IDEAL – Intellectual Disability and Equal Opportunities for Active & Long Term participation in Sport
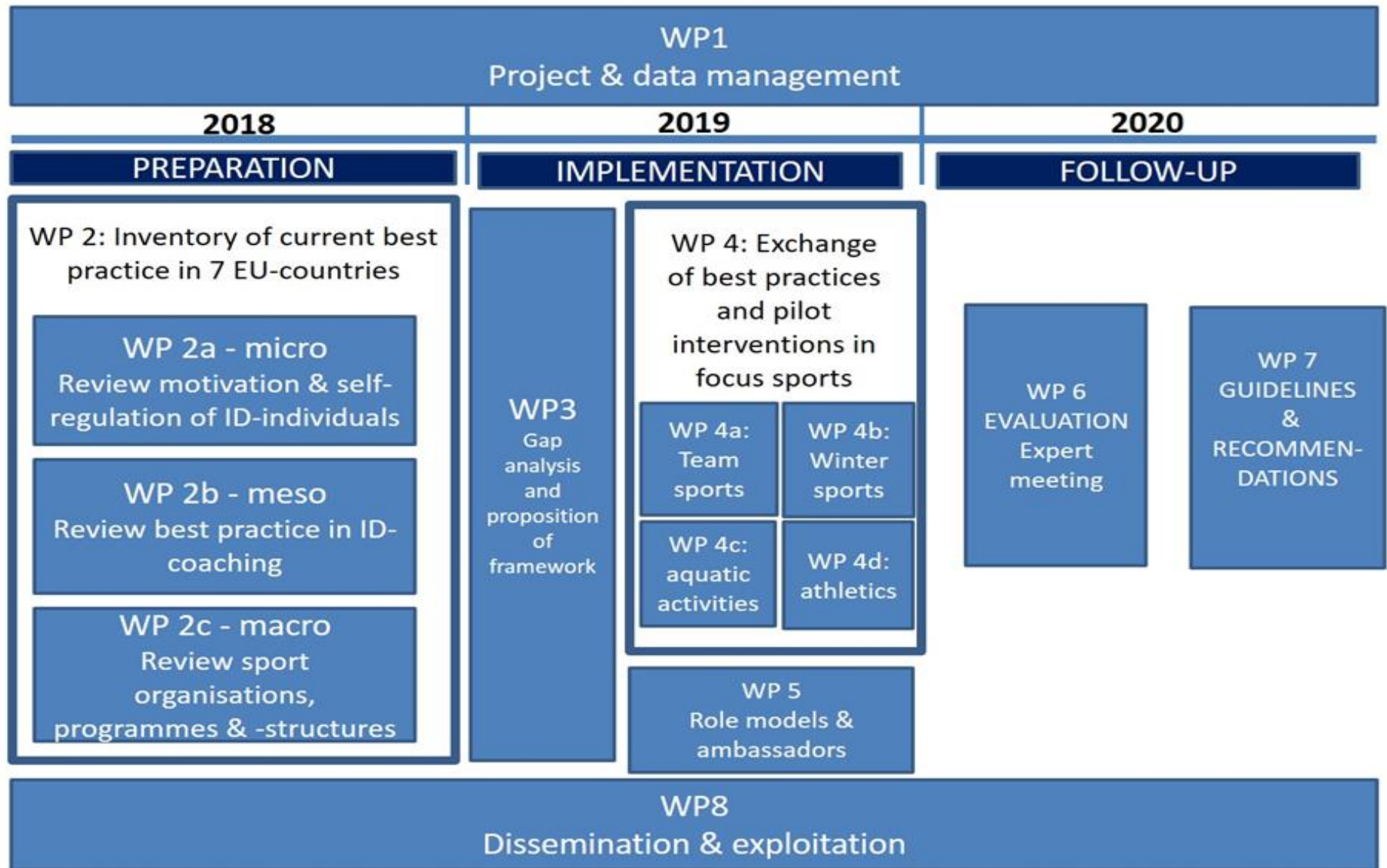
DISSEMINATION

Project design – timeline – organisation

Dissemination

Communication & exploitation of results

Dissemination and exploitation (WP8)

- Crucial phase for E+!
- Ensure visibility
- Include target group + general public
- **All partners collaborate in this WP!**

- Aim:
  - To give the public a better understanding about ID-sport
  - Raise society's awareness of the importance of sport to improve QOL
- Main activities:
  - Design project website (interactive)
  - Scientific publications
  - Press conferences & press releases (local media/printed/audio/video)

Co-funded by the
Erasmus+ Programme
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Application

- WP8: Dissemination and exploitation Dissemination and impact are crucial phases of the project, to assure the visibility and involve the specific target groups and general public in the project activities. In order to reach out to and represent the EU membership as fully as possible, all the IDEAL partners will collaborate in WP8 to disseminate the outcomes to the associate partners, and targets groups they represent.

