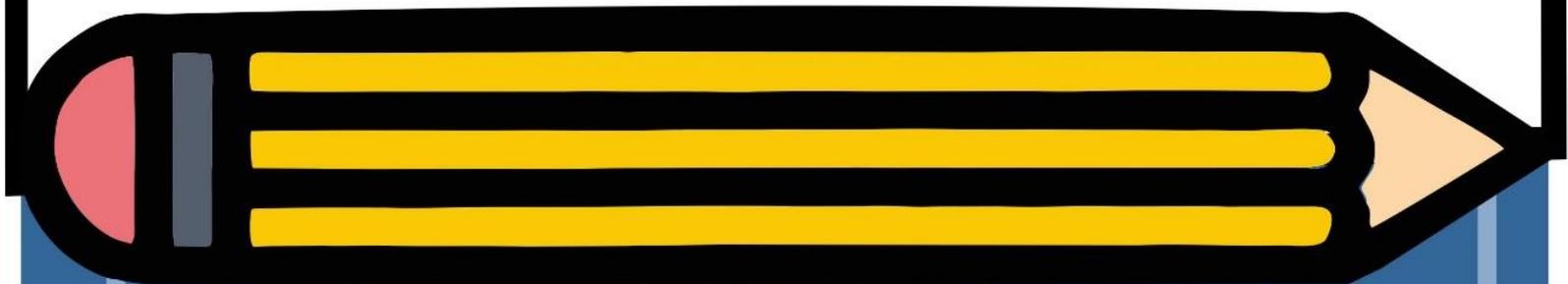




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DISSEMINATION PLAN



FROM LITERACY TO
DIGITAL AND TECHNOLOGICAL
TRAINING

This guide is the result of the project:

**FROM LITERACY TO DIGITAL AND TECHNOLOGICAL TRAINING:
INNOVATIVE AND CUSTOMIZABLE TRAINING ITINERARY
TO FACILITATE THE EMPLOYABILITY AND INCLUSION OF ADULT PERSONS**

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REASONING FOR THE DISSEMINATION PLAN

“From literacy to digital and technological training: innovative and customizable training itinerary to facilitate the employability and inclusion of adult persons” is a project granted in the 2019 call in the adult field of the ERASMUS PLUS PROGRAMME. The evaluation of the quality of the project by the Spanish National Agency-SEPIE was very positive, with an eligibility result that placed it among the top 10 scores in the KA204 call.

The project is coordinated by REDTREE MAKING PROJECTS COOP.V. in collaboration with Ikasia Technologies, Universidade do Minho, Nanopaint, the National Technical University of Athens (NTUA), and Greta du Velay. This intersectorial partnership of entities from Spain, Greece, Portugal, and France intends to bring an innovative proposal to the field of adult education, focusing on the technology and innovation sector through a powerful pedagogical process aimed at motivating adults (especially those Not in Education, Employment, or Training -NEET- between 18 and 30 years old) and creating a personalized training itinerary to train them in digital and technological competences.

In order to accomplish this, it is essential to generate a training itinerary adapted to each student, to guide them from basic literacy stages to digital and technological training, adapting the contents and materials to their prior knowledge, to develop the skills and knowledge that facilitate their employability in high-tech work centers, especially if these adults are part of groups at risk of exclusion or have specific obstacles.

This is why this initiative proposes the creation of an innovative and ambitious intellectual output: the O1 - STRUCTURED AND PERSONALIZED COURSE FOR THE DIGITAL TRAINING OF ADULT PERSONS: FROM LITERACY TO DIGITAL AND TECHNOLOGICAL TRAINING, an innovative structured course aimed at adults between 18 and 30 years old who left their studies and have not been able to access the labor market (NEET), to facilitate their educational, social, and labor inclusion. This training course approved by educational institutions will be taught through e-learning platforms (the ones from REDTREE and the participating Adult Education Centers and collaborators), and can also be implemented in on-site and mixed adult education centers.

To guarantee both the success and the impact of this innovative project, it is necessary to carry out a series of visibility and dissemination activities that allow us to publicize all of results developed. Thanks to these communication and dissemination activities, the target groups will be able to appreciate the opportunities offered to them. The dissemination plan is ambitious, since it not only implies quality monitoring and continuous evaluation, but also includes communication tools to be developed throughout a series of activities in an established period. These actions, range from multiplier events to introductory meetings, presentations of seminars and conferences, writing of papers, etc.

