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JOINclusion

# Joint problem-solving strategy towards social inclusion of children with a migrant background

## M4.1 Dissemination activities plan and promotional material design

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|---|---|
| **Title** | Dissemination activities plan and promotional material design |
| **Abstract** | This dissemination plan describes all the dissemination activities of all the partners of the JOINclusion project and is the basis for all reporting dissemination activities |
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| **Relevant PR** | PR2 - Teacher Handbook of Co-Created Scenarios and Inclusion-oriented content design |
| **Dissemination level** | Public |

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| 2.1 | | | |

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# 1 Introduction

This Dissemination strategy is aimed at disseminating the project's main contents as well as at contributing to their visibility and transferability, through events, networking and other initiatives at local/regional and national levels.

The Dissemination strategy is grounded on 4 main axes:

- enhance visibility and increase the knowledge and understanding of the project objectives
- engagement of stakeholders in the project activities
- overall dissemination and transferability of project final results
- enhancement of collaboration among partners and with stakeholders

In the context of the traceability of the lessons learnt and results, the project aims to achieve the following:

- Mainstreaming, as the process of transferring the successful results of programmes and initiatives to appropriate stakeholders at local, regional, national or European levels.
- Multiplication, as the process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.
- Valorisation, that includes not only the testing and dissemination of the results of the most innovative projects, but also the exploitation of these results and their development in new contexts and environments. It includes the sustainable application of these results over time in formal and informal systems, in the practices of organisations as well as in the personal learning goals of every individual.
- Sustainability is the capacity of the project to continue its existence and functioning beyond its end and implies the use and exploitation of results in the long term.

## 1.1 Target groups

The main target audiences and stakeholders to disseminate and exploit the project results have been identified. Different groups of stakeholders are connected to the project at different levels of its implementation.

The following audiences have been identified:

### *Primary Audience (Internal – Project Consortium and EC)*

The primary audience is the project consortium and the staff sensitive to the topic, which needs information about the project results and progress, as well as the European Commission that needs to establish on-going progress and achievement of results (or targets set). Since they supported the project bid, it is fundamental to keep them informed about what the Prime Contractor and the other Partners are doing. The main communication tools with the primary audience are cloud tools for sharing files and documents (eg. repository), an internal mailing list among partners and internal meetings (both virtual or in presence). The use of such tools not only guarantees the high profile of the project in terms of communication and knowledge sharing but also makes sure that the consortium is constantly engaged and motivated.

Target groups: project managers, researchers, experts, management and administrative staff.

### *Secondary Audience (Target Group):*

The secondary audience is the target group which will be addressed through the implementation by partners depending on the networks they work with.

Target group: In-service and pre-service secondary school teachers and school heads, educators, tutors and trainees active in social inclusion and innovation in education and training.

### *Tertiary Audience (External stakeholders)*

JOINclusion aims to engage relevant stakeholders to build a best practice in the field of education and social inclusion by applying ICT and in particular a serious game as a tool to deploy innovative strategies and pedagogies. Local Authorities, Education Institutions, Associations/network of schools/teachers, Universities, NGOs, LLL professionals and experts, and any other actors will be engaged in order to strengthen the JOINclusion value proposition  Also part of the tertiary audience, are the general public and the media interest to support JOINclusion.

Target groups: local authorities, LLL professionals (adult educators and trainers), DS experts, EGC experts, NGO representatives, school managers, partners' networks, national agencies, and local media.

# 2 Phases of Dissemination

In the JOINclusion project there are three distinct phases of dissemination:

## 2.1 First phase of dissemination or the preparatory communication phase

This stage is aimed at achieving the following:

- Logo will be developed
- Project presentation will be developed and published on the partners communication channels
- The website and relevel social networks will be launched
- First press release will be developed and disseminated

## 2.2 Second phase or the targeted communication phase

The targeted communication phase is meant to engage the stakeholders and the target audiences. This stage is aimed at achieving the following:

- Articles and presentations to attract and engage
- Recruitment events for schools/teachers

Each partner of the consortium will test the materials within their organisations and in a small sample of their target groups. In evaluation meetings, all feedback from the partners will be used to further improve the quality and relevance of the dissemination material. After approval of all materials of this phase, they will be published and each partner will disseminate the materials in their respective networks.

