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1 In-VisIBLe CONSORTIUM AND GOALS

Accessibility is the core of one of the areas of action of the European Disability Strategy 2020-2030 and culture is one of the most crucial contexts in which accessibility is declined, because of its centrality in the growth of both the individual and the society. Nevertheless, the level of education of persons with disabilities continues to be largely lower than the one of persons without disabilities. Despite the effort carried out so far, it is still necessary to adopt positive actions to promote access and guarantee that Higher Education contents are adapted and accessible to the largest possible number of people with special needs.

In-VisIBLe project (*Innovative and Inclusive learning tool for Visually Impaired and Blind people*) aims at addressing this pressing and growing need for inclusion of people with special needs, specifically by improving their access to Higher Education contents by using and implementing innovative tools for communication and fruition of cultural contents.

As suggested by its name, In-VisIBLe is focused on visual disability: a real access to culture for visually impaired and blind people (henceforth "VIB") is an important issue and, when it comes to the Higher Education offer, inclusion is especially challenging for VIB in those fields of knowledge that apparently exclude them without remedy, the so-called "*visual*" arts. Among the disciplines related to visual arts, the project is focused on History of Architecture, because it is a cross- sectorial discipline which is present in almost all the bachelor/master degrees in this field.

The main objective of In-VisIBLe is to equip HE courses in History of Architecture with advanced technological solutions, interactive pedagogical methods and innovative didactic tools, that make them accessible also to students with visual disabilities.

Another important goal of the project is to promote the collaboration between HEIs and a broader cross-section of society on the issue of inclusion of VIB people. The mixed composition of the partnership ensures that the project results benefit from different fields of expertise (Architecture, Virtual reality and 3D Modelling, ICTs, Educational Sciences, Inclusive Education): the consortium includes 3 Higher Education Institutions, *Alma Mater Studiorum University of Bologna* UNIBO (Italy), *Yedetepe University* YU (Istanbul, Turkey), *Akademia Humanistyczno-Ekonomiczna w Łodzi* AHE (Lodz, Poland), 1 international research institution, *Information Technologies Institute of Centre for Research and Technology Hellas* CERTH (Thessaloniki, Greece), 1 public entity for the blind, *Center for Education and Rehabilitation for the Blind* CERB (Athens and Thessaloniki, Greece) and 1 renowned museum for blind people, *Museo Omero* MO (Ancona, Italy).

The main expected outcome of the In-VisIBLe project is to improve inclusion of people with special needs in Higher Education and specifically in the fields of Arts/Architecture/Design, creating Innovative and Inclusive Didactic Modules of History of Architecture accessible to students with visual disabilities, by using and implementing innovative tools for communication and fruition of cultural contents related to visual arts. Another expected outcome is to implement and develop innovative didactic tools, specifically designed and applied to meet the needs of users with visual disabilities in the fruition of artistic and architectural contents, but also able to become an understanding facilitation for all potential users, developing their ICT skills and competences. This will require the development of tools to make the project result accessible to as many people as possible: MOOC, a web platform where all the project tools are stored and accessible, guidelines. Finally, the project is expected to draw in a broader cross-section of society into HE, establishing collaborations with cultural institutions, organizations for VIB, research networks, relevant stakeholders, and implementing them in the long run, also after the project's end.

In doing so, cultural accessibility can fulfill its role and become one of the most strategic and effective tools for creating a truly inclusive society.

2 ABOUT THE DISSEMINATION PLAN

The Erasmus+ Programme Guide defines dissemination as "*a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project success and outcomes as far as possible. Making others aware of the project will impact on other organisation in the future and will contribute to raising the profile of the organisation carrying. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed*" (*Erasums + Programme Guide, Part D – Glossary of Terms* https://erasmus-plus.ec.europa.eu/programme-guide/part-d).

In-VisIBLe project aims at having a high impact on all the actors involved in the project at different stages, levels and roles, to draw public attention to the issues of the use of innovative didactic tools in Higher Education and of inclusion of visually impaired and blind people in Higher Education. These expectations derives from the high innovative value of the project and from its aim to draw in a broader cross-section of society into HE.

