



Communication & Dissemination Plan

PR.E.S.T.O. - "PRomoting pEople with diSability
Transnational mObility" mObility



Project acronym: PR.E.S.T.O.

Title: Promoting pEople with diSability Transnational mObility

Grant Agreement number: 2020-1-IT01-KA202-008419

Dates: Start 01/09/2020 - End 31/03/2023

Nature of document: Plan

Title of document: Communication and Dissemination Plan

Description: Detailed guide to the project's communication and dissemination plan and activities

Project Coordinator: Consorzio Ro.Ma.

Expected delivery date: 30-09-2021

Actual submission date: 15-10-2021

Version: 2.0

Dissemination level: Public

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1 EXECUTIVE SUMMARY

1.1 PURPOSE OF THE DOCUMENT

The present Communication and Dissemination Plan will ensure that all communication and dissemination needs in the framework of the project are considered and coordinated.

The document includes all the information needed to facilitate the communication efforts of the PR.E.S.T.O. project partners and it will cover all aspects regarding the dissemination of the project. It will define the objectives of dissemination and valorisation activity, along with the target groups and the channels/tools to reach them.

The plan will also detail the role of each partner and the division of tasks between partners, such as the review and mapping of stakeholders at European, national, and local levels, the timing of communication and dissemination activities, media channels, and the organisation of the other activities such as events, presentations, and other networking meetings.

Although the Communication and Dissemination Plan is a deliverable to be submitted to the European Commission by the first months of the PR.E.S.T.O. project, it will be regularly reviewed and updated to ensure that its objectives are met and amended if necessary.

1.2 STRUCTURE OF THE DOCUMENT

The document is arranged into three main sections.

Section 1 of the document introduces the purpose of the document and its structure.

Section 2 introduces the PR.E.S.T.O. project and its objectives, together with its partnership with a short description of each organisation belonging to it. Furthermore, it describes more in details the activities throughout the project in close connection with the target groups at local, regional/national or European level - directly or indirectly involved, as well the results and impact it aims at reaching.

Section 3 specifies the dissemination and communication's objectives, principles, phases, lists target audiences, expands on dissemination channels. It also details actions to be performed by each partner and various legal requirements. Finally, the visual identity of the project and the project branding and logo are also described and illustrated.



2 INTRODUCTION TO THE PROJECT

2.1 SUMMARY OF THE PROJECT

In line with the Horizontal Priority on Social Inclusion, the PR.E.S.T.O. project stems from the following needs that have been acknowledged also by the Italian National Agency INAPP in a Seminar that took place in November 2018 in Rome, that are: difficulty for people with disabilities in accessing the Erasmus+ Programme; complications for VET providers in planning and managing mobilities with people with fewer needs; resistance due to the social and cultural background context; resistance due to the family and emotional dimension.

Awareness on social inclusion of people with intellectual disabilities (hereafter: “ID”) has been slowly increasing during the last years thanks to measures and actions adopted at both National and European levels. The EU promotes the active inclusion and full participation of disabled people in society, in line with the EU human rights approach to disability issues.

This approach is also at the core of the UN Convention on the Rights of Persons with Disabilities (UNCRPD), to which the EU is a party. The European Parliament has been urging the European Commission (EC), the Council and the Member States to contribute to the social inclusion of disabled peoples through awareness-raising campaigns. The EC promotes the social inclusion of people with disabilities through the European Disability Strategy 2010-2020, through its objective n.5: “Education and training”, that aims to promote inclusive education and lifelong learning for students and pupils with disabilities. Moreover, the EC has launched several educational initiatives for disabled people: these include the European Agency for Special Needs and Inclusive Education as well as a specific study group on disability and lifelong learning, but much more can be done. Disabled people, and especially those with ID, are often discriminated in the workplace. Giving them the opportunity to do an internship abroad can represent an important chance to enrich their cv and to present themselves with greater determination in the face of potential employers.

