Co-funded by the European Union

Project title: "STEAME for Saving Life: Guidelines for developing and implementing Disaster Risk Reduction Education in Elementary School Curriculum"
Project Acronym: STEAME-DRREC
Reference number: 2023-2-CY01-KA210-SCH-000169945
Implementation period: 31 August 2024 – 30 August 2026

STEAME-DRREC

STEAME for Saving Life: Guidelines for developing and implementing Disaster Risk Reduction Education in Elementary School Curriculum

Dissemination Strategy & Plan

(Updated: 9 September 2024)

The dissemination strategy will ensure that awareness about the results of the project is raised, multiply the effects and assist the sustainability of the project. At the same time, we want to use communication and dissemination to support the activities where external non-partnership participants are expected to become active.

The consortium will disseminate the results of the project towards various communities and stakeholders utilizing different ways of dissemination based on the objectives that the project is planning to achieve and always in relation to the project's target audiences. Through our dissemination strategy we want to make the results of the project available to the targets that this project has set its intentions for including targets that have not been directly involved in the project.

Dissemination is a continuous process from the beginning to the end of the project. The target audience are teachers, school teachers and authority policy makers who need to understand the needs and methodology for implementing STEAME-DRREC activities, the suggestions of how to change existing curricula to adapt to STEAME-DRREC framework and how new schools should be designed in order to allow implementation of STEAME-DRREC activities.

More specifically, **the Indicative Target Groups** in general from the partner countries (Cyprus and Greece) are:

a) Teacher, Educational Leaders, Educational Researchers, Teacher trainers
b) Policy makers at national and European level located at national Ministries of Education or Municipalities
c) School pupils
d) Educational Journalists

The end beneficiary is always the school student.

Objectives:

1. Dissemination to create awareness: the partnership will inform people who do not have the specific content knowledge of natural hazards, how important is students' education on Disaster Risk Reduction, for the safety of their lives and others.
2. Dissemination to create understanding: This refers to a number of groups/audiences that we need to target directly with our dissemination, such as teachers, school leaders, ministries of education, and other authority policy makers, so as to promote the implementation of our project's results to school work and curriculum.
3. Dissemination to urge research: This refers to educational researchers that need to be a target we have to disseminate directly our work because the study of Disaster Risk Reduction Education in relation to students' competencies is of vital importance.

Main Target Groups for all partner countries:

Primary target groups:

- Elementary school students
- Elementary school teachers

Secondary target groups:

- School leaders
- Partners' institutions
- Educational institutions and teachers
- Civil protection authorities
- Non- governmental organizations

A detailed dissemination plan is shown below for all project duration and it is agreed amongst all partners for cohesion reasons and maximum results, based on the following 3 chapters:

1. Dissemination on the organization level: all partners will disseminate project information through their networks and related organizational events.
2. Dissemination on the National level: All partners will use their educational related project activities within their countries to disseminate results.
3. Dissemination on the European level: All partners will use their European educational networks to disseminate information. Further channels of this networking will be exploited in order to promote project activities. Also, all partners can disseminate information at European conferences they regularly participate or on public papers on school education.

Activities carried out to share the results of the project beyond the partnership.

As it has already been mentioned, the dissemination will not only include the tools and actions that will be created for this project for dissemination purposes but will also use extensively the networks of all partners for achieving maximum dissemination results.

The dissemination and exploitation strategy will include, among others the following:

1. Periodic electronic newsletters presenting project activities and progress, key events and highlights. (month 6, 12, 18, 24);

2. Presentation of the project's outcome in the public area of the STEAME-DRREC web portal;

3. Editing of a synthetic electronic newsletter, which will outline in a comprehensive manner the achievements, highlighting the importance and usefulness of the output for end users (e.g. policy makers, stakeholders etc). Efforts will be made to communicate main results to teachers that do not participate in the project via plain summaries, as well as to present clearly the main goals of STEAME-DRREC (month 20);

4. Organization of a mini-conference in Cyprus (after the completion of O4) and a workshop in Greece (month 24), where the achieved outcomes of the project will be communicated to the general public and invited stakeholders, increasing their awareness on climate change and natural hazards. The invited stakeholders will be the ministries of education in both countries, directorates of primary education from other regions in Greece, directorates of primary education from other regions in Cyprus and head-teachers from all participating schools;

5. Dissemination activities and advertisements promoting the new methods and competitions will take place throughout Europe, by announcing the aims of the project to Ministries of Education in Europe;

6. Relevant conferences and possibly invited speeches will be used to present the results of STEAME-DRREC for maximum impact;

7. The ERASMUS+ National Agencies will be informed and asked to disseminate the activities to their countries' schools;

8. All partners will use their social media for disseminating STEAME-DRREC activities.

9. Personal communications: One of the primary means of stakeholder outreach in STEAME-DRREC project will be by email. Email will function as one of the primary means of engaging stakeholders.

10. Partners of the consortium will also participate in external events for presenting the project results.

11. Media communications and press releases: As part of its dissemination strategy, the partnership will prepare a project narrative and issue media communications and press releases. In addition to English, press releases will be prepared in partner's languages. The consortium will produce 4 Newsletters. Online social networks are another dissemination tool/channel. The consortium believes this is a good means of outreach to the public. STEAME-DRREC results may be disseminated through popular social networks.

12. A project visual identity includes the project logo, the web banner, PPP template, the project newsletter and covers of project results.

