R6. Dissemination and Sustainability plan

Dissemination level	PU-Public
Type of deliverable	Report
Deliverable leader:	Aristotle University of Thessaloniki
Status - version, date:	Final

Erasmus+ KA210-SCH, Agreement no: 2023-2-EL01-KA210-SCH-000171311, The project "PuppetTheatre INTEGRation in school education for social inclusion of vulnerable and marginalized groups (Puppet INTEGRATE)" is co-funded by the European Union. https://www.puppetintegrate.eu/]

European Programme Erasmus+ KA210-SCH
(Small-Scale Partnership in School Education)

Project: Puppet Theatre INTEGRation in school education for social inclusion of vulnerable and marginalized groups (Puppet INTEGRATE)
Agreement no: 2023-2-EL01-KA210-SCH-000171311
Website: https://puppetintegrate.eu/language/en/home/

Disclaimer: The material of the project reflects only the author's views. The European Commission's 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 or the Hellenic National Agency cannot be held responsible for any use which may be made of the information contained therein.

Contents

European Programme Erasmus+ KA210-SCH 2

Summary 4

1. Introduction 4

1.1. Project Information 5

1.2. Impact 5

1.3. Communication and dissemination objectives 6

2. Strategy 7

2.1. Communication strategy and activities 7

2.2. Project identity 8

2.3. Communication material 9

2.4. Mailing Lists 9

2.5. Website 9

2.6. Social Media Presence 11

3. Events 14

3.1. Workshops 14

3.2. Training activities 15

3.3. Conferences 15

3.4. Final event 15

4. Sustainability plan 16

Table of figures

Figure 1. PuppetIntegrate logo 9
Figure 2.Facebook homepage 12
Figure 3. Instagram homepage 13
Figure 4. Youtube channel 14

Erasmus+ KA210-SCH, Agreement no: 2023-2-EL01-KA210-SCH-000171311, The project "PuppetTheatre INTEGRation in school education for social inclusion of vulnerable and marginalized groups (Puppet INTEGRATE)" is co-funded by the European Union. https://www.puppetintegrate.eu/]

Summary

This deliverable aims to describe the initial dissemination, communication and sustainability plan of the PuppetIntegrate project. The document is the direct outcome of A4. Dissemination Strategy and Final Event documenting the plans for the dissemination and communication activities, while also delivering the initial versions of the communications channels (project portal and social media) and dissemination materials (leaflet, poster, project templates).

The strategy here defined will lead to the communicative dissemination of the project's presence and its results. The plan defined to achieve the strategy goals will focus on how to raise awareness through the different target groups, the communication and dissemination goals, how to achieve them, the expected results, impact of the project and disseminating the results generated within the project

It must be noted that this plan is dynamic and will be updated through the PuppetIntegrate project.

1. Introduction

This Communication and Sustainability Plan outlines the strategic framework for ensuring the visibility, engagement, long-term impact, and continuity of the project both during and beyond its implementation period. It serves as a guiding document to communicate the project's goals, values, activities, and results to a diverse range of stakeholders, including educators, schools, cultural institutions, policymakers, and the broader public, while also ensuring that its outcomes remain relevant, accessible, and operational in the long term.

The project focuses on the implementation of puppetry training activities with teachers as well as the development of an online learning platform that provides training activities in puppetry for schools, aiming to enrich educational practices through creative, inclusive, and arts-based methodologies. As such, effective communication is essential not only to disseminate the project's outputs, but also to build a community of practice, promote cultural participation, and advocate for the integration of creative arts in education.

At the same time, sustainability is a critical dimension of the project's strategy, ensuring that the platform, training materials, and partnerships established during the project continue to benefit users well beyond the duration of the funding. This plan therefore combines communication and sustainability efforts into a coherent roadmap that addresses the needs of both short-term dissemination and long-term viability.

Erasmus+ KA210-SCH, Agreement no: 2023-2-EL01-KA210-SCH-000171311, The project "PuppetTheatre INTEGRation in school education for social inclusion of vulnerable and marginalized groups (Puppet INTEGRATE)" is co-funded by the European Union. https://www.puppetintegrate.eu/]

The following sections outline key objectives, target audiences, tools, channels, and activities for communication. Together, these elements support the overall mission of the project: to make puppetry-based learning an accessible, enduring, and impactful tool for teachers and learners across diverse educational settings.