Dissemination of the project results is fundamental if we want them to be known, used and replicated, and if we want to have forward-looking effect on the European and worldwide Higher Education institutions, schools, research centres, cultural institutions, policy makers. For this reason, all project partners will contribute to the dissemination activities, which will be coordinated by the Project Coordinator in collaboration with the Steering Committee.

In-VisiBLe Dissemination Plan reports on the dissemination activities carried out during the project lifetime, including all relevant aspects regarding the relevance and the effectiveness of the project activities and results and information on the quantity, context and type of the audience it will reach. The Dissemination Plan will contribute to the efficient implementation of the scheduled activities by ensuring that information concerning the project, its goals, results and achievements is correctly presented and shared with appropriate audiences on a timely basis and using the most effective means.

The Dissemination Plan will include all activities a-prior predictable, without excluding all those that will be derivable from collaboration and synergies with relevant stakeholders during the project lifetime, taking advantage of the privileged collaboration with the former project consortium to enhance the dissemination and exploitation potential of its results.

Dissemination activities will be designed to ensure that the research impact is not limited to the project partners. The goal is to outline all considerable possibilities for creating additional academic and societal value from the project results, even after the end of the project. The aim is to widen the communication of the results, even outside academic channels and develop messages working in different contexts: press releases, social media posts, newspaper articles, scientific papers, events and conferences, display of results on institutional communication websites. Great importance will be given to the engagement with policy-makers, as potential partners/funders of further research developments, thus allowing financial self-sustainability to future research from a long-term perspective.

2.1 Goals

In-VisIBLe project is expected give to all the persons directly or indirectly connected with it the opportunity to foster inclusion in education, promote accessibility to culture and improve HE teaching and learning quality, generate synergies between entities and communities from different countries that currently carry out innovative actions in the field of inclusion. Thus the dissemination

of its activities and results will be a major means to have a massive impact on all the actors involved in the project at different stages and in different roles.

In-Visible Dissemination strategy aims to:

- ➢ Ensure high visibility of the project through the management and use of appropriate communication channels and tools;
- ➢ Inform about the project activities and outcomes and raise awareness on the key issues addressed by the project;
- ➢ Establish a feasible and efficient system of communication to contribute to knowledge sharing among the project partners, relevant external stakeholders, and final beneficiaries;
- ➢ Ensure the transparency of the allocated funds.

More specifically, the purpose of dissemination activities will be to:

- ➢ **Raise awareness** – let others know what we are doing and promote the issues addresses by the project;
- ➢ **Inform** – educate the community on the issues of innovation in Higher Education and of inclusion of visually impaired and blind people in Higher Education;
- ➢ **Engage** – get inputs/feedback from the community, stakeholders and target groups;
- ➢ **Promote** – make our outputs and results be known and used also after the project's end.

The consortium is convinced of the growing importance of collective actions among universities, cultural institutions and disabled associations for the inclusiveness of higher education. We aim to take advantage of the many consortia and networks in which the project partners are involved, in order to make the project results widely known, available and widely used. The institutional commitment of the consortium, not only of the project team but of all partners institutions, will be a guarantee that all existing channels will be exploited in order to have the project's results available for all its potential users.

2.2 Target Groups

The target groups of the dissemination activities are:

- **At local and regional level:**

Students, teachers, researchers and staff from partner members in areas related to history of architecture and architectural heritage. This audience is interested in understanding how the various results of the project will fit with their needs and improve the cultural inclusion of VIB. They are interested in adopting new approaches/methods/tools for increasing the quality of the education for future action on the courses in case of teachers, improve their education in case of students, use new educative and inclusive tools in case of museums and institutions. These groups can be further divided by those actively participating at the project (internal) and those indirectly involved (external). General and specific dissemination activities will be addressed to these groups as deeply discussed later. Additionally, at this level also local citizens will be considered as target groups.

