DISERA
DISINFORMATION OF SENIORS IN RURAL AREAS

Co-funded by the
Erasmus+ Programme
of the European Union

Communication and dissemination project plan „ DISERA"

Disinformation of Rural Areas

Project partners:
- ✓ EurAV (Ireland)
- ✓ Preventing Youth Center - PYC (Slovakia)
- ✓ European Cultural Epicenter Bitola (North Macedonia)
- ✓ New Horizons (Italy)

Prepared by: CPM-Center for Youth Prevention Slovakia

Objectives of the plan

The main objective of this report is to identify, implement and prepare a concrete action plan by introducing a holistic dissemination and communication approach based on the goals, objectives and special features of the project. For these purposes, the project DISERA – Disinformation of Rural Areas /hereinafter DISERA/ contains an overall strategy for dissemination and communication, a detailed plan for the implementation of dissemination and communication, details of the activities that will be carried out and progress in achieving the set goals of dissemination and communication of the project. Next, general definitions of the terms dissemination and communication are provided in order to clarify the difference between the two terms and to develop a comprehensive dissemination and communication plan. Then the inclusion of target groups in dissemination and communication activities for the target group of the project is identified.

Activities will be continuously evaluated against established key performance indicators and should achieve the goals and milestones specified in the approved project application. This procedure will ensure the safe achievement of the project's ultimate dissemination and communication goals and to support the raising of public awareness of the project's results.

The main objective is to clearly define:

- ✓ communication and dissemination goals in accordance with the project goals,
- ✓ interdependence between project tasks and results with dissemination and communication activities,
- ✓ specific segments for communication and dissemination for target groups and partners who are involved in each activity,
- ✓ content and reference that need to be created through the project and communicated in every activity during the project implementation phase,
- ✓ responsibility between partners for the implementation of the proposed communication and dissemination activities.

Definitions

It is important to have a clear idea of the basic definitions from which the development will be based and the approach it should follow. The DISERA Dissemination and Communication Plan will be updated every 6 months throughout the duration of the project, while it is important that it is constantly monitored, reviewed and re-adopted if necessary, with the scope of meeting the set key performance indicators in terms of the monitoring procedure in order to inform the monitoring report .

Dissemination is the planned process of providing information about the results of programs and initiatives to key actors. It occurs when the results of programs and initiatives are available. As far as the Erasmus + program is concerned, it is about disseminating information about the achievements and results of the project as much as possible. Informing others about the project will have an impact on other organizations in the future and will contribute to raising the profile of the organization implementing the project. In order to effectively disseminate the results, it is necessary to design an appropriate process at the beginning of the project. This should include the reason why, what, how, when, to whom and where the results will be disseminated, both during and after the project's funding period in our project DISERA.(Erasmus + O. Guide, 2022).

Communication is a broader concept

It includes information and promotional activities to increase awareness and visibility of project activities, in addition to the dissemination and use of project results. However, it is often difficult to clearly distinguish these areas. For this reason, planning an overall strategic framework covering both areas may be a more effective way to make the best use of available resources. Dissemination and use of results should form a decisive part of all communication activities taking place during the entire duration of the project (Erasmus + O. Guide, 2022).

Goals and communication strategy

The communication goals of the project determine that the communication strategy will be conducted as follows:

- ✓ Raise awareness of the project and its results among the beneficiaries and the general public.
- ✓ Prepare communication material with the intention of providing the general public with a clear overview of the project concept.
- ✓ Support project dissemination activities.
- ✓ To acquaint the general public with Erasmus + projects and their impact on the EU economy and society.

These above mentioned objectives are to ensure that the results of the project will be promoted to different target groups that will spread the results of the DISERA program following the specific steps of the dissemination strategy:

- ✓ Definition of project results and outputs.
- ✓ Identification of appropriate distribution channels.
- ✓ Definition of objectives and indicators to measure the potential impact of each activity on each target group or dissemination channel.