Unfortunately, due to lack of specific information regarding the mobility of people with disabilities, many VET providers are somehow led to imagine that having people with disabilities involved in a mobility project automatically entails a great deal of extra work and possible complications. At the same time there is a poor connection between the world of VET organizations and that of NGOs focused on people with ID, therefore the number of people with ID engaging in a mobility is still very low.

The idea from which the project starts is to have the beneficiaries carry out a work placement in a context that facilitates them in putting into practice not only their professional skills but also social and personal ones.



2.2 OBJECTIVES OF THE PROJECT

The main aim of the project is to promote the social inclusion and to facilitate the transition to the labour market of people with intellectual disabilities thanks to their involvement in transnational mobilities.

The specific objectives are the following:

- To define a set of standards and tools for the design of transnational mobility paths for people with intellectual disabilities;
- To update the skills of the staff of VET providers in the design of transnational mobility projects involving people with intellectual disabilities;
- To promote the involvement of people with intellectual disabilities in work-based international mobility paths by raising awareness among VET managers, operators, NGOs and families of people with ID and among SMEs hosting interns;
- To promote the collaboration between VET providers, hosting companies and NGOs for the mutual design of transnational mobility opportunities for people with intellectual disabilities.

TARGET AND BENEFICIARY GROUPS:

- Target: VET centers that are not yet offering mobility experiences for people with intellectual disabilities: managers, projects designers; People with mild ID and their families;
- Beneficiaries: VET center tutors; SMEs managers.

NEEDS:

The project aims to respond to two main needs:

- The need to overcome VET managers' and project designers' rooted resistance regarding the involvement of people with disabilities in mobility projects and the lack of widespread knowledge useful tools for the correct planning and organization of the mobility of people with intellectual disabilities;
- The need to introduce a strategy that can be transferred and used by other VET organizations wishing to offer more inclusive training paths;
- Lack of opportunities for people with intellectual disabilities to undertake international work experiences.



2.3 INNOVATIVE ELEMENTS OF THE PROJECT

The project's main innovation is that it will introduce a unique training opportunity for VET project designers using, enhancing and integrating partners' expertise in the fields of mobility, training and social inclusion of people with disabilities. In addition to that, we will reach the objective of fostering the involvement of people with intellectual disabilities in international mobility projects. PR.E.S.T.O. will reach its aims in a practical and transferable way, thanks to the production of sustainable and transferable outputs such as the PR.E.S.T.O. training course. Products will represent an important opportunity to reinforce VET systems.

Project innovation can also be seen in terms of addressing identified gaps. During a preliminary feasibility research, partners found several policy recommendations on the need, throughout EU, to involve people with disabilities in mobilities and work-based experience, but a quite strong resistance from VET managers has emerged, resulting in very small percentage of people with ID involved in mobility projects and showing a gap between policy trends and their application. During the drafting phase of the project, partners conducted a research phase to identify all real and/or perceived obstacles to the involvement of people with ID in transnational mobilities. The results of this research about the key reasons / elements of resistance and obstacles that VET providers must face when planning mobility projects involving people with ID are described in IO1.

Our approach stresses the importance of an in-depth analysis of the needs and skill shortages related to the involvement of people with ID in VET mobilities prior to the delivery of PR.E.S.T.O.'s training course and pilot, since one of the main strengths of our approach is the compliance of proposed tools to local VET systems and to the daily life of beneficiaries, which may vary from country to country or even at the different local levels in one country.

Specific innovative aspects are:

- The project offers an integrated solution to the identified problem (resistance of VET managers in involving people with IDs in mobilities): it provides practical tools (PR.E.S.T.O. Training Course) to overcome the problem and raises awareness through its PR.E.S.T.O. VIDEO
- The project creates "de facto" a Consortium made of VET providers, NGOs and SMEs actively committed to the involvement of people with ID in international mobility projects
- PR.E.S.T.O. puts in place a complete strategy that can be transferred and used by other VET organisations wishing to offer more inclusive training paths.

