



"UPcycling clothing regeneration via circular embroidery"

2024-1-DE02-KA210-VET-000249741

Dissemination Strategy

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September 2024

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Introduction

The following dissemination strategy was written by the *Education In Progress* Association, responsible for the implementation of the project's dissemination materials.

With the following strategy, we intend to disseminate the results of the project **"UPcycling clothing regeneration via circular embroidery"** -2024-1-DE02-KA210-VET-000249741 to a wide audience of direct stakeholders in the VET sector, in compliance with the standards contained in the guide published by the European Commission "How to communicate YOUR PROJECT".

1. Dissemination's aims:

The dissemination strategy is aimed at promoting the dissemination of the project's objectives to a wide audience, in which it aims to build:

- a transfer of innovative skills and knowledge in the manufacturing sector;
- an educational model based on the recycling and embroidery of clothes and, in this sense, promoting the concepts of the circular economy.

2. Dissemination Targets

- Adults and young adults seeking employment.
- Professionals and amateurs from Germany and Greece.
- Adult migrants.
- Stakeholders involved in the project.
- Interested individuals.
- Vocational schools.
- People at risk of unemployment and low professionalization.
- Migrants already included in professional.



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3. Dissemination Strategies

The objectives of the dissemination strategy will be achieved through the following tools:

- Elaboration of dissemination material: logo, visual identity of the project (working document templates).
- a brochure and 2 newsletters, illustrating the project, its objectives, and expected results.
- A website dedicated to the project.
- an article that will tell the project on the following platforms: Epale, Salto, School Gateway.

4. Organization of Events:

The creation of *multiple events* is planned in the partner communities, suitable for adults, migrants looking for work, etc., currently in prison, they want to hone their skills. The plan will also include possible participation in related events projects, in order to promote this project and create synergies for the further exploitation of the results obtained.

During the multiplier events, the course programs will be shared with the beneficiaries so that they develop a new skill, i.e. embroidery, as well as creating a framework to apply this skill in recycling.

5. Use of Social Media:

Posts will be published periodically by each partner, with which users will be able to follow the progress of the activities on the project website and social media, or through newsletters, etc.

Specifically, the *Social Networks* that will be used by the partners for dissemination are the following:



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- **Education In Progress:** <https://www.facebook.com/InProgressEduITA>
- **Think Act Go Green/TAG-Green** <https://www.facebook.com/taggreen.gr>
- **Deutsche Stickgilde e.V.** <https://www.facebook.com/housetextilearts/>

In addition, pages dedicated to the project will be created on the personal sites of the individual partners. The partner websites are:

- **Education In Progress:** <https://italy.educationinprogress.eu/projects.html>
- **Think Act Go Green/TAG-Green:** <https://www.taggreen.gr/>
- **Deutsche Stickgilde e.V.:**
https://deutschestickgilde.de/?fbclid=IwY2xjawlyqrhleHRuA2FibQIxMAABHTFIfohM1nIE45YPQ7NjSP3YbgZQRTtneoRDuIOb-VWYHOz8AihN6Ixlaw_aem_tQ5uNFf6C_5onWKKrPX_Hg

5.1 Hashtags:

The posts on social networks must contain the following hashtags to help reach the right target group and any stakeholders in the topic of our project:

[#erasmusplusproject](#) [#dissemination](#) [#disseminationproject](#) [#embroidey](#) [#clothing](#)
[#circularembroidery](#) [#Erasmusplus](#) [#trainingcourse](#) [#dissemination](#) [#activityproject](#)
[#fastfashion](#) [#recycle](#) [#circulareconomy](#) [#circularfashion](#) [#VETsector](#)
[#sustainablefashion](#)

6. Evaluation & Monitoring

In order to evaluate the dissemination activity that we will have carried out throughout the project, we will carry out the following actions:

- 1) We will collect feedback from participants in multiplier events to evaluate the effectiveness of dissemination activities (through *Google Forms*).
- 2) We will monitor social media engagement (likes, shares, comments) to measure audience interest and participation. This data will be summarized in the *Dissemination Report*.
- 3) We will draw up a *final report* summarizing the dissemination activities, the results obtained, and the recommendations for future projects.



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