



D7.1. DISSEMINATION PLAN



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LIST OF ACRONYMS AND ABBREVIATIONS

EC	European Commission
EU	European Union
DL	Dissemination Leader
GA	Grant Agreement
EACEA	European Education and Culture Executive Agency
WP	Work Package
WPL	Work Package Leader
GDPR	General Data Protection Regulation

LIST OF PARTNERS

No	Partner	Country	Acronym
P1	European University Cyprus	CYPRUS	EUC
P2	National and Kapodistrian University of Athens	GREECE	NKUA
P3	Sofia University St Kliment Ohridski	BULGARIA	UNISOFIA
P4	West University of Timisoara	ROMANIA	WUT
P5	University of Lodz	POLAND	UL
P6	University of Palermo	ITALY	UNIPA
P7	Cyprus Pedagogical Institute	CYPRUS	CPI
P8	Institute of Educational Policy	GREECE	IEP
P9	Ministry of Education	ROMANIA	Ministry of Education
P10	Athens Lifelong Learning Institute	GREECE	ALLI
P11	Mediawise Society	ROMANIA	Mediawise
P12	Lodz Centre of Teacher Training and Vocational Education	POLAND	ŁCDNiKP
P13	CESIE	ITALY	CESIE
P14	Research Innovation and Development Lab	GREECE	ReadLab
P15	European Association for Viewers Interests	BELGIUM	EAVI
P16	ALL DIGITAL	BELGIUM	AD

EXECUTIVE SUMMARY

Dissemination Plan frames the communication and dissemination activities to raise the visibility of the **Teachers 4.0 Digital project**, to engage project stakeholders and to share the project results by defining target groups, key messages, communication tools and channels.

This document provides guidance for all project partners with a clear task division and calendar of activities. It also sets the activities and KPIs to monitor communication and dissemination activities and measure the impact.

1. INTRODUCTION

1.1. Description of the deliverable

This document is the official deliverable **D7.1 Dissemination Plan** of the **Teachers 4.0 Digital** project funded by the European Union's Erasmus grant - Partnerships for Innovation - Forward Looking Projects (**Project: 101132893 — ERASMUS-EDU-2023-PI-FORWARD**).

The Dissemination Plan frames the communication and dissemination activities to raise the visibility of the **Teachers 4.0 Digital project**, to engage project stakeholders and to share the project results by defining target groups, key messages, communication tools and channels.

This document provides guidance for all project partners with a clear task division and calendar of activities. It also sets the activities and KPIs to monitor communication and dissemination activities and measure the impact.

The plan will be updated as needed throughout the project duration based on the evaluation and analysis of the communication and dissemination activities, experiences with the various communication tools and channels, project needs and partners' feedback.

1.2. Project summary

Digital literacy and tackling disinformation are among the top three digital skills needed for the 21st century. Teachers need to be equipped with necessary knowledge and skills to empower their students to think critically, make informed choices online and stay safe whilst continuously building their resilience in the digital world.

Teachers 4.0 Digital offers a large-scale capacity building implementation for initial training and continuous professional development of teachers and educators across Europe with focus on Bulgaria, Cyprus, Greece, Italy, Poland and Romania.

The project partners will work together to achieve the following objectives:

- **Development of a comprehensive curriculum** that will guide teachers and educators in the ways they may cultivate to their students the necessary skills to thrive in the digital age.

- **Design of a University course** on the topic of promoting media and digital literacy and combating disinformation: In addition to integrating elements of media and digital literacy into all initial teacher education courses, a specific course on tackling disinformation, building resilience, as well as media and digital literacy will be developed as a separate course.
- **Development of an e-Learning platform** for the upskilling of thousands of primary and secondary school education teachers and educators that will offer the Teachers 4.0 Digital course in a blended learning format in six European languages: Bulgarian, English, Greek, Italian, Polish and Romanian.

The ultimate aim of the project is the delivery of a large-scale upskilling activity involving over 2.000 in-service teachers/educators and teachers-to-be in the countries involved to help them:

- acquire knowledge and skills related to media and digital literacy,
- update their knowledge on contemporary media used by children and adolescents,
- change their attitudes towards the role, importance and future implications of contemporary media,
- strengthen their commitment to promote media and digital literacy in their classrooms.

The project aims to create a wider impact by initiating a public debate with the involvement of all relevant stakeholders, contributing to a policy reform on media and digital literacy education at national and European levels, and to provide a long-term comprehensive guidance on issues relating to tackling disinformation and promoting media and digital literacy.

2. DISSEMINATION PLAN

ALL DIGITAL has developed a Dissemination Plan containing a detailed activity plan with the target audience, key messages, tools, and channels to be used with a general timeline and main KPIs defined. The Dissemination Plan was shared with all partners for review and was finalised with the integration of their feedback and contributions.

Figure 1 – Teachers 4.0 Digital Dissemination Plan in a nutshell



2.1. Description of the Work Package

WP7 - Dissemination and Exploitation focuses on communication, dissemination and exploitation of the key results from the Teachers 4.0 Digital project. It's a transversal WP that is linked to all main project objectives as it contributes to the promotion of project results and the awareness-raising activities promoting media and digital literacy, as well as tackling disinformation in European classrooms.