## 2.3 Third and final phase or the broad communication phase and exploitation

During the broad dissemination phase, all project partners will promote the project and the relevant contents and outcomes at local, national and European levels, to ensure replicability and exploitation. This phase entails the following dissemination activities:

- Presentations at conferences and events
- Interviews
- Newsletter and press releases
- Journal publications
- Workshops and multiplier events
- Delivery of training modules
- Editing and publication of reusable resources
- Open pilots

# 3 Dissemination Materials

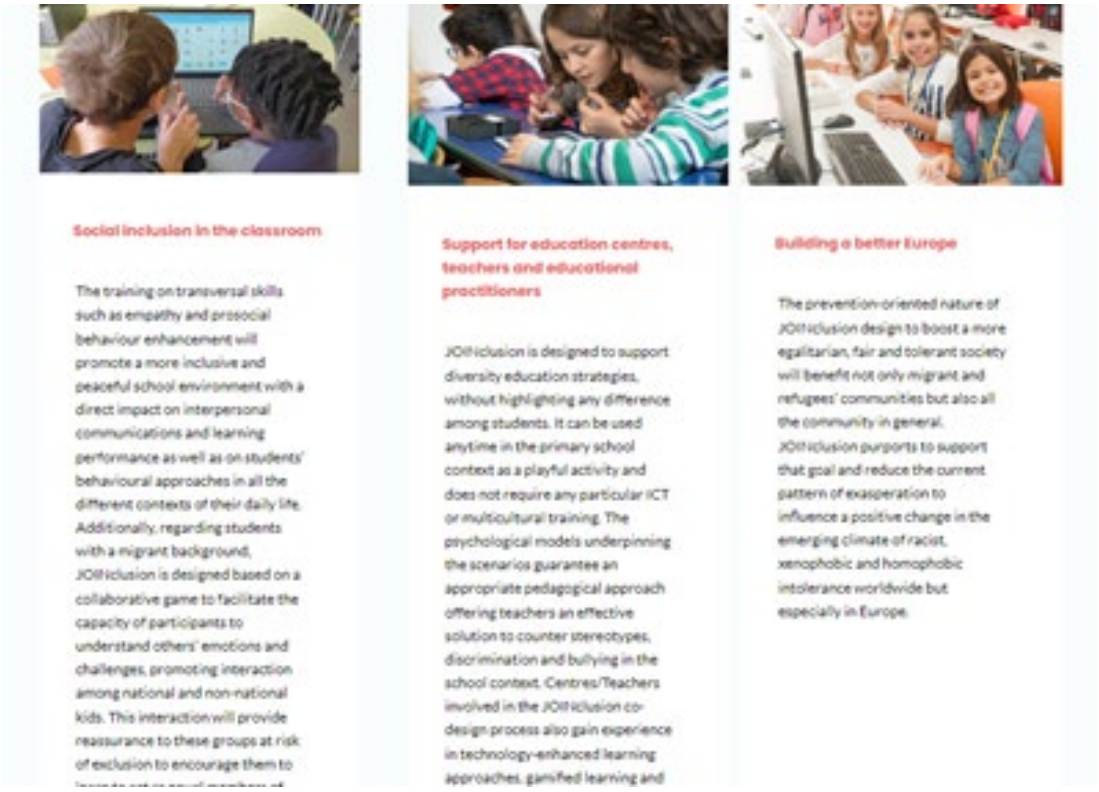
The following dissemination materials will be developed by FMD in close cooperation with all other partners.

## 3.1 Visual Identity

The project visual identity was designed in close cooperation with all project partners. Several versions with different orientations and colous styles were delivered. Some examples are shown below:

## 3.2 Project website

The website is developed in English and in the partners language to offer an interactive experience to the visitors, providing information about the partners and the project activities, but also giving access to materials and resources useful to exploit the project activities and enhance stakeholders networking. Using videos and social media platforms will increase the accessibility of the site. More detailed information about the website can be found in M2.1 Website development.