The dissemination of the project allows us to share the experience acquired, the results and conclusions reached, and offer the opportunity to inspire others, both in the creation of new projects and in the application of the objectives that our project proposes. In addition, these



activities become a method to share the benefit and experiences of the Erasmus Plus Programme, from which they have received its European funding.

Communication and dissemination activities help to achieve a better return of the investment from the European funds. Moreover, these activities support the main objective of improving education and training systems in the European Union, since the impact of the Erasmus Plus Programme is not only measured by the quality of the project results, but also by the degree to which other people are acquainted with and make use of these results. Thus, to ensure the effective management of communication and dissemination activities and tools, this dissemination plan was created and made available to users and members.

ANALYSIS OF THE CONTEXT

This point covers the context of the dissemination, understanding it as the external analysis both of the results to be disseminated and of the strengths and weaknesses of the partnership when carrying out the dissemination. To do this, it has been very useful to resort to studies, statistical data, and tools that have provided us with the maximum information about where we are, what we are going to disseminate, and how to do it to reach our beneficiary group.

Adult education is often conceived as a basic education focused on social and personal fulfillment, but offers limited employability possibilities, especially if said adults are at risk of exclusion or suffer from serious obstacles. UNESCO defined it (1997) as a process by which persons who have completed their initial cycle of continuous education start with another sequential and organized activity to obtain changes in the field of information, knowledge, understanding, skills, appreciation, and attitude. On the contrary, the European Union has tried to promote Adult and Lifelong Education since 2014 through the Erasmus Plus Programme, due not only to social demands, but also to the need of NEET over 18 years old to acquire key qualifications for the labor market as a mechanism to look for new productive models (Communication to the European Commission “A new concept of education: investing in competences to achieve better socio-economic results”, Strasbourg, 2012). It is worth noting that, according to the annual educational report “Education Panorama 2018”, the percentage of NEET between 15 and 29 years old is 19.9%, compared to the 13.4% recorded on average both in OECD and in the EU.

In these new production models, the innovation and technology sector stands out: it once again broke records in 2018 with a growth rate five times higher than other industries (report by Atomico, 2018), and has become the engine of the lagging European economy, with an investment of more than 20200 million € (21% more than in 2017). This defines the sector as one with the greatest capabilities for hiring, asset movement, and that will become more and more powerful, according to the study itself. This sector also stands out for its great appeal among the population between 18 and 30 years old, since the cutting-edge new technologies are very impressive, and it fosters great employability capabilities among very different groups (higher degrees may not be necessary, there are also Jobs



suitable for people without a degree or with lower ones), as long as they demonstrate the specific abilities that will allow them to perform their tasks successfully and safely; these being: critical analysis, scientific thinking, responsibility, the ability to work in a group, and the instinct to overcome or compromise.

Thus, due to the economic potential, the structure of companies, the characteristic hiring processes, and their appealing work environment, technology-based companies are very good candidates to employ adults who left their basic studies and have not been able to access the labor market, but have a basic education. This is why the project “FROM LITERACY TO DIGITAL AND TECHNOLOGICAL TRAINING” aims to generate a training itinerary adapted to each student that follows them from basic literacy stages to digital and technological training, with contents and materials adapted to their previous knowledge. This is done with the objective of developing the skills and knowledge that facilitate their employability in high-tech companies and work centers, especially if these adult persons are from groups in risk of exclusion or have specific barriers.

