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Dissemination Plan



THE TRANSYLVANIAN
MUSEUM
OF ETHNOGRAPHY



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MUSEUM
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ART



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Purpose of this document

The purpose of this document is (a) to orientate the project consortium to implement planned dissemination process all along the project duration and after the funding period; (b) to map out the exploitation of the project results.

Dissemination goal: The broad community of museums, schools and associations for and of the benefit of persons with SD and disabilities in general will be informed about the actions and results of the ToMiMEUs project.

Dissemination aims to:

1. Raise awareness about the project,
2. Inform and educate,
3. Engage (get input and feedback),
4. Promote project's outputs and results,
5. Extend the impact among the target groups,
6. Develop new partnerships,
7. Influence policy and practice.

The results or outcomes that will be disseminated are intellectual outcomes produced within the project.

Introduction to dissemination

Dissemination is widely used when it comes to the promotion of EU funded projects and can be divided into broad and deep dissemination. Dissemination is the process of promotion and awareness raising and it occurs throughout the project. This process is planned and organized in the beginning of the project. **Broad dissemination** aims (1) to spread information about a project and (2) to target a community in general. This leads to the fact that the information spread during broad dissemination activities is often rather general and it is aimed to convey the main messages of a project.

Deep dissemination includes addressing the target groups as early and as extensively as possible. It is firmly anchored in the project's structure by including the input and feedback of the target groups throughout the project. External stakeholders are continuously involved to participate in the development process of the planned products. Through deep dissemination the primary target groups get involved at a very early stage of the project. These stakeholders contribute to the project in two ways, namely: 1. by giving direct expert input and 2. in terms of dissemination by acting as multipliers for the project.

This Dissemination Plan is an integral part of the overall strategy for the implementation of the TOMIMEUS project. It is intended to streamline the continuous process of making and implementing decisions for promotion of intellectual outputs and services, awareness raising and capacity-building activities at different levels with the aim of achieving the project's objectives and ensuring sustainability of results and impact. The strategy is coherent with the

objectives of the project, as well as with the project's work program and timetable, the Project Management Plan and the Quality Plan.

Several broad principles will guide the implementation of the dissemination and communication strategy as follows:

- All activities will be based on team effort and should involve all relevant members of the consortium. Coordination among the consortium partners is essential for achieving effectiveness of communication and post-project dissemination.
- The members of the consortium will strive to coordinate with management team any communication and sustainability-enhancing activities that are not mentioned in this plan but that they plan to undertake within their institutions.
- Each publication or product within the project will be prepared with a clear audience and purpose in mind, and it should have a preliminary message and dissemination schedule.
- The support of the Erasmus+ programme will be clearly acknowledged through use of the compulsory disclaimer in all communications or publications, in all forms and media, indicating that the performed activities have been supported and co-funded by Erasmus+. In addition, the Erasmus+ logo, as well as the project logo will be placed in all publications, promotion material and media (e.g. Internet, video, etc.) produced within the project.

Project objectives and main target groups

ToMiMEUs project aims to address the following objectives:

1. To enable museum staff become aware and update their knowledge about the barriers in museums for individuals with sensory disabilities and the techniques including new technologies that can enhance their access and inclusion to museums.
2. To create learning, cultural and social opportunities for individuals with sensory disabilities as well as within groups with and without disabilities in museums.

3. To promote the collaboration between museums and universities.
4. To point out the best practices and guidelines for the development of an accessible, multisensory and inclusive museum for visitors with sensory disabilities The above objectives were identified through a up-to-date literature review. Nine organizations included in ToMiMEUs project (universities, museums, and a European museum association) will share their knowledge and experience to address the above objectives towards a multisensory and inclusive museum for individuals with sensory disabilities and for all.

Project's target groups are

1. Museum staff
2. Individuals with sensory disabilities and their families
3. Museum audience
4. Children with and without disabilities
5. Teachers
6. Higher education organizations

Work package 7: dissemination

Policy recommendations in the project confirm the European dimension of the action plans and documents by presenting both national frameworks of each partner country and the European framework that embraces and guides the activities within the Consortium. The dissemination of the project with all its activities, training programs, events and publications will follow a detailed plan for each country of the consortium. Within this dissemination plan the partners will share information, presenting the results of the activities carried out in the museums and the steps for all procedures of accessibility for visitors with sensorial disabilities. The dissemination will be available for different organizations and institutions, direct and indirect beneficiaries (museum staff, educational professionals, deaf communities, associations for

people with visual or hearing disabilities, teachers, people with sensory disabilities and their families). The objective of the dissemination is to raise awareness to accessibility and to cultural diversity for people with sensorial disabilities. Museums might be the perfect places to share personal values, opinions and a sense of identity.

The dissemination plan, including the aims and objectives of the project, will be discussed and defined at the beginning of the project. The dissemination of the results in each country will be achieved through the best practices guide, which will include data and examples of activities regarding the development of differentiated and accessible materials, accessible technologic means and inclusive practices from all participating museums.

There will be two levels of dissemination, internal and external, both starting at the beginning of the project, presenting continuously the project's progresses and updating its results. It will be developed, along with the consolidation of the project results, into a synthesis of a set of recommendations to be proposed to the policy makers on increasing the accessibility of museums for the people with disabilities, as well as for the development of the tactile exhibition sectors within museums. It is also expected that the networks of the museums, educational institutions and NGO's will become interested in the results of ToMiMEUs, because the project partners are already members of the networks of specialized institutions with consistent experience in disseminating information through publication in scientific journals, conferences and exhibitions and several of them have convenient access to useful audiences. The Association of Balkan Museum Network will act as the responsible of the dissemination activities, in the members countries of the consortium as well as at the European level, through the network of European museums. In addition, national conferences events at each partner's country will take place enhancing the dissemination process through presentations of the developed results of ToMiMEUs project and relevant workshops.

