

LIKE

Meeting Perugia 13-14 June 2018




Erasmus+

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MAIN GOALS AND ACTION LINES OF THE DISSEMINATION

- The project intends to develop and disseminate an **innovative pedagogic method**, based on the **centrality of pupils and of their emotional needs and requests**, aiming to prevent and/or face the **early school leaving** phenomenon. The aim is to develop a unique **teaching kit** based on **life skills**, flexible enough to be adapted to the specific contexts and conditions of the different regions and individual situations.



A large red speech bubble graphic with a tail pointing towards the bottom left. Inside the bubble, the text "MAIN DISSEMINATION ACTION LINES" is written in white, bold, serif capital letters.

MAIN DISSEMINATION ACTION LINES

In order to spread the results from the project to the target sector, target groups, potential and final users several marketing channels will be used and innovative and structured dissemination activities will be undertaken.

The objectives of the dissemination are to:

- **Increase awareness of the project, its objectives and achievements**
- **Inform target groups about results of the project**
- **Involve and gain feedback from relevant stakeholders**
- **Co-ordinate with other European and national projects and networks**
- **Development of dissemination plan – to be elaborated by Tatics Group S.p.A. as draft, revised by all partners and finalized by Tatics Group S.p.A. A periodic review with associated update of the dissemination plan will ensure high quality and adaptation of dissemination activities in case of changes with respect to the target groups.**

A large red speech bubble with a white outline, pointing downwards. It contains the text "DISSEMINATION TOOLS AND MATERIALS" in white, bold, sans-serif capital letters.

DISSEMINATION TOOLS AND MATERIALS

- The promotional materials will be develop in **each language of the partnership.**
- Initially they will be develop in English and afterwards, the file with the design template in English are provided to the other project partners to be translated and produced.



DESIGN OF THE PROJECT LOGO AND PROJECT OUTLOOK

- Design of comprehensive branding for LIKE project and targeted activities have to ensure a **wide visibility** and **identification** of the project for marketing-driven dissemination.
- Every printed and electronic material of LIKE project has to be **unified typographical image**. Every printed material has to be in conformity with the unified design.



DEVELOPMENT OF THE APPETITE WEBSITE

- The project website will run under the following domain name:

www.likeproject.eu

As far as dissemination is concerned the webpage is:

- **easily accessible through search-engines and partners links**
- **well-structured**
- **user-friendly**
- **facilitate interactivity and feedback**
- **advertised through banners or links on relevant page**
- The content of the website will be available in **all languages** of the partnership.
- **Every partner company/organization has (at least) a link to the project website.**
- **All public outputs** resulting from the project will be made available **on the website** which will be the main source for project publications aimed towards a wider community.



ELECTRONIC PROMOTIONAL MATERIALS

- Websites of the project partners: One of the first tasks of each partner will **upload information** about the project's idea and objectives **on their websites**.
- Mailing list: All partners will build a **comprehensive database** of stakeholders that could be interest in the project.
- Project registration in social medias: Creation of project accounts on **Facebook**. All partners will be responsible for the social networks activities and for the continuous **development of the pages**.
- Press releases: Press releases will be prepared by each partner upon arisen need. Journalists will be invited to cover the activities of the multiplier events.



PRINTED PROMOTIONAL MATERIALS

The aims of the printed promotional materials are to raise awareness on the project result, contribute to the value of the project outcomes and facilitate the sustainability of the project.

- Leaflets: The leaflets will be created by Tatics Group. Main characteristics: **6 pages, size 15x15 cm, full color process**. It will be printed by each partner in its own language and in English. The aim of the leaflet is to raise attention to the project aims and make stakeholders interested and involved in the project implementation.
- Posters and roll-up: The posters and roll-up will **include a motto** that summarizes the project, the **logos** and **name and logos of the partners**.
- Other optional gadgets: mugs, pens, bags, t-shirt, or any promotional materials. The optional gadgets will be chosen by the whole partnership.

All material will be published in **English**, and whenever considered necessary **translated** to other languages of the project so as to ensure that both target group and other stakeholders will be able to access the results.