- At national level:

Universities, especially those with courses in History of Architecture; museums and cultural institutions related to visual arts and architectural heritage; associations for VIB. These target groups – both inside and outside the project partnership – will be essential to further exploitation of the outcomes of this project out of the Consortium. At the same geographical level, specific dissemination actions will be carried out in order to inform about the project universities, museums and cultural institutions related to architectural heritage and associations for VIB which are not part of the consortium. These target groups have the influence and bring about changes within their organizations: for this reason they will need to be well equipped with the right skills, knowledge and understanding of the project in order to achieve a real change.

- At European and international level:

Relevant stakeholders, such as European association for VIB, museums and cultural institutions related to visual arts and architectural heritage, policy makers related to inclusion and disabilities. These target groups have the influence and bring about changes within their organizations: for this reason they will need to be well equipped with the right skills, knowledge and understanding of the project in order to achieve a real change.

3 DISSEMINATION AND PUBLIC ENGAGEMENT STRATEGY

Communication		Dissemination	
Goals	**Target groups**	**Goals**	**Target groups**
• **Raise awareness** – let others know what we are doing;	• Students, teachers, researchers and staff from partner members;	• **Institutionalisation of project results**;	• EU partner HEIs students and teachers; EU partner institutions and organizations, policy makers
• **Inform** – educate the community on the issues of innovation and inclusion;	• Universities, museums and cultural institutions related to visual arts and architectural heritage, associations for VIB;	• **Upscale of the project results;**	• HEIs academics and researchers; Organizations for VIB
• **Engage** – get input/feedback from the community, stakeholders and target groups;	• Relevant stakeholders and policy makers related to cultural inclusion and disabilities.	• **Wide adoption and exploitation of the project results**	• Local/regional/national policy makers in the field of education and inclusion of disabled people, as well as to c.
• **Promote** – make our outputs and results be known and used also after the project's end.			
Tools		**Activities**	
- project logo, background and colorings - press, tv and radio - Social media - project website		- workshops, seminars, conferences, events, - newsletter, emails , press releases - scientific papers, articles - training activities	

Several dissemination activities will be organized and implemented, such as: publication of scientific papers, press releases, newspaper articles, TV appearances, regional/national and cross border conferences and participation to international conferences and workshops on the project's main topics.

The reception of In-VisiBLe project individuality will be assured through the definition of a clear visual identity, through a series of tools including: project logo, background and colorings, typefaces to be used in documents and in the project website.

The EU disclaimer, in English or translated in the partners' national languages, must be used on the first, second or last page in all types of written communications, dissemination materials, deliverables, milestones and reports:

Any publication and deliverable produced within the project should include the following sentence:

More information are available at: https://eacea.ec.europa.eu/about-eacea/visual-identity_en

An important issue of In-VisIBLe is the accessibility of all the deliverables and documents to visually impaired and blind people: therefore, all the materials will be in accessible word format and PDF so that it will be possible to be printed in Braille by the users and readable by the speech tools. There will be short description to the most important .jpg files of the material. If there are power point presentations to the mooque version or for the courses there will be a voice over description of the contents.

3.1 Methodological Framework

The Dissemination Strategy will be exploited in three major objectives:

1) **Institutionalisation of project results**

   The dissemination activities will be targeted to:

   - EU partner HEIs students and teachers, promoting the use of In-VisIBLe didactic modules and tools within the partners HEIs; these activities will include: promoting the project results through usual institutional channel at each HEIs and organizations; organizing learning&teaching activities targeted to HE teachers; organizing workshops and seminars at partner HEIs.

   - EU partner institutions and organizations, promoting the use of In-VisIBLe didactic modules and tools within the partners instituions and organizations for VIB; these activities will include: promoting the project results through institutional channels of each organization; organizing workshops and seminars at partner organizations.

   - EU partner organizations and policy makers, in order to achieve financial and political support to ensure the sustainability and exploitation of the project results; these activities will include: promoting internal meetings with policy makers; organizing Multiplier Events (ME1 and ME2); reports, newsletters and emails sent to policy makers.

