EDU MAKE

D2.3 Dissemination and Communication Strategy and Implementation Plan

Title of project	EDUmake
Full title of project	MAKE your own media-supported educational material on societal themes out of the box
Title of this document	Dissemination and Communication Strategy and Implementation Plan
Number of this document	D2.3
Dissemination level	Public (PU)
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Versioning history	V01
Author	Dovile Dudenaite & Sally Reynolds, Media & Learning Association with input of all partners
Executive summary	This deliverable written at the end of the first 3 months of the project lifetime provides an overview of how the EDUmake consortium is planning to disseminate and communicate project outputs over the course of the project and includes KPIs.

Table of Contents

Introduction

EDUmake is a 2-year project funded under the Creative Europe Programme (CREA). It began in October 2022 and brings together 5 partners from 3 countries in an effort to internationalize the concept of EDUbox as developed by VRT (targeting 12–18-year-olds) and create an easy-to-use format for translating and contextualising EDUbox packages across the EU (and potentially even worldwide).

This dissemination plan describes the channels and methods that will be used to facilitate the dissemination and distribution work of the project including the logo and brand identity.
This plan includes a timeline and set of resources for each phase of the project, matching the effort to the production and distribution plan agreed in the other WPs. Part of this plan includes an in-depth description of each of the channels to be used, reach and practicalities of employment as well as a simple set of KPIs that can be used to assess reach and impact at key moments in the project lifetime. The dissemination plan will build on the network of the consortium.

The methods used to support the dissemination and distribution work of the project will combine traditional marketing practices including the creation of promotional materials and a communications plan that will use both partners' and other channels to disseminate information about our outputs. The project team plans to put considerable effort into dissemination and distribution of project outputs in order to ensure the overall impact of our work. This effort will be led by MLA but will directly involve all partners, all of whom have extensive resources and networks that can be called upon to support this effort.

Key Target Groups have been identified to share and promote dissemination activities:
- Secondary school teachers
- Continuing professional development (CPD) networks that support in-service teacher educational and training including associations, groups, unions, training providers and schools advisory services
- Colleges who provide pre-service teacher training for secondary school teachers
- National, regional and sectoral media literacy/educator networks (Belgium/the Netherlands/Croatia)
- European media literacy/educator networks

Guiding Principles

When considering dissemination, we will ensure that certain principles guide our work throughout the lifetime of the project. We plan to work in a way that is:

Open: The EC has an open access requirement for all materials developed through its projects. Therefore, EDUmake tangible results and outputs will be published by all partners under a Creative Commons license to ensure open access, availability and maximum freedom for adapting them to national, local, and institutional contexts. This is based on the intention of the project partners to ensure that individuals and institutions can benefit as much as possible from the work of the consortium. Materials will be available for consultation and download on partner websites.

Collaborative: We plan to carefully support and track partners' dissemination and exploitation activities and we will do that by establishing good working relationships with each partner organisation and the person who is responsible for dissemination within this organisation. Regular two-way communication with this person will be maintained throughout the project lifetime and easy to access tools for reporting will be provided. Partner tasks in respect to dissemination will be explicit and we will regularly review where the project is with reference to its overall ambition disseminate our findings to all partners. Furthermore, we will endeavour to talk and listen to our partners on a regular basis.

Responsive: we plan to be as responsive as possible to partners and will encourage partners to reciprocate by ensuring that we limit our communications to mission critical communication as far as this is possible. Not communicating is the surest way to undermine trust and effectiveness. If communication is failing, we would like to address the issues quickly and either find alternatives or emphasise the need to communicate.

Clear and explicit: Both in terms of our communication with partners and with the external world, we are mindful of the need to be clear, explicit and concise which is particularly important when dealing with European cross-border communications addressing multilingual targets with a wide variety of expectations and experiences. Moreover, we will strive for brevity where possible, ensuring all communications are carefully edited to ensure they are short and to the point.

Ambitious and quality-driven: it is important that all communications activities are based on high-quality materials and processes. All text-based resources and communication will be rigorously edited to ensure they meet the high standards expected of a project such as this. Furthermore, when communicating with an audience, variety can go a long way. Many people comprehend new information better when visuals are being used. Accordingly, we will more effectively connect with our audience by using compelling visuals to draw in our audience and explain our point in addition to just text.

Responsible: as part of our work, the team will collect quite an amount of data. The team will ensure that all such data collection and the eventual management of such data will conform with partners' policy in relation to GDPR. Furthermore, the team will ensure that they adhere to all relevant copyright restrictions in relation to the use and re-use of images, video materials and text.

Inclusive:it is important that our communication actions as well as the project outputs are accessible to as many people as possible. Therefore, we will make sure to use tools such as ALT text as well as colour contrast checkers available online to ensure that our content is accessible.

