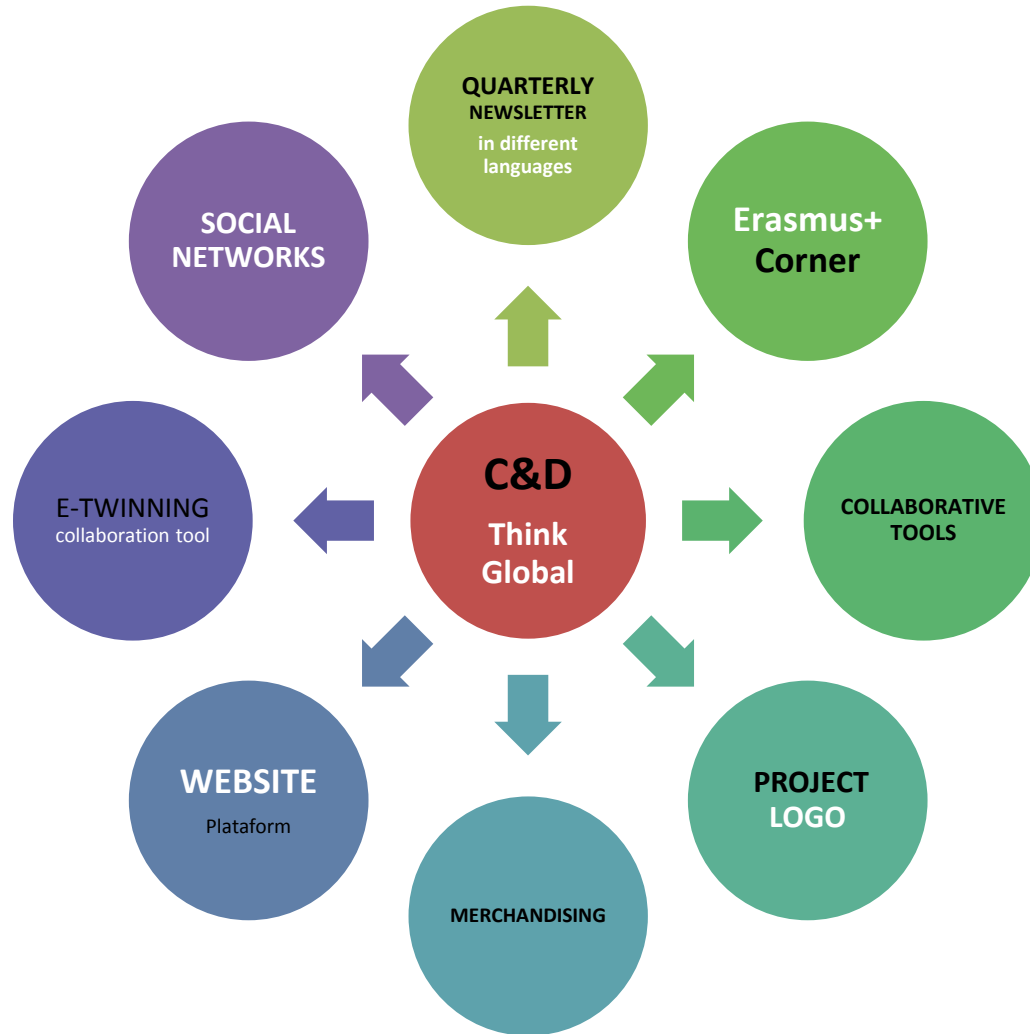
Dissemination strategies and target audiences