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Aim

- To give the public a better understanding about ID-sport practice and to raise society's awareness of the importance of sport to improve the quality of life for people with ID.

Activities

- To design a project website, with links to the appropriate communication channels of all partners and members involved. This website will contain a toolbox, with attractive, interactive, easy-to-use, and easy-to-access information and tools.

- The interactive space will include sharing the ideas through social media (You Tube, Facebook, Twitter)

- Dissemination though scientific publications

- Joint press conferences and press releases, to foster promotion in local media (printed, audio and video)

Dissemination plan

Communication & exploitation of results

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What are the aims of the dissemination plan and what is going to be disseminated?

- Main goal = to spread the projects' results in and outside the project partnership
  - o I. Create EU Guidelines and Standards. In order to be accessible to a wide audience, the guidelines will be written in clear and intangible language. They will be translated in all partners' languages.
  - o II. Another important goal is to increase the awareness on people with ID and how sports can increase the lifestyle and health of these people.
  - o III. Share solutions and know-how, such as increased skills and knowledge of coaches and participants
  - o IV. Good practice guides for coaches

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End users – who will apply the outcomes in practice?

- The main target groups are
  - o the academic and scientific community
  - o disability sport providers
  - o individuals with ID and their stakeholders
  - o policy makers and the general public
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Dissemination collaborates –organizations, network and partners through whom the end users can be reached?

- Every partner organization has identified relevant associate partners through who the end users can be reached.

- In every program country, the major local (national and regional) ID-sport organizations have been identified and approached to inform them about this program. A total of 16 associate partners was identified. They have agreed to support the IDEAL project and are listed in Fig. 2
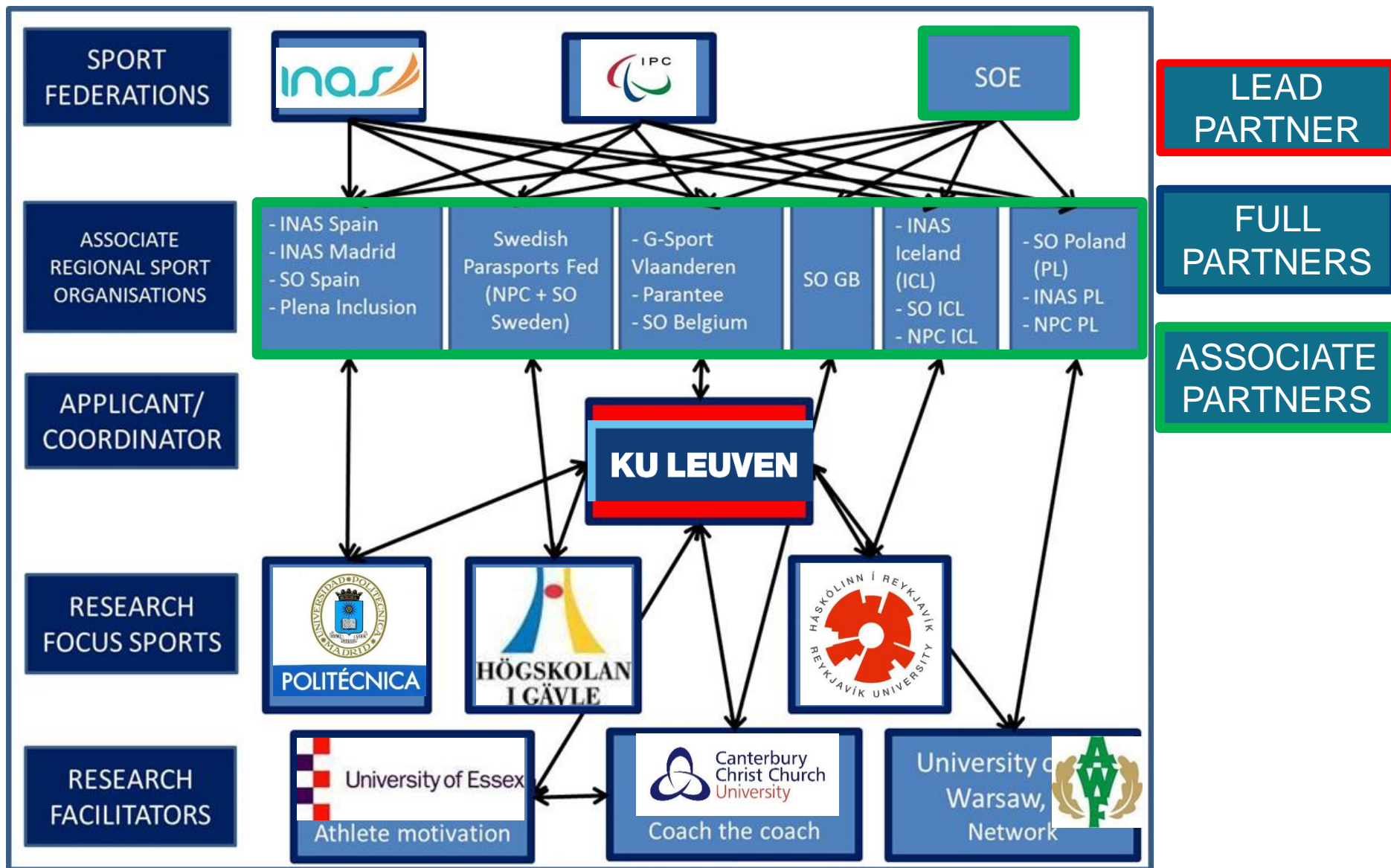
Communication – how the project outcomes will be conveyed?