2) **Upscale of the project results**

   The dissemination is aimed at involving other partners in EU and beyond and it will be targeted to:

- HEIs academics and researchers, promoting the use of In-VisIBLe didactic modules and tools; these activities will include: public presentations, informal contacts/meetings during scientific conferences and seminars; organization of an International conference on the issues of innovation in HE and of inclusion of VIB people (ME3); presentations at institutional networks meetings.
- Organizations for VIB, promoting the use of In-VisIBLe tools and results; these activities will include: public presentations, informal contacts/meetings during scientific conferences and seminars, presentations at networks meetings.
- Organizations and policy makers, promoting the use of In-VisIBLe results through reports, newsletters and email to policy makers.

3) **Wide adoption and exploitation of the project results**

   The dissemination will be targeted to:

- Local/regional/national policy makers in the field of education and inclusion of disabled people, as well as to citizens: finding allies in promoting the In-VisIBLe model, informing them about the inclusion possibilities offered by the project results and about the social relevance of issues related both to the knowledge of the architectural heritage and the inclusion for disabled people; these activities will include: organization of events; reports, newsletters and emails sent to to policy makers in the field of education and inclusion of disabled people.

All these actions will be aimed at strengthening the relationships between universities, cultural institutions and associations for the blind, and policy makers, stimulating the interplay between HE and relevant sectors of the society in favouring the cultural inclusion of VIB.

3.2 Activites

The In-VisiBLe project's dissemination activities will be focused on strengthening the relations between universities, cultural institutions and associations for the blind, and policy makers, stimulating the interplay between HE and relevant sectors of the society in favouring the cultural inclusion of visually impaired and blind people.

Therefore, these actions will be aimed at involving other partners in EU and beyond, promoting the use of In-VisIBLe inclusive didactic modules and tools and finding allies in promoting the In-VisIBLe model, informing policy makers in the fields of education and of inclusion of disabled people about

the possibilities offered by the project results and about the social relevance of issues related both to the knowledge of the architectural heritage and the inclusion for disabled people.

3.2.1 Informational publications

The Guidelines produced during the project's lifetime will be sent to art/architecture museums to promote the inclusion of the VIB in their activities.

Press releases on the project activities and results will be sent to press, websites and other media.

Promotional materials, including project presentations, posters, leaflets, newsletters will be distributed during the Multiplier Events and other dissemination activities to all the target groups.

3.2.2 Papers and articles

An important dissemination tool will consist in the publication of papers and articles presenting the project on specialized magazines and academic reviews.

At least once in a year each project partner will publish an article or give an interview on a relevant journal or magazine talking about the project issues, activities and results; if possible, the number and frequency of publications will be increased.

3.2.3 Presentation at conferences, seminars and meetings

Each of the project partners' team will participate in a conference/round table at least one per year and will highlight the project results to the scientific community. It is planned to disseminate the project on at least 2 conferences and seminars and in an international conference at the end of the project.

During the project's lifetime, three Multiplier Events are scheduled:

1. **International workshop in Tessaloniki, Greece** (month 18)

Event Title: *New challenges in Inclusive Didactic Modules for the blind: Guidelines for the design of architectural 3D models for visually impaired and blind students*

The Multiplier Event (ME1) will be organized in Tessaloniki, Greece, by CERB with the collaboration of CERTH. During this multiplier event, which will be simultaneous to the fourth Transnational Project Meeting (TPM4), CERB in collaboration with MO will present the PR2 – Guidelines for the design and realization of 3D architectural models for VIB; UNIBO and YU-DA will present the models produced by their students for the pilots of inclusive didactic modules of History of Architecture.

During the event, the opportunity that the In-VisIBLe inclusive didactic modules using innovative tools could bring for the education of visually impaired and blind people will be demonstrated and the partecipants will be encouraged to use them in their didactic activities. The event's objective will be that of disseminating the results of the project to maximize its visibility. It will also produce an advertising campaign, designing online follow-up activities and reports summarizing everything there happens.