COMMUNICATION AND DISSEMINATION

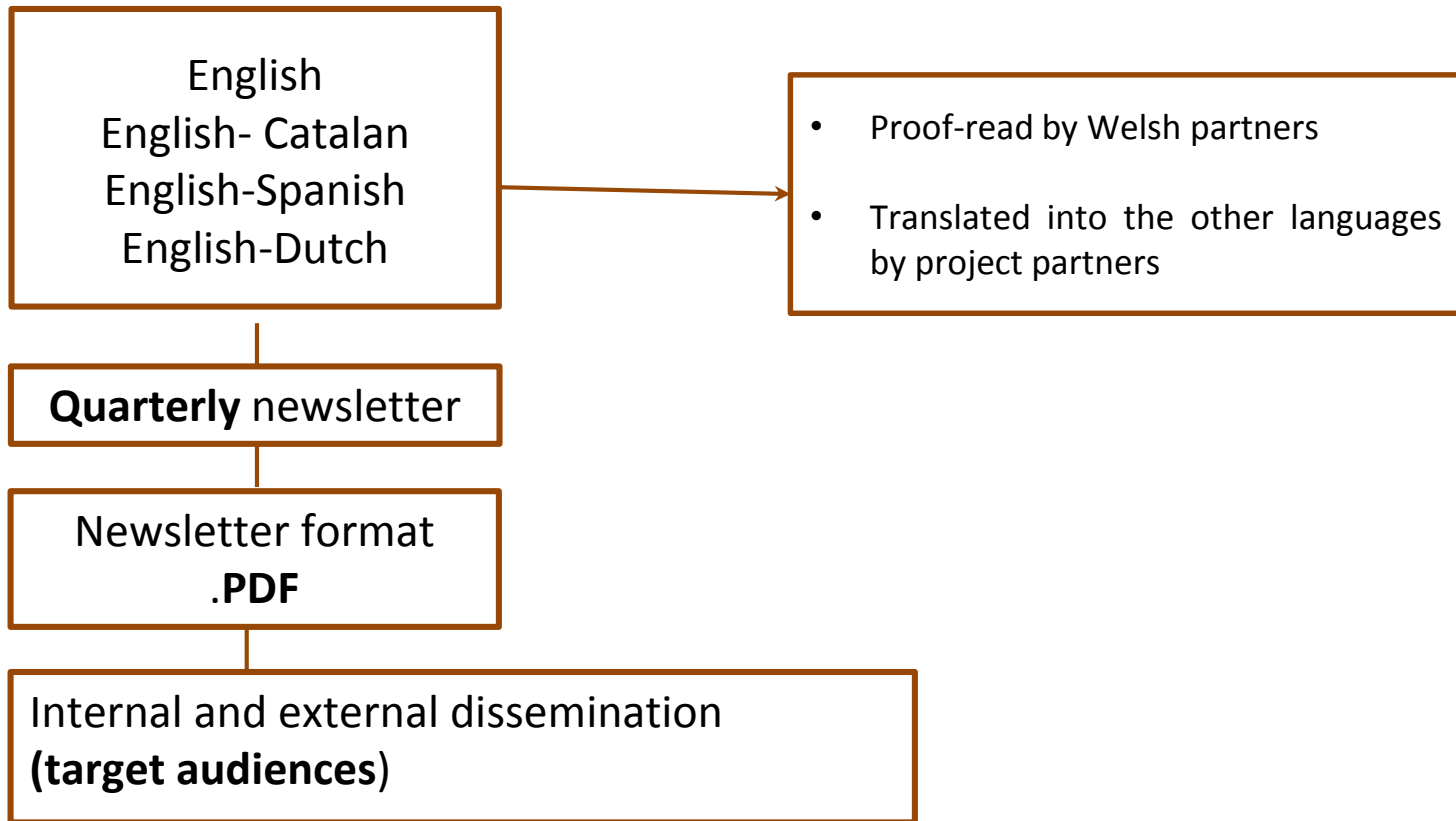
Shared activities





COMMUNICATION AND DISSEMINATION

QUARTERLY
NEWSLETTER
in different
languages





COMMUNICATION AND DISSEMINATION

Erasmus+
Corner

- Assigning a dedicated and **visible physical space**
- Project **identification**
- To promote the **institution**
- Maximizing **visual presentation of the project** in our organizations
- **Project information**: objectives, institutions and participants
- **Frequent update**: newsletters, papers, etc.



COMMUNICATION AND DISSEMINATION



- The website will have **open access**
- The website will be developed by the project general coordinator (the Inspectorate of Education).
- Website domain (.edu)
- It will be **dynamic, interactive...**
- Partners may be requested to contribute to the website.
- The working language of the website is English.



COMMUNICATION AND DISSEMINATION



THINK GLOBAL PROJECT



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[Home](#) [Partners](#) [Objectives](#) [Intellectual Outputs](#) [Meetings](#) [Newsletters](#) [Projecte Activities](#) [Multiplier Events](#) [Contact](#)

Content examples

HOME/MAIN PAGE

- Main Slider
- Wall
- Social Networks
Widgets
- Website Footer

MEETING

- Calls
- Programs
- Dates and places of the meeting

ABOUT US

- Project
- Objectives
- Partners

NEWS LETTERS

- Think Global News
- Think Global Publications
Download area



COMMUNICATION AND DISSEMINATION



- Shared repository: **Google Drive**
- Skype / whatsapp (when necessary)
- E-mail
- E-twinning



COMMUNICATION AND DISSEMINATION



To disseminate the project, each partner will use:

- Their own **social networks**
- Local newspapers
- Press releases
- Webpage news
- Digital magazine articles

Each partner must add a link to the project website on to their institutional website.

We will not create social media accounts for the project.



COMMUNICATION AND DISSEMINATION



- Organize and plan the project logo design
- Criteria: format, content, etc.
- Guide: colors, size...
- Dates

This activity will be carried out by all the the project participant schools.

The logo will **represent the project** and will be used **in all project documents and digital productions** (websites, blogs, posts...).



COMMUNICATION AND DISSEMINATION



is a digital community for schools in Europe

[eTwinning](#) offers a platform for staff (teachers, head teachers, librarians, etc.), working in a school in one of the European countries involved, to communicate, collaborate, develop projects, share and, in short, feel and be part of the most exciting learning community in Europe. eTwinning is co-funded by the [Erasmus+](#), the European programme for Education, Training, Youth and Sport.



COMMUNICATION AND DISSEMINATION



MERCHANDISING

- Roll up banners, pens, T-shirts, bags, folders, etc.




COMMUNICATION AND DISSEMINATION

Dissemination plan template

EXCEL document to keep a record of all dissemination activities

- Date
- Type of activity
- Target
- Means of dissemination
- Evidence

ERASMUS+ THINK GLOBAL				
Your institutional logo			Co-funded by the Erasmus+ Programme of the European Union 	
DISSEMINATION PLAN				
PROJECT TITLE:		THINK GLOBAL!		
Agreement Number:		2019-1-ES01-KA201-064256		
Institution:		<input type="text"/>		
Country:		<input type="text"/>		
Date	Type of activity	Target groups	Means of dissemination	Indicator & evidence
November 2019	Erasmus Corner	Visitors	Notice board with information of the project	Termly update Picture of the noticeboard



COMMUNICATION AND DISSEMINATION

ERASMUS+
THINK GLOBAL

Your institutional logo

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DISSEMINATION PLAN

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THE COMMUNICATION AND DISSEMINATION PLAN



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