This process can only be carried out from a transnational perspective, because it requires an intersectorial work (between work centers, expert entities, and lifelong learning centers) to produce the combination of multiple national educational processes and thus obtain an impact at the European level. In order to achieve this, once again, the intersectorial nature of the partnership is essential, and the fact that it is comprised by entities with a large national presence and very active European networks makes it really effective. Thanks to the capabilities of the partner organizations, we can structure the impact according to geographic scope as follows:

- **LOCAL IMPACT:** The materials generated will allow greater employability options for adults in the cities where the participating entities’ headquarters are located. The research centers of the participating universities and the technology-based companies are entities with high hiring capabilities that require the training we are promoting.
- **REGIONAL IMPACT:** The partner organizations comprise more than 25000 adults of the beneficiary group (especially from the regions of Comunidad Valenciana, Attica, Velay, and Minho), which will ensure that the use of the results of the project has a positive impact on their inclusion and employability in the technology sector. These results will cover the basic educational needs of adults, but will also generate in them essential skills and attitudes for their analytical capabilities and their employability in the technology sector.
- **NATIONAL IMPACT:** We hope to achieve a great impact on the national scale of each country, since the training course generated will be accessible to all adults who neither study nor work through e- Learning platforms. The materials created also facilitate its replication in the adult education schools of the participating countries (PORTUGAL, GREECE, SPAIN, and FRANCE). We expect that the beneficiary group (which in Spain reaches a 17% of the population) will improve their competences and motivation to access the labor market, and that our project impacts more than 50000 people.



- **EUROPEAN IMPACT:** This project would not make sense if it were not carried out at the European level, thanks to the collaboration of the 6 partner organizations in the 4 different countries with complementary profiles. Any materials or Intellectual Outputs of the project will be designed with the European scope in mind, and will be translated into many languages to facilitate their dissemination and adaptation to the different countries.

Most of the partner organizations have previous experience working with other European organizations through the participation in European programs and the implementation of projects on a transnational scale. This allows partner organizations to have extensive collaboration networks at the European level, including organizations from all over Europe. We will place an emphasis on spreading the results among these organizations.

OBJECTIVES OF THE DISSEMINATION PLAN

This is one of the most important points to consider when creating a strategic dissemination plan. The effectiveness of this plan will depend on the successful definition of the objectives to be achieved, in this case being the following:

- Establish adequate coordination, communication and cooperation. Manage all communication and dissemination actions in a coordinated and controlled manner so as to improve external and internal relations, as well as cooperation between participants.
- Make the project known to the beneficiary groups and to the multipliers: what it is, its objectives, the benefits it brings, the results of this, etc.
- Develop and provide a reference material for the development of future projects.
- Enhance the replication of the results for its use in other mobilities.
- Raise awareness and involve project participants and target groups.
- Develop a strategy that facilitates the visibility and dissemination of the project.
- Contribute to reinforce and strengthen the objectives of the Erasmus Plus Programme.
- Optimize the use of new communication technologies by developing new contact networks and effectively coordinating these communication channels.
- Foster tools that help the beneficiary group.
- Improve the educative capabilities of adult students to promote their inclusion in the education system.
- Encourage students to exceed their limits and not curb their educational expectations, sparking in them the interest to reach laboral succes.



ORGANIZATION CHART OF THE DISSEMINATION TEAM

One of the keys to the successful development of the Plan has been the definition of an organization chart of managers and tasks in which all partners will participate. These managers are highly qualified persons with the experience, resources, and skills necessary to coordinate this Plan.

The NATIONAL TECHNICAL UNIVERSITY OF ATHENS (Greece) has been appointed the as Project Dissemination Leader, and in particular its person in charge of the project, Dr. Apostolos Kyritsis, as Dissemination Leader. They will ensure the proper development of this Plan, check that all the activities included in the project are carried out successfully, and that the communication activities of each beneficiary are coherent with each other. It will also help coordinate the different communication activities of the partnership.

In order to carry out these functions, NTUA will not be alone, since a Dissemination Team will be created to help it get the results to the different target groups, formed by one person from each partner organization, that will appoint its own representative for this task, who has to stand out for their greater experience and resources to perform it.

The partnership has networks of adult education centers and prestigious universities with press offices and departments of international relations and their own media (radio, TV, and magazines), so they will become entities of reference for the rest of the organizations.