2.4 PARTNERS

This chapter describes the different partners involved in the project together with the experience they can bring to the development of the project, as follows:

Consorzio Ro.Ma., Italy



Consorzio Ro.Ma. is a non-profit Vocational Education and Training provider, founded in 2003. It is certified as training and job services provided by the Lazio and Campania Regional Councils (competent Authorities for EQF and ECVET). Consorzio Ro.Ma. designs and delivers training courses and guidance services at various levels: Vocational Education and Training, School Education, Adult Education. Its activities focus on the labour market and social inclusion of groups at risk: NEETs, low-qualifications/skills, long-term unemployed, migration background, disabilities, and it builds its activities on different key levels of action.

AIPD - Associazione Italiana Persone Down Onlus, Italy



Associazione Italiana Persone Down (AIPD) is a national association of persons with Down syndrome and parents. AIPD is a non-profit making organization, officially established in Rome in 1979 with 55 branches are spread out in the national territory, representing a central point of reference for parents, professionals and anyone interested in Down Syndrome. The AIPD's Mission is to achieve a better general care for people with Down's syndrome and to conceive and implement projects capable of responding to the needs of people with DS and their families to build a more welcoming and supportive society towards them.

INCOMA - International Consulting and Mobility Agency, Spain



The International Consulting and Mobility Agency (INCOMA) is a training and research agency based in Seville (Spain), active member of international networks such as EfVET, Anna Lindh Foundation, and WINGS. INCOMA is devoted to the knowledge transfer at EU and/or International level and to the development and coordination of projects targeting groups at risk of exclusion or with special difficulties to enter the labour market, such as young people, women or migrants. Its main areas of expertise include mobility; vocational training; employment, labour inclusion and the promotion of equal opportunities; entrepreneurship; intercultural competences; and languages.

Stowarzyszenie na Rzecz Rozwoju Społeczności Wiejskiej Gminy Przygodzice, Poland



The Association for Commune Przygodzice Development is non-governmental organisation with 17 trainers and 72 trainees. Its main objective is to increase the standard of living of a local community. Currently SGP offers trainings in various disciplines and supports environmental protection, inclusion and integration education, employment, culture and sport actions as well supports individual people and organizations which take similar actions. We strongly cooperate with

Labour Office to support our learners on labour market. The Association aims to initiate various educational actions, encourages volunteering and provides job orientation services and career counselling, and psychosocial support and counselling for various category of people.

Cap Ulysse, France



Cap Ulysse is a training center committed with several community initiatives aimed at strengthening the European workforce. With over 13 years' experience on European projects in the framework of Lifelong Learning Program, Erasmus and Erasmus for Young Entrepreneurs, Cap Ulysse has developed an expertise in the area of vocational mobility in Europe with the aim of promoting professional mobility for everyone, including NEETS and

disable trainees, improving the quality of the mobility process, facilitating the recognition of the benefits of learning and experience at a European level. Cap Ulysse is the leader of a consortium focused on the mobility of disable learners.

EELI - European Education & Learning Institute, Greece



The European Education and Learning Institute (EELI) is a Lifelong Learning Center certified by the EOPPEP (National Organisation for the Certification of Qualifications and Vocational Guidance/ Hellenic Ministry of Education), operating all over the Greek island of Crete. EELI offers services in a wide range of programmes aiming to contribute to the lifelong learning of people of all ages and strengthen cooperation in education throughout Europe. EELI

provides public and private educational institutions with technical assistance in the development and implementation of EU programmes and research projects.

EfVET - European Forum of Technical and Vocational Education and Training, Belgium



The European Forum of Technical and Vocational Education and Training (EfVET) is a pan-European umbrella professional association, established in 1991, with the main purpose of building a network of practitioners VET institutions, to secure a voice across Europe in both European policymaking and practice arenas. EfVET main aim is to influence policies and decisions regarding VET systems in Europe; to promote networking opportunities

among Members facilitating their access to relevant information, resources, and tools; to act as a key dissemination partner in different projects and initiatives. EfVET represents currently



230 associations in 34 countries with a reach of approximately 200,000 VET professionals and 2.000,000 learners.



