



AGREEMENT № 2022-1-HU01-KA220-ADU-000089052

**Change Household Attitudes for a Non-wasteful, Green environment
and Energy-consciousness addressing Rural Seniors –
C.H.A.N.G.E.R.S. 2.0**

DISSEMINATION PLAN



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CONTEXT

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1. EXECUTIVE SUMMARY

The main objective of C.H.A.N.G.E.R.S.-2.0 is to develop targeted training materials for rural seniors to improve their access to adult learning opportunities on specific topics which can help them fight against climate change and energy poverty and contribute to sustainability. The main results will be a set of training materials tailored for seniors and translated to the languages of the project partners. The Project will also create related methodology and toolkits for the successful implementation of the knowledge transfer with two different approaches addressing the special needs of this social group. One will rely on training opportunities with the advantage of local proximity, the other will provide a transgenerational approach.

The implementation of the professional project activities will be supported by solid project management structure and principles. The partnership will also consider the importance of sharing project results, thus, dedicating a separate work package for that purpose. The consortium intends to conduct general communication and organize promotional activities for the public and the target group.

This project objective is in line with the Environment and Fight Against Climate Change priority, as by improving senior citizens' knowledge, they can have a positive impact on their surroundings, settlements and even on national and global performances. Elderly can be more aware on the environment and climate change issues, they can be encouraged to implement energy-efficient and renewable-based home improvements, and their habits and behaviour can also be changed that comply with the principles of sustainable development. The project objective also contributes to the priority of Inclusion and diversity in all fields of education, training, youth, and sport.

The adult training materials will be developed on green and sustainability topics that will address 65+ seniors. This target group often falls out from the scope of the available training opportunities by living in the countryside or having lower IT skills. Methodology and toolkits will be prepared with the involvement of senior organizations who have real, practical knowledge to include elderly people based on their real needs. Regarding project results, firstly, two types of methodology will be developed in line with the project's two approaches (teaching seniors locally and via transgenerational co-education). After that, based on these basics, a training material will be developed covering green, energy-efficient, sustainable and climate change topics specifically adapted to the needs of seniors. In addition, two sets of toolkits will be prepared including different additional materials and supporting tools in line with the two methodological approaches. Piloting events will also take place to get direct feedbacks from seniors about our project results. Besides these professional project results, outputs will also be delivered related to PM and promotional activities.

2. DISSEMINATION AT STAKE: GUIDING PRINCIPLES

The aims of **WP2 – Sharing and Promotion Activities** can be summarised as follows:

WP2 aims at providing information about the project, its progress and results for the general public, the target agents and for the main target group of the C.H.A.N.G.E.R.S.-2.0 project.

By reaching out the aforementioned stakeholders, we can ensure a wider use of the project results among them, thus, we can contribute to the general objective of the project, i.e., rural seniors being more energy and environment-conscious and leading a more sustainable lifestyle, as the project results will be developed in related topics. In this WP, we will inform the stakeholders about the new learning/training opportunities and their availability. As seniors can be considered as a more vulnerable cohort, by informing them and raising their awareness, we also contribute to their inclusion in adult education which is also among our project objectives. In addition, sharing and promotion activities help eliminate language barriers which hinder the learning opportunities of seniors. With WP2, we would like to ensure the visibility of our project, access to our project results, increase our multiplier effect by reaching out and involve our stakeholders directly. Our sharing and promotion activities will also highlight the importance of sustainability and energy efficiency, and encourage our stakeholders to take actions against climate change. We would like to motivate seniors to use our project results, be active and conscious members of the society by setting good example for younger generations. We would not only inform seniors, but we would also like to make them feel their importance in this fight. This WP also supports reaching the set project indicators, as the more people know about C.H.A.N.G.E.R.S.-2.0, the more visitors we have on our website and social media channels, and the more downloads and hits we reach. Promotion activities will facilitate networking with target agents as well which can lead to a wider spread of our training material and toolkits among them.

The main results of Sharing and promotion activities belong to the two activities of the WP2 as we tried to group all the results in these two categories.

The first activity (A1) covers all the tasks related to the general content development while the second activity (A2) contains all the events related to sharing and promotion of the project.