The main target groups of the event shall be:
a) teachers of disciplines related to visual arts and architecture from associations and institutions for the blind
b) teachers from mainstream education teaching art or technology
c) HE teachers and students from Architecture Departments
d) visually impaired/blind students
e) teachers and students from other associations/institutions from the partners' networks.

The support to the participation also of relevant stakeholders will be important. These will include at least one international representative of organizations focusing on visual impairment (preferably a consortium of associations such as ICEVI or European Blind Union), on 3D printing (a leading researcher or university professor linked to 3D printing), on education (at least one expert on education, preferably on aspects related to inclusion), local and international media, and, if possible, one or more Eurodeputies. These guests will ensure the impact and the necessary diffusion of the project's results. Also national stakeholders from Greece, as well as local teachers and visual impaired people will attend the event. It may also be a good opportunity for organizations not involved in the project to support it and collaborate with its partners.

The organization of the event will be responsibility of CERB in collaboration with CERTH, and all the other partners will give their contribution. The number of the paricipants in this event will be approximately 100 people.

2. **International worskshop in Ancona, Italy (month 24)**

Event Title: *An Inclusive Experience: Guidelines to make architectural and visual art accessible to VIB.*

This Multiplier Event (ME2) will be organized by Museo Omero and will include a one-day international seminar in Ancona, Italy. External stakeholders expected to take part in the event are

at least 55, including also participants from other Italian cities; the presence of speakers from other coutries will guarantee the international value of the event.

The event will be divided into two sessions. In the morning, the results of the project and the Guidelines to make architectural and visual art accessible to VIB will be illustrated to universities, schools, museums and cultural institutions. Associations of blind people such as the Unione Italiana Ciechi e Ipovedenti - UICI (Italian Union of the Blind and Visually Impaired) and local school such as the Associated partner Liceo Artstico Mannucci will also take part in the event. The aim is to disseminate, at international level, the knowledge of the Guidelines and to promote their use. Actions to invite target groups to disseminate the objectives and the contents of the project to their corresponding networks will be undertaken.

The afternoon will be dedicated to a session of interactive and practical workshops led by partners in the rooms of the Museo Omero, which will have a strong educational value, both for the partners and for all the participants. The afternoon session will allow participants to see the indications of the Guidelines applied. Participants will directly experience the methodologies and tactile approach to architectural models and other works of visual art, as well as the dynamics of an inclusive visit for both blind and normally sighted people.

The format of the event, the high quality of the contents and the speakers and the large number of invited participants are expected to multiply the opportunities of dissemination of the Guidelines, which could find new paths of possible exploitation and implementation.

3. **International conference in Bologna, Italy (month 30)**

Event Title: *International Conference on the issues of Design, Education and Accessibility*

The final Transnational meeting (TPM6) will take place in Bologna, Italy, with the participation of all project team members. This meeting will be simultaneous with a Multiplier Event (ME3): an international conference on the issues of Design, Education and Accessibility will be organized, in order to give the opportunity to all participants of the project to meet with international scholars, teachers and stakeholders and establish networks with them. The choice of parallel local events will also facilitate the participation of international stakeholders not belonging to the nation of the Consortium with the consequence of having a multiplication effect in the origin European country of international attenders.

The target groups of the ME will be VIB, researchers, scholars, local stakeholders and citizens; and its major goals will be:

- Present the results of In-VisIBLe project to target groups and local audience;
- Disseminate the project results among international researchers, scholars and stakeholders;
- Set a research and collaboration network related to the issues of Education and Disability with national and international HE institutions, organizations and stakeholders.

The conference will be organized by UNIBO, in collaboration with all the other project partners and associated partners. It will be a one/two day conference, including sessions for discussions, exchange of knowledge and experiences between the project partners and all the other partecipants. Contributions will be welcomed on the topics of: design of policies, tools and to support disabled people to live an independent life; ICTs and other new technologies in inclusive Higher Education; disabled-friendly cities; improving access to cultural contents for people with special needs. The results of In-VisIBLe project will be presented to target groups and local audience; moreover, the links with other EU projects related to the project partners will be presented and discussed.The Municipality of Bologna will be asked to host the event in their public venues and to back the initiative. The Fondazione Flaminia will also give its contribution in regards to the organization.

