

## Erasmus+ Against School Aggression Partnership European Dissemination and Communication Strategy



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## Preamble

### **Against School Aggression Partnership – ASA Partnership: Community based complex school program for effective prevention and treatment of aggression and bullying**

ASAP - Against School Aggression Partnership is a project implemented and led by Partners Hungary Foundation in collaboration with SOS Malta, Partners Bulgaria Foundation and Szolnoki Szolgáltatási Szakképzési Centrum (Szolnok Centre of Counselling Training) and funded by the Erasmus Programme of the European Union.

ASAP aims to contribute to the reduction of school aggression and bullying in schools while establishing and strengthening the cooperation between different institutions that deal with the student community. The project develops a model program taking the form of a whole school approach that offers an accessible and easy to adopt tool, for the reduction of school violence and bullying, which will be tested and further developed in six secondary schools: one school in Hungary, one school in Bulgaria and four schools in Malta. The project contributes to country's efforts to tackle bullying and school aggression, by promoting and providing alternative conflict resolution, management procedures and restorative methods to be used in schools.

The present European Union Communication & Dissemination strategy is built on the understanding that the project process and achievements, the professional knowledge compiled and the communities built can continue to play an important role beyond the project period. It raises awareness about the prevalence of school bullying in Hungary, Malta and Bulgaria and in many other EU countries. It provides data from schools in each of the three countries and informs policy and practice against bullying and school aggression so that it can contribute to EU wider efforts to implement the 2015 Paris Declaration on promoting citizenship and the common values of freedom, tolerance and non-discrimination through education. Specifically the recommendations drawn from the experience of participating organisations aim at supporting EU policy-makers and practitioners to take decisions about strategies, regulations and mechanisms for preventing bullying and violence in schools across the EU.

To effectively disseminate results, the project team designed an EU communication and dissemination plan that maximizes visibility and impact and covers *“why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.”*<sup>1</sup>

### **Purpose of the EU ASAP project dissemination and communication strategy**

The dissemination and communication strategy of our project Against School Aggression Partnership is designed along the **purposes set out in the European Commission's Erasmus Plus Programme Guide**<sup>2</sup>:

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<sup>1</sup> [http://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus/files/files/resources/erasmus-plus-programme-guide\\_en.pdf](http://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus/files/files/resources/erasmus-plus-programme-guide_en.pdf) /p.309/

- To promote the project, communicate and share outcomes and deliverables to EU professional and wider community thus extending the impact of the project, improving its sustainability and increasing the European added value of the project;
- To promote the support of the Erasmus + Programme in relation to project implementation;
- To make results available to European educational practitioners and to fields beyond schools and education: such as citizenship, internal affairs, justice, youth, migration and others relevant fields;
- To provide open access to materials, documents and media that are useful for learning, teaching, training, youth work and are produced by the project so that the professional community and the public can benefit from them. Materials are made freely accessible in digital form, freely accessible through the Internet under open licences.

**By promoting the project and providing open access to materials the ASAP team aims at achieving the following goals:**

- **Raising the public awareness in Europe about** the prevalence of disruptive behaviours and gaining the public support to implement possible solutions to combat school violence and bullying;
- **Informing and educating students**, parents, teachers and other school-related professionals in Europe about the nature of disruptive behaviours targeted by ASAP in order to induce an action for change;
- **Engaging stakeholders** on different international and local levels who could act as promoters, implementers of our project and other similar efforts for the sake of building a safe and child friendly school environment across Europe.

## Target groups

### Primary stakeholders in Europe:

- Organisations and networks of educational professionals working in the school systems in European countries. It includes teaching and non-teaching school staff (school psychologists, pedagogical assistants, counsellors, social workers);
- Networks of school youth and children;
- Networks of parents/legal guardians of school students;
- EU institutions and relevant programs such as ERASMUS + program; Justice, Equality and Citizenship program and others;
- Council of Europe.
- European NGO networks working in the field of education, citizenship and human rights.

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<sup>2</sup> [http://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus/files/files/resources/erasmus-plus-programme-guide\\_en.pdf](http://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus/files/files/resources/erasmus-plus-programme-guide_en.pdf)

## Secondary stakeholders in Europe:

- Research entities and academic institutions engaged in relevant studies;
- European NGOs, including national and community based organizations, working in schools;
- Teachers associations and platforms;
- European youth association and platforms.
- Policy makers related to education, family and youth, social policy and other relevant fields /Ministries and their local structures/
- Policy makers and organisations of practitioners working in close fields such as child development, mental health, juvenile delinquency, social care, family and children, migration, intercultural education and education in diversity, citizenship and democracy education.