**Social inclusion in the classroom**

The training on transversal skills such as empathy and prosocial behaviour enhancement will promote a more inclusive and peaceful school environment with a direct impact on interpersonal communications and learning performance as well as on students' behavioural approaches in all the different contexts of their daily life. Additionally, regarding students with a migrant background, JOINclusion is designed based on a collaborative game to facilitate the capacity of participants to understand others' emotions and challenges, promoting interaction among national and non-national kids. This interaction will provide reassurance to these groups at risk of exclusion to encourage them to

**Support for education centres, teachers and educational practitioners**

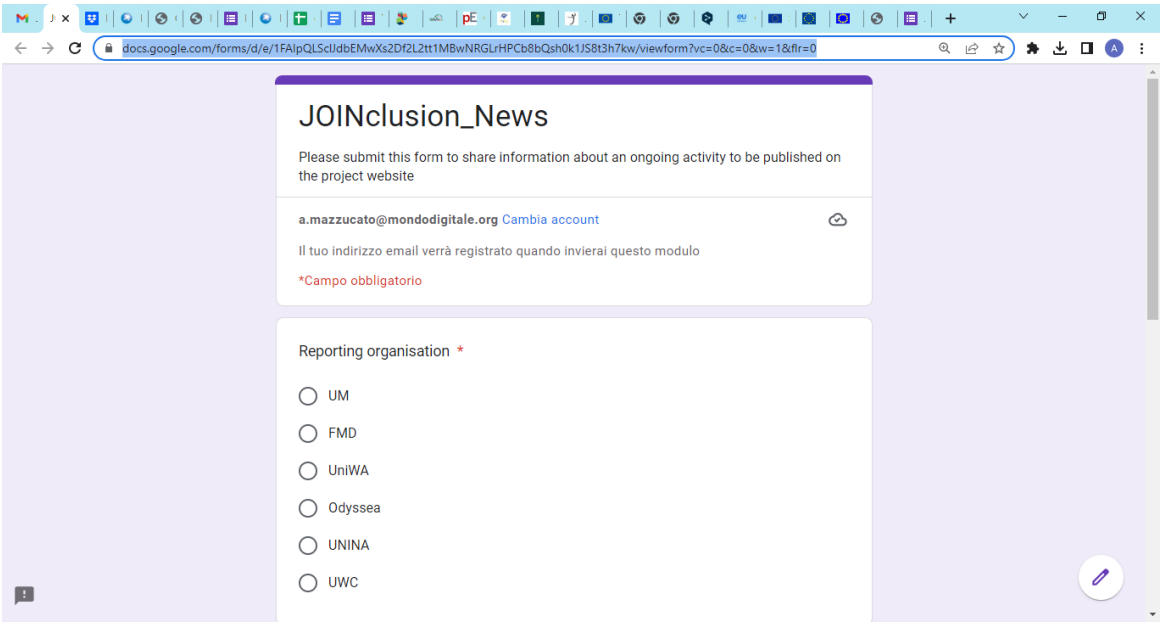
JOINclusion is designed to support diversity education strategies, without highlighting any difference among students. It can be used anytime in the primary school context as a playful activity and does not require any particular ICT or multicultural training. The psychological models underpinning the scenarios guarantee an appropriate pedagogical approach offering teachers an effective solution to counter stereotypes, discrimination and bullying in the school context. Centres/Teachers involved in the JOINclusion co-design process also gain experience in technology-enhanced learning approaches, gamified learning and

**Building a better Europe**

The prevention-oriented nature of JOINclusion design to boost a more egalitarian, fair and tolerant society will benefit not only migrant and refugees' communities but also all the community in general. JOINclusion purports to support that goal and reduce the current pattern of exasperation to influence a positive change in the emerging climate of racist, xenophobic and homophobic intolerance worldwide but especially in Europe.

The project website https://dke.maastrichtuniversity.nl/JOINclusion/ is registered. The functional design is developed by the University of Maastricht, and approved by the partners. The content of the website will be provided by the project partners. The partners are requested to send contributions for publication on the website using the form:

https://docs.google.com/forms/d/e/1FAIpQLSclJdbEMwXs2Df2L2tt1MBwNRGLrHPCb8bQsh0k1JS8t3h7kw/viewform?vc=0&c=0&w=1&flr=0