The format of the event, the high quality of the content and the large number of invited speakers (10 local and 10 international) are factors which are expected to create a multiplication effect externally to the consortium, since significant target groups, relevant stakeholders and policy/decision makers will be reached thanks to the mediation of the external participants in this event.

The location of this Multiplier Event and venues of the academic institutions will be selected in order to facilitate the partecipation of VIB people.

3.2.4. Workshops and seminars

Workshops and seminars including other universities and research institutions will be organized by the project partners as well as by members of their networks and other relevant stakeholders involved in the project dissemination.

3.2.5 Learning&Teaching activities

A Training activity will take place in Lodz, Poland, at M22: HE teachers in architectural history and in other fields related to visual arts potentially interested in the project results (art history, urban planning or archaeology) from the partners countries will be invited.

The workshop will be structured with a presentation of In-VisIBLe Inclusive Didactic Modules and MOOC and a hands-on section. Simulation of a real usage of the IDM and MOOC will be promoted with an active participation of the students and teachers involved. Different rooms will be equipped with the necessary facilities necessary to perform the simulation. Attenders will be divided in small groups, balancing the number of students and teachers. To each group will be assigned simple tasks to test the various functionalities of the inclusive educational models equipped with tools accessible to VIB.

A total of 15 students, will attend the workshop and take part to the simulations:

- 10 enrolled student at the different years of the bachelor/master degrees in Arts/Architecture/Design
- 5 VIB students from the organizations belonging to the academic and research/education institutions that are part of the consortium.

A total of 12 HE teachers in architectural history and in other cognate fields related to visual arts potentially interested in the project results (e.g. art history, urban history, archaeology, design) from the partners countries will attend the simulation of the didactic activities using the project results.

The organization includes also a hands-on session to show how to efficiently use the MOOC and e-learning materials. A room with personal computers will be equipped, where students, teachers and researchers will interact with the problems.

All these activities will be coordinated by AHE and a final report will be asked to participants with the aim of improving and fine-tuning the project results.

4. COMMUNICATION STRATEGY

The objective of the communication strategy is to contribute to the efficient promotion of the project and ensure that the information concerning its objectives, results and achievements are correctly presented and shared with appropriate audiences on a timely basis.

In particular, the objectives of the communication plan are:

o To create a sense of community among the involved partners;
o To raise awareness of the project among academics, industry, policy makers and the general public;
o To guarantee the transparency during the project implementation;

- o   To make the stakeholders aware of the benefits stemmed from the project;
- o   To develop links with VIB related organizations to engage them in the research.

In-VisIBLe topics are relevant to practitioners and the general public because of their strong impact on everyday life. It is a part of the consortium commitment to widespread ideas and results of EC funded research (public spending) as a keyword of the Union strategy. The public engagement will simultaneously boost the public awareness of the Erasmus+ Progrmme and public interest on the importance of scientific and technological research/developments, as well as public's concerns on gender-balance.

Communication channels will be activated both on traditional media (press, radio and TV) and on web (project website, social networks, newsletters) to reach a wide range of stakeholders, policy makers and potential users.

4.1 Tools

The project will use different tools in order to inform about its goals, activities and outcomes in the most effective way.

4.1.1 Project logo and graphic design

The project logo is expected to enhance the visual identity of the project. The meaning of the logo design, the choice of the colours and the attractiveness will be important features are decided by all partners.

The project logo will be placed in all types of written communications, dissemination materials, deliverables, milestones and reports, etc. It is simple with the use of the project name identity so that it could be readable by the speech tools and it has also a Braille version to be accessible to VIB. It is realized through a graphic based on contrast text/background and available to be downloaded and printed in relief on microcapsule paper.