EDUmake Communication

Campaigns

Campaigns to promote the EDUmake project results and outputs will be prepared in English to ensure the consistency of messaging and that all partners have ready to use resources when contacting local partners/media outlets/and other relevant networks as well as when sharing information about the project via own channels (social media, newsletters, etc...). The campaign artefacts listed below will be distributed among the project partners who will translate them into their languages and distribute via appropriate channels.

Each campaign will comprise of:
- Press Release (1 page document)
- Blog post (500-800 words article)
- Short news item (100-200 words announcement)
- Social media posts with accompanying graphics (3-5 different posts)

We are planning to prepare 4 campaigns on selected outcomes:

- Translated and localised VRT EDUboxes (the Netherlands/Croatia)
- EDUbox about the EU elections in 2024
- EDUmake DIY toolbox
- EDUmake Templates

Campaigns' timeline:

Campaign	Resource Available	Campaign preparation	Running the campaign
Translated and localised VRT EDUboxes (the Netherlands/Croatia)	M 12	M 13–M14	M 15–M16
EDUbox about the EU elections in 2024	M15	M 16–M17	M 18–M24
EDUmake DIY toolbox	M18	M 19–M20	M 20–M24
EDUmake Templates	M15	M 16–M17	M 18–M24

Communication Channels

We will be using our partners' established channels to disseminate information about the project and its outputs as well as looking for new opportunities to increase the visibility of EDUmake.

Social media

A significant effort will be dedicated to promoting the project results via our partners' established social media channels (Annex 1) and shared to relevant communities on social media, for instance closed teacher groups on Facebook. The consortium has decided to wait with launching a social media presence until the project has real results and outputs to share. In the meantime, partners are encouraged to use their own social media channels as widely as possible to build up interest in the project and a set of recommended hash tags for twitter are included in the partner dissemination guide in Annex 3.

Newsletters

The Consortium partners run effective newsletters that will be used to share information about the EDUmake project:
- Newsletter VRT NWS onderwijs: https://t.campagne.vrt.be/lp/VRTNWS_LP_SubscriptionPage
- Media & Learning Newsletter (subscribers include teachers, teacher trainers, media literacy professionals) https://media-and-learning.eu/newsletters/
- Mediawijze nieuwsbrieven https://www.mediawijs.be/nl/nieuwsbrieven
- NTR – Schooltv.nl newsletter to teachers https://schooltv.nl/nieuwsbrieven/

Websites

The project consortium has decided to use already established partner websites to share information about the EDUmake project instead of creating a separate project website.
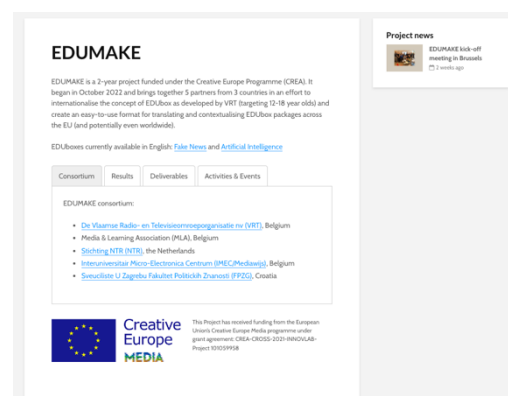
MLA will manage the central EDUmake project page which is located on the media-and-learning.eu website, and which will be adjusted to the EDUmake brand when this is available. This site will link to different resources, such as EU EDUbox, DIY toolkit, etc..., host deliverables, information about events, workshops activities etc. that are available in international (EN) versions (see picture on the right). It will be regularly updated with news abut how the project is advancing and the different activities underway.

The EDUmake project partners **VRT, NTR & FPZG** will each host a description of the project and will make available localised and translated resources on their sites, VRT will also host EDUmake's EDUbox, DIY toolkit and templates on their platforms. **Mediawijs** will host a page on their site describing the EDUmake project with links to the relevant resources.

Dissemination Activities

Events

The consortium plan to share their outputs and experience as widely as possible and one of the mechanisms for doing so is to ensure that EDUmake is represented in relevant events and conferences. These relevant events and conferences include those organised by project partners as multiplier and other events, and those in which partners take part: national, regional, sectoral as well as European events. A log of suitable events will be built up according as the project proceeds in order to identify suitable opportunities, see the template that will be used in Annex 6.

MLA will lead on the coordination of these events in order to maximize their impact and to ensure they are run in the most effective way. MLA has a long experience in running high standard events in the traditional mode, as well as an ever-increasing level of know-how in the planning and realisation of online events and, will provide the partners with both an event management guide including checklists related to different aspects and with a set of resources that can be used when setting up the multiplier and other events which will include templates for standardised announcements in different formats, for gathering contact details and other information from participants that conform to standard GDPR guidelines.

Each EDUmake partner will organise two events (for instance Teach-the-teacher workshops).