More specifically, the DISERA Project Dissemination Plan provides guidelines, methodologies, usage and document templates that partners will use during project implementation. The partners will be responsible for choosing the most suitable method according to the local needs of their territory, they will address the target groups with the selection of the most suitable event.

Basic dissemination plan:

- ✓ disseminate the results of the project by organizing a one-day information activity at the local and regional level in the form of a conference or training on disinformation for,
- ✓ organize a meeting with decision-makers and relevant representatives of public bodies and institutions to enable a more effective incorporation and design of the results of the DISERA project as best practices in their supervisory bodies,
- ✓ disseminate the results of the DISERA project among its affiliate partners and other

similar organizations as potential affiliate partners in other projects at local / regional / national level,

✓ inform all training centers and education and training centers that work with seniors at regional level etc. that use either digital tools or invite them to events or meetings.

Target groups

Another very important aspect in creating a coherent and effective dissemination and communication plan is the correct identification of the target group. According to the project proposal, these are people older than 35+ of rural areas.

Communication tools

There are now a number of possible communication channels that can be used to target different audiences and stakeholders with different types of messages.

Identity of the DISERA project/Logo

The first result is the CPM design for the project logos, which is the result of a combination of basic concepts that surround the two main elements included in the DISERA project: digital technology and training for disadvantaged groups. In order to set a common visual line for all elements of the spread, a short visual identity was issued:

The DISERA color logo on a white background was chosen

and logo on a blue background

DISERA project website

The website dedicated to the DISERA project - www.disera.eu - is set up according to the following best practices for websites. The website will be a communication resource in support of the DISERA project, its objectives/tools and its partners; a communication resource to inform all stakeholders about the results, outcomes and future events of the project. Responsiveness is very important for the functionality of the website (displayed on PC, tablet and smartphones). Our website will be the main information repository of the project.

After the completion of the project, the website will be online for another 5 years, during which the materials and results of the project will be available to the project participants and the public.

All partners will be asked to deliver content for the website. The working language of the website is English, but the goal is to make the most important parts accessible to non-English speakers, and therefore to have them translated into Macedonian, Italian and Slovak.

The website map was designed to provide a complete overview of the project and easy access to all its activities. In addition, there will be DISERA Main News to promote news available to the public. The download area will allow free downloads of all public outputs made during the duration of the project.

A subpage on your own website

In this case, each project partner must:
- ✓ on your own website, put a direct link to a subpage that describes the project and its goals,
- ✓ hang a banner with a direct link to the program website (www.desira.eu) placed in a visible place on the front page of your own website.

The website will contain "only" articles about the project.

In this case, each project partner must:

✓ hang a banner with a direct link to the program website (www.desira.eu) placed in a visible place on the front page of your own website,

✓ publish articles with a detailed description of the project and the progress of project implementation.

Published articles must contain at least the following information:

➢ Name of the project;

➢ Brief description of the project;

➢ Goals of the project (after the end of the project, it is necessary to add the results of the project);

➢ Implementation period;

➢ Project logo + Erasmus logo + (https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter),

➢ Audiovisual materials (eg photos, short videos).

National languages are accepted in the articles. Articles about the project must remain active for at least five years after its end. It is important to comply with the requirements for EU emblems (https://commission.europa.eu/document/3192a0ef-6bda-4e1a-81ca-65ade2ffad73_en).

* The DISERA website is under construction at the time of this product's release. Completion date until 31.3.2023.

Project banner

Each partner will create a project banner to present their activities, services, events, etc. as effectively as possible.

Fast, simple and especially effective advertising that reaches passers-by at the right place is still one of the most effective marketing practices.

We leave the choice to each partner, whether they choose a roll-up banner, A-banner, or a large poster.

The banner must contain at least:

➢ Name of the project;

➢ Brief description of the project;

➢ Goals of the project (after the end of the project, it is necessary to add the results of the project);

➢ Implementation period; project partners,

➢ Project logo + Erasmus logo + (https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter).

Deadline – until February 28, 2023.