1.1. Project Information

The main aim of this project is thus to support better inclusion of Roma and migrant children in education through various activities. The project aims to facilitate the social inclusion of vulnerable groups of children (such as migrant students, those at risk of dropping out, and students with special educational needs) by supporting their cultural adaptation process and reducing the discrimination they face and empowering the children themselves. The project serves these three goals for a sustainable planet: 4TH-QUALITY EDUCATION, 10TH-FEWER INEQUALITIES, 5TH-GENDER EQUALITY. This method uses the puppet as a mediator between educators and children, presenting them with various anti-discrimination scenarios. It is a method whose primary goal, in addition to emotional literacy, is to teach children to recognize injustice in society, especially injustice that happens among them to other children and how to react to it. Training educators and facilitators working with vulnerable children through puppetry art will achieve such an outcome. Throughout this project, the consortium will draw attention mainly to the mobilization of educators and facilitators through puppetry, creation and inspiration. We offer a theatrical interactive tool for schools capable of reaching even the most remote areas through digital accessibility. The project aims to provide educators and facilitators who work with vulnerable children with concrete training in puppetry art.

1.2. Impact

A solid and coherent dissemination strategy will be elaborated in the framework of the Activity 4 to ensure that the project results will be known by the target groups and stakeholders of the project. The following tools will be developed: a)Dissemination Plan: The dissemination and communication plan consists of the following components: i) definition of the key outputs of the project; ii) mapping of target groups; iii) selection of the most appropriate dissemination channels; iv) definition of the specific activities to take place; v) establishment of a time-plan for the dissemination activities and vi) identification of the dissemination tools and materials to be developed, b) general style for the project, including logo, and

standardisation of document layout; c) newsletters and press releases d) project website:

The creation of a website is necessary, as every user will be able to find gathered the information related to the project. Visitors will be informed about the project in general, its purposes, its actions and all the events and the news related to it. Also, on the website, the visitors can find all the contact information and register for the newsletter, e) Social Media: Nowadays, communication with the public is more effective through social media. As part of the project, accounts will be created on the most popular networks: Facebook, Instagram, LinkedIn, and YouTube. On a frequent basis, posts will be made about the actions and events of the project to communicate them to the public, so that the interested parties can either participate in them or be informed about their progress. Also, material (photos and videos) will be posted, and people will have the opportunity to share their thoughts either through private messages or through comments. Our dissemination activities will include a multidimensional way of engaging as many as possible and as many as different key-persons and institutions inside and outside the partnership –including our associated partners and networks. The proposal identifies the project outcomes that can be communicated to the appropriate target audiences. To reach the target groups for dissemination, an identifying effective set of measures and methods will be used. Depending on the scope and scale of the project, planned distribution and utilization activities will enable the best possible use of the results at the local, regional, national, and/or European level. Local communities, schools, municipalities, families, organisations supporting international mobility. 2. Professional networks of stakeholders and practitioners for cultural understanding, youth education and animation, digital services, linguistic services 3. Public bodies, local authorities, public institutions, especially those who are engaged in sustainability and diversity inclusion, as they may receive a high number of inquiries regarding how to implement techniques on these topics by EU policies.

1.3. Communication and dissemination objectives

The communication activities are driven through the following objectives, which are directly linked with the different phases of the project and the corresponding targeted audiences:

• To create awareness of the project among the full range of potential adopters/users in the general public.

• To provide a clear view of the project's concept, goals and results by formulating adapted key messages, and preparing communication material.

• To create an active community of potential users and collect feedback to be considered by the project's activities.

• To prepare the ground for the exploitation of the project's results.

• To support targeted dissemination of the project's results

2. Strategy

The strategy includes developing a project corporate image, communication toolkit and website active at M3, ii) developing and curating a social media community, iii) organizing two workshops in Greece and Poland, iv) organizing puppetry training activities for stakeholders v) participating in relevant conferences in the field, vi) and organizing a final conference

2.1. Communication strategy and activities

Communication activities in PuppetIntegrate are intimately linked to internal communication aims to aggregate information coming from project partners and coordinator to on-ongoing training activities, workshops, events, etc. and add value through publicity and diffusion through the project's dissemination channels.