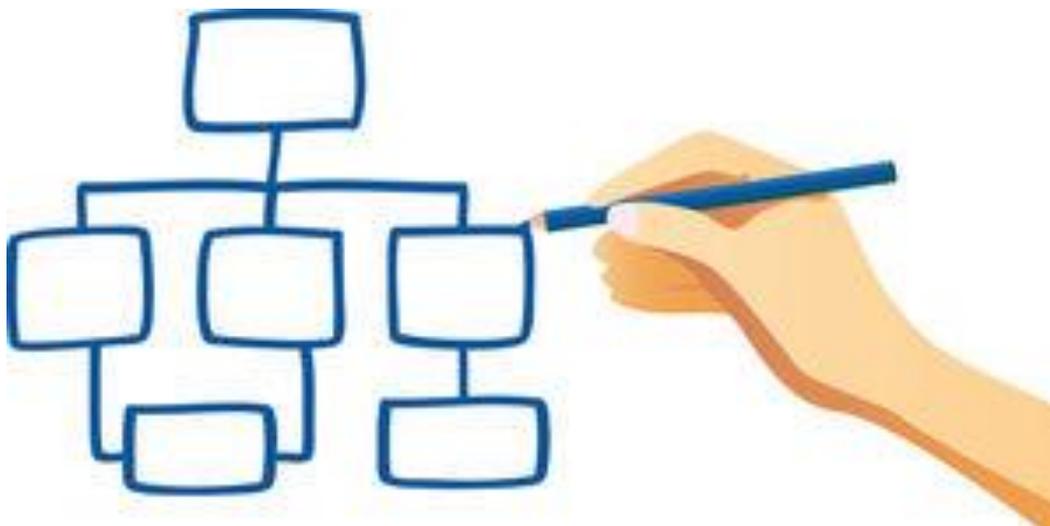
Other collaborators are:

- VICTOR GARCÍA, as marketing manager of REDTREE MAKING PROJECTS, is responsible for the relationship with dozens of entities (educational centers, associations, NGOs, youth associations, social enterprises...) in Spain.
- PIERRE CARROLAGGI, as Director of Pedagogical Innovation of GRETA DU VELAY, has a close relationship with the network of Adult Education Centers throughout France and with the business fabric of the Velay region, since he is in charge of creating specific curricula for employability in the region.
- SENENTXU LANCEROS, professor, PhD, and researcher with experience in the Erasmus Plus Programme from UNIVERSIDADE DO MINHO.
- RUI S. is one of the people in charge of Nanopaint Technologies' international department, and has participated in international networks of the entity, which will allow a wide dissemination of the results and new technology-based companies to join the network.
- CONCHA SOLANO, from IKASIA TECHNOLOGIES, is an expert in English language and the person in charge of the external relations of the entity.

All of them will be supported by experts in the following fields: advertising, journalism, marketing, international relations, and protocol, with the possible occasional participation of experts in layout design. Each partner entity will carry out dissemination at the local, regional, and national level, but the dissemination team will be in charge of coordinating this process by following the instructions defined in this Plan regarding: target audience, common image, logo...



Each partner entity must have a specific contact address to help the media and other multipliers, such as social networks and dissemination platforms. They should also have contact lists with the main multipliers. Lastly, the two coordinating organizations of the Plan will offer their communication services to the rest of the partners: radio, TV, “YouTube” channels, social networks, editorial, and online bookstore. They will also provide guides of good practices for the creation of web projects and the use of social networks.



TARGET AUDIENCE OF THE PLAN

The target groups of the dissemination process match the groups of beneficiaries of the impact achieved with the project, plus the multipliers that will enable the spread of the results throughout Europe and achieve significant changes in the inclusion and employability of adults who don't have a job and left the education system early.

This plan knows the special importance of disseminating the Intellectual Output “O1 - STRUCTURED AND PERSONALIZED COURSE FOR THE DIGITAL TRAINING OF ADULT PERSONS: FROM LITERACY TO DIGITAL AND TECHNOLOGICAL TRAINING” and the “BRIEF GUIDE FOR TRAINERS: FROM LITERACY TO DIGITAL AND TECHNOLOGICAL TRAINING”, one of the main tangible products of the project. All these actions are structured around these three main axes of the plan:

Axis 1- Internal direct target groups:

- Partner and collaborating entities: specific actions have been designed to transfer the results and materials created to the partner and collaborating entities themselves. Many of them are large entities that group multiple centers and departments (such as universities or adult education networks), so it is important that not only the people in



charge of the project know its results, but that the rest of its structure implements and promotes them. The actions in this axis will have a LOCAL SCOPE.