Social Media

Social media has become a very popular means of quickly disseminating information among heterogeneous target groups. These channels provide access to on-demand content anytime, anywhere and on any digital device. To expand the target group of the project (especially to involve the general public and not only experts in the sector), DISERA integrates these media tools strategically in communication activities. Facebook and Instagram were chosen as the most suitable social networks for promoting the achievements, news and results of the project.

The project coordinator will act as a moderator of social profiles, that is, he will check and filter inappropriate content and monitor the appropriateness and relevance of published information.

Newsletters /Bulletin- Press releases

The six-monthly newsletter will be broadcast via electronic channels (email, social networks,) to free online subscribers to spread the work on the project. The bulletin will be published alongside the project in the months M8, M12, M18, M24. The bulletin will essentially synthesize the progress of the project and will contain links to download reports and relevant information developed in DISERA.

Dissemination activities

The dissemination plan provides for several forms and uses of different media, while it will propose different approaches and forms for communicating and sharing the results and experiences of the partnership.

Results and experiences will be shared, discussed and evaluated at regular project meetings.

The results will be presented in meetings with other local/regional stakeholders, institutions and parts of the community that are in the target group of the project.

The project will be promoted in local newspapers, radio and television channels, platforms vocational education and training and Facebook.

Partners will use each other's DISERA website to share information, results and activities with anyone who may be interested.

The activities that will be implemented as part of the dissemination action will be:

- ✓ Creation of a database of relevant contacts (stakeholders).
- ✓ Realization of direct contacts (telephone calls, mails) with key actors (stakeholders, policy makers) in order to present and promote the project.
- ✓ Involvement of these persons in project activities (such as seminars, meetings,

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workshops).
- ✓ Desirable involvement of national organizations and organizations providing public services in EU countries that are interested in this topic.
- ✓ Creation of a project website that will contain information about the project, upcoming events, articles, images, materials and areas reserved for partners, etc. The website will be constantly updated and will be the main reference point and source of information about the project.
- ✓ Creation of social media channels (Facebook page) that will be used to disseminate knowledge and project results.
- ✓ Launch event organization in each country.
- ✓ During the implementation of the project, press releases will be prepared for local, regional and/or national media, websites, internet, etc.
- ✓ Networking with other projects implemented by partners or affiliates partners.

Material for dissemination

Leaflet

Creating a flyer in national languages will expand the public reach of the communication activities, which will allow other potentially interested parties and the general public to be informed about the DISERA project. It will focus on specific elements of DISERA (consortium, target groups, activities, etc.). The leaflet will exist in electronic form and will be emailed and downloadable from the website; further, printed versions will be available to be used for conferences and live events. In the preparation of the flyer, special attention will be paid to attractive and clear language and a friendly and easy design that described the objective of the project through attractive images and key visuals.

The leaflet will be sent to partners for approval online by 31.3.2023. Each partner translates the leaflet into their national language and prints it as needed.

Questionnaire

Through a survey at the beginning, we will also measure the impact on learners during the digital training in the workshops and at the end of the training to see if people feel more informed and confident about the concepts, terminology, tools, digital platforms and basic settings for creating and managing their own digital identity.

Specifically:
- ✓ 200 sent or delivered in person and an estimated 150 completed in all partner countries.

The proposal for the questionnaire will be sent to the project partners by e-mail by February 28, 2023, and after approval, each partner will translate the questionnaire into the national language, print it, or process it into an online questionnaire.

Launch event

Each partner will organize an opening event in their country. The event will take place in person with the aim of presenting the project's goals, expected impact and main activities to the public, especially local stakeholders (i.e. municipal authorities, local residents, civil society associations) and to obtain feedback and proposals to ensure inclusiveness and participation will attract the attention of local citizens, especially the elderly who will directly benefit.
The activity will contribute to promoting the existence of the project and its content to the public and gaining attention to him and his purpose. Local authorities, commercial shops such as bars and cafes, but also the inhabitants of small towns and rural areas themselves can be involved in the proposals and/or making public or private spaces available for planned activities. It can also be useful for building a network in rural areas and attracting.