To promote the project and its findings to the different target audiences identified in the project's Communication and Dissemination Plan, all consortium partners can make use of the range of communications tools and channels available. The project website and social media channels, the newsletters, promotional material, etc. aim to consistently reflect partner activities and successfully support outreach actions

2.1.1 Target audience

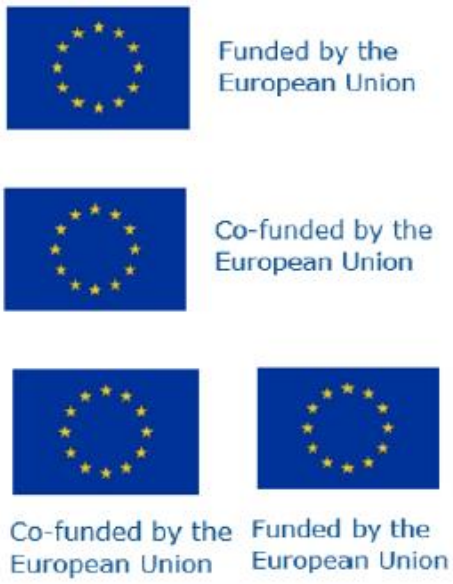
The classification of target groups is crucial not only for effective outreach but also for the overall success of the PuppetIntegrate project. Tasks within the project will require engagement with these groups to Schieve their objective.

Erasmus+ KA210-SCH, Agreement no: 2023-2-EL01-KA210-SCH-000171311, The project "PuppetTheatre INTEGRation in school education for social inclusion of vulnerable and marginalized groups (Puppet INTEGRATE)" is co-funded by the European Union. https://www.puppetintegrate.eu/]

Target audience	Brief description, benefits and related impact
Students	Children with migrant and Roma backgrounds are often culturally marginalized within the formal education system
Teachers, Pedagogical workers	Teachers, school counsellors and school leadership representatives in primary and secondary schools, student dormitories, and other educational institutions
Policy makers	This group includes local, regional, national and EU-level authorities responsible for shaping policies in school education and learning development

2.1.2 EU emblem

All communication and dissemination activities must clearly show that the project is supported by the European Union. This applies to everything from events and website to visual materials and publications. Most importantly, the EU emblem must appear on all communication materials and follow the rules outlined in the grant agreement or grant decision



2.2. Project identity

As part of the strategy, a brand PuppetIntegrate identity has been designed for the project dissemination and communication activities.

Project logo is presented below. Its associated concept is Puppetry and Inclusion represented by the legs without the body and the many hands.



Figure 1. PuppetIntegrate logo

2.3. Communication material

Graphical layout guidelines

As part of the communication materials, the template for official deliverables, minutes from internal meetings, working documents and PowerPoint templates were designed and delivered to partners. Examples are presented below

2.4. Mailing Lists

The following mailing lists have been created for the internal/external communication of the consortium.

- partners@puppetintegrate.eu
- teachers@puppetintegrate.eu

2.5. Website

The official PuppetIntegrate project website was launched in June 2024 (M3) and is accessible at https://puppetintegrate.eu/. The website is created to ensure the online presence of the project, providing general information about the project, and the consortium, its scientific publications aiming to state current