13. Registration at the EU results platform and other dissemination platforms like SCIENTIX.

14. The IPR agreement will also play an important role into the way each one of the partners and any interested stakeholder will refer to and make use of the project results. The IPR agreement will be reflected in the minutes of the kick-off project meeting.

Circulation of the news of the project's aims, objectives and results:
- Through the consortium network and its members;
- Through partners of consortium to teachers, pupils, parents, citizens;
- Through the website window of the project;
- Conferences and seminars;
- Electronic promotion to the pupils and general public (parents);
- Promotion to schools, Ministries of Education, ERASMUS+ National Agencies, Associations, Local and regional authorities, etc.
- The partnership confirms that it already has a good data base for these organizations and a large email data base of European Schools, who will be reached through email communication or through newsletter recipients;
- STEAME DRREC Course promotion on EPALE Course Base for teachers and other sites;
- Related electronic flyer/newsletter to be sent to the data base of receivers;
- Measures to ensure optimal use of the results;
- Other conferences and possibly invited speeches will be used to present the results for maximum impact;
- The ERASMUS+ National Agencies will be informed and asked to disseminate the activities to their countries' schools;

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Responsibility for the dissemination activities within the partnership and resources.

All partners will be responsible for dissemination activities. Each partner organization has the necessary experience in implementing various kinds of European and national projects, and thus is able to provide the necessary conditions for the dissemination activities. To ensure EU coverage of the project results dissemination activities will be carried out simultaneously by all partners. The contribution of all partners of the consortium is considered valuable and critical in reaching the dissemination goals. Each partner will undertake dissemination in their respective country and will contribute to the promotion of the project at national and European level. Organizations will include project information on their websites, and profiles on social networks.

The dissemination plan is developed by the Cyprus Mathematical Society (CY.M.S.) and the partners' representative. The CY.M.S. will have responsibility for finalizing the dissemination plan that will run throughout the whole project. Once this plan is agreed and dissemination actions are created, then each partner will be responsible for implementing the dissemination activities for their countries and beyond.

The coordinating organization will also include all the appropriate mechanisms for measuring performance and the impact of the dissemination activity, such as questionnaires, participants' lists, database of target group and stakeholders and a monitoring tool for all awareness raising activities at local, regional, national and EU level. The partners will have the responsibility of reporting all dissemination activities on a 6-month basis, sending dissemination report of each project activity to the lead partner and the project coordinator. The PM will also gather and compile all feedback received by the partners. This will form the evidence for all dissemination events and activities partners have undertaken in the project.

A final dissemination report will be compiled at the end of the project, with an analysis of all dissemination activities carried out within the partnership, the feedback received, the monitoring tool with all the activities and the supporting evidence.

Specific Actions and Expectations

Measures to ensure optimal use of the results:

- Conferences and seminars on STEAME DRREC;
- The STEAME DRREC training course to be developed by the project will support this.
- Other conferences and possibly invited speeches will be used to present the results for maximum impact;
- The project and partners' website, where all the results will be published as Open Educational resources in a downloadable version under the Creative Commons License;
- Partners' social media channels, which shall be used to inform about the publication of the Results;
- STEAME-DRREC results will feed into the Erasmus+ Project Results Platform;
- The eTwinning (Electronic Twinning) and School Education Gateway-SEG (School Education Gateway) digital platforms will be used within the program, while the Selfie digital tool will allow Participating organizations to provide feedback on the degree of innovation of their practices.
- The project's products will remain available as needed on the partner organizations' websites;
- The ERASMUS+ National Agencies will be informed and asked to disseminate the activities to their countries' schools;

Expected impact of Dissemination Plan:

The partners will pursue to create synergies with other relevant EU funded projects that are going to be approved during this new funding period and also with projects that are currently being implemented in the field, aiming to provide the most effective tools for teachers and school leaders. The project will prioritize the dissemination of the project's results to school, relevant stakeholders, namely bodies, entities, and organizations involved in the project collaborations with the aforementioned stakeholders will be pursued throughout the project, and the dissemination of major outputs is expected to contribute to establishing further synergies between the consortium and stakeholders. This collaboration and the transfer of know-how and experiences from other projects will help the partners in their future activities either for the expansion of the current project to other interested countries or for new projects in the field of School Education similar objectives.

Guidelines:

I. Target groups for dissemination

- Students of Age 6-12
- School teachers teaching pupils of age 6-12
- Teachers and School Leaders
- Teachers Educators
- Parents
- Policy makers
- Education Authorities

II. Information to be shared

- To teachers (>30) who will participate in the pilot course;

- Multiplier events in each partner country, a Mini Conference in Cyprus (after the completion of O4) and a workshop in Greece (month 24) to be attended by ministries of education from both countries, directorates of primary education from other regions in Greece, directorates of primary education from other regions in Cyprus and head-teachers from all participating schools;
- Post native content about the STEAME DRREC project in itself (redirecting to different pages of the website)
- Share media articles about STEAME DRREC activities
- Practical information about the implementation of the project (behind the scenes information like meetings, etc.)

III. Language

Share content in all languages of the partnership, and not only in English.

IV. Organizations and people to follow:

- EPALE
- EU politicians of the countries in the partnership
- EU Commissioners
- Schools and School Forums
- Education Authorities

V. Outreach indicators

For the final report, we will examine the statistics namely:
- Visits to website window;
- Number of teacher participant in the pilot course;
- Number of newsletter registrations
- Number of publications in International/National scientific Journals/Conferences;
- Number of stakeholders involved in the final workshop;