

# **DISSEMINATION PLAN**

## **SENPOWER**

*PROJECT*

**2022-1-BG01-KA220-SCH-000085065**



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*PROSVETA-SOFIA Foundation*  
*BULGARIA*

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**JANUARY 2023**



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## Introduction

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*The implementation of the dissemination plan is crucial to ensure the overall success of the SENPOWER project, as one of the goals of the partnership is to have a genuine multi-organisational impact at different levels and to influence the target groups in a positive way. The Dissemination activities are clearly stated in the timetable of the SENPOWER project. The Chart indicates when, in the project life cycle, the specific outputs will be disseminated (the Teacher's Toolkit M4ALL and NS4ALL with the educational resources, the website and the promotional materials).*

*The Dissemination Plan defines the following:*

- + What activities and results will be disseminated — to include the level of detail and format;*
- + How the activities and results will be disseminated — at meetings, events, networks, website, Facebook, etc.;*
- + When activities and results will be distributed — the frequency of project dissemination activities both formal and informal;*
- + Who is responsible for disseminating the project results;*
- + How the changes in dissemination process are to be managed;*
- + What project dissemination channels are;*
- + Standard templates, formats or documents the project must use for dissemination.*

*This Dissemination Plan sets the dissemination strategy for the SENPOWER project. It has been developed by Prosveta-Sofia Foundation (Bulgaria) being the lead partner for the dissemination phase and the whole project. It will serve as a guide for dissemination activities throughout the life cycle of the project and will be updated if any modification is necessary. This plan identifies and defines the roles of the persons involved in this project phase. It also includes a dissemination chart, which is meant to map the dissemination framework of the project. A project team directory is included to provide contact information for all stakeholders directly involved in the project.*

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## *Objectives of the Dissemination Plan*

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The main objective of the dissemination plan is to raise the impact of the project by using appropriate means (activities) to reach relevant target groups.

The dissemination plan has specific objectives, namely:

- to spread knowledge and awareness of the project launch, project implementation and project results and products by providing information to a wide audience in 3 countries - in this case the "European cooperation" as such, the fact of implementing a transnational partnership which responds to local/regional needs of the partner organisations, is seen as an ASSET, an example of GOOD PRACTICE and a RESULT to share.
- to summarize the project activities, the experience of the work done by the partners (intellectual outputs) and the final beneficiaries, and to promote dialogue on the topic of promoting STEM education specifically to SEN students through the project website and social media - in this case project-related RESULTS will be disseminated, ranging from the intellectual outputs and trainings which are part of this proposal, ending with personal experiences and stories of individuals - teachers, staff and stakeholders involved.
- to include an easily understandable, graphical presentation of the main results and visible interventions in social media, networks, webs, etc.

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## *Dissemination Plan Constraints*

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All project dissemination activities will occur within the project's approved budget, schedule and resource allocations. The dissemination officers in each team are responsible for ensuring that the project teams perform the dissemination activities within the authorized budget, while the responsible partner Prosveta-Sofia Foundation, through the Lead Dissemination officer, will be monitoring the dissemination process. Dissemination activities will occur in accordance with the frequencies detailed in the Dissemination Chart in order to ensure the project adheres to scheduled constraints.

Only the Lead Dissemination Officer in agreement with the local dissemination officers could authorize changes in the planned dissemination activities.

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## Roles

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**The Lead Dissemination Officer** will be responsible for the correct implementation and reporting of the dissemination activities at international level. Firstly, Prosveta Foundation will make sure that all partners understand the plan for dissemination and capitalization of the results and all deliverables produced during the project, following the communication and visibility requirements of the Erasmus+ program.

**Each partner** will assume the responsibility of spreading the results of the project using its own communication channels and resources (websites, publications, newsletters, events and mailing lists), ensuring that the information is distributed at different levels, i.e. internally (among staff and beneficiaries directly participating in the activities) and externally (other institutions, policy makers, schools and general public). All local coordinators will contribute to the local/regional dissemination of the project activities following the monitoring and evaluation rules agreed. The partners will provide experienced staff in this field.