2.5 ACTIVITIES OF THE PROJECT

The main types of activities envisaged in the framework of the PR.E.S.T.O. project are as follows:

Learning, Teaching, Training Activities

These mobility projects (6 in total, featuring the mobility of 12 people with mild ID) will be tested through the 6 blended mobility of students foreseen by C2, C3, C4, C5, C6 and C7. VET mobility project designers will test the effectiveness of mobility projects and will assess the degree of effectiveness of the training conducted during the JSTE. Testing the mobilities is essential for the fine tuning of the training contents for their future use. Each partner will send 2 participants (except for EfVET with 0 participants)

- Blended Student Mobilities between October and December 2022 in France (23 days)
- Blended Student Mobilities between October and December 2022 in Spain (23 days)
- Blended Student Mobilities between October and December 2022 in Spain (23 days)
- Blended Student Mobilities between October and December 2022 in Greece (23 days)
- Blended Student Mobilities between October and December 2022 in Italy (23 days)
- Blended Student Mobilities between October and December 2022 in Italy (23 days)

Multiplier Events

The PR.E.S.T.O. project will schedule a set of 6 Multiplier events (1 in each partner Country), in order to disseminate and exploit activities and results (Intellectual Outputs). The Events will have the shape of conferences/seminars/workshops according to local contexts.

These events foresee the involvement of traditional and new media: paper and online newspapers, TV channels and web-TVs, radio stations and web-radios and the main actors and associations from the local VET sector.

- PR.E.S.T.O. National Dissemination Workshop in February 2023 in Rome (same event as E7)
- PR.E.S.T.O. National Dissemination Workshop in February 2023 in Seville
- PR.E.S.T.O. National Dissemination Workshop in February 2023 in Przygodzice
- PR.E.S.T.O. National Dissemination Workshop in February 2023 in Bordeaux
- PR.E.S.T.O. National Dissemination Workshop in February 2023 in Rethymno
- Final PR.E.S.T.O. Conference
- PR.E.S.T.O. National Dissemination Workshop in February 2023 in Rome (same event as E1)



2.6 TARGET GROUPS

PR.E.S.T.O. will address VET centers that are not yet offering mobility experiences for people with intellectual disabilities: managers, projects designers; people with mild ID, and their families. The beneficiaries will be VET center tutors and SMEs managers.

The dissemination will target the following audiences:

- VET centers NOT currently providing mobility experiences for people with intellectual disabilities (ID): staff members such as managers, projects designers and operators;
- People with ID and their families;
- NGOs assisting people with ID;
- Managers of SMEs hosting or willing to host interns from abroad.

The project's dissemination will address several categories of stakeholders, each of which using different means and each of which may be interested in one or more project results:

TARGET A): VET centers NOT currently providing mobility experiences for people with ID: managers, projects designers and operators.

- Will be reached mainly through invitation to project's events; implementation of the Video (O2); dedicated newsletters, press releases; direct contacts;
- Will be informed on: PR.E.S.T.O. Guidelines; PR.E.S.T.O. Training course design, contents and material and PR.E.S.T.O. Video.

TARGET B): People with ID and their families and NGOs assisting people with ID.

- Will be reached mainly through invitation to project's events; implementation of the Video (O2); dedicated newsletters, press releases; direct contacts.

TARGET C): SMEs managers.

- Will be reached mainly through invitation to project's events; implementation of the Video (O2); dedicated newsletters, press releases; direct contacts;
- Will be informed on PR.E.S.T.O. Video.

Regarding the GEOGRAPHICAL DISTRIBUTION of the dissemination activities, the target audience is going to be approached according to the following scheme:

- **LOCAL LEVELS:** managers, projects designers, and operators of VET centers; NGOs assisting people with ID.
- **REGIONAL AND NATIONAL LEVELS:** disability and social inclusion offices; departments for equal opportunities; departments for family policies; Ministries of Labor and/or Social Policies; Ministries of Education.
- **EU LEVEL:** European Network on Independent Living; Erasmus Students Network; LINK Network; Academic Network of European Disability Experts (ANED); all organisations participating to EU projects in which PR.E.S.T.O. partners are working.