As the WP7 leader, ALL DIGITAL leads the communication and dissemination actions of the Teachers 4.0 Digital project including the drafting of the Dissemination plan, as well as the creation and management of communication and dissemination tools and channels, whereas CESIE provides a supporting role in the coordination of national workshops.

All partners will work together to carry out dissemination actions throughout the project both at national and European levels. ALL DIGITAL will coordinate the activities to ensure the consistency with the plan and keep a central monitoring report for all the communication and dissemination activities run by the partners to ensure continuous reporting.

WP7 is closely linked with WP6 - Policy Dialogue and Policy Reform, which foresees meetings with MEPs in Brussels and national policy roundtables in participating countries.

A final project conference will be organised by ALL DIGITAL and EAVI in Brussels towards the end of the project to highlight the project outcomes, to inform policy makers and relevant authorities on the significance of media and digital literacy training of teachers and educators and to mainstream project outputs on a national level.

Using the input of project partners, a separate exploitation and sustainability strategy will be drafted by EAVI and AD at the final stage of the project to present coherent and realistic recommendations and plans to ensure the ongoing use, development and implementation of the Teachers 4.0 Digital project approach on a sustainable basis, beyond the lifetime of the project.

2.2. Dissemination objectives

The communication and dissemination activities of the Teachers 4.0 Digital project is based on the following general objectives:

- Promoting the project and its activities to a wider audience.
- Raising awareness on the key role of education and training on media and digital literacy and tackling disinformation.
- Reaching out to, informing, and involving the end-users of the project (universities and adult learning providers)
- Engaging a wider network of stakeholders in the project activities.
- Disseminating the project results

2.3. Components and methodology

The Dissemination Plan outlines an overall strategy aiming at maximising the impact of the Teachers 4.0 Digital project through communication and dissemination activities based on the following definitions:

- **Communication:** a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

- **Dissemination:** to make the results of a project public (by any appropriate means other than protecting or exploiting them, e.g. scientific publications).

Source: [EC Research & Innovation Participants Portal Glossary](#)

The Dissemination Plan will:

- Focus on **specific communication actions during the first year of the project** to develop and strengthen the Teachers 4.0 Digital brand, to raise awareness about the project, its objectives and the key role of teachers and educators in promoting media and digital literacy and tackling disinformation in European classrooms with an overall objective of triggering interest among stakeholders on project activities and future training offers.
- Intensify **targeted dissemination actions in the second year of the project** to engage stakeholders in project's activities, support the recruitment for courses and piloting activities for pre-service/in-service teachers/educators and widely share the project deliverables/results as they become available.

2.4. Target audience

The main target audience groups of the project are:

- Educators, teachers and teaching staff at all levels
- Staff of participating organisations: Public authorities, universities, adult education providers and European networks participating in the project
- Policymakers at local, national, regional, and European levels
- Professional and relevant stakeholders: Local, national and European stakeholders, professionals employed in NGOs, adult educators, researchers, media and digital literacy experts, teachers' organisations, youth workers and volunteer organisations
- Wider society at local, national, and European levels

2.5. Key messages

The project will approach its target audience with clear, simple and easy-to-understand key messages tailored for each group. The messages will include correct and realistic information in line with the project's objectives. The overall aim is to encourage the target audience for a long-term engagement on

capacity building and implementation on media and digital literacy, as well as tackling disinformation in the European classrooms.

The project will shape its communication and dissemination actions based on the following key messages:

Educators, teachers and teaching staff at all levels

- Teachers and educators play a vital role in shaping the media and digital skills and competencies of young people.
- Skills related to media and digital literacy and tackling disinformation are among the top three digital skills needed for the 21st century.
- Teachers and educators need capacity building with practical ideas, real-life examples, model lessons, pedagogical suggestions and hands-on activities to empower children and adolescents on media and digital literacy and tackling disinformation.
- Teachers 4.0 Digital offers University Courses and Seminars to equip teachers and educators at initial teacher training and continuous professional development with necessary skills and knowledge for promoting media and digital literacy, as well as tackling disinformation in their classrooms.

Staff of participating organisations: Public authorities, universities, adult education providers and European networks participating in the project

- Skills related to media and digital literacy and tackling disinformation are among the top three digital skills needed for the 21st century and teachers need to be equipped to empower their students on these topics in their classrooms.
- Teachers 4.0 Digital offers University Courses and Seminars to equip teachers and educators at initial teacher training and continuous professional development with necessary skills and knowledge for promoting media and digital literacy and tackling disinformation in their classrooms.
- Let's multiply the impact of Teachers 4.0 Digital by contributing to the development, piloting and wider implementation of the project outcomes across our networks.

Policymakers at local, national, regional and European level

- Skills related to media and digital literacy, as well as tackling disinformation, are among the top three digital skills needed for the 21st

century that are also essential for the wellbeing of today's society, active citizenship, democracy and the European project.

