



Training, journey and learn TRIP

Dissemination plan

The dissemination plan for the project "Training Journey and Learn - TRIP" aims to ensure the visibility, sharing and impact of the project's results both locally and at European level. The aim is to involve the main stakeholders, promote the educational value of the project and foster the sustainability of its activities beyond the duration of the funding. Below is a simple and feasible plan, based on a few key formats.

Dissemination Objectives

- ✓ **Inform:** Disseminate information about the project, its objectives and the results achieved.
- ✓ **Involve:** Attract the interest of local, regional and European stakeholders.
- ✓ **Promote:** Support the adoption of good practices and innovative methodologies developed in the project.
- ✓ **Support:** Ensure the continuity of project activities through networks and collaborations.

Dissemination Target

- **Educators and trainers:** Provide tools and methodologies to improve teaching effectiveness.
- **Participating adults:** Promote access to training activities and educational materials.
- **Local stakeholders:** Involve cultural bodies, associations and local authorities.
- **European audience:** Share results with educational institutions, NGOs and Erasmus+ networks.

Dissemination Format

1. Project website

1. Creation of a dedicated portal that acts as a central hub for all project information.
2. Included content:
 - Description of the project and its objectives.
 - Training materials (modules, itineraries, toolkits).
 - Calendar of events (TPM, workshops, cultural events).
 - "Results" section with reports, best practices and success stories.
1. Accessibility: The site will be optimized for mobile devices and translated into the partners' languages (Italian, Polish, Romanian).



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2. Social Media

1. Use of the partners' social channels (Facebook, Instagram, LinkedIn) to promote the project.
2. Formats:
 - Weekly posts with updates on the progress of the project.
 - Short videos to present experiential activities and workshops.
 - Campaign hashtag (#TRIPProject #AdultLearning #ErasmusPlus).
3. Objective: To reach a wide audience and encourage interaction.

3. Multiplier Events

1. Organization of 4 multiplier events (one for each partner country) with at least 50 participants each.
2. Planned activities:
 - Presentation of the project results.
 - Interactive workshops on the methodologies developed.
 - Networking between local and European stakeholders.
3. Objective: To strengthen the sense of European belonging and promote collaboration.

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4. Promotional Materials

1. Production of information brochures, posters and promotional videos to be distributed during multiplier events and online.
2. Contents:
 - Information on the TRIP project.
 - Benefits of adult training activities.
 - Invitations to participate in future events.
3. Sustainability: Use of eco-friendly materials (recycled paper).

5. Periodic Newsletter

1. Sending quarterly updates via email to registered stakeholders.
2. Contents:



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- Progressi nei Work Packages (WP).
- Announcement of upcoming events.
- Success stories of the project participants.

- **Collaborations with Local Media**
 - Publication of articles in local and regional newspapers to raise awareness in communities on the themes of the project (adult education, social inclusion, sustainability).
 - Interviews with project partners to share experiences and results.

Timeline of Dissemination

- **March 2025:** Launch of the website and social channels during TPM 2 in Sardinia.
- **June 2025:** First multiplier event in Italy with distribution of promotional materials.
- **October 2025:** Second multiplier event in Poland with a focus on good practices collected in WP2.
- **March 2026:** Third multiplier event in Romania with presentation of the project's interim results.
- **September 2026:** Fourth multiplier event in Italy with final conclusions.

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Success Indicators

- Number of visits to the project website.
- Engagement on social media (likes, comments, shares).
- Participation in multiplier events (number of participants).
- Positive feedback collected through post-event questionnaires.