- Different communication channels are deployed in the dissemination process.

- The consortium will regularly publish new releases and provide updated information on the project in order to ensure media attention.

- During the WP 4, exchange of best practices and pilot interventions in focus sports, the KU Leuven, the University of Gävle, RU and UPM are responsible for the first distribution of the results. The other partners will share responsibility for the further dissemination of the results.

- In WP 5, INAS and IPC will have more responsibility in dissemination and exploitation of the role models.

- **So each partner is committed to produce news releases about the results of, or activities related to each phase of the project were the partner is involved.**

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Communication – how the project outcomes will be conveyed? (2) – website

- All the results, press releases and guides will be published on the website.

- The communication channels (website, fb, twitter, newsletter, leaflets,...) will be attractive to the widest possible audience. They provide clear and concise information on the IDEAL project aims and activities.

- The interactive website will be established as a major and official information channel, aiming at providing partners (internal) and other target groups (external) with a dynamic working tool that overcomes geographical distances.

- The design of the website must therefore be attractive to a wide public. In order to achieve this, the website must fulfill the following criteria:

  o i) Visual communication (possible use of colours and/or photos, web pages are easy to browse, information is kept short and links are included to websites, publications, and so forth).

  o ii) Verbal communication (the website uses simple phrasing, no jargon is used in order to attract the widest possible audience, e-devices are user friendly).

- The website is aimed at disseminating information on IDEAL's activities to the outside world, with a view to favor collaboration (so as to possibly develop follow-up initiatives and to explore ways to self-sustain the project beyond its duration), and an increasingly concerted approach between the collaborative network, the EU and other interested parties both within and outside Europe.

- In this respect, the website acts as an informative tool covering:

  o Brief and clear information on the project (funding scheme, objectives and work plan, partnership, time schedules of meetings and workshops)

  o Outline of project activities and project results, main publications (in user-friendly formats)

  o Useful documentation, links and references in .pdf files

- The other communication channels will reinforce the exploitation of the results. The project will also receive a custom logo, to increase the visibility and recognizability. The logo will be used at all the communication channels, including the most import, the website.

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Timetable – where and when will the dissemination activities take place?

- The dissemination strategy is a process that starts at the very beginning of the project and continuous to last after the project is finished.

- The dissemination tools and communication strategies are matched to the goals of the project and to each other to gain the best results. For example, as can be seen in the table, social media will be used in every phase of the project and will be enabled for different goals (to raise awareness, share know how, ..).

- The role of role models, partner meetings, articles and the results will also be disseminated through these media channels.

- The different dissemination mechanism that will be developed during the IDEAL project are summarized in the timetable underneath, along with the evaluation criteria.