## **Measures for dissemination, activities and channels of communication**

The following measures for disseminations at EU level and the related activities have been identified by the project partners.

### **1. Project information communicated to the international public and professional community**

- Develop project general information materials in English to present its goals and results to the international public
- Develop project update information in English to communicate key events such as international training events or students exchange

These activities aim at presenting the project goals and to update the general public about project development. PHF, Szolnok Centre of Counselling Training, SOS Malta and PBF will develop together a common information material about the project. They will present key events related to project development, in English language, in their websites and Facebook page. Publications in English will target international public, incl. practitioners in the fields of education, school environment and child rights. As a result, at least 6 publications in partners websites and Facebook accounts will be posted.

### **2. Development of project outputs and communicating them to international public**

The following key project outputs will be developed in English and disseminated to international community in addition to local stakeholders.

- 1) National study report and mapping of good practices;
- 2) Resume of school research results;
- 3) Model program;

- 4) Handbooks of implementation;
- 5) EU policy recommendations.

The English version of these documents will be downloaded in partners' websites and promoted via e-mail and Facebook.

### **3. Dissemination of EU recommendations to EU institutions and European networks**

Partners will prepare EU recommendations and a list of target stakeholders at EU level. The goal is to engage stakeholders on different international and local levels who could act as promoters, implementers of the project and other similar efforts for the sake of building a safe and child friendly school environment across Europe. The EU recommendations will be sent to at least 50 stakeholders at EU level.

### **4. Publications of project information and outputs in EU media**

Project partners engage to publish project results in 6 European associations' sites and other social media.

### **5. Presentations of project results in European events and forums.**

Partners will present the project in numerous European forums and public events. These live presentations will reach various European stakeholders attending forums and events in relevant area.

### **6. Promotion of promo video among EU audience**

Partners will disseminate the project promo and impact video in their youtube channels and websites. The English versions of these two videos hopes to reach 5000 people.

### **7. Develop and disseminate anti-bullying brochure for school children**

A child friendly brochure in local languages and in English will be developed and posted in partners' websites to be available for the public online. This free resource for schools will aim at rising students' awareness about bullying and equip them with guidelines how to identify cases of bullying and act in such situations. The brochure will be available in 3 languages and made available via partners' channels.

## 8. Post information about the project results and outputs in the European Commission Dissemination Platform

One of the key goals of this Erasmus+ project is to make the project outputs and results available Europe-wide. For this purpose, as per grant agreement (page 16), the project coordinator, Partners Hungary Foundation is responsible for uploading the outputs on VALOR, at the end of the project: “The coordinator shall input the deliverables of the Project in VALOR, the programme Dissemination Platform on the website <http://ec.europa.eu/programmes/erasmus-plus/projects/>, in accordance with the instructions provided therein. The approval of the final report will be subject to the upload of the Project deliverables in VALOR by the time of its submission”. The planned number of audience to be reached is 200 people.

The various **channels of communication** for EU dissemination include preliminary **online tools** – social media /websites, facebook, youtube, videos, blogs, online platforms/ etc.

**Offline channels** include live presentations in European forums, ongoing consultations and other national events, training seminars, school events and meetings where international stakeholders are present.

### Language of dissemination

Since the area of dissemination and communication is Hungary, Malta, Bulgaria and the EU at the same time, the key project outputs will be available both in the national languages and in English as well. Each country will communicate in the national languages to their target groups. The national dissemination and communication strategies are led by each project partner individually, the European dissemination strategy is led by Bulgaria, for which the language to be used is English.

### Specific guidelines for the visibility of Union funding

Whenever designing any visual material for dissemination and communication purposes, project partners must comply with ARTICLE II.7 of the grant agreement: “Any communication or publication related to the Project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), shall indicate that the Project has received funding from the Union and shall display the European Union emblem.

[http://ec.europa.eu/dgs/education\\_culture/publ/graphics/identity\\_en.htm](http://ec.europa.eu/dgs/education_culture/publ/graphics/identity_en.htm)

and

[http://ec.europa.eu/dgs/communication/services/visual\\_identity/pdf/use-emblem\\_en.pdf](http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf)

When displayed in association with another logo, the European Union emblem must have appropriate prominence.”

## Unified visual and thematic identity

The project team designed a project logo to make a well-distinguishable visual impact. The logo consists of the project acronym that already conveys a strong message: school aggression needs to be addresses as soon as possible. The colours reflect the colours of the partner organisations, conveying a professional message. The logo is also available in black and white



The project logo and the Erasmus+ logo is used every case when partners communicate about the project.