At the same time, in order to achieve the best results with regard to dissemination activities, the partners will be given special roles whatsoever:

1. **Prosveta-Sofia Foundation (BG)** will be in charge of monitoring the dissemination activities in close collaboration with the local dissemination officers, due to its expertise in general EU projects-related issues and its significant dissemination potential in Europe reaching all EU borders. The partner will be also responsible for updates of the dissemination project plan and edition of regular press releases with data provided by all participating institutions. Prosveta Foundation participation is a key part of the dissemination plan due to its involvement in public and private bodies in Bulgaria, and networks at national and European level. Prosveta Foundation will be also responsible for the design and running of the project Facebook page. **"EUROPEAN COMMUNITY OUTREACH"**

2. **Polytechnic Institute of Santarém (PT)** will be responsible for disseminating the project results within the HEIs environment across Europe. Moreover, the Portuguese partner will be in charge of the project website design and maintenance during and after the project end. **"HIGHER EDUCATION INSTITUTIONS OUTREACH"**



**3. Agrupamento de Escolas Cidade do Entroncamento-Escola Secundaria com 3º Ciclo do Entroncamento - Portugal** will be in charge of disseminating the project results among other local and regional authorities within the scope of school education - they will make use of networks and institutional bodies where they cooperate at local, regional and national levels. The results will reach both policy makers (board members, heads of units), as well as administrative and technical staff with the aim to draw their attention on certain issues tackled by the SENPOWER project.

**4. Antalya İl Milli Eğitim Müdürlüğü - Turkey** provides support in a wide span of fields to the educational communities in Antalya region. It plays a major role in the dissemination plan due to its responsibilities and close collaboration with numerous schools and educational enterprises in the region. **"LOCAL AND REGIONAL AUTHORITIES OUTREACH"**

**5. National Association of Resource Teachers - Bulgaria** provides support linked to the teaching and learning process of SEN students to the educational communities at national level. It is a major part of the dissemination plan due to its key role in inclusive education at national level and participation in numerous international networks of teaching professionals related to providing premium quality support for SEN students. **"NGOs OUTREACH"**

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### *Project Team Directory*

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*The following table presents contact information for all persons with responsibilities for the implementation of this dissemination plan. The email addresses in this table will be used to communicate with these people.*

Role	Name	Organization/ Department	Email
Project Manager	Maria Karabeliova-Margaritova	FONDACIA PROSVETA-SOFIA	<a href="mailto:m.karabeliova@prosveta.bg">m.karabeliova@prosveta.bg</a>
Lead Dissemination officer	Elena Lazarova	FONDACIA PROSVETA-SOFIA	<a href="mailto:elena.lazarova@prosveta.bg">elena.lazarova@prosveta.bg</a>
Coordinator AECE - Portugal	Paula Couto	Agrupamento de Escolas Cidade do Entroncamento-Escola Secundaria com 3º Ciclo do Entroncamento	<a href="mailto:paulacouto.escola@gmail.com">paulacouto.escola@gmail.com</a>
Coordinator NART - Bulgaria	Irina Dobriyanova	National Association of Resource Teachers	<a href="mailto:dobriyanova@gmail.com">dobriyanova@gmail.com</a>
Coordinator IPS - Portugal	Ana Torres	INSTITUTO POLITECNICO DE SANTAREM	<a href="mailto:ana.torres@ese.ipsantarem.pt">ana.torres@ese.ipsantarem.pt</a>
Coordinator Turkey	Engin Cengiz	Antalya İl Milli Eğitim Mudurlugu	<a href="mailto:engin.boy83@yahoo.com">engin.boy83@yahoo.com</a> <a href="mailto:pnarbayram@gmail.com">pnarbayram@gmail.com</a>

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## *Dissemination Channels*

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The dissemination strategy of the SENPOWER project is based on six flows of multiplication and influence:

- through **media** by distribution of press releases and digital flyers - reaching wide public and thus multiplying the number of the project direct and indirect beneficiaries; the results will be published in general and specialized media (covering educational/social fields);
- through the European-wide channels such as **Erasmus+ Project Results Platform and eTwinning platform**, distributing project results and promotional materials to give sustainability of the project philosophy sharing knowledge and experience, which will facilitate the access to the project information to educational communities in all EU Member States;
- through the **SENPOWER website** available in 4 languages **and Facebook page** - to give a free access to information, data and training tools

approved in 3 EU countries and give a "free arena" for exchange of experience, knowledge, benchmarking, inviting visitors as for follow-up;

- through organized **public events and visibility actions** – to promote active participation and awareness raising on the treated topics, serving as a platform for exchange of ideas and practices at local, national and international level;
- through the **project partners and their networks** in 3 countries – the project results will be disseminated and promoted to the partners' contacts and collaborators in different countries and their own networks, that could also benefit from the implemented activities and project's results;
- through the **direct beneficiaries** (students and teachers) involved in the project activities who will act as multipliers of the project results, spreading knowledge to their circles of friends, families, social communities, networks, organisations, etc.

Furthermore, the selected activities will reach other groups not directly involved in the project, while contributing to the impact of the Erasmus+ programme. The dissemination activities send positive messages about the Project to the wider public to raise awareness, promote civic participation and acceptance of the 'other', counter prejudice and stigmatization of SEN students, and illustrate how a bottom-up approach can foster respect, tolerance and mutual understanding in the school environment and promote STEM education.



## Dissemination Chart

The following table identifies the dissemination framework for this project:

<b>N</b>	<b>WHAT</b>	<b>AUDIENCE</b>	<b>PURPOSE</b>	<b>METHOD</b>	<b>RESOURCES/ RESPONSIBLE</b>	<b>TIMING</b>
1.	Press Releases	All stakeholders and general public in BG, PT, TK	disseminate and multiply the project outputs 1,2,3; inform on the project start and different implementation phases	Through the website, general & specialized media (educational/social fields), partners' networks	Internet, 1 coordinator per partner; responsible Prosveta Foundation (BG)	Dec 2023 – JuLy 2025
2.	Promotional flyers	Students, teachers, school staff, stakeholders in the EU Member States	involve more final beneficiaries in the project activities, events, etc. and give sustainability of the project philosophy sharing knowledge and experience	Distribution of digital flyers to participants; publication on the project website; through the E+ PRP and eTwinning	1 coordinator per partner, web for digital versions; responsible IPS (PT)	Dec 2023 – JuLy 2025
3.	SENPOWER methodology	Teachers, educational communities in the 3 partner countries, SE and HE providers & stakeholders	Provide training and upgrade the methodology for teaching M&NS to SEN students, considering the expertise of partners from 3 EU	<ul style="list-style-type: none"> <li>• Multiplier events</li> <li>• Website and Facebook page</li> <li>• Partners' networks</li> <li>• E+ PRP, eTwinning platforms</li> <li>• KA1 training courses posted as training opportunities on <a href="#">ESEP</a></li> </ul>	working days according to the outputs' budget item, 2-3 experts per partner; responsible NART - Bulgaria + All partners	Nov 2022 – Aug 2025 & after the project end
4.	M4ALL	Teachers, educational communities in the 3 partner countries, SE and HE providers & stakeholders	Involve more final beneficiaries in project activities and give sustainability of the project philosophy sharing the teachers' toolkit with potential users.	<ul style="list-style-type: none"> <li>• Multiplier events</li> <li>• Website and Facebook page</li> <li>• Partners' networks</li> <li>• E+ PRP, eTwinning platforms</li> <li>• KA1 training courses posted as training opportunities on <a href="#">ESEP</a></li> </ul>	working days according to the outputs' budget item, 2-3 experts per partner; responsible Prosveta (BG)+ All partners	Oct 2023 – Aug 2025 & after the project end