2.7 RESULTS AND IMPACT OF THE PROJECT

In the framework of PR.E.S.T.O. the expected results are directly connected with the specific objectives of the project as follows:

INTANGIBLE RESULTS:

- Definition of tools and of a training course for the design of transnational mobility paths for people with ID;
- Updated skills of at least 22 people (staff of VET providers) in the design of transnational mobility projects involving people with intellectual disabilities;
- Greater self-esteem and social competences of at least 12 people with mild intellectual disabilities
- Increased awareness on the need to involve people with intellectual disabilities;
- Increased collaboration between VET providers, SMEs and NGOs.

MAIN TANGIBLE RESULTS:

O1-R1 PR.E.S.T.O. Guidelines

O1-R3 PR.E.S.T.O. Training course design, contents and material

O1-R5 6 Blended mobility projects

O2-R1: PR.E.S.T.O. Video

C1-R1: Short Term Joint Staff Training Event

C2/7-R1: 23 days of mobility in for 12 trainees

C2/7-R2: 12 Learning Agreement and Quality Commitment signed

IMPACT ON DIRECT PARTICIPANTS:

- 22 VET project designers will acknowledge tools and methods useful to design mobility projects involving people with disabilities, giving greater strength to their curriculum vitae and job competences.
- 12 people with intellectual disabilities and their families will come out of a cycle of exclusion and demotivation, thanks to a highly engaging on-the-job learning experience and to the acquisition of new skills and competences will increase their autonomy and capacity to enter the job market

IMPACT ON PARTNERS AND ASSOCIATES:

- Close cooperation between organizations of different nature and business models will open new synergies in different fields, resulting in the development of innovative ideas to be carried out as a growing Consortium after project's conclusion;
- The project's expected impact is to grow the expertise of all parts involved and put them in the position of national promoters of international learning opportunities involving people with disabilities, having the chance to exploit all tailored training tools tested during the project.
- Partner VET Providers: will be able to offer an innovative training path to their audience, widening their educational offering, increasing their penetration to the market and improving their expertise and reputation.



IMPACT ON TARGET GROUPS AND RELEVANT STAKEHOLDERS:

- Development of a strategic methodological “bridge” between the two separate worlds of VET and on-the-job training (animated mainly by VET providers) and that of social inclusion of people with disabilities (animated by NGOs and social cooperatives);
- VET Project designers will be able to design work-based international mobilities involving people with disabilities and will therefore enrich their professional skills and provide greater opportunities for their organizations.

The major impact on participating VET providers consists in an improvement of the quality of the education. It will be strictly related to the innovation of teaching methodologies and the development of new international activities that the project will set in motion.

Moreover, the project will raise awareness on the work done on internationalisation and technology and industry 4.0 of associated partners, VET providers, local and regional authorities (civil servants and stakeholders) in the field of education, business actors, universities and research centers etc, thanks to a collection of good practices which can be used to innovate the training courses.



3 DISSEMINATION

3.1 DISSEMINATION ROLES

EfVET will lead the dissemination and communication strategy of the project. As a leading Europe-wide professional association created by, and for, VET providers and member of VET4EU2 Network. EfVET represents directly the views of its members on VET issues to all the European Union Institutions and Bodies and responds to all appropriate consultation processes by participating in ET2020 working groups and working closely with DG EMPL, DG EAC and DG GROW, CEDEFOP. EfVET Secretariat manages the project implementation and monitoring tasks and provides professional support to the members and TTs coordinators.

The principal aim of EfVET is to provide a transnational framework to support all co-operative actions aimed at enhancing and improving technical and vocational education and training; in particular:

- To facilitate networking and partnership
- To stimulate creation of co-operative projects and thematic networks
- To enable widescale promotion and dissemination of innovative measures and transnational projects
- To provide technical support and advice to its members and help them access E.C. programmes
- To act as an agent for collaborative projects with TVET (technical and vocational education and training) organisations in outside Europe
- To represent the views of its members issues in the European public forum and provide a platform for the European Commission and others to consult EfVET's role as an organisation is to promote, stimulate, foster and encourage this process and to disseminate the good practice that emanates.