- Policies and resources are needed to equip teachers with skills and knowledge for promoting media and digital literacy, as well as tackling disinformation in their classrooms, to empower young people starting from early ages.
- Based on the European guidelines, Teachers 4.0 Digital offers a large-scale capacity building implementation for initial training and continuous professional development of teachers and educators across Europe - starting from Bulgaria, Cyprus, Greece, Italy, Poland and Romania.
- Teachers 4.0 Digital invites policymakers to join the debate and contribute to a policy reform on media and digital literacy education through national roundtable discussions, policy papers and its European Conference.

Professional and relevant stakeholders: Local, national and European stakeholders, professionals employed in NGOs, adult educators, researchers, media and digital literacy experts, teachers' organisations, youth workers and volunteer organisations

- Skills related to media and digital literacy and tackling disinformation are among the top three digital skills needed for the 21st century that are also essential for the wellbeing of today's society, active citizenship, democracy and the European project.
- Teachers 4.0 Digital aims to equip teachers and educators with necessary skills and knowledge for promoting media and digital literacy and tackling disinformation in their classrooms and calls for a policy reform on media and digital literacy education across Europe.
- All stakeholders are welcome to join the debate, contribute to the development and implementation of capacity building activities and make a joint call for policy reform on media and digital literacy education through project activities.

Wider society at local, national and European level

- Disinformation, misinformation and fake news are one of the major threats to our contemporary society in digital transition.
- Promoting media and digital literacy, as well as tackling disinformation in European schools and classrooms is crucial to ensure every child in Europe to thrive in a safe and empowering digital environment and to become an active citizen in the future.

- Teachers 4.0 Digital project aims to equip teachers and educators with skills and knowledge to support their students for media and digital literacy and tackling disinformation.
- Help us put media and digital literacy, tackling disinformation and critical thinking at the forefront of policy and societal agendas.

The key messages will be reviewed and adjusted whenever needed throughout the project.

3. COMMUNICATION MATERIALS AND TOOLS

Various communication materials and tools will be used to promote and disseminate the Teachers 4.0 Digital project activities, events, deliverables, and results based on a common visual identity and guidelines, as well as a consistent language and approach.

3.1. Logo

The project logo defining the visual identity of Teachers 4.0 Digital project was designed by ALL DIGITAL and finalised based on the feedback from the project partners.

The whole visual identity with the logo compatible with different platforms, selected fonts and colour palettes are made available for the project partners via the shared project folder on SharePoint.

The visual guidelines including the project logo, fonts and colour palette will be followed by the consortium and project partners in all their communication and dissemination materials and activities to ensure the consistency of the project brand.

The project logo should always appear fully intact, the text or colours should never be amended, changed, or removed. Logo elements and their positions in relation to each other must not be altered or distorted.

Figure 2 - Teachers 4.0 Digital logo and visual guidelines

Primary logo



Logo variations: For black & white and dark background



Colours



HEX
#ef1d18
CMYK
0.94.91.0



HEX
#4749ee
CMYK
84.71.0.0



HEX
#91b3fa
CMYK
47.25.0.0



HEX
#fd7061
CMYK
0.68.56.0



HEX
#ca62d1
CMYK
39.67.0.0

Fonts

Primary Typeface

The typeface to be used on all Teachers Digital 4.0 design publications is **Quicksand**. The typeface can be downloaded for free on fonts.google.com

Quicksand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+

Secondary Typeface

In certain situations, the primary typeface may not be available. In these cases it is acceptable to use approved public cross-platform the system font that is on most computers - **Nunito**.

Situations where the secondary typeface can be used:

- Desktop applications like Microsoft Word
- Online (**when Quicksand is not available**)
- For users without professional design software

Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+

3.2. Promotional kit

A promotional kit was prepared to ensure a common project communication in line with the visual identity and guidelines including a PowerPoint template, headed paper, deliverable template, meeting agenda and a signature list for the use of partners.

All templates are made available on the shared project folder for the access and use of partners.

3.3. Project leaflet

An electronic leaflet will be designed to provide an overview of the Teachers 4.0 Digital project targeting teachers, educators, universities, adult education organisations, local, national, and European policy makers and experts, and to the general public.

The leaflet will feature the project logo, logos/names/countries/websites of project partners, project scope, specific objectives, results and intended impact.

It will also provide contact details of the coordinator, link to the project website, social media channels and social media hashtags.

3.4. Newsletter

A total of 7 newsletters (a newsletter every 6 months) will be produced throughout the duration of the project to disseminate the project news and results to the target audience and to raise awareness about the role of teachers and school education in promoting media and digital literacy and tackling disinformation.

The newsletters will be planned around the key moments of the project such as:

- Project and website launch (April/May 2024)
- Delivery of Teachers 4.0 Digital Curriculum, Guide and Materials (November/December 2024)
- Recruitment/Launch of University Course for Pre-Service Teachers and ToT for In-Service Teachers (February/March 2025)
- Recruitment/Launch of Online Seminars for In-Service Teachers (June/September 2025)
- Progress of University Courses and Online Seminars (January/February 2026)
- Conclusion of University Courses and Online Seminars - piloting results (May/June 2026)
- Closing of the project, policy dialogue outcomes and final project results (November 2026)

The exact timing and frequency will be adapted to the project's needs and results.