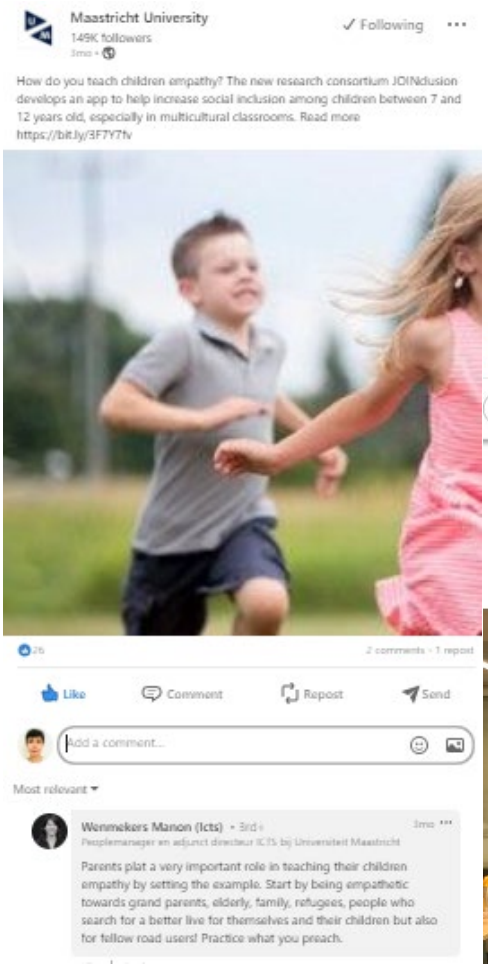


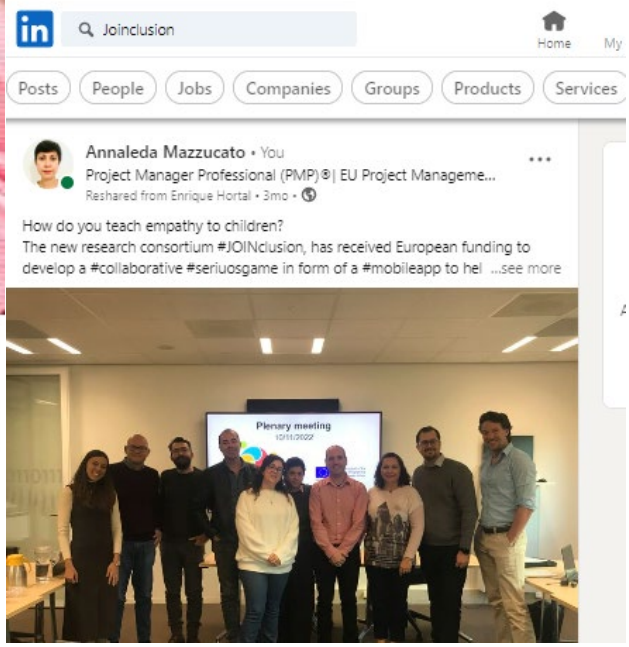

## 3.3 Social media accounts

Information about the project's relevant activities will be published by partners on Twitter, Facebook, LinkedIn and Instagram to promote the project's visibility and reach a wider audience of stakeholders. Contents and materials will be developed to be published on the social networks in the national partners' language in order to support the creation of communities of practice around the JOINclusion project.

Fond. Mondo Digitale @fmdigitale · 10 nov 2022
Un frame del #seriousgame #JOINclusion progetto europeo "Joint problem-solving strategy towards social inclusion of children with a migrant background" @EUErasmusPlus
In corso a @MaastrichtU meeting di progetto
mondodigitale.org/notizie/iempat... con i partner di Olanda, Grecia e Italia.

Popolari
Recenti
Utenti
Foto
Video
Annaleda Mazzucato @AnnaledaM · 10 nov 2022
A #seriuosgame to train #students #emphaty and promote #inclusion and #collaboration ‼ A very productive meeting today at @maasuniversity with @fmdigitale @UninaIT @EnriqueHortal #joinclusion @Erasmus_Project @EuropeanCommiss
Inclusion in school
Annaleda Mazzucato @AnnaledaM · 27 mag 2022
#JOINclusion - Joint problem-solving strategy towards social inclusion of children with a migrant background, aims to promote #socialinclusion of school students through the use of a #collaborative #seriousgame


Maastricht University
149K followers
✓ Following
How do you teach children empathy? The new research consortium JOINclusion develops an app to help increase social inclusion among children between 7 and 12 years old, especially in multicultural classrooms. Read more
https://bit.ly/3F7Y7fv
Like
Comment
Repost
Send
Add a comment...
Most relevant
Wenmekers Manon (Icts) • 3rd+
Parents plat a very important role in teaching their children empathy by setting the example. Start by being empathetic towards grand parents, elderly, family, refugees, people who search for a better live for themselves and their children but also for fellow road users! Practice what you preach.