Main results of A1:

- project website is set up and shared by the partners, available in in 6 languages. Accessibility to project news and results ensured.
- templates on implemented sharing and promotion activities and external communication purposes
- well-designed brand package is created based on C.H.A.N.G.E.R.S's visual identity
- press releases in the project languages
- posts in social media * leaflet on the general description of the project available in 6 languages

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- brochure which contains more details on the project goals, activities and results, available in 6 languages
 - communication plan with dissemination and exploitation strategy is elaborated
 - project level monitoring reports on the implemented sharing and promotion activities
 - guide for the partners on creating and sharing news, writing articles, etc.
 - news in the newsletter of the European Digital Learning Network (1000+ subscribers)

Main results of A2:

- physical promotional events in national languages of the partners addressing the general public
- webinars in national languages addressing small groups of target agents, i.e., NGOs working for rural seniors, local municipalities on the countryside who can reach rural seniors directly to increase the multiplier effect of C.H.A.N.G.E.R.S.- 2.0.
- 1 international webinar in English addressing stakeholders of adult education, i.e., trainers and entities interested in trainings.
- additional networking events. Via our sharing and promotion activities, we expect to reach out a significant number of stakeholders. For more details on the exact numbers, see the annex on Partners' networks and channels.

2.1 PARTNERS ROLES AND RESPONSIBILITIES & INTERNAL COMMUNICATION

WP2 will be led by Falco&Associati who has the necessary experience, capacity and expertise to manage the implementation of sharing and promotion activities. Besides coordinating the development of different communication materials, they will monitor and track the communication and dissemination activities implemented by the project partners, providing specific templates for this purpose.

Therefore, Falco&Associati will lead the WP, but all partners will have to provide inputs for it. Furthermore, in order to share the tasks and responsibilities, as well as to provide quality assurance on the WP's activities, the partnership selected sub-activity leaders who will help Falco&Associati's work. For example, BSC will support Falco&Associati by coordinating the elaboration of policy recommendation in WP2-A1 while all partners will contribute to the design of this policy paper. PPs will be responsible for their own promotion and networking events in WP2-A2 while KMOP will assist to Falco&Associati in it.

All PPs have further dedicated tasks related to each activity. For example, translation of the dissemination materials is essential (except for PiM as English is official language in Malta). The partners will have to share the materials using their own platforms and channels, and Falco&Associati will support them in their social media management. Project partners will have to collect data on their sharing and promotion activities and report to Falco&Associati.

In addition, Falco&Associati will be responsible for the creation and the maintenance of the project website which will be designed by as a joint effort of the partnership (also available in

project languages). Falco&Associati will support the partners in the online (creation and sharing of news, writing of articles to be published online) and offline (organisation of promotional/networking events, webinars, etc.) communication and dissemination activities.

It is necessary that partners keep a constant contact, informing each other of developments and actions regarding communication.

Besides the common strategy set up by Falco&Associati, each partner will keep track of ongoing activities related to communication through a table that is annexed to this document. The document is a list of dissemination activities, method, target group, number of participants and source of evidence as an annex to their dissemination plans.

Once every 6 months, Falco&Associati will analyse the progress to date and provide partners with detailed tendencies and recommendations.

Moreover, each partner organisation will appoint one staff person responsible for external communication of the project that will be the contact person for Falco&Associati as for monitoring of dissemination activities.

All partners should have a table with list of relevant stakeholders at national and European level to be approached and receive relevant information about the project results and multiplier events. The tables should be provided to Falco&Associati in accordance with the instructions of section 6. Annexes.

2.2 WHO WE AIM AT – THE TARGET GROUP AND KEY STAKEHOLDERS

In order to achieve EU and national goals and objectives for climate change and sustainable development, more and more awareness-raising, and formal and informal trainings for the public are necessary. The spread of energy saving infrastructure and habits not only depend on technical and financial matters but also on the persons' motivation, attitude, and awareness. In our project, we would like to focus on a social group vulnerable in terms of lack of "green" knowledge, education opportunities and access to digital and online resources. **Primarily, C.H.A.N.G.E.R.S.-2.0 addresses senior citizens in rural areas and in general.** Nowadays, seniors, **people above 65**, who do not use internet and ICT tools confidently, face serious challenges to get information about and understand the meaning of energy poverty, sustainability and climate change. The situation is more difficult in the rural areas where the number of trainings/awareness-raising opportunities/ info points are lower. The project would like to **support them to acquire relevant, useful and practical knowledge in topics like energy efficiency, sustainability households and adaptation to climate change.** The project also **aims at further target agents who can directly reach out to seniors.** On one hand, this group includes **NGOs and other organizations working with senior citizens** especially in rural areas, **staff members of local and regional municipalities, and adult educators** in general. On the other hand, the consortium would also like to address **younger generations in terms of transgenerational learning.** Besides rural senior citizens, the project would also like to support these target agents, so they can benefit from our project results, use the developed

outputs efficiently, and therefore, help seniors to change their behaviour, rely on more renewable energy sources, and lead a more sustainable lifestyle.

2.3 THE MESSAGE AND THE TONE

We strive to avoid jargon and use terms as straightforward and simple as possible in our communications. Our messages end as often as possible with a call to action, to stimulate participation of the audience, comments and reactions.