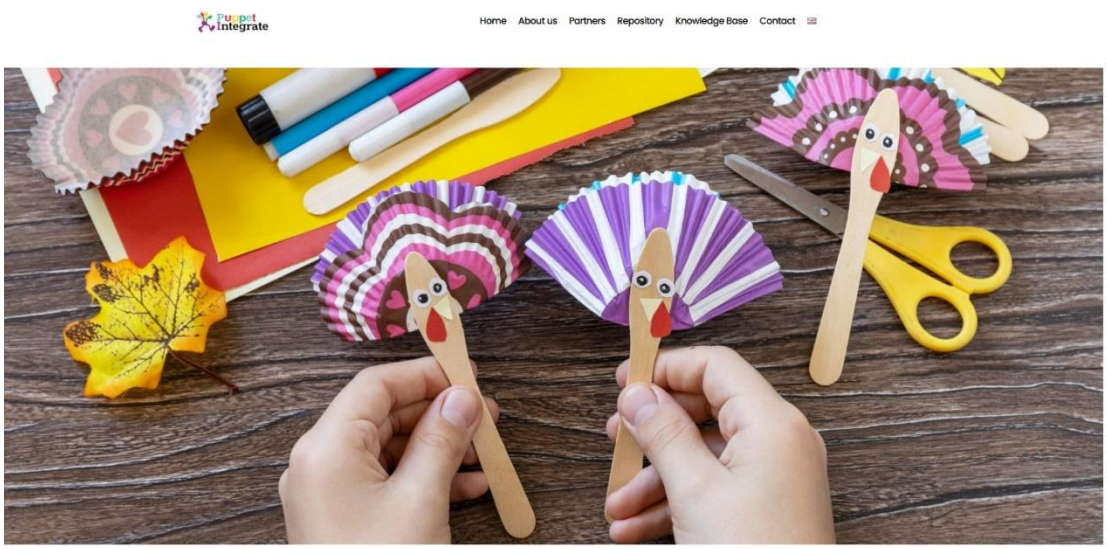
developments and to promote the project activities. The website is in English, Greek and Polish.

The website is structured into the main sections: Home, About, Partners, Repository, Knowledge Base and Contact each designed to deliver essential information clearly and efficiently.

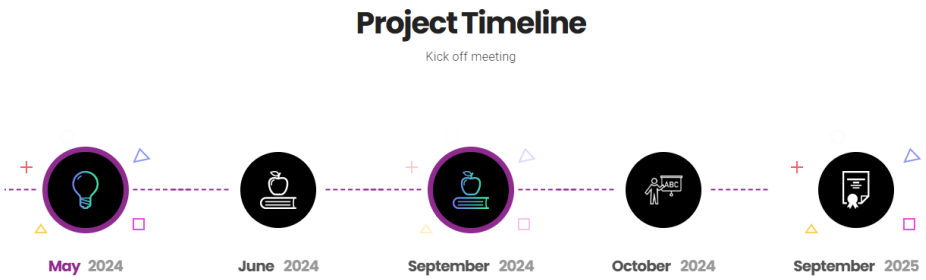
Home	
About	Description of the project; presentation of the partners; objectives, WPs structure, contacts, methodology.
Partners	General description of the partners with the link to reach each website
Repository	Link to the PuppetIntegrate Repository
Knowledge Base	Downloadable resources such the published project deliverables as useful guidebooks, etc. and the scientific publications of the project
Contact	General information for contact that will be linked with the Coordinator of the project

2.5.1 Home page

At the homepage, the consortium will publish the related project news to inform public for the project progress or articles/news area for project news.



A graphical representation of the project phases is provided, aiding users in understanding the project's timeline.



2.5.2 About

The About page delves into the project's methodology, emphasizing the core challenges, CareUp's innovative solutions, and the expected impact

2.5 3 News

News page acts as the central hub for the project's news items and blog posts, offering the latest updates from both the project and the healthcare sector. All content follows a uniform design format, ensuring consistency and a professional appearance across articles and updates

2.6. Social Media Presence

In order to maximize the impact and dissemination of the PuppetIntegrate project, three social network accounts were created, one on Youtube, one in Facebook and another on Instagram.