The newsletters will be created by ALL DIGITAL with the content input by other partners, uploaded on the project website and disseminated to the project stakeholders on the mailing list. A subscription form will be provided on the website to attract interested visitors to subscribe to the mailing list.

The project partners will translate the newsletters in their own languages and disseminate them in their own networks, websites, and social media channels in their national contexts.

In principle, ALL DIGITAL will work on the English version with the content support by WP leaders, while CPI/EUC/IEP, UNISOFIA, MoE, CESIE and UoL will coordinate the translation, layout and dissemination of newsletters in their respective national languages with support of other partners in their countries.

Target KPI: At least 7 newsletters produced and disseminated with a total outreach of 7000 stakeholders (1000 in each national context).

3.5. Press releases

The project partners will produce press releases to be spread at local and national levels according to the dissemination and communication needs during the project duration.

A press release calendar will be set with distribution of roles among WP leaders, partners hosting project meetings and events, and the partners coordinating the national dissemination and workshop organisation (CPI/EUC/IEP, UNISOFIA, MoE, CESIE and UoL) and other project partners.

Press releases will be planned around the key moments of the project such as:

- Project meetings
- National and EU events: workshops, policy roundtables and Final Conference
- Recruitment of teachers and educators for piloting and launch of courses and e-learning platform
- Delivery of new project results

The media activities at the project consortium level will focus on a targeted approach by offering articles on project results to online media and platforms specialised in teachers, educators, formal and non-formal education, universities and adult education providers:

Besides press releases, the project will explore publication opportunities in specialised media channels in national contexts such as:

- [Alfavita](#) educational network, [Esos](#) electronic newspaper for education, [ETPE platform](#) of Hellenic Scientific Association of Information & Communication Technologies in Education and [NKUA information hub](#) in Greece,
- Online platforms specialised in education such as [Educazione Scuola](#), [Agenda Digitale - Scuola digitale](#), [La Tecnica della Scuola](#), [Orizzontescuola](#), [eTwinning](#) in Italy
- [Dobre praktyki - Innowacje w edukacji](#), a magazine published by LCDNIKP with focus on innovation in education in Poland.

The project will also look into the EU platforms and channels for further dissemination of project activities and results:

- [EPALE - The European community of adult learning professionals](#)
- [ELM European Lifelong Learning Magazine](#): A free online magazine on lifelong learning and adult education. It is the only journalistic medium of adult education with a European scope and with a continent-wide correspondent network.
- [Media and Learning platform](#): An international, not-for-profit association set up to promote and stimulate the use of media as a way to enhance innovation and creativity in teaching and learning across all levels of education in Europe. Members include national and regional agencies charged with the promotion of innovation in teaching and learning as well as universities, ministries of education and schools' networks.

Target KPI: 5 press releases in each national context (a total of 30 press releases)

4. DISSEMINATION CHANNELS

4.1. Project website

The project website (www.teachers4digitalage.eu) is launched by March 2024 to serve as the main communication and dissemination channel of the Teachers 4.0 Digital project.

The website is available in English, with core content also available in Bulgarian, Greek, Italian, Polish, Romanian.

Figure 3 – Teachers 4.0 Digital website home page



[ABOUT](#)
[NEWS](#)
[E-LEARNING PLATFORM](#)
[CONTACT](#)
[in](#)
[@](#)
[f](#)

Teachers 4.0 Digital is a large-scale capacity-building action for the initial training and continuous professional development of teachers across Europe so that they can empower students to think critically, make informed choices online and stay safe whilst continuously building their resilience in the digital world.

[READ MORE](#)

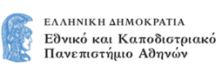


PARTNERS




















SUBSCRIBE NOW!

Are you interested in hearing more on how to promote digital literacy and tackle disinformation in European classrooms? Please fill in your details to receive the newsletter to your inbox!

[Submit](#)



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The home page of the website welcomes visitors with a clear presentation of the Teachers 4.0 Digital project and the consortium partners along with the project logo in the header and EU emblem and disclaimer text in the footer. The home page gives the visitors possibility to follow the social media channels of the project and subscribe to the newsletter.

The visitors can choose to switch to the other language versions from the language tab on the header and navigate to the internal pages of the website from the top menu to learn more on the project, consortium partners, deliverables and news. The website also will also provide access to the e-Learning Platform to be developed by the project. Website visitors can send their inquiries to the project coordinator by filling out the form on the Contact page.

ALL DIGITAL is responsible for the design, technical development, maintenance and content management of the website, while the project partners will provide regular content to the website in the form of web articles to ensure a regularly updated website with interesting information and resources for the audience.

Every two weeks, a project partner will draft a web article and a social media post to be published on the project's social media channels. ALL DIGITAL will coordinate the contributions in close collaboration with partners by creating a shared calendar and planning, providing them content and style guidelines and a template to submit their contributions.

All the partners involved in the project will share the information about the project on their institutional websites providing links to the project website.

4.2. Social media

The Teachers 4.0 Digital project will use social media to raise awareness on the importance of promoting media and digital literacy and tackling disinformation in European classrooms, to raise visibility of the project activities, engage stakeholders and end-users in the project, share results and deliverables with a wider audience.

