COLIBRIWOMEN

Communication and Dissemination Plan

**Second Chance For Colibri Birds:
Empowering and Increasing Capabilities Of Women**

2020-1-TR01-KA204-093670

Project web site: http://colibribirds.gantep.edu.tr

* The project web page will be directed to a ".com" web site domain name.

Project social media pages:

https://www.facebook.com/kolibrikuslari
https://twitter.com/kolibrikuslar
https://www.instagram.com/colibribirdska204/

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1. Introduction

The purpose of this document is to describe the Communication and Dissemination Plan of the COLIBRI Project. This plan can be updated/ revised by the contribution of all partners and according to the process.

The expected impact of the project and dissemination activities as follows,

On the participants: The project participants are the target group, multiplier event participants, LTT event and TPMs' participants. The target group of our project is as mentioned before, the women between 18-64 years old ages and who cannot actively take part in neither work nor education, disadvantaged, have a low level of proficiency but they are part of a non-governmental organization or cooperative. The impact can be considered as two sides (i) the impact of the project itself and (ii) the impact of the results/ IOs.

Within this context,

-By the training module as IO1 for the target group, technical knowledge and skill levels will be developed and strengthened in terms of women's participation in economic life.

-Socialization and self-esteem will be developed as a tool for the development of self-efficacy of the women in working life under IO1 process. This will motivate the women during and after the pilot trainings.

-By the IO2, the digital skill levels and the use of ICT will be increased, and further participation in employment will be ensured through the above-mentioned trainings.

- The target group is mostly a member of a cooperative or NGO structure. By the IOs' impact, women will not only gain financial benefits from these economic initiatives, but also a learning environment, psychological and social solidarity areas will be created for them.

-Effective social assistance, guidance and motivation strategies will be supported by the IOs and pilot trainings and focus group works.

- Women in the target group will understand to each other and this will contribute to increase the motivation for life.

- Women will reach the success stories by podcasts easily. They will see that they can succeed against life too.

-By the trainings to be given to the target group as physically and virtually (by the usage of distance learning tool), it is expected that they will be liberated by gaining their own income, fight poverty and support sustainable development.

- During these trainings and focus group works current and potential adult educators will be supported and their teaching skills will be increased by implementing the IOs additionally to their training programs.

2. COLIBRIWOMEN PROJECT Relevant Stakeholders

The relevant stakeholders of the project are the policy/ decision makers, media/ press, NGOs, public and private sectors except our partners The impact on participating organizations including other relevant stakeholders is as follows:

-Within the scope of the project, a structure consisting of private sector, public sector, university and civil society representatives is developed. All partners are the institution/ organization that work on adult education and the target group. On the other hand there was a lack of cooperation and communication. By the leadership of Gaziantep University a sustainable cooperation among this partnership will be increased and the partnership will be motivated for further cooperation for target group.

- The protocols and cooperation between partners and relevant stakeholders will be improved and increased. Because each partners have their private target group but especially for

private sector and public sector interesting in adult education and women can't mostly reach to the local target group and have local impact.

-Cooperation to support civil society will also contribute to the development of social dialogue between institutions.

- The awareness for the needs, problems of target group, NGOs and especially cooperatives working related to project issue will be increased.

- The understanding of target groups' needs will be increased among partners via TPMs, preparation activities, LTT event and stakeholders via multiplier and dissemination events.

-The institutional capacities of the relevant institutions and organizations will be improved both in terms of (i) human resources, (ii) technical infrastructure and (iii) implementation of EU projects.

- The partners were chosen according to (i) reaching target group potentially, (ii) having a wide and useful network, (iii) cooperation potential among partners. We aimed to reach the women cooperatives therefore for example the functionality of the cooperative, which was established within the Gaziantep Metropolitan Municipality, will be increased with the project activities.

-The level of coordination, effectiveness, governance and social interest between the activities to be carried out during the project process and policy areas will be improved.

- By the learning teaching and training activities the project IOs will be a resource for current and potential adult educators chosen among partners and they will improve their on-going learning that will impact on increasing the capacity of institutions where they work and also their individual Plan for their future.