Joinclusion
Home
My
Posts
People
Jobs
Companies
Groups
Products
Services
Annaleda Mazzucato • You
Project Manager Professional (PMP)®| EU Project Manageme...
Reshared from Enrique Hortal • 3mo •
How do you teach empathy to children?
The new research consortium #JOINclusion, has received European funding to develop a #collaborative #seriuosgame in form of a #mobileapp to hel ...see more
Plenary meeting

# 3.4 Project press release

The project press release contains the basic outline of the project with a mention of the project website and social media. Partners disseminated to relevant stakeholders in English and their national language, reaching approximately 30.000 stakeholders, and published on other relevant platforms, such as the ALL DIGITAL Network newsletter and the Municipality of Rome portal dedicated to schools training offers.

Funded by the Erasmus+ Programme of the European Union

JOINclusion

**The JOINclusion Project: Developing soft skills with game-based learning**

*Lasting thirty-two months, ending December 31st 2024, the project involves schools from three countries (Italy, Greece and the Netherland), academies and no profit partners.* JOINclusion applies cooperative learning and game-based learning to empathy and inclusion in the school context.

October 15th, 2022. A tool for training empathy, "including the ability to understand other people's emotions and point of view, and to care for and respond to other people's feelings".

The goal of the JOINclusion project, "Joint problem-solving strategy towards social inclusion of children with a migrant background", **funded under the Erasmus+ programme** is to promote the inclusion of primary and secondary school students (7-12 years old) through training empathy thanks the use of a collaborative mobile application.

The project originates from the collaboration between the **Department of Advanced Computing Sciences at Maastricht University - UM (NL), Fondazione Mondo Digitale - FMD (IT), the University of West Attica - UniWA (GR), The Odysseo Academy (GR); the Natural and Artificial Cognition Lab of the Department of Humanistic Studies at University of Naples Federico II - UNINA (IT) and United World College Maastricht - UWC (NL)** and will involve psychologists, school teachers, and technology enhanced learning experts to develop game scenarios that promote dialogue between participants and facilitate the understanding of each other's feelings and perspective. In addition, the game will be enhanced by machine learning techniques, designed to personalize the user experience, optimize its efficiency as an educational tool through personalization.

The teachers willing to participate in the development and experimentation of the tool state: "I am interested in enriching my skills in dealing with pupils with relational difficulties... I want to find new strategies to tackle emotional distress... I need to find activities that can turn students into citizens of the world, increasing the sense of responsibility and belonging".

Project website: https://elke.maastrichtuniversity.nl/JOINclusion/

**Contacts:**

*Maastricht University Project Coordinator*

**JOINclusion: a collaborative mobile application for training empathy**

JOINclusion: a collaborative mobile application for training empathy, "the ability to understand other people's emotions and point of view, and to care for and respond to other people's feelings", to promote the **inclusion of primary and secondary school students** (7-12 years old)

Erasmus+ JOINclusion project originates from the collaboration between

- Maastricht University - UM (NL);
- Fondazione Mondo Digitale – FMD (IT);
- the University of West Attica - UniWA (GR);
- The Odyssea Academy (GR);

## 3.5 Event strategy

Trade fairs, exhibitions and conferences.

- Partners are encouraged to organise dissemination events including demonstrations and to look for events/conferences/exhibitions that would be interesting and relevant to the project.
- All possible efforts should be made in order to maximize media coverage of the events.

Selected conferences where the project will be officially presented by partners:

- European Conference on Technology Enhanced Learning
- European Teacher Education Network (ETEN) Annual Conference
- Online Educa Berlin

## 3.6 Monitoring of dissemination activities

In order to collect data concerning dissemination activities carried out by each partner, a dissemination log was created. Partners are required to fill out periodically uploading the materials in folders referring to the dissemination log.

For each event or conference organized or attended to present the project: in order to claim costs to cover the expenses:

- Agenda
- Paper submitted,
- PPTs and other documents showing participation and public presentation of the project at the event
- Pictures