Table 1 - Social media channels of project partners

	Partner	Channel	Followers	
1	EUC	LinkedIn	17 000	278 400
		Facebook	242 000	
		Instagram	13 300	
		Twitter	2 210	
		YouTube	3 890	
2	NKUA	LinkedIn	5 000	40 161
		Facebook	20 000	
		Instagram	2 198	
		Twitter	6 793	
		YouTube	6 170	
3	UNISOFIA	LinkedIn	74 000	93 000
		Facebook	19 000	
4	WUT	LinkedIn	40 000	100 948
		Facebook	53 000	
		Instagram	6 971	
		TikTok	977	
5	LODZ UNIVERSITY	LinkedIn	76 000	140 697
		Facebook	43 000	
		Instagram	12 600	
		Twitter	4 287	

		YouTube	4 810	
6	UNIPA	LinkedIn	112 000	166 422
		Instagram	48 300	
		Twitter	4 032	
		YouTube	2 090	
7	CPI	Facebook	3 700	3 700
8	IEP	LinkedIn	2 000	7 870
		Facebook	1 500	
		Instagram	135	
		Twitter	315	
		YouTube	3 920	
9	Ministry of Education	LinkedIn	2 000	174 957
		Facebook	166 000	
		Instagram	6 851	
		YouTube	106	
10	ALLI	LinkedIn	534	1 734
		Facebook	1 200	
11	Mediawise	LinkedIn	189	2 298
		Facebook	1 600	
		Instagram	187	
		Twitter	264	
		YouTube	58	

12	ŁCDNiKP	LinkedIn	17	3 255
		Facebook	3 100	
		Instagram	58	
		YouTube	80	
13	CESIE	LinkedIn	3 000	21 067
		Facebook	14 000	
		Instagram	2 335	
		Twitter	1 208	
		YouTube	524	
14	ReadLab	LinkedIn	769	1 270
		Facebook	501	
15	EAVI	LinkedIn	1 000	8 437
		Facebook	2 400	
		Instagram	593	
		Twitter	3 761	
		YouTube	683	
16	AD	Facebook	4500	11 563
		LinkedIn	2762	
		Twitter	3772	
		YouTube	355	
		Instagram	174	

The project will first of all make use of this already established online community of project partners.

ALL DIGITAL and EAVI have social media accounts reaching out to wide range of European stakeholders, the former especially targeting trainers, educators and stakeholders on digital skills and adult education, while the latter targeting a wide range of media literacy stakeholders.

The project partners will also explore YouTube as a dissemination channel to reach out to a wider public through podcasts with informal conversations on media and digital literacy and tackling disinformation in European classrooms within the context of the project.

Among the partners, Mediawise Society has an [ongoing podcast series around the topics of media literacy](#), while EAVI previously produced [a series of podcasts were shared on media literacy for active citizenship](#). West University of Timisoara's Communication Department is running a [TV channel](#) on YouTube, while also [using TikTok](#) to reach out to a younger audience on a variety of topics.

Therefore, podcasts and similar media experience within the partnership will be further explored for awareness raising and dissemination purposes both at national and European levels.

The project will also run social media promotion on its own channels (@teachers4digitalage):

- The [LinkedIn page](#) will be used to create synergies among project partners and their networks for wider dissemination of project news and results. It will be an ideal channel to reach out to teachers & trainers, researchers, experts, professionals, policymakers and other stakeholders present in this professional network.
- The [Facebook page](#) will target a broader audience, as well as teachers and schools using this network.
- The [Instagram account](#) will be used to reach out to the younger generation of students and teachers.

An average of one post per week will be published on the social media pages following the launch of the project website highlighting the following subjects:

- Information and news directly generated by the project
- Information and news mentioning the project (from third parties or project partners)

- Information on partners highlighting their role in the project
- Information, news and resources that are available on media and digital literacy and tackling disinformation such as trainings/courses, statistics, other projects, and initiatives, research in the field of digital literacy in relation with education, EU news and reports etc)
- Events organised by the project / and project partners related to the project / or area of interest.

The posts will contain the following criteria:

- A link to the content if the post promotes content from the project website or other source related to the Teachers 4.0 Digital project.
- Appropriate hashtags to target easier the audience to find our content, as [#teachers4digitalage](#) [#digitalliteracy](#) [#medialiteracy](#)
- Photos, picture attachments when possible or needed.
- Tagging of project partners and other relevant accounts.

The project's social media channels will also make use of the resources that are already produced by the partners on the topics related with the project, such as the [cartoons](#) and [infographics](#) on media literacy by EAVI.

The social media accounts of the project and partners will be made visible on the website.

Target KPI: 150 posts/reposts on the Teachers 4.0 Digital project at the end of the project duration on all social media channels of the project, project partners and others.