EDU MAKE

Presentation of the project in third-party events: Partners will seek to promote EDUmake in local, national and European events dedicated to education. Results will be presented at international conferences such as **EBU Digital Media Days** (https://www.ebu.ch/events/2022/10/ebu-media-days-2022).

At the end of Y2 of the project the project partners are planning to organise a final event to present the EU EDUbox to policy makers, platforms, ministries and other interested parties. Various options are under discussion within the partnership which include the option of organising such an event alongside an existing relevant event such as the Eminent Conference organised annually by European Schoolnet for European ministries of education or a suitable event organised by the European Commission or the EBU.

Sample of targeted external national events that partners will consider in the planning of their own events:

Event description	Location	Date
Nieuws in de Klas event	Brussels, Belgium	October 2023 (TBC)
Apestaartjaren	Belgium	2024 (TBC)
EBU Digital Media Days	Geneva, Switzerland	2024 (TBC)
UNESCO global MIL week	Online	2023 & 2024 (TBC)
SETT https://www.sett-gent.be/nl/	Ghent, Belgium	2024 (TBC)
Digiwijs https://digiwijs.be/	Bruges, Belgium	2024 (TBC)
ICT practice day https://www.ictdag.be	Belgium	2024 (TBC)

(Inter)national networks and platforms

European as well as national networks will be approached to ensure wider uptake of the project results in the European Educational community.

This list below is by no means an exhaustive list, but rather a sample of organisations/institutions/platforms/networks we will be contacting to explore the possibilities to promote the EDUmake Edubox:

Organisation/network	Website	Planned actions	Partner / country
EDMO	https://edmo.eu/	Sharing information (press releases, news items), possibly running events in collaboration	European
European Schoolnet (EUN)	http://www.eun.org/	The European Schoolnet Academy will be approached to investigate the possibility of running a MOOC in September 2023 on EDUBox	European
ALL DIGITAL	https://all-digital.org/	Sharing information (press releases, news items), possibly running events in collaboration	European
European Journalism Training Association	https://www.ejta.eu/	Sharing information (press releases, news items), possibly running events in collaboration	European
Europahuis Ryckevelde	europahuis.be/en/europeschool-active-lessons-about-european-union	Adding EDUMAKE's resources to their repository	European
Learning corner	https://learning-corner.learning.europa.eu/index_en	Adding EDUMAKE's resources to their repository	European
The Future Media Hubs	https://www.futuremediahubs.com/	Sharing information (press releases, news items), possibly running events in collaboration	
Nieuws in de Klas	https://www.nieuwsindeklas.be/	Sharing information (press releases, news items)	Belgium
Mediacoach	https://www.mediawijs.be/nl/mediacoach	Sharing information (press releases, news items)	Belgium
DDestiny		Sharing information (press releases, news items)	Belgium
Kruit	https://wijzijnkruit.be/	Sharing information (press releases, news items)	Belgium
Studio Globo	https://www.studioglobo.be/	Sharing information (press releases, news items)	Belgium
Djapo	https://djapo.be/	Sharing information (press releases, news items)	Belgium
stampmedia	https://www.stamp	Sharing information (press	Belgium

	media.be/	releases, news items)	
Klascement	www.klascement.net	Adding EDUMAKE's resources to their repository	Belgium
GO!	https://g-o.be/	Sharing information (press releases, news items)	Belgium
National events of Education and Teacher and Training Agency (ETTA)	https://www.azoo.hr/	Sharing information (press releases, news items), possibly running events in collaboration	Croatia
Medijskapismenost.hr	Medijskapismenost.hr	Sharing information (press releases, news items), possibly running events in collaboration	Croatia
HRT.hr	HRT.hr	Sharing information (press releases, news items)	Croatia

Private sector (publishing houses)

Conversations about the commercial use of EDUboxes (e.g.schoolbooks) have already been held with some major players on the Belgian market. During the project, we will organise dialogues with major players in Europe to further explore the commercialization of the EDUbox. Obviously, when the material is being reused in a commercial model, royalties will be collected for the authors and right holders of the format and content. The outcome of these negotiations would have no implications to the availability of the resources (Eduboxes, DIY toolkit, templates) developed as part of the project. These resources will be published as open source resources and will be freely available to the public.

Dissemination Guide

In order to support the partners in their work, MLA has created a guide to dissemination that is contained in Annex 3. The idea behind this guide is to provide in a single easy to access document all the resources and guidance that partners need for their decentralised dissemination activities. The guide will be updated and adjusted as and when necessary and contains the following elements either in the guide itself or in the accompanying documentation:
   o Tips and guidelines for sharing information about the project
   o Project brand book/style guide for partners to use in their creation of other dissemination resources

- Templates for documents, presentations and any other materials based on style guide for partners to use which will include the project logo and CREA logo
- Directions on how and when to use the CREA logo, the reference to the funding source and the EC disclaimer
- Advice on referencing and accreditation for any potential academic publications arising from the joint work of the project.
- Suggested hashtags for twitter communication about the project

Set of common summary texts

In order to ensure that the project is always described in the same way in the different partner languages, the consortium have agreed a by-line and a common set of summary texts in 50 and 200 word versions translated into Dutch and Croatian. These texts are available in Annex 7.