- After the project, the dissemination process proceeds: - contacting relevant media - monitoring the results - develop of new ideas and new partnerships

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WP	TOOLS	Use of tools & Measurement of success
WP 1-8	Logo	Increase the visibility of the project, convenient to use on social media and reports. Every partner uses the project logo. Measurement: recognizable to the people
WP 1	Kick-Off Meeting	All partners will be present during this kick-off meeting where they will present themselves and share ideas Measurement: feedback collected from all the partners
WP 1-8	Website	Visual communication: use of color, photos, web pages easy to browse and information is kept short. Verbal communication: the website uses simple phrasing; no jargon is used in order to attract the widest possible audience. Measurement: number of visitors and trends (total visits, unique visits, page view, time on the site)
WP 1-8	Social Media	Use of twitter and Facebook to announce the start of the IDEAL project. Social media is an easy tool to post updates, pictures and videos. Gives the opportunity for outsiders to comment easily on project updates etc. Each partner is co-manager for social media and make sure that updates appear regular on the site, fb, twitter etc. Social media is used in every phase of the project. Measurement: number of likes and followers
PREPARATION		
WP 2-3	Partner Meeting	Sharing good practices & the results of the inventory phase (WP 2) will be presented during this meeting Measurement: number of scientific and online publications
WP 2	Report ID-sport programmes and structures	Description of the currently existing ID-sport programmes and ID-sport structures Measurement: number of downloads and views
IMPLEMENTATION		
WP 3	Training modules for ID-coaches	It is important that the coaching style and methodology are adapted to the needs of people with ID Measurement: number of attendees, number of download on the site
WP 4	IDEAL manuals	Swimming, team sports, athletics and winter sports manual Measurement: number of downloads
WP 5	Role Models	Video clips of ID sports models and ambassadors (INAS & IPC)
WP 3-7	Scientific Publications	Number of publications/articles in local, national and international press
WP 4	Seminars & sport camp	Seminars to share expertise and good practices Measurement: number of attendees from the academic and scientific community
FOLLOW-UP		
WP 6	Expert Meeting	A four days expert meeting to pre-design the EU guidelines and standards Measurement: number of participants
WP 6-7	Leuven APA Conference	During this conference the results will be presented and shared Measurement: number of attendees and participants from the media
WP 7	EU Guidelines & Standards	Guidelines and recommendations to improve ID-sport practice across the EU. The guidelines will be translated in every partners' language. Measurement: number of downloads

See also pg. 63-65 of project application

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Next steps in WP8

- Provide input for the website
- Output, outcomes WP2 => publication (and translation)
- Coaching manuals => publication (and translation)
- Active use of (social) media
- Eucapa 2020 - Elche

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Communication – what else?

- Website: see www.idealproject.org
- Twitter: @IDEALProject3
- Facebook?
- Gadgets (along the MSE)

- Active use & promotion via national associate partners
- media departments IPC/INAS

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WP5 – role models

- One of the most important novelties within the IDEAL project is the direct involvement of the role models and ambassadors.

- For young people with ID themselves, there seems to be a general view among sporting organizations, governments and researchers that role models are important in attracting them to sport, and good coaches are crucial in keeping them involved.

- Within the IDEAL project, one of the work packages is dedicated to searching ambassadors (i.e., young, active, individuals with ID), who will act as role models for other young people within their countries, and across the EU. These role models will be actively involved in this project.

- Coach-athlete relationship will be a second pillar, and the development of more and better competition opportunities a third.

- The broader perspective of these novel approaches is to empower youth with ID, and promote productiveness and feeling of inclusiveness in greater society

WP5 – aim

- To showcase elite athletes with ID, acting as role models for all individuals with ID across the EU.

- Until now, being happy and leading a fulfilling life is often perceived contradictory opposed to having a disability. However, elite athletes with ID, dedicated to intense training and competition goals, show every day that this should definitely not be the case.

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Main activities within WP5

- Collect stories of role models with ID on national and regional levels;

- To identify strong persons as role models and ambassadors in every partner country of the project;

- To expose the role models and ambassadors to the general public by means of attractive video material widely shared by social and other media.

- **The international federations INAS and IPC will take the lead in WP5, in close collaboration with all partners, reaching out to their large networks.**

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Output number	10
Output's title and type	Movie/videoclip ID-sports models and ambassadors
Start date	March 2019
End date	December 2019
Leading organisation	INAS, IPC
Participating organisation(s)	KU Leuven, UPM, University of Gävle, CCCU, University of Essex, AWF Warsaw
Language(s)	All partner languages (English, German, Spanish, Icelandic, Dutch, Swedish, Polish)
Output description (including its form, impact and transferability)	Videoclips starring role models from every partner country.
Please describe the <u>tasks</u> leading to the production of the intellectual output and the applied methodology.	Contact with associatie partner organisations (disability sport federations) Identifying the role models/ambassadors Creating short, attractive videoclips Sharing through social media and websites
Number and profile of staff involved ('manager', 'teacher/trainer/ researcher', 'technician', 'administrative staff'). Please	Technician Administrative staff (2) Manager (2)

justify it and link it to concrete tasks.	
Media	Pers conferences, website, social media