- The partners and stakeholders further training programs on adult education will be supported by our digital outputs.

3. COLIBRIWOMEN PROJECT Expected Impact of these activities

The expected local impact is as follows:

- The project will support the cooperation among local partners and this will contribute to the development of social dialogue between project partners and stakeholders like universities, municipalities, adult education centers and non-governmental organizations and cooperatives. This situation is also valid for the transnational partners' local cooperation.

-Cooperation like protocols and partnership agreements depending on also local cooperation will be increased because one of stakeholders is the policy/ decision makers like other NGOs and related cooperatives. During and after the project the outputs will have impact on their training programs, target groups and this will necessarily increase the dialogue among these structures.

-By this cooperation and the project's itself, the local partners' institutional capacity on implementing EU projects, producing intellectual outputs together will increase.

- The local target group and final beneficiaries' number will be increased by the e-learning platform. This will benefit to improve the digital skills of them too.

- Adult educators in local will be the beneficiary by being included to the IO2, IO3 and LTT event. By this way they will improve their teaching capabilities for working on related to target group and adult education.

Regional and national impact is as follows:

-Dedicated to the 11th Development Plan, it will contribute to increasing the participation of women in the labor force, ensuring economic development and becoming one of the important economies of our country in the world in 2023. On the other hand related to this document women issue is one of the priorities that are the main aim of our project.

-The project will contribute indirectly to the regional economy with its female power, whose participation in employment is supported.

-Gaziantep within universities, NGOs and public sector like municipalities which has contributed greatly to Southeastern Anatolia Region employment with its developed industry, will indirectly contribute to the employment levels of the employees in the region thanks to the project.

-Studies for more representation of women in social life will support the creation of social awareness on women's issues and NGOs and cooperatives issue. Because there are overage of cooperatives for women as national level and they are idle because of needed lack of management, technical, human resources and financial issues. The project will support their needs as digitally and technical way by the project's IOs.

-The partners and stakeholders mostly have very important applications that benefit for women. On the other hand they mostly can't reach to their target group. This project will provide reaching to wide target group.

- In addition to providing (i) individual income and (ii) learning outcomes for target group and teaching outcomes for adult educators, the empowerment of women due to their responsibilities in the family, their own social life and society will also contribute to the empowerment of the society.

European and international impact is as follows:

- The project depends on EPALE priorities/ topics like (i) development of women entrepreneurship (ii) strengthening key competences of women (ref: Council Recommendation on Key Competences for Lifelong Learning) , (iii) digital skills of women and (iv) innovative trainings. Our IOs support these priorities and EU Strategy Reports/ Plans for further plans.

-All project activities envisaged to be carried out with the aim of the project serve the priority of "Supporting the setting up of and access to upskilling pathways for adults", one of the priorities of Erasmus Plus 2020 Grant Program Adult Education.

-The empowerment of women, which are among the main priorities of the project, in the competencies needed such as employability, personal development, social participation and active citizenship, coincides with the objectives of 'Strengthening European Identity through Education and Culture' in the Council of Europe.

-The results expected as a result of the activities envisaged to be carried out for the purpose of the project also support the objectives of "increasing the culture of collaboration "of nongovernmental organizations and institutions in all areas, expanding the funding and funding opportunities, and making their work sustainable as education and training programs". (As stated in the Civil Society Academy program supported by the EU, "Problems and Solution Suggestions Faced by Civil Society Organizations in the Business Process", 2018).

-Along with the project, social awareness will be increased in the countries where women are partners and through the associations they are affiliated with.

- By the partners the results and outputs will be disseminated among the networks up to EU like EPALE Platform. This will provide a wide extend of impact for final beneficiaries.

4. Communication and Dissemination Concept

The dissemination items of the project that will be disseminated are as follows:

(i) The project itself will be also disseminated during and after the project duration.
(ii) The multiplier events and joint staff event under LTT event and
(iii) The project advertising materials prepared related to visibility rules will be also disseminated.