Partners are invited to share and forward relevant information

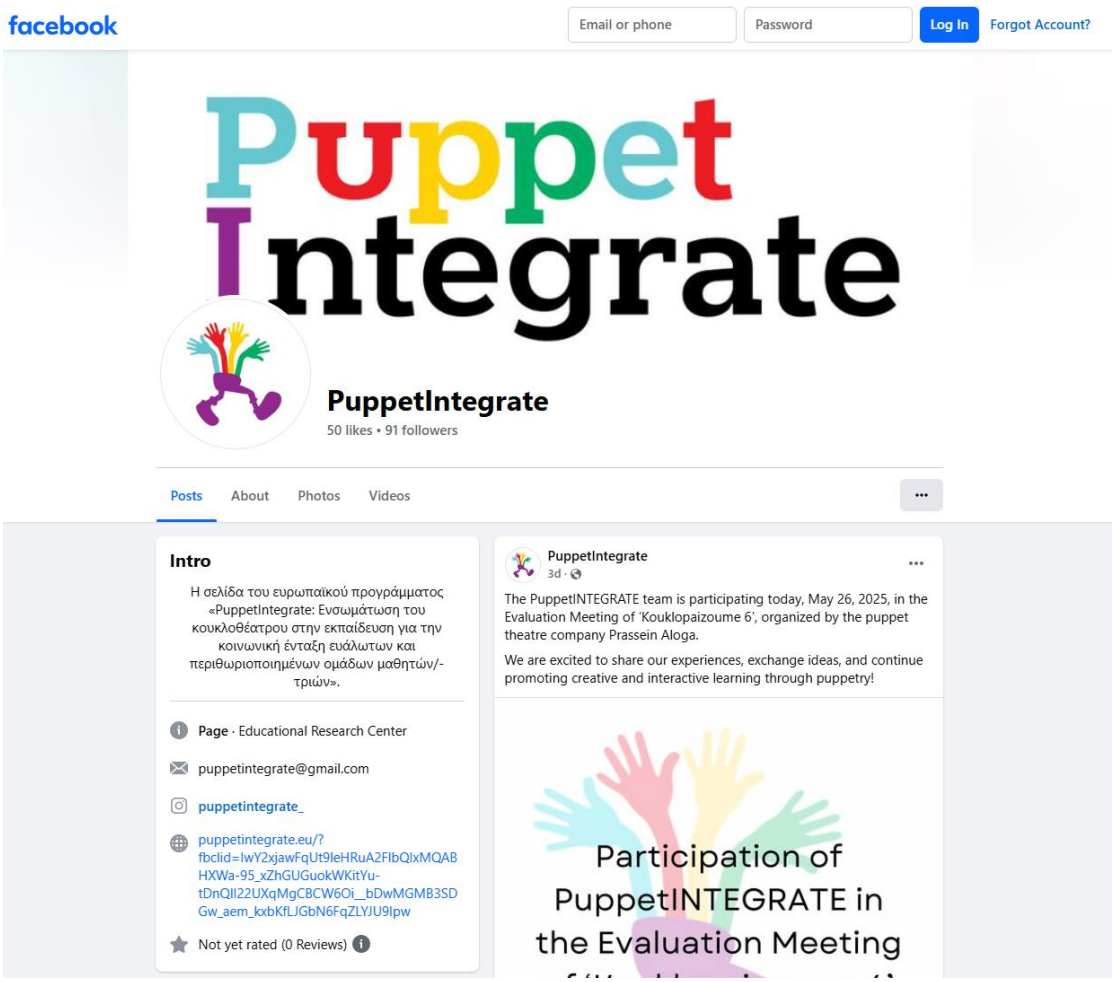
Facebook homepage

The PuppetIntegrate project has established a presence on Facebook, recognised as one of the key platforms for engaging with teachers, educators, and policy makers. Through

Erasmus+ KA210-SCH, Agreement no: 2023-2-EL01-KA210-SCH-000171311, The project "PuppetTheatre INTEGRation in school education for social inclusion of vulnerable and marginalized groups (Puppet INTEGRATE)" is co-funded by the European Union. https://www.puppetintegrate.eu/]

the facebook page, regular updates, project milestones, event invitations, and engaging content are shared to keep stakeholders informed and involved.

Figure 2.Facebook homepage



Instagram homepage

The project Instagram web page was created to engage educational stakeholders and raise awareness of the project's workshops, training activities, and school-focused initiatives. As a dedicated communication platform, the page aims to inform, inspire, and involve key audiences—including teachers, students, school leaders, and parents—by providing timely updates and visually engaging content related to the project's educational goals.

