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# **Art Well**

## **Dissemination Strategy**

## Document Revision History

Version	Date	Change s	Contributor(s)
V1.1	21/04/2025	Initial Version	Vojtěch Žák
V1.2			

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- 6) Please indicate any deviations from contractual conditions (IO objectives declared in the project description)
- 7) Comments/Suggestions for revision
- 8) Implementation of revisions/modifications suggested and explanation for eventual rejections (performed by the Responsible of the IO)
- 9) Deliverable accepted

## Executive Summary

The proper communication leading to a wide dissemination of the objectives, activities and results of the project is of utmost importance for ensuring its successful implementation.

The aim of this deliverable is to lay out the dissemination strategy to be conducted within the funded lifetime of Art Well, including the activities planned to promote the project outcomes. Dissemination refers to the reaching out to identified target audiences for informing them about the project and its anticipated outcomes.

The Dissemination Strategy presented in this document describes the framework of channels and activities to be used for disseminating the project's objectives, results and outcomes, to identified target groups, complementing in this way the tasks implemented within Project Activities.

# 1. Introduction

## 1.1. Purpose of the Dissemination Strategy

The Dissemination Strategy will outline the responsibilities of each partner in the phase of Dissemination, a set of actions to be undertaken by partners for the purposes of disseminating the project, as well as specific time-frames and actors to be targeted for the implementation therefore. All these components will be based on an overarching strategic assessment of the opportunities, threats and challenges involved in the choice among available options in terms of actions, targets and timeframes.

The dissemination strategy elements:

1. Objectives: Consortium will disseminate all the results of the project activities and the outcomes achieved and created during and after WP1-WP5.
2. Target: Marginalised youth, Youth (16-30), General public (activities focused on destigmatisation of mental health issues), Educators, Artists, Stakeholders (other educational organisations both on national and international level), Partners organisations
3. Methodology: By means of the expertise and competence of the responsible persons in charge of dissemination in each organization, those people will be actively creating an ongoing online and offline strategy for dissemination (as well as visibility) for the whole duration of the project (and after it finishes).
4. Time frame: The process is ongoing and will build momentum at each step of the development of the project, offering the organizations possibility to attract interest of organizations and targeting extra stakeholders.

## 1.2. Dissemination management and distribution of responsibilities

INspire holds the main responsibility over the dissemination activities. They plan, coordinate, and create deliverables.

Partners main responsibility is:

- full responsibility over national campaigns from (WP3, A8)
- multiplier events (WP5, A12), including its documentation and spreading
- spreading deliverables from the project relevant networks and stakeholders
- cross-sharing of social posts developed by INspire

INspire will:

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- Create the main international deliverables for social networks
- Monitor the general progresses of the Dissemination process
- Support partners to keep the deadlines for the dissemination
- create a dissemination database on Google Drive
- create a template for the regular dissemination reports.
- create a general calendar for the Dissemination Activities
- create the project logo.

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## 2. Project Overview

### 2.1. Project Scope & Objectives

The aim of our project is to increase the wellbeing of marginalised youth through art activities.

#### OBJECTIVES

1. Develop quality partnership
2. Develop descriptive analysis of specific issues and needs of marginalised youngsters
3. Exchange good practices in engaging marginalised youth in different art related practices
4. Provide marginalised youth an opportunity for self-expression, teach them on self-care
5. Support de-stigmatisation of mental health
6. Teach educators on best practices in teaching marginalised youth on self-care
7. Spread the successes of the project among relevant stakeholders

#### MAIN RESULTS

- 1 international report on well-being of marginalised youth
- boost of well-being of 80+ youngsters (60% of them with fewer opportunities) through 16 art workshops
- digital art gallery from youth art pieces
- 4 national booklets of different art activities boosting wellbeing
- 4 national campaigns destigmatising the mental health reaching 3200+ general public
- 24 youth workers educated in art activities and 120+ youth impacted by those activities
- Training Concept handbook disseminated among 100+ educators/youth workers
- educational video on impact of art release & community sharing

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## 3. Dissemination Strategy

### 3.1. Objectives

The Dissemination Strategy will outline the responsibilities of each partner in the phase of Dissemination, a set of actions to be undertaken by partners for the purposes of disseminating the project, as well as specific time-frames and actors to be targeted for the implementation therefore. All these components will be based on an overarching strategic assessment of the opportunities, threats and challenges involved in the choice among available options in terms of actions, targets and timeframes.

The Dissemination Plan will contain detailed measures and guidelines to ensure the following:

1. The open-access of all the project results on the project website. Every social media account will gather direct links to the project results for download.
2. The largest participation and raising awareness for the project by the local society and local actors.
3. Complete and transparent information on the Project, during all the phases of its implementation.
4. Informing the public opinion on the role developed by local institutions, European Union and Erasmus+ Program in the realization of the Project. In the Consortium countries, project results will be disseminated on the Websites of Consortium Partners and their social media channels (Facebook, Instagram, Ticktock).

General public will be addressed mostly through general media. As well, we will incentivize each attendee to local events and project's activities to share knowledge with their personal connections, raise discussions, and publish articles.

### 3.2. Target Groups

TG1: Marginalised youth

TG2: Youth (16-30)

TG3: General public (activities focused on destigmatisation of mental health issues)

TG4: Educators

TG5: Artists

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TG6: Stakeholders (other educational organisations both on national and international level)

TG7: Partners organisations

### 3.3. Dissemination management and distribution of responsibilities

All the consortium will be responsible for the dissemination activities, however

INspire, with the support of the coordinator, will take the leadership of the dissemination and exploitation process.

During the monthly partner meetings all partners will update the Consortium about the dissemination activities carried out in the different countries.