<b>N</b>	<b>WHAT</b>	<b>AUDIENCE</b>	<b>PURPOSE</b>	<b>METHOD</b>	<b>RESOURCES/ RESPONSIBLE</b>	<b>TIMING</b>
5.	NS4ALL	Teachers, educational communities in the 3 partner countries, SE and HE providers & stakeholders	Involve more final beneficiaries in project activities and give sustainability of the project philosophy sharing the teachers' toolkit with potential users.	<ul style="list-style-type: none"> <li>• Multiplier events</li> <li>• Website and Facebook page</li> <li>• Partners' networks</li> <li>• E+ PRP, eTwinning platforms</li> <li>• KA1 training courses posted as training opportunities on <a href="#">ESEP</a></li> </ul>	working days according to the outputs' budget item, 2-3 experts per partner; responsible Prosveta (BG)+ All partners	Oct 2023 – Aug 2025 & after the project end
6.	Project website in BG, EN, PT, TK and FB page	Students, teachers, SE providers, local/regional/European stakeholders	give a free access to information, data base, training tools approbated in 3 EU countries and give a free arena for exchange of experience, knowledge, benchmarking	Multiplier events, partners' networks, E+ PRP, social media, flyers, press releases	Internet, software, 1 coordinator per partner; responsible IP Santarem (PT) for the web & Prosveta Foundation (BG) for the FB	Oct 2022 – Aug 2025 & after the project end
7.	Teacher training events	Students and teachers in the 3 partner countries	to test the methodology and the teachers' toolkits in schools in 3 the countries; to collect feedback from the piloting; to improve the TTs and e-resources, and use the final version in the 2 <sup>nd</sup> training cycle	Local trainings as piloting first and posterior validation after the feedback received and the corresponding upgrade	1 coordinator per partner, 2-3 trainers, responsible each partner, reports on the implementation to be delivered to Prosveta Foundation	Sept 2023 – May 2025
8.	Multiplier events	SE sector, teachers, stakeholders, general public from the partner countries	promote awareness raising on the threaten topics, share and disseminate the developed intellectual outputs in the frame of the SENPOWER project	Implementation of multiplier events in the 3 countries, previous dissemination and following evaluation	Hire of conference hall, catering, material to be distributed; responsible BG, PT and TK partners	June - July 2025

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## Target Groups

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The target groups of the SENPOWER project will be reached and actively involved in the project implementation thanks to the preparatory work done by the partners in every region and participating country. Visual, training and awareness tools will be used for spreading the knowledge and results achieved through the project.

Each participating organisation will put in place measures to disseminate and exploit the results of the project: the SENPower methodology and the two resource packs for teachers M4ALL and NS4ALL, the digital flyers, website and Facebook page, and learning outcomes from the trainings of teachers.

Dissemination will benefit from one of the main characteristics of this partnership: the fact of involving a mix of complementary participating institutions, which makes it possible to implement dissemination actions efficiently, effectively and professionally, targeting diverse groups around Europe. The results obtained in the framework of the SENPOWER project will be disseminated to the following actors:

1. **Students between 6 and 11 years old in 3 EU countries with Specific Learning Difficulties, Autism Spectrum Disorders – mild cases and Attention Deficit/Hyperactivity Disorders**, who will achieve:
  - ❖ better attainment levels in Mathematics and Nature Studies;
  - ❖ better overall progress.
2. **Mainstream teachers from the 3 partner countries**, who will:
  - ❖ Improve their skills and competences to support the development of students with Specific Learning Difficulties, Autism Spectrum Disorders – mild cases and Attention Deficit/Hyperactivity Disorders;
  - ❖ Contribute to better attainment levels in Mathematics and Nature Studies of their students;
  - ❖ Learn how to design educational materials in Mathematics and Nature Studies considering the needs of their students.
  - ❖ .
3. The **partner institutions** in order to reach:
  - ❖ Trainers and teaching providers with the aim to provide them with the resources and abilities needed to offer SEN education to the students.
  - ❖ Staff members in charge of school education and policies with the aim to draw their attention on the new skills requirements and use of digital resources in education.
  - ❖ Administrative and technical staff members with the objective of raising awareness of these professionals about the situation of students at risk of social exclusion and what tools of support may be used in the classroom.