These all are valid for project's local, national and transnational partners. On the other hand the most important outputs that should be disseminated is the IOs. These are:
IO1 - "Second Chance" for Empowering Capability of Women Training Module
IO2 - Distance Learning Platform for Empowering Women
Result 3 (Previous IO3) – A Tool Kit Concept for Adult Educators: An Implementation Guide for Literacy of the IOs
Result 4 (Previous IO4) – Podcasts: Telling Success Stories From Civil Society for Women
Result 5 (Previous IO5) – A Comparative Qualitative Study on the Perceptions of the Colibri Women

The target dates for this dissemination plan will be sustainable after the project duration. Each output will start to be disseminated after its finalizing date and be ready to be disseminated. The IO1, IO3 and IO4 will be embedded inside to the IO2 then it can be considered as one product that can be disseminated together.
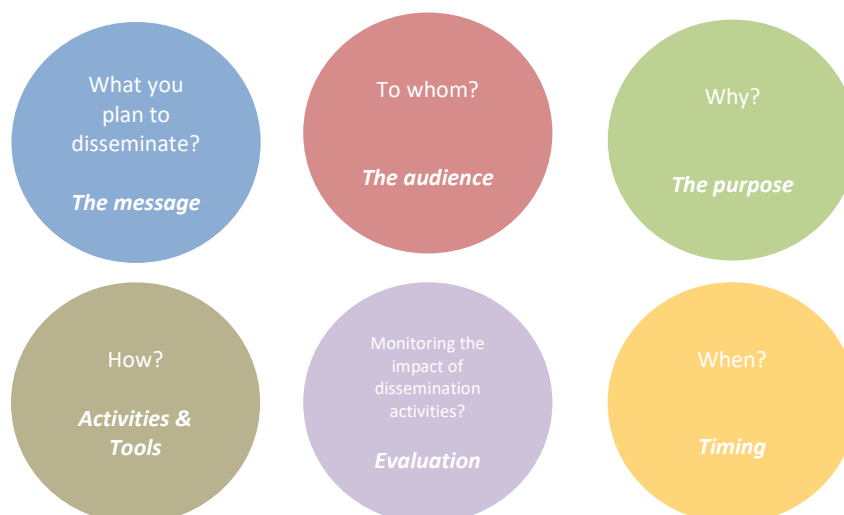
4.1 The tools and materials expected for dissemination and the target group, final beneficiaries

The tools /materials for dissemination will be valid for intellectual outputs. These are:

- EPALE – Adult Education Platform by announcements and uploading the links and products of the project

- Project Results Dissemination Platform

- Media/ press bulletins

- Radio and other digital platforms for interviews

- Social media pages, web site of the project statistics

- National Agencies' social media pages as giving "has tag" in our shares/ posts then they can share/ re-tweet our posts too. This will contribute to our dissemination process.

- Project partners and stakeholders' web sites and social media pages (sharing links)

- Communication and cooperation meetings like workshops that will be organized for the IO1's preparation process among project partners and stakeholders

- Project's multiplier events and dissemination events planned and mentioned under management and implementation activities

- The distance learning platform (IO2) is also a tool for dissemination too.

Before achieving the dissemination plan we have discussed among partners to create and determine the actors and target audiences of this plan.

For the IOs we can summarize the target audiences as follows,

IO1 – Target group, final beneficiaries like academicians, experts, adult educators

IO2- Target group and final beneficiaries all over the world

IO3 – Adult educators and potential trainers who want to work on training of women

IO4- Target group and final beneficiaries all over the world

IO5 – Academicians, policy makers, trainers/ educators who would like to benefit from the IO content.

Target audiences inside and outside our partnership as mentioned in the "project's associated partners" field,

- For the effectiveness and promotion of the project itself, media/ press is also our target audience of our dissemination plan

- Individuals as target group itself and final beneficiaries of the project,

- Participants of the project like multiplier events' participants,

- Policy/ decision makers like Turkish Family Ministry of Labor and Social Services, National Agencies and etc.