Through regular posts, stories, and interactive features, the Instagram page highlights upcoming training opportunities, documents workshop outcomes, and showcases best practices being implemented in schools. It serves as an accessible channel to share event announcements, participant testimonials, and

practical resources, while also fostering a sense of community and collaboration across educational institutions.

By leveraging Instagram's wide reach and interactive capabilities, the page is designed to increase visibility, encourage participation in project activities, and strengthen stakeholder engagement in the project's mission to enhance learning environments through targeted training and capacity-building initiatives.

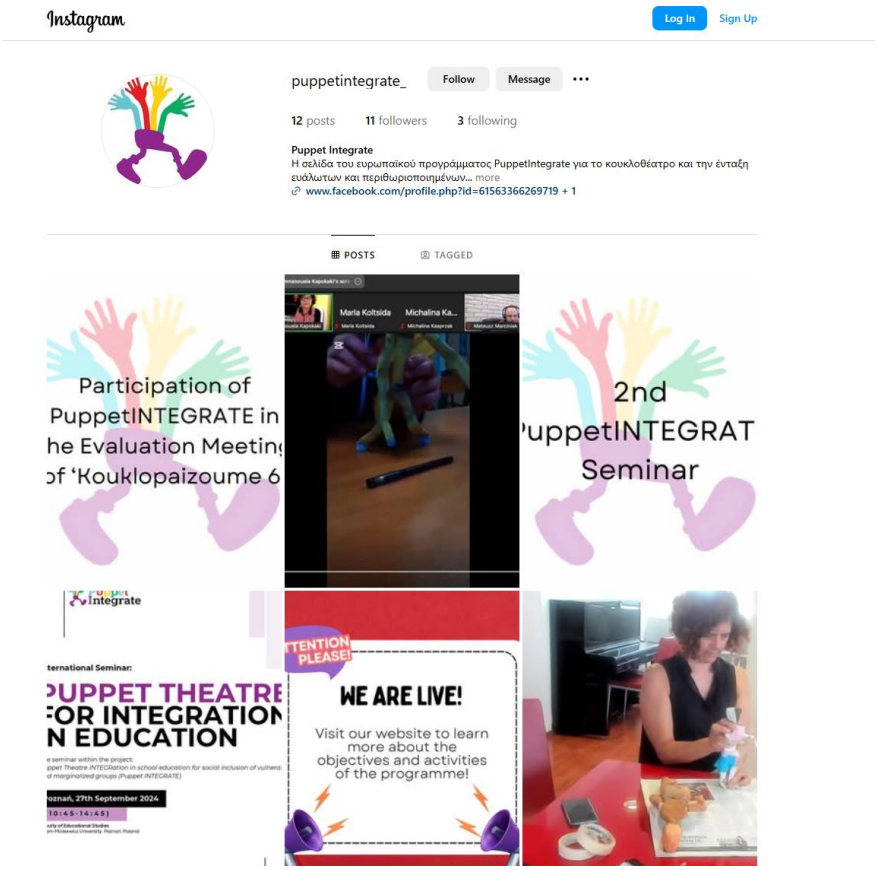


Figure 3. Instagram homepage

Youtube channel

To support the promotion of audiovisual content such as workshops, training activities and improvisations a Youtube channel was set up in June 2024. This channel will serve as a central platform for sharing project's audiovisual material, aligning with the strategies used for PuppetIntegarte social media pages.

Erasmus+ KA210-SCH, Agreement no: 2023-2-EL01-KA210-SCH-000171311, The project "PuppetTheatre INTEGRation in school education for social inclusion of vulnerable and marginalized groups (Puppet INTEGRATE)" is co-funded by the European Union. https://www.puppetintegrate.eu/]