- Beneficiary group: Adult persons with low educational level who couldn't access the labor market and need a personalized and complete process, from basic literacy to the development of certain technological skills. It is important that they get to know the results of the project in which they have collaborated, and that their use is encouraged. We also want to turn them into multipliers in their own circles, which is why they are an essential target group for dissemination. These actions will have a REGIONAL SCOPE.

Axis 2- External direct target groups:

- Lifelong Learning and Adult Education Centers: the Adult Education Centers of the national and European level are direct target groups who can use the results produced by offering the course in their training catalog. This is why the participation of these centers in networks (such as GRETA DU VELAY) will be essential, and will allow us to access first-level multipliers (teachers) that will make the results available to more than a hundred centers. This will have a NATIONAL AND EUROPEAN scope.
- Networks and clusters of technology-based companies and research centers: they will be shown in a clear and dynamic way the benefits provided by adults who have completed our course to integrate them into the network and promote their employability through internships and hiring.
- Adult persons who do not study nor work: we will also make a special effort in spreading the results of this project to adults that, even if they are not in any Adult Training Center, will be able to participate directly in the course through the e-learning platforms of the partner organizations in a flexible way, for free, and with a learning adapted to their needs and initial skills.

Axis 3- General target groups:

- European bodies and public entities in the field of education: we want their involvement to spread the results and good practices, so we will try to reach an agreement to include the Intellectual Output in other centers and educational organizations, thus reaching a LOCAL, REGIONAL, NATIONAL, and EUROPEAN scope.
- The media: they are key multipliers to promote the project at the LOCAL, REGIONAL, and NATIONAL levels. Each participating organization will contact media in their area.
- Society in general: the campaigns of EUROPEAN scope thanks to social networks, visibility, and dissemination will make the project and its results known to non-beneficiary groups of society.

The success of the dissemination process among these groups lies in carrying out the appropriate actions for each of them, generating an appealing message that catches their attention, and focusing the activities on their appropriate multipliers, involving them in the



project itself. With this process, we will not only improve the results, but also adapt them to their needs and therefore achieve the best effort in their dissemination.

ACTION TIMETABLE

The dissemination activities and use of results have four stages: prior to the request, during the implementation, the dissemination stage, and after the final report. The actions, results, and activities among them focused on this objective that stand out are:

- Creation of the project’s website.
- Creation of the promotional materials consisting of dissemination brochures and other materials such as stationery and banners to be used during events and official acts.
- Work with the media: the press releases and articles to be disseminated must be adapted to the language of the media, using headlines, subtitles, organizing the information according to its importance, using visual tools (graphics, pictures, etc.) and offering appealing data that attracts attention.
- Acts and events, awareness seminars, workshops, meeting tables, and a closing conference.
- The dissemination campaigns through social networks.
- Using the platforms of the Erasmus Plus Programme and the EU.
- An active communication via e-mail and notifications.

ACTIVITIES	2019												
	1	2	3	4	5	6	7	8	9	10	11	12	
Project Start													
Development of the dissemination plan													
Initial presentation of the project													
Put the project website into operation													
Update and use of the website													
Creation page in Social Networks													
Update and use of Social Networks													
Meetings with partners													



ACTIVITIES	2020											
	1	2	3	4	5	6	7	8	9	10	11	12
Update and use of the website	■	■	■	■	■	■	■	■	■	■	■	■
Use of social networks	■	■	■	■	■	■	■	■	■	■	■	■
Creation of leaflets and posters	■	■	■	■	■	■	■	■	■	■	■	■
Meetings with partners	■	■	■	■	■	■	■	■	■	■	■	■
Visibility activities	■	■	■	■	■	■	■	■	■	■	■	■

ACTIVITIES	2021											
	1	2	3	4	5	6	7	8	9	10	11	12
Update and use of the website	■	■	■	■	■	■	■	■	■	■	■	■
Use of social networks	■	■	■	■	■	■	■	■	■	■	■	■
Creation of leaflets, leaflets and posters	■	■	■	■	■	■	■	■	■	■	■	■
Meetings with partners	■	■	■	■	■	■	■	■	■	■	■	■
Multiplier event	■	■	■	■	■	■	■	■	■	■	■	■
Visibility and dissemination activities	■	■	■	■	■	■	■	■	■	■	■	■
Development of future cooperation ideas	■	■	■	■	■	■	■	■	■	■	■	■

MESSAGES

The project messages summarize the “essence” of the project. Being simple and concrete, they form the basis for all dissemination activities and must be relevant to target audiences. The messages will remind of the objectives and highlight the added value and benefits of the project.