INspire will create:

- Dissemination database
- a template for the regular dissemination reports.
- A general calendar for the Dissemination Activities
- the project logo.

### 3.4. Dissemination Metrics (Key Performance Indicators)

**Table 1: Dissemination Key Performance Indicators**

Instrument / Activity	Measure	Indicators	Thresholds
Project Logo	Visibility, Visual Identity of project	Embedment of logo in all publications (online and offline) related to the project	-

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Social Media	Popularity	<p>These will be on partners' pages and not on separate accounts dedicated to the project, utilizing the existing following of each page and integrating with their normal flow as an integral part of their activities:</p> <ul style="list-style-type: none"> <li>• Facebook likes, follows and reactions</li> <li>• Youtube views</li> <li>• LinkedIn likes</li> <li>• Instagram likes and follows</li> <li>• Twitter use of hashtag and likes</li> </ul>	<p>96+ posts</p> <p>10.000+ reach</p> <p>at least 10 interactions each post</p>
Landing page	Engagement with landing page	<ul style="list-style-type: none"> <li>• Number of visits,</li> <li>• Number of hits per page,</li> <li>• Duration of the visits</li> <li>• Number of references of the website on other sites.</li> <li>• Number of contributions</li> <li>• feedback</li> </ul>	<p>300+ visits</p> <p>overall positive feedback from feedback form</p>
Local Events	Interest generated by the target group and other stakeholders	<ul style="list-style-type: none"> <li>• Number of participants at the event</li> <li>• Distribution of educational and informational material at events</li> </ul>	<p>≥20 participants per country WP3</p> <p>≥30 participants per country WP4</p>
Booklets	Visibility, popularity	Number of booklets published and distributed on partners social media and websites	4 booklets (each in national

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promotional video	Popularity	Number of visualizations It will be on landing page and consortium social networks	<ul style="list-style-type: none"> <li>• ≥1000 views</li> </ul>
Handbook	Popularity Feedback form	Number of downloads from landing page, social networks, and professional platforms (Salto Youth)	<ul style="list-style-type: none"> <li>• ≥100 downloads</li> </ul>
Multiplier events	Popularity Feedback form	<ul style="list-style-type: none"> <li>• Number of participants at the event</li> <li>• Distribution of educational and informational material at events</li> </ul>	<ul style="list-style-type: none"> <li>• ≥25 stakeholders per country</li> </ul>

## 4. Dissemination Materials & Tools

### 4.1. Visual Material

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding.

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.

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### Project logo

The project logo is expected to improve the project's visual recognition. Partners must use the project logo when publishing project dissemination materials. The following logo was chosen as the final one by the project Coordinator and all Partners:

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**Figure 1: Project logo**

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## 4.2. Social Media Channels

Social Media partners' accounts will be used to communicate events and achievements, as well as to encourage discussions and engage stakeholders.

Updates on events and project results will be reported on social media partners' accounts within a week of the event or achievement. In addition to the updates, the social networks will be updated with relevant news from project partners in order to keep the target audience's attention.

Texts are in English or national language and the language used is informal, friendly and simple.

The project logo, Eu funding logo, and tag and the partners' tags should appear in every post on the project. Only the tags will be utilized when a post contains a photo or a media link.

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## 5. Dissemination Reporting

All participating organizations are required to report their dissemination efforts via Google Drive using the provided templates for data collection.

The project aims at producing at least two dissemination reports (M8 & M18). The aim is to track dissemination efforts over time and determine the extent to which quantitative thresholds are met.

Each dissemination report is expected to include information about:

- Repartition of dissemination efforts by country
- Content of communications (e.g., general info about the project, information on the release of the IOs)
- Reach of the dissemination campaign by country and by category

Interim dissemination report will include recommendations relative to the communication campaign and will alert the consortium as a whole as well as individual partners where necessary measures have to be taken in order to comply with the ambitions of the dissemination strategy. Final report will focus on recommendations for follow-up.

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## 6. GDPR rules

Each Partner Responsible must ensure that the communication activities comply with the GDPR and the national rules.

Within the Art Well Project, partners will not share data with third parties if not strictly linked to programme/project information/dissemination purposes. Disclaimers will be included in Registration forms for events (consent), on the project website: Partners, Contact sections, Newsletter subscription forms (Homepage and Newsletter sections) and Newsletter templates (possibility to unsubscribe).

The following Disclaimer will be used for events, will be posted on the attendance list and in the invitation:

*Please be aware that prior to this event, you will have to confirm your presence in the form of a signature list. Event participation without prior signing is unfortunately not possible.*

*This collection of your personal information is intended only to organize and manage the event/working group. We are committed to respecting and protecting the privacy of personal data collected. We regard your personal data as confidential information and never communicate it to third parties. This information may be disseminated electronically or on paper and conferred to other participants to facilitate communication, prove their attendance with the signature list to EU-funded control systems, and promote future events on this subject or similar subjects.*

*Please note that you will be attending an event where photographs and/or audio-visual footage may be taken. By attending this event, you freely provide your agreement that you accept to be photographed, filmed or recorded. You also agree that the photos mentioned above and video or sound recordings may be used, reproduced, distributed and communicated to the public for any other purposes by the Art Well Project within the ERASMUS+ Programme on websites or other information tools, such as social media or electronic or printed publications.*

*A person attending a Art Well event who does not wish to have their image recorded for distribution should make their wishes known to the event organizers.*

More information regarding GDPR rules are available by accessing the following link: [https://ec.europa.eu/info/law/law-topic/data-protection\\_en](https://ec.europa.eu/info/law/law-topic/data-protection_en).