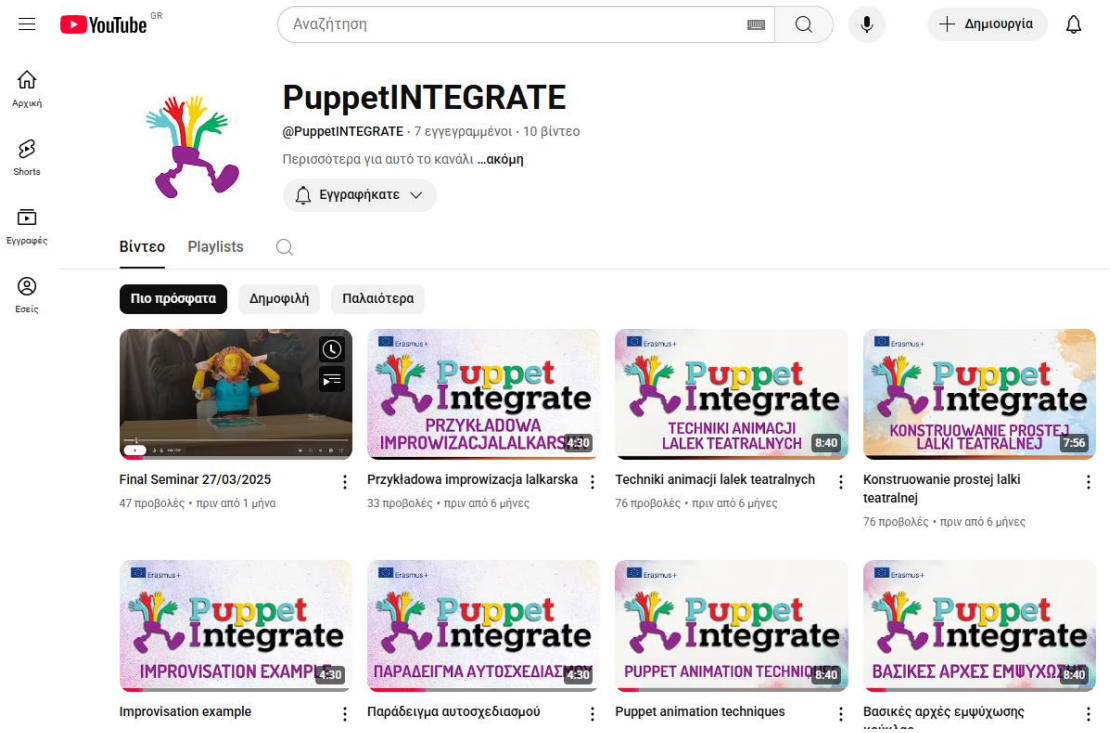


Figure 4. Youtube channel

The Youtube channel is named "PuppetIntegrate" and will host all the project's audiovisual content created as part of the dissemination, communication, and outreach activities.

3. Events

3.1. Workshops

The project will organize two workshops in the partner's countries (Greece and Poland). The following list presents the planned workshops within PuppetIntegrate project, as outlined in the action plan.

- Workshop in Thessaloniki

Type of participants	KPI	Month
Teachers of Primary and Secondary Education	~100	M3

- Workshop in Poznan

Type of participants	KPI	Month
Teachers of Primary and Secondary Education	~50	M3

Erasmus+ KA210-SCH, Agreement no: 2023-2-EL01-KA210-SCH-000171311, The project "PuppetTheatre INTEGRation in school education for social inclusion of vulnerable and marginalized groups (Puppet INTEGRATE)" is co-funded by the European Union. https://www.puppetintegrate.eu/]

3.2. Training activities

PuppetIntegrate will organize training activities starting on M6. The PuppetIntegrate team will send invitations to participants using the mailing lists.

Name	KPIs	Month
Seminar 1	40 teachers	M6
Seminar 2	40 teachers	M7
Seminar 3	40 teachers	M8
Seminar 4	40 teachers	M11
Seminar 5	40 teachers	M12

3.3. Conferences

The project plans to submit articles for publication in conference proceedings and peer-reviewed journals, both within Europe and globally. Conference papers will serve as an essential platform for introducing innovative ideas, presenting the project's progress, and refining research questions. These publications will also contribute to fostering further research activities that can build upon PuppetIntegrate's findings and help drive important results in the involvement of puppetry in school education.

Based on the partners' scientific capacity and resources assessment, a selection of conferences have been identified which are considered highly relevant to the scope of PuppetIntegrate.