Before each dissemination and external communication action, key messages will be created based on the specific aspect to be disseminated for each of them.

STRATEGY

The Project Dissemination Plan specifies which measures and strategies will be used so the results and materials created in this initiative are free and accessible to the beneficiaries or any person interested in them. Particularly, two lines of action have been chosen in this regard:



PASSIVE LINE:

This line establishes that easy access mechanisms to the results will be generated and will be kept over time. In this sense, it will be very important to add to the website of the project a specific space for downloading the materials, and links to all the pages of the partner organizations. The project coordinating entity commits to maintain this platform online for no less than 5 years.

This strategy does not actively seek the beneficiaries, but establishes a stable and secure base for them to be able to access the results directly if they want to. The channels through which the results will be available in a sustainable manner will be:

- The project's website.
- Websites of the project partners.
- Websites of strategic collaborating organizations, especially European collaborating networks and federations.
- Social networks.
- Specific dissemination platforms for the Erasmus Plus Programme such as EPALE, GATEWAY, and the Erasmus Plus Result Dissemination Platform.
- Agreements will be reached with public institutions so they make the results accessible in the future to promote them for free.

ACTIVE LINE:

We'll create a series of actions and tools aimed at actively seeking to make materials available to potential beneficiaries (both direct and indirect ones) and key multipliers (students, politicians, organizations, educational institutions, research centers, the media...). The main measure within this line is the use of the e-Learning platforms of the partner organizations, especially REDTREE, but also of the participating Lifelong Learning and Adult Education Centers for the on-line course (the "O1 - STRUCTURED AND PERSONALIZED COURSE FOR THE DIGITAL TRAINING OF ADULT PERSONS: FROM LITERACY TO DIGITAL AND TECHNOLOGICAL TRAINING").

Also, an active effort will be made to create a database of multipliers and beneficiaries, to provide them the results via e-mail, SMS, and "Whatsapp". Other strategies established in this line are: activities to showcase the project through meetings, presentations and, of course, the planned Multiplier Event.

The introductory meetings in different contexts and spaces (seminars, conferences, fairs...) are essential to deliver the results to the multipliers for maximum dissemination, always with the aim of them being used by other organizations.

Specific actions (campaigns, chats, presentations...) will be carried out to promote the use of the materials in the different selected circles (universities, Lifelong Learning Centers, research and technology centers, etc.) and will serve to inform those circles about the results of the project and to offer them the possibility of adapting this experience to their specific fields. In order to encourage the replicability of the materials, each country will designate a contact



person (providing an email) to request information or presentations in their organizations. This contact person will act as a link between the entities and media.

Lastly, we should highlight that all materials created will have a Creative Commons license. These licenses do not replace copyright, but rely on them to allow the choice of the terms and conditions of the license of a work to best suit the rights holder. Creative Commons (or CC) Licenses are inspired by the GPL (General Public License) of the Free Software Foundation, and share a good part of their philosophy. The main idea behind them is to enable a legal model aided by computer tools, to facilitate the distribution and use of contents. The materials created will have the Attribution Non-Commercial Non-Derivative license (CC BY-NC-ND).

DISSEMINATION ACTIONS

In order to answer specifically to the various target groups, the actions and materials generated for the dissemination process are grouped into three lines of action. These are the pillars of the communication and dissemination strategy and foresee the coherent adaptation of communication activities and tools to the different objectives and target groups of this Dissemination Plan. The three lines of action are:

1. Internal Communication

The strategy of Internal Communication does not only aim to achieve the systematization and structuring of the information (ensuring an effective and transparent management of the project), but also the dissemination of all the results (not just the Intellectual Output), so they are used intensively by the partner entities. This will ensure a fluid and efficient communication between project partners and collaborating entities, and we intend to achieve it through the following tools:

- Jointly develop and share the Activity Reports.
- Regular meetings of the Dissemination team.
- The use of telecommunication tools (phone, e-mail, videoconference, messaging).
- The use of shared access on-line programs for the partners with the following information management and exchange tools:
 - A shared file archive for uploading and downloading documents, and access to updated planning and management documents (Work Plan, Task Distribution, Collaboration Agreement, Report Templates, Press Release Models, Satisfaction Survey Models, Corporate Image Manual...).
 - Library with useful documents and links for the work of the partners.