TOMIMEUS dissemination and exploitation strategy

The main audiences for the project are:

1. Erasmus agencies
2. Professionals in the museums
3. Teachers in special schools
4. NGOs, Associations of people with disabilities
5. National governments / policy makers
6. Local authorities / municipalities
7. Visually impaired people and people with hearing impairment
8. The network ICEVI-Europe (Europe International Council for Education of People with Visual Impairment – European Region)
9. EBU (European Blind Union)
10. Students and pedagogues
11. Deaf Union on European Level
12. ICOM
13. Ministries of education (directorate for primary schools)

Main activities contributing to dissemination

Following activities will take place:

1. The construction and management of a database in the portal of the project with information on the various interested parties. The ToMiMEUs portal will contain the results of the project and also act as the meeting place for a community of interested parties to upload their own content, tag and edit existing content, develop or administer courses, etc. Different access levels will be applied (e.g. for project participants and for the general public).

2. Collaborating with BMN who will help to get the message across throughout the whole Europe.
3. Leaflets to present the results oriented to the wider public.
4. Contacting the media.
5. Use of social media (Facebook, twitter)
6. Organisation of conferences.
7. Participation in conferences at national and European level where papers will be presented, and announcements will be made.
8. Submissions of articles in newspapers and relevant scientific national and international journals,
9. Avoiding jargon and being contactable, accessible and creative.

Visibility standards must include:

- Acknowledgement of funding
- Logos: Erasmus, project, partners
- For press release and IOs all logos

Means of communication:

- Direct email by each partner
- Official web sites of partners
- Project web site
- Project FB page
- International platform

Awareness raising events are:

- Multiplier events
- Final event / Conference in Cluj
- Training events
- Press Releases

- Press Conference
- Communicating the Results
- Website/Social Media platform
- Institutional web pages of the project partners
- Leaflet

Hash tags that will be used are:

#access #inclusion #museums #inclusivemuseum #museums4me #museums4all #dissability
#erasmus+ #partnership #multisensory

Dissemination Channels

a) EU platforms

ToMiMEUs project will use available platforms: eTwinning, School Education Gateway, EPALE and the Erasmus+ Project Results Platform. Containing results of the already realised projects, the platform could be a great help and a useful resource to increase the visibility of the project and to share its results, as well as to find new partners for our future projects. Designed for schools, the eTwinning platform could also be interesting and useful for the institutions involved in ToMiMEUs project as a useful place to find partners and to enhance the communication with the educational staff - teachers, head teachers, librarians and trainers working in the European countries. Defined as "the entry point to the eTwinning world", the eTwinning portal, available in 28 languages contains useful educational resources for all factors, which develop educational programs. Just as useful the dissemination of information about projects via School Education Gateway platform, which contains many useful tools, including a section about Strategic Partnership.

b) Project's website and Facebook page

The project website tomimeus.eu will be one of the main dissemination channels. The website will act as a collection point for project information and will be clearly structured. It will be a key source of information available to different categories of stakeholders, the first point of contact, and a mechanism for ongoing communication with external audiences. The website (in English) will be divided into various sections focusing on promotion of the project, the Erasmus+ programme, project news and updates. The sections of the web site will be: Home, Project overview, News, Partners, Dissemination, Intellectual Outputs, Contact and the link to Intranet.

Establish and maintain an account on Facebook <https://www.facebook.com/tomimeus> that will complement the project website. Social media accounts will be used by all partner institutions to share information related to the general topic of the project, as well as to present achieved results or activities within particular institutions. The content will be less formal, more interactive and broader in terms of issues than the website of the project. This approach would allow the consortium to maximize and facilitate interaction among project team members, supporters, researchers, followers and other persons involved with or interested in the project, while also maintaining – through the website – a streamlined, concise, focused, and user-friendly presence on the web that would benefit the overall visibility of the project.

c) Scientific journals, local press / radio, regional conferences (in different languages)

The project partners are widely experienced at disseminating information through publication in scientific journals and conferences. Partners will participate in conference and publish the results of activities. Dissemination will be done through museum activities, workshops and seminars.

d) Internal sharing on the platform

The portal will enable dissemination of public information (project aim, scope, partners, news, announcements, events, publications etc.), but also communication and networking within the members of the consortium throughout the project, supporting the exchange of documents

and materials referring to the intellectual outputs and tasks of the project. The portal is not only a source of information, disseminating the results of the project for other organizations and institutions, direct and indirect beneficiaries (museum staff, educational professionals, teachers, people with sensory disabilities and their families), thus supporting the principle of potential transferability, having access to the results of the project (reports, training materials – printed and video, guides and recommendation report in the form of Open Resources).

e) Activities of consortium partners

The consortium partners will mobilize their networks of partners at the local, regional and national level in view of raising general awareness of the project, attracting supporters and promoting project outputs. The consortium partners already have established channels of media relations. They will strive to utilize these channels in the best possible way in view of achieving visibility of the project at the local, regional and national level. The consortium partners will present the project and promote its results during other relevant events organized within their own institutions or by partner institutions. The consortium partners will utilize all possibilities presented by the publishing activity within their own institutions to promote the project and its results. The consortium partners will utilize all available opportunities to make the project visible to policy makers at the local regional and national level, including through targeted emailing of project outputs.