Title	Topic	Location	Dates	Target Group(s)
Kouklopaizoume	Teachers Education	Online	27/5/2024	Educators
International Conference in Poznan (AMU)	Teachers Education	Online	23/6/2025	Educators
ICTED 2025	Teachers Education	Drama	9-11/5/2025	Educators

3.4. Final event

The final conference will present the outputs from the project and invite delegates to consider how they might make use of them. The Final Conference is aimed at an audience of around 100 participants.

Erasmus+ KA210-SCH, Agreement no: 2023-2-EL01-KA210-SCH-000171311, The project "PuppetTheatre INTEGRation in school education for social inclusion of vulnerable and marginalized groups (Puppet INTEGRATE)" is co-funded by the European Union. https://www.puppetintegrate.eu/]

4. Sustainability plan

The final phase of the exploitation and sustainability of the project focuses on the practical use and long-term sustainability of the project's output. The sustainability plan outlines the strategic approach to ensuring the long-term viability, educational impact, and social inclusion of PuppetIntegrate project that delivers puppetry training activities for schools across Europe and beyond. The platform will be designed to support educators in integrating puppetry into formal and non-formal education, enhancing student creativity, communication, and social-emotional learning.

Financial and Operational Sustainability

1. To ensure continued operation and growth beyond the project funding period, the platform will adopt a diversified and scalable business model, including:

2. Institutional Partnerships: Collaborations with schools, municipalities, and cultural institutions will create long-term service agreements for teacher training and curriculum integration.

3. Grants and Public Funding: The platform will continue to seek support from national and EU-level funding schemes (e.g., Erasmus+, Creative Europe, local ministries of education and culture).

4. Workshops and Certification: Additional revenue will be generated through online or hybrid teacher training sessions and certification programs in puppetry education.

5. Low-Cost Operation: The use of digital content delivery and open-source technologies ensures that platform maintenance costs remain low and scalable.

Educational and Social Sustainability

The platform will ensure lasting impact on education by:

1. Curriculum Integration: Content will be aligned with EU key competencies for lifelong learning and national education standards, enabling schools to adopt puppetry as a tool for language learning, social-emotional education, and inclusive pedagogy.

Erasmus+ KA210-SCH, Agreement no: 2023-2-EL01-KA210-SCH-000171311, The project "PuppetTheatre INTEGRation in school education for social inclusion of vulnerable and marginalized groups (Puppet INTEGRATE)" is co-funded by the European Union. https://www.puppetintegrate.eu/]

2. Teacher Empowerment: Teachers will be equipped with practical guides, lesson plans, and creative methodologies to apply puppetry in classrooms independently, beyond the duration of the project.

3. Inclusive Design: Special efforts will be made to include diverse learners, including students with special educational needs, by offering differentiated content, accessibility features, and multilingual support.

Environmental Sustainability

Although primarily digital, the platform promotes environmental responsibility through:

1. Sustainable Practices in Puppetry: All physical activities will encourage the use of recycled or eco-friendly materials in puppet-making and stage creation.

2. Green Hosting and ICT Efficiency: The platform will be hosted using environmentally responsible web services and optimized for energy-efficient performance.

3. Reduction of Travel and Material Waste: By offering remote teacher training and digital resources, the project significantly reduces its carbon footprint compared to traditional face-to-face workshops.

Scalability and Future Replicability

The platform is designed with scalability in mind:

1.Modular Content: Training modules can be adapted to different age groups, curricula, and languages, making the platform suitable for a wide range of educational contexts across Europe.

2. Community Building: A growing network of teachers and artists will be supported through an online community, peer exchanges, and shared best practices.

3. Transferability: The project's model can be replicated or adapted in other cultural and educational sectors (e.g., theatre education, storytelling, digital arts).

4. Monitoring and Evaluation: A robust impact assessment framework will be implemented, measuring educational outcomes, user engagement, and social reach, supporting ongoing improvement and accountability.

Erasmus+ KA210-SCH, Agreement no: 2023-2-EL01-KA210-SCH-000171311, The project "PuppetTheatre INTEGRation in school education for social inclusion of vulnerable and marginalized groups (Puppet INTEGRATE)" is co-funded by the European Union. https://www.puppetintegrate.eu/]