It is also compulsory to have EU Logo along with project logo in all types of written communications, dissemination materials, deliverables, milestones and reports, etc. The logo may not be changed, or unproportionally scaled, distorted or rotated. The use of other typefaces is not permitted (in the future the logo may change but not without EU permission).

4.1.2 In-VisiBLe website

The main source for information about the project will be the In-VisiBLe website (www.invisible-eplus.com). The website aims to keep both the project partners and the public up-to-date with its activities and results; it shall include a large public area where general information about the project will be presented to the public and a restricted intranet area accessible only to the project partners. It is crucial that the In-Visible website is accessible also to visually impaired and blind people, so it is designed it is implemented according to Web Content Accessibility Guidelines (WCAG) international standard, allowing VIB to perceive, understand, navigate and interact with it: it has enlarged letters, colour contrasts for the visually impaired, accessible layout for easy navigation etc.

Yedetepe University, in collaboration with UNIBO, will be in charge of the setting up of website structure and its further management and all partners will have editing roles and contribute in keeping it updated with contents. It will be online up to three years after the end of the project.

4.1.3 In-VisiBLe newsletter

A short newsletter will be published on the project website and addressed to a mailing list (students, teachers, researchers, head of departments and universities, museums directors, associations for the blind etc.) at the end of each phase of the project to keep audience informed of progress and continue to stimulate interest.

4.1.4 Social networks

In-VisiBle accounts will be created on the main social networks (Facebook, Instagram, YouTube) as well as on academic ones (Academia, Research Gate). This will be a major tool for the dissemination activity in order to reach a large number of potential target groups, with a special focus on European and non-European HEIs, professionals of Higher Education and on specific networks related to the inclusion of visually impaired and blind people.

The added value provided by this tool consists in the possibility to reach a large number of relevant stakeholders and the opportunity to find and select specific categories of users on the basis of common fields of interests.

A social media manager, appointed by the Steering Committee, will be responsible for managing all the activities and keeping the project accounts updated in order to keep the attention of target audience, identifyng the different groups to address to in order to send tailored information.

The updates of the events and project achievements will be posted within a week after an event or achievement.

The hashtags used will be: # In-VisIBLe #Architectural history #VIB # European Disability Strategy 2020-2030 #Higher education #accessibility #inclusion and #accessibleart.

5 ORGANISATION AND COMMITMENT OF EACH PARTNER

The Project Coordinator, in collaboration with the Steering Committee, will be responsible for the dissemination activities, cooperating with all the partners institutions. All project members will be involved in the planning and implementation of the dissemination activities at local/national/international level (seminars for students/teachers/citizens, open-lab days, newsletter, scientific papers, conferences etc.) giving to each member the responsibility for a particular aspect of the implementation strategy.

All the project partners have a long-term experience in dissemination activities, with dedicated specific departments that realize newsletters, exhibitions, web pages etc. The consortium is fully committed to exploit these internal capabilities and resources, and put them at the service of the project.

Specifically, academics and researchers of the partners HEIs will be in charge of dissemination tasks targeting their peers, while the In-VisIBLe community organizations will guide the dissemination activities targeting other local, national and international organizations which are part of their networks.

The Project Coordinator and the Steering Committee will ensure and supervise the effective management and implementation of the dissemination strategy. The task of each partner is to make the maximal contribution on the individual and institutional level to realize the aim of the project dissemination.

It is also suggested that each partner creates a potential stakeholder list for dissemination purposes. This list may include existing partners as well as potential partners and it will serve as a database for mailing the dissemination materials.

Both human and financial resources will be put in place to carry out the dissemination activities scheduled. As for the human resources, all the project partners' teams will be involved in the activities on the basis of their expertises; as for the financial resources, in addition to the budget granted by EU, additional resources will be provided by each HEIs with their institutional funds to partecipate in activities which will be identified as strategic for the dissemination strategy.

Another contribution to dissemination strategy will come from the networks in which the project partners are involved: each HEI and organization which are partners of the project will use their national and international networks to implement the dissemination activities at national/international level.