2. External Communication



This line of action is intended for the direct target groups and potential beneficiaries of the project's results, as well as the multipliers linked to them that can facilitate their dissemination.

- The intensive use of Erasmus Plus Programme platforms, EPALE, the ERASMUS PLUS PROJECT RESULTS PLATFORM, and SCHOOL EDUCATION GATEWAY. These are all perfect for the dissemination and visibility of the project among centers in the field of adult education but also other areas, such as school education and non-formal education, that will be able to transfer and adapt the results of the project.
- By using the free platform ISUU, and its "SmartLook" function, which allows file viewing (PDF, word processor, slide presentations...) without downloading them, making them more accessible and therefore spreading the results.
- Launch events: each partner entity will carry out various activities in its country for the presentation and work with the results, in which the selected multipliers will participate (regional adult education representatives, teachers, EPAS organizations, technology-based companies, research centers, and the media).
- Multilateral meetings: these meetings will focus on the multipliers with the greatest impact capabilities, such as councilmen and regional councilors, national ministers, representatives of European educational authorities, etc. These meetings will be proposed by the National Dissemination Committees to gather collaborators.
- Seminars, symposia, fairs, and conferences of the project carried out by each partner organization.

Since the participants of this strategic association belong to federations, platforms, commissions, and other educational organizations, we will benefit from their contacts to spread the results and find new collaborators.

3. General Dissemination

This line of action will give visibility to the Erasmus Plus Programme and the Project itself for the political stakeholders and society in general. It will encompass a series of open activities, less focused on the use of results but in their replication and visibility. The following activities stand out:

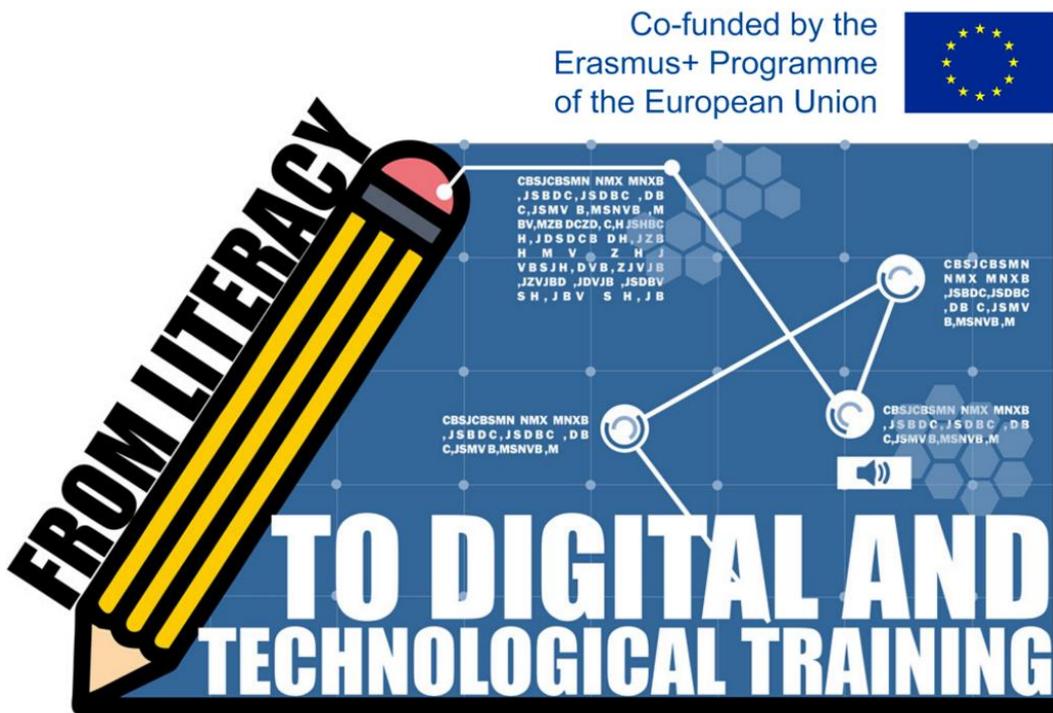
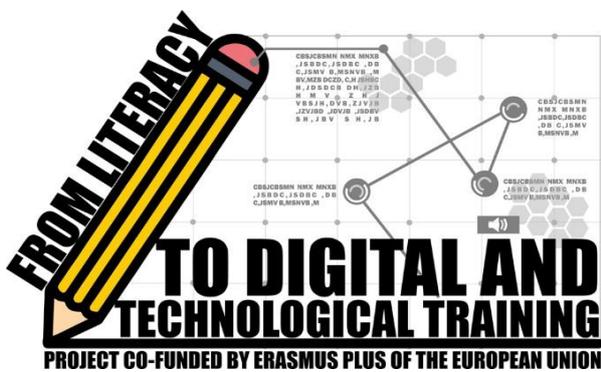
- The website of project: the project website will be a cornerstone not only to offer direct information, but also as a tool for spreading and sending other materials, such as: reference materials, publications, brochures, the project's logo, etc.
- Social networks: we will create profiles in various social networks to provide visibility to the project.
- The dissemination campaign through information and communication technologies (ICTs).