LOGO



LIKE-Life Skills For Improving
Primary School Environment

2017-1-HU01-KA201-035988



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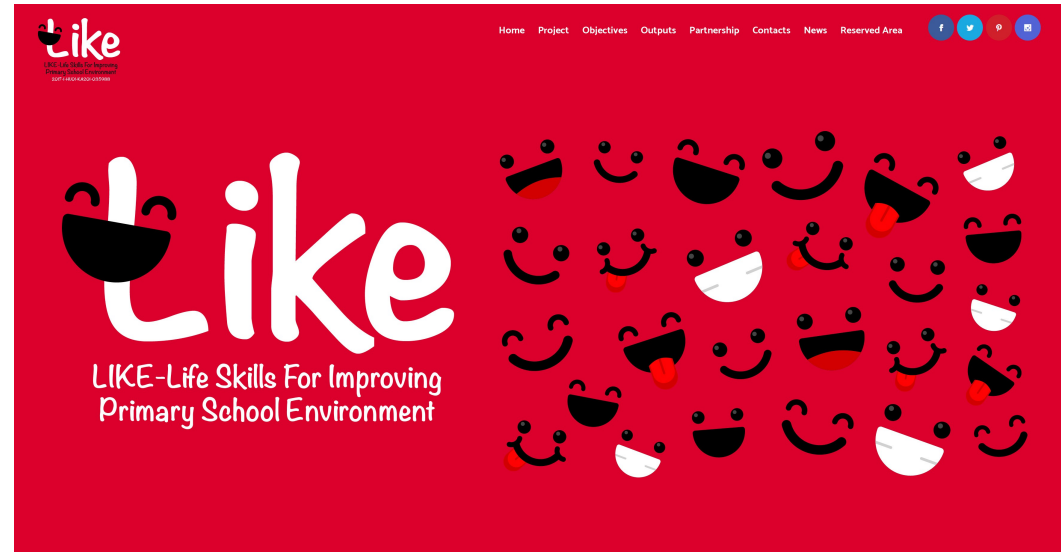
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POSSIBILITY OF MENU

- HOME: slide show, preview of the project's activities and news
- PROJECT: simple and direct description of the project
- OBJECTIVES: goals to achieve during the project
- OUTPUTS: all the produced material, private area for European commission's docs
- PARTNERSHIP: links to partners' websites, logos, contacts
- CONTACTS: general contacts + selecting language the contacts of the country of choice + form to email
- NEWS: news from the project



WEBSITE PROPOSAL 1



Accredited early education

We provide year-round full and part-time education



Full & part-time education

We provide year-round full and part-time education in the Boston Metro Area for infants and children starting at six weeks of age. Our secure environments and low teacher-to-child ratios allow us to get to know your child's interests to help reach their full potential.



Certified courses for kids

We provide year-round full and part-time education in the Boston Metro Area for infants and children starting at six weeks of age. Our secure environments and low teacher-to-child ratios allow us to get to know your child's interests to help reach their full potential.



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LIKE-Life Skills For Improving
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2017-1-HUGI-KA201-035988

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LIKE Life Skills For Improving Primary School Environment

Activities



Primary School

From a group of academic pioneers in 1901 to the Free Speech Movement in 1964, Bridge University is a place where the brightest minds come together

[Read more](#)



Are you a teacher?

From a group of academic pioneers in 1901 to the Free Speech Movement in 1964, Bridge University is a place where the brightest minds come together

[Read more](#)



Soft skills

From a group of academic pioneers in 1901 to the Free Speech Movement in 1964, Bridge University is a place where the brightest minds come together

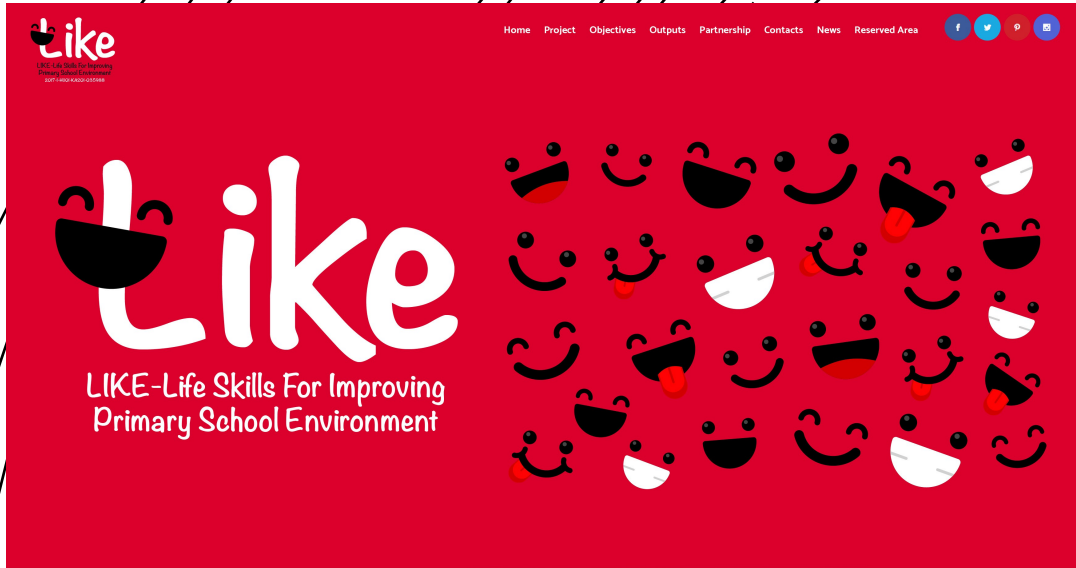
[Read more](#)

WEBSITE PROPOSAL 2



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THANK YOU!



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