4. **Local/regional/national/European authorities** with competences in the area of school education and special needs education. Public officers and policy makers will be addressed with the project results to reach a wider impact on inclusion in European schools. The designed intellectual outputs and the trainings of students in the envisaged group will set a good example for filling the gap in special needs education. Upon validation of the results, the methodology and the two resource pack for teaching specific topics in Mathematics and Nature Studies has the potential of being accredited by national educational authorities as training resources in formal education.
5. **Regional/national and European networks** working on SE, innovation in education, Open Educational Resources, special needs education. The project results will be disseminated through the contact points addressing thousands of relevant European stakeholders; through the partners' networks during different events in other project frameworks organized by the partners or with partners' participation across Europe.
6. **General public in the 3 partner countries** – it is very important to facilitate the access to the project information to the general public. The dissemination plan assumes that the project content will be explained in an easy-to-take way to make the project idea appealing, so that :
  - ❖ Schools become more inclusive and students' achievements raise contributing to both their attainment levels and progress.
  - ❖ Students from the specific target group achieve better levels of attainment in Mathematics and Nature Studies comparing results in 2 consecutive years;
  - ❖ Students achieve better overall progress;
  - ❖ Better levels of involvement in school life of the targeted students;
  - ❖ Mainstream teachers improve their skills and competences to identify the specific learning needs of the students;
  - ❖ Teachers learn how to support students to learn better;
  - ❖ Teachers learn how to adapt educational materials in Mathematics and Nature Studies to meet the needs of the target group of the students.

Indicators for measuring the impact on the main target groups of students and teachers:

#### **GENERAL INDICATORS**

- ✓ the first editions of the 3 intellectual outputs – ready by 08.2023
- ✓ LTTA1: organized by 10.2023, so that the participants can start piloting project results and creating their own EM throughout the school year.
- ✓ LTTA2: organized by 10.2024.
- ✓ 52 foreign participants in LTTA1 and LTTA2.
- ✓ 60 participants in local trainings in Turkey, Bulgaria and Portugal.

- ✓ 112 teachers all together making use of the intellectual outputs during the project life cycle
- ✓ 2700 visitors of the website after uploading the intellectual outputs in the period 08.2023-08.2025
- ✓ 30% or lower bounce rate – the % of first-time visitors who leave the site and never return
- ✓ 450 followers of the FB page.  
**SPECIFIC INDICATORS** regarding the intellectual outputs (SENPower Methodology, M4All and NS4All toolkits) and the set objectives. The overall objective of the project is to be a step forward to more inclusive schools which is to be reached through the several specific objectives (SpO). Indicators of Success (IS), Evaluation Activities (EA) and Milestones (M) regarding the specific objectives:
- ✓ SpO1 (TG1): better levels of attainment in Mathematics and Nature Studies in 2 consecutive years (before and after making use of M4All and NS4All).
  - IS: attainment level raised by 30%;
  - EA1: comparing data about attainment levels in Mathematics in the year prior to implementation and the year of implementation; product – evaluation report “Mathematics”;
  - EA2: comparing data about attainment levels in Nature Studies in the years prior and after the implementation; product – evaluation report “Nature Studies”
- ✓ SpO2 (TG1): progress of each student from TG1 so as to the described SENPower methodology with the specific descriptors for tracking students’ progress.
  - IS: achieved goals in the individual development plan
  - EA: individual development plans for TG1 students and evaluation of the achievement of goals.
- ✓ SpO3 (TG1): better levels of involvement in school life
  - IS: 50% of the indicators have been improved
  - EA: comparing the individual profile of TG1 students at the beginning of the school years and at the end.
- ✓ SpO4 (TG2): Improved skills and competences of TG2 to identify students’ specific learning needs
  - IS: improved skills and competences reported by 80% of participants
  - EA: evaluation questionnaire (EQ) completed by TG2 teachers prior and after LTTA1 and 2 and the implementation stage.
- ✓ SpO5 (TG2): developed specific ways to support TG1 to participate and learn better.
  - IS: improved skills and competences reported by 80% of participants.
  - EA: evaluation polls (EP) completed by TG2 teachers prior and after LTTA1 and 2, and the implementation stage.
- ✓ SpO6 (TG2): skills to adapt and create EM in M&NS considering the needs of the TG1.