Multiplication event

During a 1-day dissemination conference in each partner country, the results of the project will be presented and the audience of all sectors covered by the project: adults and seniors (35 years or older) living in rural areas.

- ✓ The goal is at least 20 national participants.
- ✓ Press releases will be sent to local/regional newspapers and media to attract even more attention.
- ✓ Emphasis will also be placed on how all DISERA resources can be used and used by other key stakeholders and what are the possibilities for their further development.

Participation in external events

In terms of global dissemination, all partners will spend part of their resources to participate and disseminate the DISERA project at third-party external events as speakers.

Evaluation and monitoring of dissemination activities

Communication activities will be monitored according to a set of quantitative and qualitative indicators of success. Evaluating communication activities determines the extent to which communication goals have been achieved and the relationship between the results and the effort expended to achieve them. This analysis will help the project to better understand the mediators and obstacles to successful communication and will serve to improve communication activities accordingly.

A set of KPIs was specifically defined to monitor successful deployment in terms of efficiency and effectiveness of dissemination activities. These indicators include:

Output/KPI	Unit of measurement	Target value

Visual identity of the project	-	1
Project website	-	1
Project flyer (in English and in local editions in national languages)	Number of pieces produced project	
Communication strategy project	1	1
DISERA bulletiny	Number of pieces produced project	4
Project questionnaire (in English and in local editions in national languages)	Number of completed questionnaires	
Number of local/regional events-meetings organized for affiliate partners	Number of organized events	
The number of events attended for the purpose of representing the project	Number of organized events	
Published general articles for the press	Number of articles	
Website Operation and Dissemination	Number of records or publications	
External audience of the web pages Disera	Number of unique visitors (based on Google Analytics)	
Disera Facebook, Instagram follower	Number of followers	
Download multimedia material (website)	Number of downloads	

The dissemination tool is a specific tool for monitoring the dissemination activities of partners throughout the duration of the project. It is designed in an Excel sheet and shared with all partners in a common repository.

When a DISERA partner issues or carries out specific dissemination actions (for example, organizing an event, posting on their website, participating in a third-party workshop to support DISERA, etc.), a new record needs to be added to this Excel tool, including some basic information about the action taken (date, specific channel used, location, brief description, ...).

It is important to comply with the requirements for EU emblems (https://commission.europa.eu/document/3192a0ef-6bda-4e1a-81ca-65ade2ffad73_en).

The Dissemination Coordinator will review this every three months so that dissemination efforts can be consistently monitored. All partners will be sent specific email reminders to remind them to complete the tool before each scheduled period.

Obligations and requirements for communication actions

All partners are required to know the communication and dissemination strategy of Erasmus + and follow the rules set out in the O. Guide 2022.

IMPACT AND RESULTS OF THE DISSEMINATION PLAN

Measure the promotion and awareness objective through online and offline channels such as local press releases, local radio and social pages, we will measure the level of interest and using tracking, creation, podcasts, live events and project Qr codes and training material. Through a survey at the beginning, we will also measure the impact on learners during the digital training in the workshops and at the end of the training to see if people feel more informed and confident about the concepts, terminology, tools, digital platforms and basic settings for creating and managing their own digital identity.

The project will measure whether we have strengthened the European sense of belonging among people living in the countryside areas through transnational exchanges in order to increase and improve the process of European integration. We will witness the progress and experience of the DISERA project through video testimonials that give the project a face, create credibility, provide an honest opinion.

During the life of the project, explicit quantitative and qualitative indicators will be established for the project's outputs to ensure that its impact can reach the widest possible audience.

Specifically:
- ✓ Questionnaires: 200 sent or delivered personally and an estimated 150 completed in all partner countries.
- ✓ Interviews: 40 people, including all target groups, will give their input.
- ✓ Stakeholders: Up to 300 people will be registered as newsletter subscribers, donor

feedback.

- ✓ The number of users registered in the radio broadcast: at least 200. This is also a qualitative indicator of the feasibility of project outputs.
- ✓ Number of downloads of public project materials.
- ✓ Number of participants at each event.