2.4 RECOGNITION OF COMMISSION FUNDING

Also, all results, materials and publications need to include the following disclaimer:



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"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein".

3. EXPLOITATION – PROJECT CONFERENCE

One final project conference will be organized in each of the partnering countries between October and November 2024, according to the GANTT CHART. These conferences are a key element in the process of disseminating the results. Therefore, we will organize one in each partner's country to make sure, that as many interested actors as possible will benefit from the usage of the WPs, enhancing the impact created at local, national and international level. Each conference will be organized by the partner from that country, as listed in the table below. All partners will participate in the creation of the event regarding the organisation of the content.

The final conferences are organized for different purposes:

- to present the main result of the project to create synergies and explain how to implement and integrate C.H.A.N.G.E.R.S. 2.0 outcomes in the Adult Education sector;
- to present the priorities, the objectives and the results of the project;
- to evaluate the expected impact on the direct and indirect target group;
- to involve all interested actors at different levels (local, regional, national and European).

Events will be implemented as follow:

| E n. | Country | Organisation responsible | N. of people | WP covered |
|------|----------|----------------------------|-----------------|------------------------|
| 1 | Hungary | P1: CAM | At least 30 ppl | Results of WP2 and WP3 |
| 2 | Malta | P2: PiM | At least 30 ppl | Results of WP2 and WP3 |
| 3 | Italy | P3: F&A | At least 30 ppl | Results of WP2 and WP3 |
| 4 | Slovenia | P4: BSC | At least 30 ppl | Results of WP2 and WP3 |
| 5 | Greece | P5: KMOP | At least 30 ppl | Results of WP2 and WP3 |
| 6 | Portugal | P6: AMBESP | At least 30 ppl | Results of WP2 and WP3 |
| 7 | Hungary | P7: Nyugdijasok Egyesulete | At least 30 ppl | Results of WP2 and WP3 |

The conference will be evaluated by asking *feedback to the participants* through an anonymous questionnaire. Criteria for evaluation that will form the questions are:

- Organisation of the event (clear planning, location, logistic, practical details)
- Effectiveness and relevance of contents (Clear relation between the contents dealt with and the aim of the event)
- Appropriateness of speakers
- Level of satisfaction of participants
- Effectiveness of the event in terms of exploitation of project results.

4. HOW WE ARE GOING TO MEASURE SUCCESS

4.1 INDICATORS AND DELIVERABLES

| Tool | Purpose | Number | Responsible partners | Language |
|--|--|--------|----------------------|---|
| C.H.A.N.G.E.R.S. 2.0 Website | Facilitates worldwide communication and information resulting from the project. | 1 | Falco&Associati | EN + all the languages of the partnership |
| PROJECT VISUAL IDENTITY | Create a graphic line for the project. Objective: create a Logo, Project Template and Graphics | 1+ | Falco&Associati | EN |
| 1 TEMPLATE TO COLLECT DATA | template to collect data on sharing and promotion activities | 1 | Falco&Associati | EN |
| 4 PRESS RELEASES IN 6 LANGUAGES | To share news and results about the project | 4 | ALL | EN + all the languages of the partnership |
| PARTNER SOCIAL MEDIA | All partners must share news related to the project in their own social media accounts, in order to have at least 1 new post every 2 months (according to the activity of the project). At least 6 posts/ year (for each partner) | 12 | ALL | English and/or partner language |
| SOCIAL MEDIA OF THE PROJECT (Facebook and Instagram) | At least 1 post per fortnight on social networks; 24 posts on facebook and INstagram along the whole duration of the project; the post MUST be re-shared on the organizations' social media pages | 24+ | Falco&Associati | EN |
| 1 Leaflet | To share the aims and objectives of the project | 1 | Falco&Associati | EN + National languages |
| 1 Brochure | To share the aims, the consortium, the activities and the results achieved | 1 | Falco&Associati | EN + National languages |
| 1 Guide for the dissemination | A document with guidelines to share and promote materials | 1 | Falco&Associati | EN |
| 6 webinars (1 per Country) | Webinars address target agents who can reach rural seniors directly. | 6 | ALL | Partners National Languages |

| | | | | |
|------------------------------|---|-------------------------|-----|-----------------------------------|
| 1 International Webinar | To share the aims and the results achieved | 1 | CAM | EN |
| 7 FINAL NATIONAL CONFERENCES | The National Conferences will promoting the impact of the C.H.A.N.G.E.R.S. 2.0 project locally and nationally | 7 (210 people in total) | ALL | Partners National Languages |

