



CALL 2022 ROUND 1 KA2

KA220-ADU - COOPERATION PARTNERSHIPS IN ADULT EDUCATION

2022-1-EN02-KA220-ADU000085744



DISSEMINATION AND SUSTAINABILITY PLAN

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DISSEMINATION PLAN

Objectives:

- Ensure constant sharing of project information and results
- Adding complementary value to the partnership
- To improve the visibility of the project's activities and results at national and EU level
- Create a precise and timely strategy for the dissemination of project results
- Define steps to ensure the sustainability of project outcomes

Target groups:

- Adults in training, especially from disadvantaged groups
- Adult education providers and trainers
- Policy makers and administrators in the field of adult education
- Scientific communities in the relevant fields
- General public and media

Main dissemination activities:

1. Project website and social media
 - Development of a project website optimized for search engines
 - Creation of social pages of the project (Facebook, LinkedIn, Twitter)
 - Regular updates on the progress and results of the project
2. Visual identity
 - Design of the logo and guidelines for the visual identity of the project
 - Create brochures and templates for presentations
3. Publications and press



- Publication of articles in national and international journals (target: 100 scientific papers)
- Press releases on the occasion of the main milestones of the project
- Contributions to the European Commission's dissemination websites

4. Events

- Organisation of 3 multiplier events (1 in each partner country)
- Presentation of the project to 4 external conferences
- Implementation of workshops and seminars for target groups

5. Partner networks

- Exploitation of existing project partner networks
- Cross-promotion on partner websites and channels

6. Digital content

- Production of videos, tutorials and other audiovisual content
- Development of e-learning modules on the project platform

Key performance indicators:

- 2000 stakeholders reached through partner networks
- 500 unique visitors per month to the website
- 200 participants in multiplier events
- 100 scientific publications produced
- 4 presentations at external conferences



Sustainability Plan

Objectives:

- Ensure the continued use and impact of project results after the funding period
- Identify potential for wider adoption of project results

Main sustainability activities:

1. Preserving Project Outputs

- To keep the project website and platform online for at least 3 years after the end of the project
- Continue to offer free access to the smart platform and resources

2. Continuous dissemination

- Partners will organize annual 1-day workshops for 3 years after the project
- Continue to drive results through partner networks

3. Range expansion

- Work with organisations in non-partner countries to translate/adapt materials
- Exploring the potential for commercialization of the platform/tools

4. Impact measurement

- Conduct follow-up surveys with participants to assess long-term impact
- Monitor online platform and resource usage statistics

5. Seeking additional funding

- Identify opportunities for follow-up projects or initiatives
- Explore public-private partnerships to support activities



By implementing this comprehensive dissemination and sustainability plan, the INTRA project aims to maximise its impact and ensure the long-term adoption of its innovative adult education model and developed tools, beyond the initial project period.