EfVET strategic outreach priorities for 2019-2022 are to become the Catalyst for VET reform in Europe Key promoter of work-based learning and community-oriented curricula in VET provision Shareholder with industry and governments to promote investment in VET digital-based learning Leader of a pan European Confederation of VET Providers. EfVET with around 220 full members from 34 countries represents approximately 1500 VET providers, 25 mln learners and 750 000 teachers and trainers.

In the project EfVET will contribute to all WPs and act as multiplier reaching out to all its members. In details, EfVET will assume the following:

- Take care of the online dissemination through the website: (social media (Facebook, LinkedIn, etc.); the EfVET newsletter (which reaches all the members and more citizens, approx. 600) almost monthly, EfVET quarterly Magazine (addressed to the International NGO system), social media animation, the websites of other networks (www.efvet.org);
- Participate to seminars/workshops/conferences organised by others in Belgium on the themes of the project in the run of the project;
- Contribute to the overall management of the project, to the evaluation and implementation, as well as contribute the rules of financial reporting;



- Participate in EfVET conference and contribute to the project;
- Disseminate activities at European level.

The dissemination process will occur throughout the life cycle of the action in a timely manner and with the overall goal to present the main achievements and findings of the project until after the grant phase. This will be made essentially by:

- Delivering project brochure, articles, newsletters, project reports and any other printing material;
- Promoting awareness events;
- Developing face-to-face meetings, focus groups, round tables, workshops, seminars, conferences and/or other networking actions;
- Designing the project newsletter;
- Supporting the designing of and managing the website of the project;
- Promoting the project on EfVET Social Media channels;
- Organising a Roundtable event during the EfVET Annual Conference, targeting teachers, stakeholders, and VET providers.

In a later stage, the dissemination activities will focus on the long-lasting cooperation between partners, consolidation of connections with project main target groups and on the deployment to sustainability and exploitation activities.



3.2 DISSEMINATION CHANNELS

Due to the diverse nature of the stakeholders involved in the PR.E.S.T.O. project, different communication activities and channels, both electronic/online and face-to-face, will be utilised. In the following chapter, these communication channels are briefly described.

Website

EfVET will support the coordinator for the design, development and management of the project's website, which represents the project's main "showcase" where relevant information will be available in the 6 languages of the project, as well as its update and visibility. It will present the Consortium, the project and the advancement of activities and results, the upcoming PR.E.S.T.O. Multiplier Events and other related news. The products of PR.E.S.T.O. will also be described and available for download. In addition, each partner will also create web pages/sections to promote the project on each partner's website.

Social media channels

Use of social media contributes to establishing and maintaining public engagement with the project. EfVET will use its own social media channels to disseminate PR.E.S.T.O. activities and updates in English and the other partners are required to contribute to the social media content, sending to EfVET their updates. In addition to the dissemination carried out by EfVET, a PR.E.S.T.O. Facebook page will be created, animated by all partners, direct participants and target groups and administered by EfVET. Each partner will use its own social media channels to re-share the posts from the project Facebook page (with a translation in national languages, if preferred).

Project Newsletter and EfVET Newsletter & Magazine

There will be a regular PR.E.S.T.O. Newsletter to help communication and dissemination with stakeholders and the PR.E.S.T.O. community. The newsletter will be in the 6 languages of the project with updates on projects activities, products, results and on EU related news (the dissemination of the newsletters will be made through the partners' mailing lists). The Communication & Project Officer of EfVET will be the editor of the newsletter and will be responsible for the overall dissemination of the newsletter, all partners will contribute to the content and will disseminate it in their own countries. Furthermore, EfVET will make use of its own Newsletter and Magazine to carry out the dissemination about PR.E.S.T.O. project at a European level. Each partner will contribute to disseminate the activities of the project at national level via their own corporate newsletters and/or magazines with the main purpose of engaging the local community and other relevant stakeholders.