- Networks as defined the associated partners and impact section. For example, European Digital Learning Network (UK), TOBB Gaziantep Women Entrepreneurs Board (Turkey),

Turkey Municipalities Union, International Womens Organisation (Sweden), European Training Platform (Greece) and etc.

- Organizations as defined the associated partners and impact section. For example, European Institute for Local Development (UK), Municipality of Gondomar (Portugal), Job Centre of Gondomar (Portugal) and etc.

- Relevant Ministries for implementing and follow up the policy/ decision making process for the project

- Young as potential adults of the future, NGOs working on youth (This process will be coordinated by the partner SEGED)

- Academic area especially for the IO1 and IO5 outputs

D) The assessment process will be a part of our dissemination plan. This will include the dissemination and visibility table gained and prepared by all partners then we will see what they have been doing from the starting of the project. This table will include the item disseminated, the target audience definition, the number of target audience, the event description and the outputs (we especially will need the links). The assessment environment for evaluating these tables will be transnational project meetings and reporting process of the project.

5. Dissemination Activities

In terms of general dissemination activities:

- The project is planned to be spread to the target audience with local media and press releases.

- Photos and details of all meetings, workshops and events organized by the project team will be published in the social media accounts and website press section.

- It will share the necessary information about the processes of intellectual outputs with the target group and the press at each joint information meetings in the project.

- Project logo and social media posts will be made.

- Stakeholders will be invited to TPMs and project events.

- Within the scope of local and regional dissemination activities, successful business women who will be invited from TOBB Women Entrepreneurs Gaziantep Representation will be brought together with the target group and interactive motivation will be provided.

- Communication and cooperation meetings will be held with related partners, policy makers and stakeholders.

- Preparation and distribution of promotional materials will be provided.

- Social media accounts will be created to share and communicate information about the project and the project process.

- In addition to social media accounts, mobile applications will be designed to provide current information to people.

- A press release will be made at the end of the project to announce the results of the project.

- Participation in international conferences will be provided within the scope of the project.

- Educational resources and results of training activities will be shared with adult learning professionals through the EPALE community to promote more and better learning opportunities for all women in Europe. This will include networking and discussion of project methods and findings in the EPALE community and the publication of articles on related topics targeting adult learning professionals.

In terms of Intellectual Outputs:

- A distance education platform will be created to reach more target groups.

- With the tool set addressing the secondary target group, more educators aiming for higher quality education will be reached and more efficient training will be provided to the primary target group.

- The training modules to be prepared within the scope of the project will create a sustainable effect in the primary target group with both face-to-face training and distance education platform.

- The concept of lifelong learning will be strengthened by expanding the distance education portal.

-The tool set to be prepared within the scope of the project will have a sustainable impact on the secondary target group.

- Success stories of successful businesswomen with podcasts will always be available to inspire women and encourage them to join the workforce.

- The results obtained with the scientific article to be created within the scope of IO5 and project data will be expanded in academic platforms.

In terms of Project Partners:

- The most important sharing method is the training modules to be created within the scope of the project and the works to be carried out for the distance education platform to reach the target group. These activities will be carried out locally by GASMEK, KADEM, SEGED and transnational partners at the international level.

- Reflections of the multiplier event to be held at Gaziantep University, the benefits of the workshop to be held at GASMEK, informative and awareness meetings to be held by KADEM to the target group will continue.

  - Links of the official websites of the project partners will be shared.

- As the UK, Sweeden and Greece partners operate in the technology field, the distance learning platform, tool kits and podcasts will be expanded through interviews to local TV channels and radios by sharing them on their social media accounts, websites.

- Since Portugal is in cooperation with its partner NGOs and the Municipality of Gondomar, the training platform, tool kits and podcasts designed in accordance with the infrastructure of these institutions will carry out the necessary work to reach large audiences.

ATTENTION: ALL RELATED DOCUMENTS, LOGOS AND TEMPLATES NEEDED WERE/ WILL BE ADDED/ UPLOADED TO THE PROJECT GOOGLE DRIVE FOLDER

https://drive.google.com/drive/folders/1eZXEEcm-sNphtjQ3KGGES0uTniPYspNy?usp=sharing