Accessibility

Inclusivity is one of our guiding principles and therefore in order to ensure that our outputs are accessible we will be adding ALT text to our graphics shared on the social media and also all videos produced and shared by our team will have subtitles. Moreover, we will be using tools such as WCAG Color Contrast Checker to ensure that the colour contrast complies with web accessibility standards.

Dissemination management structure and tools

The project management team will be responsible for ensuring dissemination activities are carried out according to this agreed plan. Each management meeting will include a dedicated section devoted specifically to dissemination where progress according to the agreed planning set out in this document will be discussed and where necessary remedial actions can be taken. All partners are expected to carry out the necessary steps as described in this plan.

A dedicated space in the EDUmake Teams environment has been set up specifically devoted to dissemination. This plan and the accompanying annexes are available there for access by all partners. In addition, two specific documents are available for partners to help in the management and reporting of progress related to dissemination. The first of these is the Dissemination Activities Log. The

idea behind this log is that each partner is asked to record all dissemination activities that they undertake throughout the lifetime of the project so the dissemination activities of the project as a whole can be monitored and reported as and when necessary. This log is contained in Annex 5. The second tool is the Event Planning Log which is used as a way to share information about forthcoming external events potentially of interest to the consortium. This log will be regularly consulted by the partner in order to identify suitable events and to avoid any duplication of effort amongst the consortium. This log is contained in Annex 6.

PROJECT BRAND

Creating a brand for EDUmake

A project brandbook has been created to ensure a separate and attractive identity for the project clearly indicating objectives, partnership, outcomes and funding source. This brand is elaborated in Annex 2 and relevant templates based on the project brand book will be provided for partners by M6.

Annexes

Annex 1: Overview of channels available to each partner

Partner	Website	Newsletters/mailings	Social Media
VRT	https://www.vrt.be/nl/edubox/	https://t.campagne.vrt.be/lp/VRTNWS_LP_SubscriptionPage	https://www.linkedin.com/company/vrt/ https://www.instagram.com/eduboxvrtnws https://www.youtube.com/channel/UCkgb9YcOf3-J1HbELmFmkFQ
MLA	https://media-and-learning.eu/	Monthly Newsletter https://media-and-learning.eu/newsletters/ + Members mailing list	https://www.facebook.com/groups/medialearning https://twitter.com/MediaLearning https://www.linkedin.com/company/82749406/admin/
NTR	https://schooltv.nl/ https://ntr.nl	https://schooltv.nl/nieuwsbrieven/	https://www.facebook.com/ntrschooltv https://www.instagram.com/schooltv/ https://twitter.com/Schooltv https://www.linkedin.com/company/schooltv/
IMEC/Mediawijs	https://www.mediawijs.be/ nieuwsindeklas	https://www.mediawijs.be/nl/nieuwsbrieven	https://www.facebook.com/Mediawijs.be https://www.instagram.com/mediawijsbe/ https://www.youtube.com/user/Mediawijsbe https://twitter.com/MediaWijsBe https://www.linkedin.com/company/mediawijs/

EDU MAKE

			https://www.pinterest.com/mediawijstools/
FPZG	https://www.fpzg.unizg.hr		https://www.facebook.com/FPZGhr/
			https://www.instagram.com/fpzg_zg
			https://www.tiktok.com/@fpzg_zg
			https://twitter.com/fpzghr?lan
			https://www.facebook.com/TelevizijaStudent
			https://www.facebook.com/GlobalNovine
			https://www.instagram.com/televizija_student/
			https://www.instagram.com/global_novine/
			https://www.tiktok.com/@televizija_student

EDU MAKE

Annex 2: Brand book

Styleguide

Made by VRT
Quinten Mares
quinten.mares@vrt.be
0032(0)4 72 78 18 14

1.

Primary colors

VRT Violet 4	**VRT Midnight 6**
HEX #5541F0	HEX #031037
RGB 85, 65, 240	RGB 3, 16, 55
CMYK 80, 65, 0, 0	CMYK 100, 90, 0, 65
PMS 2726 C	PMS 2768 C