6 MONITORING AND REPORTING

Unibo as Project Coordinator, in collaboration with the Steering Committee, has the task to monitor the implementation of the overall dissemination strategy as well as realization of dissemination plan.

The PC will submit term reports every 6 months and a final report with achieved quantitative and qualitative results at the project ends.

Every 6 months from the project start on 01.02.2022 partners will send a report to the PC about accomplished dissemination activities. Indicators for monitoring the dissemination activities are: visits of the websites, number of events in which the project will be promoted and number od EU/non-EU participants, on-line and printed articles etc.

6.1 Activities survey

Each partner will carry out a number of dissemination activities, addressing the defined target in different kind of events such as national or international conferences and seminars, internal dissemination events, fairs, project's meetings etc.

Below will be reported the full list of dissemination events carried out by project's partners.

Tools	Target groups	Objectives	Partner(s) responsible	Outcomes	Timeframe

6.2 Activities assessment records

Below will be reported the full list of dissemination events carried out by project's partners who will use a dissemination form, providing information and data on type of activities, targets, tools and outcomes:

Type of activity:	
Objectives:	
Date:	
Location:	
Leader/co-leaders:	
Target audience:	
Communication tools:	
Outcomes:	
Upload documentation:	

7 FACTS AND FIGURES

Graphs and maps will provide a complete overview of the project dissemination activities. The type and number of events, their geographical location and the main target groups will be shown in order to give a summary of the dissemination impact and of its geographic coverage by and large. A special focus will be dedicated to the mapping of the geographical origin

of the HEIs institutions involved in the project's activities and of the participants to the three Multiplier Events.

7.1 Type of events

GRAPH ABOUT EVENTS

The graph will show the quality and quantity of events (seminars and conferences at local, national and international level; training and workshops; other informal events) related to dissemination activities implemented during the project's lifetime.

Facts and figures will consider also other kinds of dissemination activities, such as: publication in newsletters and websites of the project partners/associated partners/relevant stakeholders; publication of papers and articles presenting the project on specialized magazines and academic reviews.

7.2 Target groups

GRAPH ABOUT TARGET GROUPS

A chart will show the groups targeted by the dissemination activities.

The main target groups considered will be:

-

-

-

Nevertheless, other relevant stakeholders will be addressed by the project dissemination as well, such as:

-

-

-

It is important to mention that a single dissemination event could be addressed to more than one target group. Therefore, a multiple choice will be included in the evaluation form as far as different target groups will be concerned.

Sample of facts and figures which will be reported: The majority of events (XXX) have reached ten to fifty people; around the XXX% were addressed to smaller (up to XXX people) and around XXX% to bigger audiences (up to XXX people).

The project website has a total of XXX unique visitors so far; the Facebook profile has XXX followers and the Instagram profile has XXX followers so far.

7.3 Geographical distribution

A map will provide an overview of the nationality of the participants to the three Multiplier Events which will be organised in the framework of the project.

Fact and figures will consider the total number of people who will participate to the events and group them for nationality.

GRAPH ABOUT GEOGRAPHICL DISTRIBUTION

Sample of facts and figures which will be reported: A wider number of participants from XXX Europe took part to the ME in Thessaloniki (Greece, XXX, …), more people from XXX Europe (Italy, XXX, …) attended the ME in Ancona and Bologna.

It is worth noting that the also people outside the European Union participated to the Multiplier Events, in particular: XXX.

7.4 Website's statistics

The In-VisIBLe website will be launched in month 4 of the project. Statistics on accesses and visitwill be analyzed and made available at the end of the project's lifetime.

Sample of facts and figures which will be reported:

Site visits: XXX

Page views: XXX

Unique visitors: XXX

Most visited pages: Home page (XXX visits), resources/output pages (XXX visits)

Main sources: Website URL (XXX%), Google (XXX%), Others (XXX%)

Considering the nationality of the visitors, figures will show which the major groups.