4.2 INDICATORS RELATED WITH COMMUNICATION ACTIVITIES

| Indicator | Number | Source of evidence |
|---|--|--|
| Exploitation Plan | 1 | Document |
| Periodically reports on dissemination activities | 4 | Report on M6, M12, M18, M24 |
| Visitors on the project website | 200 views per month (5000 in total during the lifespan of the Project) | Platform's visits via Google statistics |
| People involved in the Webinars | 10 people in each webinar | Attendance List/Photos/questionnaires |
| People involved in the International Webinar | 30 people in each conference | Attendance List/Photos/questionnaires |
| Social media of the project (FB+IG) | 1000 views in the Facebook and 1000 views Instagram Project Page | Statistics analysis + Screenshot/photo of the post after (at least) a week of the published news |
| Number of people reached through dissemination materials, internet presence, newsletters, brochure and so on: | At least 1000 people | Statistics analysis + Screenshot/photo of the post after (at least) a week of the published news (if applicable) |
| Participation in the Final Conferences | 210 ppl in total (30 ppl each) | Picture of the attendants with the attendance sheet of the participants |
| Level of engagement of participants in project conferences | 80% positive feedback | Anonymous questionnaires |
| Level of engagement of participants in project FINAL conferences | 80% positive feedback | Anonymous questionnaires |
| Level of engagement on social media | 70% of positive feedback | Posts received positive interactions (like, sharing, other) |

| | | |
|--------------------------------|--------------------------|--|
| Level of engagement on website | 60% of positive feedback | The online content received positive interactions (read, sharing, other) |
|--------------------------------|--------------------------|--|

| Social media | Total number of post per 24 months of the entire partnership | Source of evidence |
|------------------------|---|------------------------------|
| Facebook and Instagram | 48 | Screenshot/photo of the post |

| Social media | Date of publications |
|------------------------|---|
| Facebook and Instagram | every 2 weeks with information relevant to each stage of the project. |

5. ONLINE COMMUNICATION TOOLS

5.1 FACEBOOK AND INSTAGRAM

The page will serve to reach as many potentially interested people as possible and to disseminate relevant information about the project.

| Name of the organisation | Facebook Page and Instagram Page |
|----------------------------|--|
| P1: CAM | N/A |
| P2: PiM | https://www.facebook.com/ProjectsInMotion?fref=ts |
| P3: F&A | https://www.facebook.com/falcoassociati/ |
| P4: BSC | https://www.facebook.com/bsckranj |
| P5: KMOP | https://www.facebook.com/kmop.eu/ https://www.instagram.com/kmop_org/ |
| P6: AMBESP | https://www.facebook.com/associacaodepias |
| P7: Nyugdijasok Egyesulete | https://www.facebook.com/nyugdijasok.egyesulet.pecs |

5.2 C.H.A.N.G.E.R.S.-2.0 WEBSITE

The project website will act as the main online window for the project presentation and its progresses. The project website aims to share the intellectual output of the project and inform and engage community on the project (scope, objectives, outcomes and events) and to enable information sharing and networking among the stakeholders' groups.

All project-related information will be available on the project's website. In the website, the partners have to publishing regular articles and given milestones of the project. The project website would be updated every 2 weeks with information relevant to each stage of the project, but also with useful information for the adult education sector, in such a way to keep the interest of the followers awake and to attract new ones.

Language of the site: English + All partners will translate the site into their national language.

Site of the project: <https://changers2.eu/>

6. ANNEXES

Annex 1 should be constantly updated by each partner in line with the dissemination activities done during the months of the project. F&A will provide reports in accordance with the following deadlines, in order to be able to do the biannual dissemination report:

| Period | Deadline |
|---------------------|-----------------|
| DEC2022 – JUNE 2023 | JULY 2023 |
| JUL 2023 – DEC 2023 | JAN 2023 |
| JAN 2023 – JUN 2024 | JUL 2024 |
| JUL 2024 – NOV2024 | DEC 2024 |

- ANNEX 1

This is the annex that should be constantly updated to keep track of all the activities related to the dissemination of the project. You can see an example below. Whenever you want to report something, you have to fill this table following the few following instructions.

| Partner | Dissemination means | Where (quote di actual source) | Description of the activity | Date | Target group | Number of participants | Source of evidence (put the link of the evidence placed in google drive) |
|---------|---------------------|--------------------------------|-----------------------------|------|--------------|------------------------|--|
| | | | | | | | |

The ‘**Dissemination means**’ column has a drop-down menu containing all the dissemination categories our activities might fall into. You should select the right category every time you update the annex.

The arrow activating the drop-down menu is highlighted by the yellow square (look at the picture on the side).

The ‘**Number of participants**’ column should be intended as the number of visualisations, interactions, likes, shares, followers, users etc. related to each activity of the dissemination. In case of visits on the website you should refer to visits, in case of posts on Social Networks you should refer to people reached, and so on.

The ‘**Source of evidence**’ column contains all the **google drive links** of the activities’ screenshots. I suggest you take a screenshot every time you fill the table.