Secundary colors (not for use in logo)
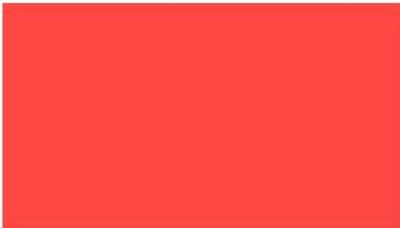
VRT Emerald 4	**VRT Tangerine 4**
HEX #3ECF6E	HEX #FF4944
RGB 62, 207, 110	RGB 255, 73, 68
CMYK 65, 0, 70, 0	CMYK 0, 90, 80, 0
PMS 2256 C	PMS Warm Red C
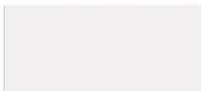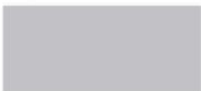
VRT Marine 4	**VRT Amber 4**
HEX #0081FF	HEX #FFBE32
RGB 0, 129, 255	RGB 255, 190, 50
CMYK 85, 35, 0, 0	CMYK 0, 35, 95, 0
PMS 2172 C	PMS 7408 C
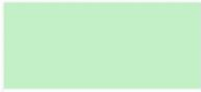
2.
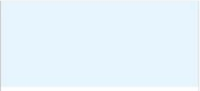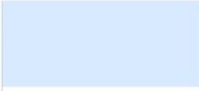
Gradient colors (not for use in logo) (1/3)

VRT Violet 1

HEX	#EFEDFD
RGB	239, 237, 253
CMYK	10, 10, 0, 0
PMS	2706 C

VRT Violet 2

HEX	#C9C2F8
RGB	201, 194, 248
CMYK	26, 28, 0, 0
PMS	2705 C

VRT Violet 3

HEX	#7767ED
RGB	119, 103, 237
CMYK	65, 55, 0, 0
PMS	2124 C

VRT Violet 5

HEX	#4031AE
RGB	64, 49, 174
CMYK	95, 85, 0, 0
PMS	2370 C

VRT Violet 6

HEX	#2B2174
RGB	43, 33, 116
CMYK	100, 100, 0, 20
PMS	273 C

VRT Violet 7

HEX	#15103A
RGB	21, 16, 58
CMYK	90, 90, 0, 80
PMS	276 C

VRT Midnight 1

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
PMS	-

VRT Midnight 2

HEX	#F2EFF0
RGB	242, 239, 240
CMYK	6, 6, 5, 0
PMS	Cool Gray 1 C

VRT Midnight 3

HEX	#C1C1C6
RGB	193, 193, 198
CMYK	15, 5, 5, 30
PMS	429 C

VRT Midnight 4

HEX	#69788C
RGB	105, 120, 140
CMYK	60, 40, 25, 20
PMS	2373 C

VRT Midnight 5

HEX	#3F4865
RGB	63, 72, 101
CMYK	85, 70, 35, 25
PMS	2378 C

VRT Midnight 6

HEX	#031037
RGB	3, 16, 55
CMYK	100, 90, 0, 65
PMS	2768 C

VRT Midnight 7

HEX	#000000
RGB	0, 0, 0
CMYK	90, 20, 20, 100
PMS	Black 6 C

3.

EDU MAKE

Gradient colors (not for use in logo) (2/3)

VRT Emerald 1
HEX	#EEF7EE
RGB	238, 247, 238
CMYK	10, 0, 12, 0
PMS	9540 C

VRT Emerald 2
HEX	#C3F0C7
RGB	195, 240, 199
CMYK	30, 0, 30, 0
PMS	351 C

VRT Emerald 3
HEX	#6DE19B
RGB	109, 225, 155
CMYK	55, 0, 50, 0
PMS	2255 C

VRT Emerald 5
HEX	#21891F
RGB	33, 137, 31
CMYK	85, 0, 100, 25
PMS	2259 C

VRT Emerald 6
HEX	#165827
RGB	22, 88, 39
CMYK	90, 15, 95, 50
PMS	7484 C

VRT Emerald 7
HEX	#003400
RGB	0, 52, 0
CMYK	100, 30, 100, 75
PMS	567 C

VRT Tangerine 1
HEX	#FFF2F6
RGB	255, 242, 246
CMYK	0, 10, 6, 0
PMS	9285 C

VRT Tangerine 2
HEX	#FFBFC3
RGB	255, 191, 195
CMYK	0, 35, 20, 0
PMS	176 C

VRT Tangerine 3
HEX	#FF7882
RGB	255, 120, 130
CMYK	0, 65, 40, 0
PMS	2345 C

VRT Tangerine 5
HEX	#E62323
RGB	230, 35, 35
CMYK	0, 100, 95, 0
PMS	2347 C

VRT Tangerine 6
HEX	#AD1E1E
RGB	173, 30, 30
CMYK	0, 100, 95, 35
PMS	7628 C

VRT Tangerine 7
HEX	#4D0100
RGB	77, 1, 0
CMYK	0, 100, 40, 90
PMS	7631 C

4.