- IS: 70% of the newly designed materials need no further intervention by project experts
- EA: evaluation report by the AECE (Portugal).

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## *Dissemination Aspects*

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For this project, the partners will utilize standard organizational formats, templates, logo and mention for beneficiaries of the Erasmus+ Programme for all formal dissemination outputs and activities. The European funding should be visible and clearly stated in all SENPOWER project materials, trainings and multiplier events.

Prosveta Foundation will design the project logo and will provide the partners with the recommended logos to be used for all project related products and documents, uploading them to the common project Google drive.

Each partner will regularly collect proofs of the implemented dissemination activities at local/regional/national level (photos, participants' lists, agendas, presentations, distributed project material, press releases, published articles, etc.) and will upload them to the common Google drive for the needs of the progress and final project reports.

The partners involved in the SENPOWER project want to learn from each other and work out new tools for teachers, students and educational communities. They want to make use of these tools, practically to apply and test new methods. This project has been designed in order to share its outcomes within and outside the participating organisations.

- A solid analysis to identify needs of target groups has been carried out before drafting the project proposal in order to produce tools well suited to address the identified needs - a long-term use of tools is expected.
- During the project, its results will be disseminated among appropriate target groups and therefore made available (and attractive) for them.
- The project team believes that the results will be innovative enough to remain in use by others; the quality control measures will allow taking corrective measures in case they do not work.

- Intellectual outputs resulting from transnational cooperation are always welcome and wide spread among schools, universities and its subordinated units.
- The project results will be used in synergy with other Erasmus+ actions, as the Horizon 2020, regional funds, Europe for Citizens and other programmes, which form part of the partner organizations' strategic management.

All intellectual outputs and results of the SENPOWER project will be provided with an open access to the different target audiences identified, always taking into account the data protection law in regard to the participation of minor students in activities within the dissemination plan and the collection of personal data of the project participants.

The project website will be accessible as a free, dynamic tool for the use of the training modules by schools and stakeholders interested in civic education. Partners are committed to the maintenance of the website and dissemination of the project results for at least 5 years after the project life cycle.

All partners will ensure that within their own organization there is a high awareness and learning gained from the project through promotion in briefings and seminars to internal colleagues.

All project related materials and outputs will be archived by the partners and kept for at least 5 years after the project end, being available for possible audits.

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## *Dissemination Table*

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For this project, the partners will keep track of all dissemination activities describing them timely with the following characteristics:

- Date of event/ publication
- Partner
- Country
- Proof of activity - Link to online publication
- Contents/title of the publication – what is it about?
- Dissemination event – further details of the publication (summary)

Partners will put down the corresponding information in the Dissemination Table [https://docs.google.com/document/d/18nWlwj3WyDlci4JMHxOxC5xDKF\\_EBMFS/edit?usp=sharing&oid=118285436400751154049&rtpof=true&sd=true](https://docs.google.com/document/d/18nWlwj3WyDlci4JMHxOxC5xDKF_EBMFS/edit?usp=sharing&oid=118285436400751154049&rtpof=true&sd=true)

The SENPower dissemination officer will check the table regularly and use the provided information in the regular briefings.

*SENPOWER project vision statement:*

**YOU CAN TEACH EVERYTHING TO EVERYONE  
BUT NOT WITH THE SAME MEANS AND NOT  
FOR THE SAME TIME.**