4.3. Synergies with existing networks, platforms, initiatives, and campaigns

Teachers 4.0 Digital will look for opportunities to create synergies with other EU-funded projects on the topic of media and digital literacy and tackling disinformation in education. Based on our initial mapping, we identified a few projects funded under the same call: ERASMUS-EDU-2023-PI-FORWARD (Partnerships for Innovation - Forward Looking Projects) that will be working around this topic:

- Data Literacy for upper primary schools (DALI4US)

- Teacher and school leaders training to promote Digital literacy and combat the spread of disinformation among vulnerable groups of adolescents (DRONE)
- Critical Making - Addressing Misinformation in STEM Through Makerspaces (CriticalMaking)
- Think Twice: Supporting the Development of Media Literacy in Education (THINK TWICE)

Teachers 4.0 partners that are involved in other past and running projects and initiatives will integrate their learnings and resources into the project, and create synergies where possible:

- [European Media Coach Initiative](#)
- [European Safe Online Initiative](#)
- [eMerge: e-Media Education about Representations and Gender](#)
- [Get your fact straight!](#)
- [AMeLiE - Advanced Media Literacy Education to Counter Online Hate-Speech](#)
- [eMedia: Media Literacy and Digital Citizenship for All](#)
- [Mind Over Media Project](#)
- [Report on formal media education in Europe](#)

Project partners will also use their broader networks to efficiently disseminate project results. As members of several European and international institutions, associations and networks, the Teachers 4.0 Digital project partners are also able to reach out to:

- [International Association of Media Education](#) (Mediawise Society)
- [UNESCO Media and Information Literacy Alliance](#) and [European Audiovisual Observatory](#) (EAVI)
- [Lifelong Learning Platform](#) and [European Internet Forum](#) (ALL DIGITAL)

Project partners made note of further potential dissemination opportunities in the platforms and networks such as:

- [Media & Learning Association](#) (MLA)
- [National Association for Media Literacy Education](#) (NAMLE)
- [Media Education Lab](#)

The partners will also incorporate the project's communication and dissemination in their advocacy and network activities: ALL DIGITAL and EAVI, two European networks involved in the project are regular participants of some

institutional expert groups and will also use these as an opportunity to follow up current policy developments and have exchanges about the Teachers 4.0 project's scope:

- ALL DIGITAL participates in the European Commission's Working Groups on Digital Education: Learning, Teaching and Assessment (DELTA) and Adult Learning, as well as a participant in the Expert group on tackling disinformation and promoting digital literacy through education and training during the development of the guidelines.
- EAVI participates in the Council of Europe Steering Committee of Media and Information Society, as well as European Commission's Expert Groups on Media Literacy and Active Citizenship

Other partners will be able to reach target audiences of the project thanks to their vast network at national and European levels through their membership in university alliances and associations, communities of practice and public engagement activities.

While social media communication will be particularly helpful in disseminating the results to specific target audiences, also opportunities for face-to-face meetings will be used whenever relevant; for example, by promoting project results at community events.

4.4. Project events

A series of 7 roundtable policy roundtables will be organised by partners in Belgium, Cyprus, Greece, Bulgaria, Romania, Poland and Italy with the coordination of EAVI to create a policy dialogue at national and European levels.

A series of 6 national workshops will be organised by partners in Cyprus, Greece, Bulgaria, Romania, Poland and Italy with the coordination of CESIE to spread the word about the project to the widest possible audience of interested stakeholders.

A final project conference will be organised by ALL DIGITAL and EAVI in Brussels towards the end of the project to highlight the project outcomes, to inform policy makers and relevant authorities on the significance of media and digital literacy training of teachers and educators and to mainstream project outputs on a national level. The conference has been planned to have a specific European orientation, with the invitation and attendance by European experts

and officials in an effort to permanently influence policies towards the development of media literate European citizens.

Target KPI: Organisation of 7 roundtable policy roundtables, 6 national workshops and a final international conference.

4.5. External events

The Teachers 4.0 Digital project will explore the opportunities to participate at several events related with education and lifelong learning, media literacy, digital skills and new education and learning technologies such as:

- ALL DIGITAL Summit, October 2024, Madrid, Spain
- ALL DIGITAL Weeks, April/May 2025, EU campaign
- LCDNIKP, [Weekend with technology, twice a year each year, spring and autumn](#), Lodz Poland, next one to take place in 26-27 April 2024
- MED Summer School of media education, July 2025, Italy

Partners will also explore opportunities for scientific publications and presentation of project results in conferences on education and teaching such as:

- [European Journal of Teacher Education \(EJTE\)](#)
- [INTED 2025: Annual International Technology, Education and Development Conference](#) and [EDULEARN 2025: International Conference on Education and New Learning Technologies](#)
- [Media Education. Studi, ricerche e buone pratiche](#)
- [Journal of Media Literacy Education](#)
- [Scuola democratica. Learning for Democracy](#)

Target KPI: Participating in at least 5 events to present the project and publication of at least one scientific paper.

The dissemination activities will use specific dissemination channels to achieve the communication and dissemination goals towards each target audience group as outlined below.