Gradient colors (not for use in logo) (3/3)

VRT Amber 1
HEX   #FFFBF1
RGB   255, 251, 241
CMYK   0, 0, 10, 0
PMS   9060 C

VRT Amber 2
HEX   #FDEDCE
RGB   253, 237, 206
CMYK   0, 7, 24, 0
PMS   7401 C

VRT Amber 3
HEX   #FFE682
RGB   255, 230, 130
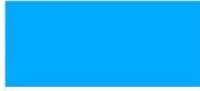CMYK   0, 7, 58, 0
PMS   120 C

VRT Amber 5
HEX   #FF9600
RGB   255, 150, 0
CMYK   0, 50, 100, 0
PMS   2012 C

VRT Amber 6
HEX   #B17500
RGB   177, 117, 0
CMYK   0, 40, 100, 35
PMS   7551 C

VRT Amber 7
HEX   #351900
RGB   53, 25, 0
CMYK   0, 45, 80, 95
PMS   7554 C

VRT Marine 1
HEX   #E6F5FF
RGB   230, 245, 255
CMYK   10, 0, 0, 0
PMS   656 C

VRT Marine 2
HEX   #D0EAFF
RGB   208, 234, 255
CMYK   25, 0, 0, 0
PMS   277 C

VRT Marine 3
HEX   #00AAFF
RGB   0, 170, 255
CMYK   75, 15, 0, 0
PMS   2191 C

VRT Marine 5
HEX   #005AEB
RGB   0, 90, 235
CMYK   95, 60, 0, 0
PMS   2728 C

VRT Marine 6
HEX   #002B6C
RGB   0, 43, 108
CMYK   100, 80, 0, 40
PMS   2748 C

VRT Marine 7
HEX   #011F49
RGB   1, 31, 73
CMYK   100, 75, 0, 75
PMS   282 C

5.

EDU MAKE

Icon

EDUmake icon is shaped by the negative space of the EDUbox logo. It represents a checkbox on a ballot paper. May never be used without the EDUmake text.
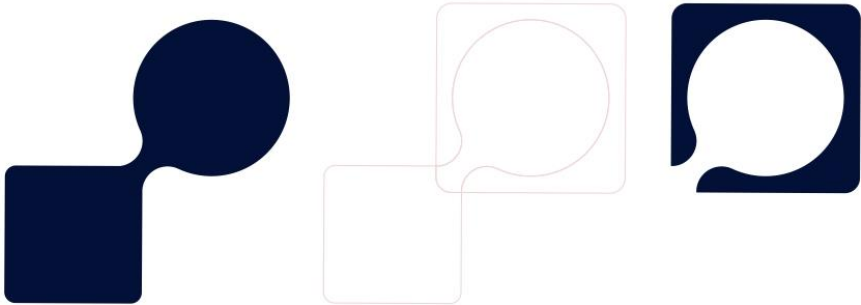
Logo EDUmake

The symbol is a negative space of the EDUbox logo represents a checkbox on a ballot paper
ratio is 1/2.5
margin is 1 time size of symbol
Font of name is Roobert VRT Heavy

Only in the title is EDUmake written in all kapitalletters. When the word EDUmake is used in written text, the first 3 letters are kapital letters, the last 4 letters are in small letters.

How to not use the logo

Safe area and minimum size

To maintain the clarity and integrity of the logo, a minimum clear space free from other graphic elements must be observed in all applications (except when used in app icons, or social media profiles). Wherever possible, apply additional clear space beyond the minimum requirement.

Keeping the minimum size will ensure that the logo always maintains clarity and legibility. In digital use, the minimum size the logo can be used is 60px wide and in print use, the minimum size the logo can be used is 5mm.

Logo used on negative background

The logo may only be in white displayed when the background is dark enough.

Do

Don't

9.

Text paragraphs

Roobert VRT Regular
12pt/5mm
left align
no hyphenate

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EDU MAKE

Annex 3: Dissemination guide for partners

The purpose of this short guide is to provide partners with instructions related to the branding and dissemination of project activities and outputs.

Project logo and design guide

The brand guide created for the project accompanies this document and contains all the information partners need about colour, logo and fonts to be used. Please ensure that the project logo as follows is always visible on all project outputs as well as following the design guidelines included in this plan.

Use of Images

A separate folder with images that can be used by partners will be made available in the TEAMS environment. Please first check with the project management team if you would like to use images other than these in your dissemination activities.

Templates

The team are building up a set of templates based on the design guide that can be used for different outputs, the first of these are already available for documents, reports and presentations. Additional templates as required will be developed based on the project brand book as and when necessary.

Use of EU logo and disclaimer

In order to ensure that the EU support to our project is acknowledged appropriately, we will follow the EU guidelines related to the use of the European Union logo and disclaimer. In practice this means that the Co-funded by the European Union logo shown here should be clearly visible on all publications, announcements, documents and materials related to the project when they are visible to the public.

This logo needs to be given appropriate prominence when displayed in association with any other logo. Furthermore, the following sentence should appear alongside where possible:

Finally, the following disclaimer also needs to be visible on all public documents and publications, (adjust according to whether the disclaimer is included on a publication/report/presentation etc.):

Social media
For Twitter, we suggest the following hash tags: #EDUmake #EDUboxeu in combination with relevant hashtags in partner countries such as #DigMat #teachingresources.