Project logo and web banner



EfVET will produce the logo of the project which will be displayed in all communication and dissemination activities and which will represent the project itself, together with a web banner.

Project brochure

EfVET will produce a range of materials including a project brochure in 6 languages which detail PR.E.S.T.O.'s objectives, methodology, etc. The brochures will be available electronically and in print.

Press Release files

EfVET will create 2 joint press release files in all the languages of the project (the 1st to launch the project and the 2nd to present its results and to promote the Multiplier Events).

3.3 DISSEMINATION ACTIVITIES

The following table reflects the allocation of the roles of each partner, activities foreseen in the framework of the project and actions to be taken for each activity. The main activities are as follows:

	Actions	EfVET	Consorzio Ro.Ma.	AIPD Onlus	INCOMA	Cap Ulysse	EELI	SGP
Activity 1	Dissemination & Communication Plan							
	Produce Dissemination & Communication Plan	x						
	Dissemination feedback and approval		x	x	x	x	x	x
Activity 2	Corporate Design & Tools							
	Logo and project brand design	x						
	Logo and project brand approval		x	x	x	x	x	x
	Templates (PPT & Word) design	x						
	Banner design	x						
	Banner approval		x	x	x	x	x	x
	Brochure design	x						
	Brochure approval		x	x	x	x	x	x
	Brochure translation	x	x	x	x	x	x	x
	Brochure dissemination	x	x	x	x	x	x	x
Activity 3	Social Media							
	Social media management	x						
	Social media contributions	x	x	x	x	x	x	x
	Social media dissemination	x	x	x	x	x	x	x
Activity 4	Project Newsletter							
	Design and editing	x						
	Contributions	x	x	x	x	x	x	x
	Publication	x						
	Dissemination	x	x	x	x	x	x	x
Activity 5	Website							
	Develop the website		x					
	Uploading/Updating content	x						
	Writing content	x	x	x	x	x	x	x
	Management & maintenance	x						
Activity 6	Press Releases							
	Produce press release	x						



3.4 VISUAL IDENTITY OF THE PROJECT

An easily recognisable (visual) identity of the project is essential to achieve best communication results. A Visual Identity Guide is created by EfVET and made available to project partners to apply during communication and dissemination activities. It is of high importance to use these visual tools coherently.

Visual tools:

- Project branding and logo (in English)
- Press Releases Templates
- Banner
- Project brochure (in all languages)
- General project website (in all languages)
- Grant Agreement number – partners are requested to use the project GA number in all of their external communication and dissemination materials, together with the EU emblem and the accompanying text reported below.

Project Partners are required to use the logos, colours of the Visual Identity Guide and the templates provided to them in all public facing documentation and dissemination activities – Including Evidence documentation such as participants lists, among the others. Moreover, it is mandatory that such documentation entering the public domain carries the official EU logo and the correctly worded disclaimer sentence, as follows:



Co-funded by the
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All other versions of the official EU logo are available on the EACEA webpage at this link. Please do not use the European Commission's logo and Erasmus+ logo.

3.5 PROJECT BRANDING AND LOGO

The logo is the following one:



Palette:

PR.E.S.T.O. LOGO PALETTE





HTML/HEX code / RGB code:

HEX: #47415d; RGB: 71, 65, 93

HEX: #00c6f1; RGB: 0, 198, 241

HEX: #f18416; RGB: 241, 132, 22

HEX: #5d248f; RGB: 93, 36, 143

HEX: #8dbb26; RGB: 141, 187, 38

HEX: #3cbdd7; RGB: 60, 189, 215

Font:

Title: Cairo Regular

Subtitle: Alegreya Sans Regular

PR.E.S.T.O. LOGO

FONT

PR.E.S.T.O

Cairo Regular

PRomoting pEople with
diSability Transnational
mObility

Alegreya Sans Regular