Table 2 - Target groups, dissemination channels and goals

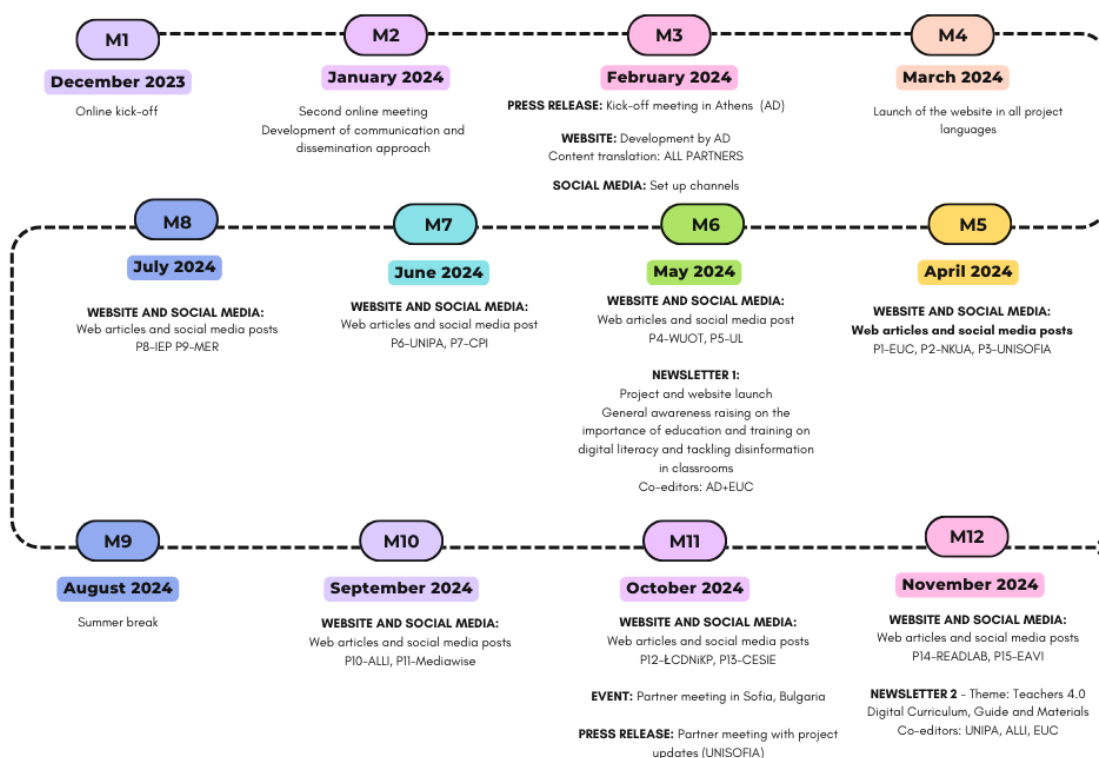
Target group	Dissemination channel	Goal
Educators, teachers and teaching staff at all levels	Project website, newsletter, social media, promotional materials. National project events and final international conference. Public appearance on external events. Direct communication by universities and adult education providers. Specialised media and communication channels targeting the education sector.	Inform and raise awareness on the role of teachers and educators on promoting media and digital literacy and tackling disinformation in European classrooms. Inform them about capacity building and training opportunities. Engage them in the development and use of the courses and e-learning platform. Share information about project activities, events, and results
Staff of participating organisations: Public authorities, universities, adult education providers and European networks participating in the project	Project website, newsletter, social media, leaflet. National project events and final international conference. Public appearance on external events. Direct communication through networks (for example EAVI and ALL DIGITAL members). Specialised media and communication channels (EPALE etc)	Inform and raise awareness on the role of teachers and educators on promoting digital literacy and tackling disinformation in European classrooms. Inform them about capacity building and training opportunities. Engage them in the development and use of the courses and e-learning platform. Share information about project activities, events, and results Engage them in spreading the project information in their networks.

Policymakers at local, national, regional, and European level	Project website, newsletter, social media, promotional materials. National policy roundtables, Policy brief, direct communication with MEPs and Final conference.	Inform and raise awareness on media and digital literacy and tackling disinformation as key skills for the wellbeing of today's society, active citizenship, democracy and the European project. Share information about project activities, events, results. Engage them in the debate for a policy reform on media and digital literacy education through project events for new policies and resources to empower teachers.
Professional and relevant stakeholders: Local, national and European stakeholders, professionals employed in NGOs, adult educators, researchers, digital literacy experts, teachers' organisations, youth workers and volunteer organisations	Project website, newsletter, social media, promotional materials. National project events and final international conference. Public appearance on external events. Networks and organisations.	Inform and raise awareness on media and digital literacy and tackling disinformation as key skills for the wellbeing of today's society, active citizenship, democracy and the European project. Share information about project activities, events, results. Engage them in the debate for a policy reform on media and digital literacy education through project events for new policies and resources to empower teachers.
Wider society at local, national, and European level	Project website and social media.	Increase public appearance and visibility on the project and its objectives. Raise awareness on disinformation, misinformation and fake news as one of the major threats to our contemporary society. Highlight the importance of promoting digital literacy and tackling disinformation in European schools and classrooms. Engage them in the debate to put media and digital literacy, tackling disinformation and critical thinking at the forefront of policy and societal agendas.

5. PLANNING

An initial planning is set for the main communication and dissemination tools and channels of the project for the first 12 months. This will be regularly updated and coordinated by ALL DIGITAL based on the dynamics of the project and feedback from project partners.