Tips and advice on dissemination
- Project name: please always write the project name as follows: EDUmake
- Project description: please use the common project description at all times, you will find this in two different formats (50 words and 200 words) in annex 7 where it is also available in Dutch or Croatian.
- Log all dissemination activities: no matter how limited the action it is important to log in the dissemination log every instance of dissemination. Not only is this useful for us in terms of managing the dissemination process, but it is also very useful for when we need to report to the European Commission.
- Look out for all opportunities to promote the project and keep a watchful eye out for all relevant events and gatherings where we can promote the project. Please use the event log to keep a record of all events, conferences, workshops and seminars which may be interesting for the project so we can collaborate where possible in terms of participation.

Annex 4: Evaluation and Performance KPIs

No.	Title	Description	Year 1	Year 2
KPI.01	Workshops targeting local audiences	Online and/or offline events, 2 per each partner	n/a	10 at the end of Y2
KPI.02	Presentations at relevant external conferences/events	Online and/or offline events	n/a	At least 2 at the end of Y2
KPI.03	Final event		n/a	1 at the end of Y2
KPI.04	Promotional campaigns	Promotional campaigns available in English and carried out locally in NL or HR	n/a	4 by the end of Y2
KPI.05	EDUmake project pages	Dedicated page to promote the EDUMAKE project on all partner websites	n/a	5 webpages by end of Y2
KPI.06	Project results' storage	EDUMAKE localised EDUboxes and templates stored on open-access platforms	n/a	All items stored on at least 1 open access platform
KPI.07	Regular website updates including news items	This KPI will be measured by a simple review of the relevant sections of the websites	5 by the end of Y1	10 by the end of Y2
KPI.08	Regular announcements on social media	These can be filtered by entering the EDUmake project's hashtag #EDUmake on each social media platform	At least 10 by each partner	At least 20 by each partner

All KPIs will be logged in a shared excel file. Each partner will have a separate sheet and each activity.

EDU MAKE

Annex 5: Dissemination Activities Log

The Dissemination log is available to all partners in the TEAMS environment, partners need to keep this log up to date, noting all dissemination activity done for promoting and sharing EDUmake project.

Dissemination Activity	What type of dissemination activity was this, posting on a website? Presentation at an event?
Focus of dissemination	What were you disseminating about? A training course? A new activity? The project in general?
When	When did it take place, if online, when was the announcement posted?
Where	Was it online? Or was it at an event that took place in a specific location, if a location then please indicate where.
Who	Who carried out the activity in your organisation
Web URL	To the actual link if online action, otherwise to a relevant site, e.g. the conference or workshop website
Title	If a presentation, then the name of the presentation, if a post, then the headline or first words
Description	Anything further you want to add about the dissemination action
Language	Language used
Target	Indicate who the action was aimed at, if non-specific, then just insert "general"
Reach	Insert roughly how many people you think you reached with this action
Additional information	Anything else you want to add?

Annex 6: Event Planning Log

The event planning log is available to all partners in the TEAMS environment, partners need to keep this log up to date, noting all potential events, conferences, workshops and seminars on and offline that are of interest to the partnership. This log is used to indicate all upcoming events and to managed partner engagement. The log is maintained in chronological order:

Name of event	Short name by which the event is known
Organised by	Name of lead organisation
Start date	When is it taking place, if over several days, just insert
Location	If online, simply insert 'online' otherwise city followed by country
URL	Link to main website
Internal/External	'Internal' if organised by one of the partners or by EDUMAKE as whole, otherwise
Partner attending	Name of person and partner
Action proposed	What is the proposed involvement, workshop? Presentation? Distribution of materials?
Follow-up	What, if any, follow-up is advised
Additional information	Anything else you want to add?

Annex 7: Common set of summary texts

Banner headline

EN	EDUmake - Compelling educational material on important societal challenges for use in the classroom
NL	EDUmake - Boeiend educatief lesmateriaal over belangrijke maatschappelijke uitdagingen voor gebruik in de klas
HR	EDUmake - Cjelokupni obrazovni materijal o važnim društvenim izazovima za korištenje u školama

Short (50-word descriptions)

EN	EDUmake is based on an innovative format focused on societal challenges created by VRT for teachers to use in class. Partners are creating localised versions of EDUbox materials based on high-quality audiovisual content and interactive engagement strategies as well as a dedicated EDUbox in preparation for the 2024 European elections.
NL	EDUmake is gebaseerd op EDUbox, een innovatief educatief mediaformat over complexe maatschappelijke thema's dat VRT ontwerpt voor leerkrachten als lesmateriaal. Het EDUbox-materiaal bevat kwaliteitsvolle audiovisuele inhoud, storytelling technieken en interactieve leeractiviteiten. De partners van dit project verwerken dit bestaand materiaal naar hun eigen context en eigen noden en werken anderzijds samen aan nieuw materiaal rond de Europese verkiezingen van 2024.
HR	EDUmake se temelji na inovativnim formatima koji su usmjereni na društvene izazove. Kreirao ih je VRT za učitelje kako bi se koristili u sklopu nastave. Partneri kreiraju lokalizirane verzije EDUbox materijala, a koji se temelje na visokokvalitetnom audiovizualnom sadržaju i interaktivnim strategijama koje potiču na sudjelovanje i angažman. Također s partnerima je u pripremi kreiranje posebnog EDUboxa za europske izbore 2024. godine.