- Activities with the media.
- Press releases.
- News articles.
- News on the project's website.

IMAGE OF THE PROJECT

It is essential for the project to follow the indications of the National Agency in terms of its visual contents, and it is also important that it has a coherent and appealing image that facilitates its dissemination. For this, we have designed images in this line:



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MONITORING AND EVALUATION

One of the best tools to monitor and evaluate the development and achievements of our project is the Total Quality System, which continuously monitors, controls, and evaluates all relevant aspects of the project.

The team in charge of carrying out these tasks is the TOTAL QUALITY MONITORING WORK TEAM, which starts from the premise that the best way to develop a high quality project is prevention, meaning that anticipating possible risks or deviations and taking corrective measures if necessary is best to prevent failures. This team is led by LUIS GÓMEZ ESTRADA from IKASIA TECHNOLOGIES, an expert in monitoring and quality control of international projects.

The comprehensive system implemented also uses qualitative and quantitative indicators to evaluate the development of the project in a more objective way. These indicators will help us describe the starting situation and the needs detected; these were defined during the definition of the logical framework and are directly aimed at measuring the level of success in achieving the project objectives. In coordination with the project's dissemination coordinator and the work team in charge of this task, an exhaustive analysis of the indicators set will be carried out throughout the project, ensuring that all of them are met.

To evaluate them, we will hold monthly virtual meetings to create evaluation tools, quality protocols, and quality manuals, to jointly evaluate the tasks carried out up to that moment. These timely meetings will allow us to detect delays or deviations in the quality, and to also standardize the results among the different countries. Evaluations of key points of the initiative have been established, to be carried out after completing the 3 stages of the project and after each of the transnational meetings and multiplier events. The Intellectual Output will also have specific evaluations, and evaluations will also be carried out with the beneficiaries, multipliers, and a final evaluation of the entire project.

The indicators on which we will analyze and evaluate the achievements of the project are:

- **EFFECTIVENESS:**
 - Level of completion of the activities.
 - Number of activities carried out.
 - Level of adjustment to the schedule.
 - Percentage of adjustment to the budget by stage.

- **COVERAGE:**
 - Areas covered by the project and its results.
 - Levels of use of the results.
 - Percentage of participation of the partners.
 - Percentage of participation of employees.
 - Dissemination indicators.
 - Number of European countries that use the results.



- **QUALITY:**
 - Level of quality of the results created, by stage.
 - Level of satisfaction of the partners.
 - Number of certificates issued during the project.
 - Number of certificates issued to adults who completed the course.

- **REPLICABILITY:**
 - Level of replication in other educational areas.
 - Number of adult education centers that have implemented the results.
 - Number of countries in which the results are used.

BUDGET

The project includes a budget item for communication and dissemination activities. The distribution of the budget of each partner for the different activities may vary according to their preferences, but we expect to maintain the total expenditure of each partner for the communication and dissemination activities.





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