Figure 4 – Planning of communication and dissemination activities M1-M12



6. MONITORING SYSTEM

The Teachers 4.0 Digital project will monitor the impact of the dissemination and communication activities using monitoring tools and will use the KPIs listed in the below table to identify deviations, to allow the necessary adjustments and find new opportunities that can help to maximise impact and visibility.

Table 3 - Description of KPIs for communication and dissemination activities

Dissemination channel	KPI
Project website	Online, regularly updated website with information about the project and its results published, showcasing the major news and events, acting as the main communication channel with stakeholders. Core content of the website available in 6 languages: EN, EL, BG, RO, PL, IT 75 web articles on the website (Average one every two weeks)
Partners' channels	Project pages on partners' websites with links to the project website. Use of internal communication tools (mailing lists, meetings, and events) to promote the project in national contexts.
Social media	Project pages on LinkedIn, Facebook and Instagram 150 posts/reposts on the Teachers 4.0 Digital project at the end of the project duration on all social media channels of the project, project partners and others.
Media, news/events, newsletter	At least 7 newsletters (2 per year) throughout the project Newsletter outreach: 7000 stakeholders (1000 in each national context) All project news and events visible online via website and social media, on the project's website and communicated on social media.
Events	6 national workshops (1 in each national context)

	7 national roundtables (1 in each national context) Final conference: 200 participants At least 1 external event participated in each country to present the project.
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7. REPORTING

The major Communication and Dissemination activities will be reported on the EU Funding & Tenders Portal by using the online forms made available on the portal.

The project partners will keep the WP7 leader updated about their communication and dissemination activities throughout the project.

The project partners will report their activities by using the the monitoring and reporting tool created by ALL DIGITAL and these reports will be consolidated into a final report for the assessment of the overall impact of communication and dissemination actions of the project.

8. OBLIGATIONS AND RIGHTS

8.1. Obligation to disseminate results

Each partner of the Teachers 4.0 Digital project consortium is responsible for the dissemination of its own results and project deliverables, which will be coordinated by the WP7 leader.

Partners are committed to disseminate the results as soon as possible in an appropriate form carrying the visual identity of the Teachers 4.0 Digital project and are also committed to send project deliverables to the WP7 leader for publication on the Teachers 4.0 Digital website, which will be serving as a repository for all deliverables and project outputs.

This policy does not alter the obligation to protect results, confidentiality obligations, security obligations or the obligation to protect personal data. All the project partners are committed to ensure an open access (online access for any user, free of charge) to all peer-reviewed scientific publications relating to their

results. The Teachers 4.0 Digital website will be a platform to enable open access of project outputs and deliverables.

8.2. Information on EU Funding

One of the fundamental principles in the dissemination and communication of activities is the obligation on EU funding. There are basic principles and rules that need to be fulfilled when this obligation is realised. Project beneficiaries must make themselves familiar with the publicity provisions as stipulated both in the specific and the general provisions of the Grant Agreement. Here below more information on communication and dissemination extracted from the [Annotated Grant Agreement](#):

Art. 17.1 Communication – Dissemination – Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with GA Annex 1 and in a strategic, coherent, and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

17.2 Visibility - European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



**Co-funded by
the European Union**



The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

17.3 Quality of information – Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

17.4 Specific communication, dissemination, and visibility rules

Specific communication, dissemination, and visibility rules (if any) are set out in Annex 5.

Annex 5 - Additional communication and dissemination activities:

The beneficiaries must engage in the following additional communication and dissemination activities:

- present the project (including project summary, coordinator contact details, list of participants, European flag and funding statement and project results) on the beneficiaries’ websites or social media accounts.*
- for actions involving public events, display signs and posters mentioning the action and the European flag and funding statement.*
- upload the public project results to the Erasmus+ Project Results platform, available through the Funding & Tenders Portal.*

The European flag and guidelines can be downloaded [here](#). They are also uploaded on the shared project folder and the rules are highlighted during the project communications to partners.

8.3. Use of common graphic identity

A common graphic identity in all dissemination tasks allows for better visibility and recognition of the project.

The project partners will refer to the following information in all their dissemination tools, materials, and activities must refer to the following:

- Acronym of the project: Teachers 4.0 Digital
- Full name of the project: Teachers 4.0 Digital Age: Tackling Disinformation and Promoting Digital Literacy through Education and Training in European Classrooms
- Project's website URL: www.teachers4digitalage.eu
- Project number: 101132893
- Project graphic elements, i.e. project logo, layouts, font, etc.
- EU emblem and disclaimer

8.4. Data protection compliance

The Consortium commits to comply with the General Data Protection Regulation (GDPR), which came into effect on 25 April 2018. The WP7 leader will manage the contact list that will be connected to the communication and dissemination activities at EU level, while partners will be responsible for the contact lists in their national contexts.

A detailed data management plan is created at project level by ReadLab as D1.8 Data management plan.

8.5. Open access

The Consortium will offer all project products in an open and free way for all potential users and beneficiaries. The Consortium will provide open access to all the resources (training content, guidelines, reports, etc.) created within the project. All project content will be shared under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 international licence and will be available on the project website.

This licence allows others to remix, modify and develop the work non-commercially, provided they cite the author and licence their derivative creations under the exact same conditions. This licence allows third parties to freely download, reuse and modify licensed articles, citing the original source.