Longer description (200 word descriptions)

EN	The European EDUmake project is based on an innovative interactive educational format developed by and for teachers to use in their classroom. EDUmake partners in Belgium, Croatia and The Netherlands are creating localised versions of existing EDUbox materials aimed at 12-18 year olds as developed by VRT based on high-quality audiovisual content and interactive engagement strategies. EDUbox materials are focused on important societal challenges such as inclusion, polarisation, tackling disinformation, culture and social media. They will be tested out in classrooms in partner countries and the feedback gathered will be used to further refine and advance the EDUbox approach. EDUmake partners are also creating a dedicated EDUbox focused on European policy for use in the classroom in preparation of the European elections taking place in 2024. Part of the project remit is to create an easy-to-use format for translating and contextualising EDUbox packages across the EU and potentially beyond. This includes a set of tools, strategies and materials that teachers and others can use in the future to create their own EDUboxes on topics that they consider important. EDUmake is a two year project led by VRT in Belgium that began in October 2022 funded under the European Commission's Creative Europe Programme.
NL	Het Europese EDUmake-project is gebaseerd op een innovatieve interactieve onderwijsvorm, ontwikkeld als lesmateriaal voor leerkrachten. EDUmake-partners in België, Kroatië en Nederland creëren van bestaand EDUbox-materiaal versies naar hun eigen context en noden. Het EDUbox-materiaal is ontwikkeld voor 12- tot 18-jarigen door de VRT en bevat kwaliteitsvolle audiovisuele inhoud, storytelling technieken en interactieve leeractiviteiten. De EDUbox-materialen zijn gericht op belangrijke maatschappelijke uitdagingen zoals inclusie, polarisatie, de aanpak van desinformatie, cultuur en sociale media. Ze zullen worden getest in klaslokalen in partnerlanden en de verzamelde feedback zal worden gebruikt om de EDUbox-aanpak verder te verfijnen en te bevorderen.

	De EDUmake-partners creëren ook een speciale EDUbox over Europees beleid voor gebruik in de klas ter voorbereiding van de Europese verkiezingen in 2024. Een deel van de projectopdracht is het creëren van een gebruiksvriendelijk formaat voor het vertalen en contextualiseren van EDUbox-pakketten in de hele EU en mogelijk daarbuiten. Dit omvat een reeks instrumenten, strategieën en materialen die leerkrachten en anderen in de toekomst kunnen gebruiken om hun eigen EDUboxen te maken over onderwerpen die zij belangrijk vinden. EDUmake is een tweejarig project onder leiding van de VRT in België dat in oktober 2022 van start is gegaan en wordt gefinancierd in het kader van het programma Creatief Europa van de Europese Commissie.
HR	Europski projekt EDUmake temelji se na inovativnom interaktivnom obrazovnom formatu koji su razvili učitelji za učitelje kako bi ih koristili u svojim učionicama. EDUmake partneri u Belgiji, Hrvatskoj i Nizozemskoj kreiraju lokalizirane verzije postojećih EDUbox materijala namijenjenih djeci od 12 do 18 godina, a koje je razvio VRT na temelju visokokvalitetnog audiovizualnog sadržaja i interaktivnih strategija koje potiču na sudjelovanje i angažman. EDUbox materijali usmjereni su na važne društvene izazove kao što su inkluzija, polarizacija, borba protiv dezinformacija, kultura i društvene mreže. Materijali će biti testirani u učionicama škola diljem partnerskih zemalja, a prikupljene povratne informacije koristit će se za daljnje usavršavanje i unapređenje EDUbox pristupa. Također, s partnerima je u pripremi kreiranje posebnog EDUboxa koji će biti fokusiran na europske politike kako bi se koristio u školama kao priprema za europske izbore 2024. godine. Dio projekta je i kreiranje formata koji bi bio jednostavan za korištenje, a koji bi služio za prevođenje i kontekstualizaciju EDUbox paketa diljem Europske unije, a potencijalno i šire. To uključuje skup alata, strategija i materijala koje učitelji, ali i drugi, mogu koristiti u budućnosti za stvaranje vlastitih EDUboxova o temama koje smatraju važnima. EDUmake je dvogodišnji projekt koji vodi VRT u Belgiji, a započeo je u listopadu 2022. te je financiran u sklopu programa "Kreativna Europa" Europske komisije.