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Digital Comics of Migration

Agreement number:

2023-1-TR01-KA220-SCH-000166103

(01/12/2023 - 31/05/2026)



DISSEMINATION PLAN

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Date: March 2024



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INTRODUCTION:

DICOMI stands for Digital Comics for Migrant Integration, a groundbreaking project tackling the educational hurdles faced by immigrant families from conflict-affected regions like Syria and Ukraine. By harnessing the storytelling power of digital comics, DICOMI aims to foster integration, social cohesion, and academic success among immigrant students in European education systems.

Through innovative approaches, DICOMI creates engaging digital comics based on the real-life experiences of displaced families. These comics serve as educational tools, promoting digital literacy, democratic values, and cross-cultural understanding. By amplifying immigrant voices, DICOMI seeks to promote empathy and inclusion in classrooms and communities.

1. BRIEF DESCRIPTION OF THE PROJECT

1.1: Project Purpose:

The purpose of the project is to address the educational challenges faced by immigrant families, particularly those displaced by conflicts in regions such as Syria and Ukraine. Through the creation of digital comics, the project aims to:

- Provide a platform for immigrant families to share their experiences and perspectives.
- Foster social cohesion and cross-cultural understanding in European education systems.
- Promote digital literacy, democratic values, and empathy among students.
- Equip educators and policymakers with innovative resources to support immigrant integration.



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- Ultimately, create a more inclusive educational environment where immigrant voices are valued and heard.

1.2: Project Objectives:

The objectives of the project are as follows:

1. To collect and document the real-life experiences of immigrant families, particularly those displaced by conflicts in Ukraine and Syria.
2. To develop educational digital comics based on the collected stories, addressing themes such as digital literacy, democratic values, human dignity, and academic success.
3. To provide teacher training on the use of digital comics in the classroom, promoting social cohesion and empathy among students.
4. To create a digital education platform for the dissemination of comics and related educational resources.
5. To evaluate the impact of digital comics on students' attitudes, empathy, and digital skills.
6. To produce recommendation packs for stakeholders, including families, students, teachers, and policymakers, to support the integration of immigrant families and improve educational practices.

1.3: Project partners:

The project partners include institutions from various countries, each contributing unique expertise and resources:



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- Yıldız Technical University (YTU) - Turkey
- 29 Mayıs University - Turkey
- King Danylo University - Ukraine
- The Institute for Roma - Germany
- Nordic Horizon - Sweden
- GİRES NL - Netherlands

2. STRATEGIC APPROACH TO THE DISSEMINATION PLAN

2.1. Purpose of the Plan

Dissemination is crucial for sharing information about project successes and outcomes within the Erasmus+ Programme. The goal is to spread awareness about the project's achievements, impacting future organizations and raising the profile of the implementing organization. This plan will detail what information will be disseminated, why it's important, how it will be shared, when it will be shared, and to whom it will be targeted.

2.2. Strategic Goals of the Plan

The dissemination strategy for the DICOMI project will encompass two dimensions: horizontal and vertical.

- The horizontal dimension involves strengthening communication and dissemination within partner organizations.
- The vertical dimension focuses on reaching target groups and final users.



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The strategy will utilize various approaches, methods, and instruments tailored to each partner organization's capabilities and networks. It will align with the project phases and activities, aiming to promote project contents, transfer results effectively, and ensure sustainable support post-project.

2.3. Target Groups

Target audiences for DICOMI project dissemination include:

- Teachers and educators
- Students and learners
- Educational policymakers and stakeholders
- Comic artists and creators
- Refugee support organizations

2.4. Expected Impact

Dissemination objectives align with expected impacts across different levels:

- Target Group Level: Increased digital skills, awareness of social integration resources, professional development, and civic engagement.
- Involved Staff Level: Enhanced competence in EU action plans, project management, multicultural teamwork, and networking.
- Organization Level: Enhanced reputation, expanded portfolios, strengthened networks, and increased capacity for international collaboration.
- Associated Partners: Increased understanding of the role of comics in mental health support and civic participation.
- Other Organizations: Improved appropriation, transferability, and scalability of project results.

2.5. Strategies for Reaching Objectives



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The dissemination strategies for the DICOMI project will include:

1. Relationship Marketing: Building connections with target audiences.
2. Offline Marketing: Utilizing traditional media channels for awareness.
3. Digital Marketing: Leveraging digital devices and platforms.
4. Word-of-Mouth Marketing: Encouraging organic sharing of information.
5. Email Marketing: Sending targeted messages about project activities.
6. Event Marketing: Hosting events to engage and inform audiences.
7. Newsletter Marketing: Regularly updating stakeholders via newsletters.
8. Content Marketing: Creating and publishing informative content.
9. Social Media Marketing: Engaging audiences on various social platforms.

3. DISSEMINATION STRATEGY

3.1. Communication Channels and Promotional Activities

Dissemination actions will most likely include the three following categories:

- Face-to-face activities such as presentations, roundtables, workshops, seminars, conferences, etc.
- Media-based activities which include online networks, brochures, flyers, posters, articles in journals, newsletters, etc.
- Performance-based activities which comprise actions related to project work such as conducting evaluations, testing, and piloting outputs, etc.

The following dissemination channels and activities will be applied and implemented:

3.1.1. Digital Communications

- Project Website: By the end of April 2024, Nordic Horizon Institute will launch the DICOMI project website. This website will serve as the primary online hub for project communication, available in all partner languages. It will provide



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comprehensive information about the project, consortium members, funding agency, and support all dissemination activities. Additionally, the website will feature a "News and Events" section to keep users informed about training program updates and upcoming events.

- Social Media: Nordic Horizon Institute will take charge of creating and managing the DICOMI project's Facebook page. This social media platform will serve as a key communication channel throughout the project's lifecycle. Nordic Horizon Institute will coordinate communication activities among partners and establish a posting schedule. Each partner will receive login credentials to contribute content during their assigned months.

A Twitter page will also be set up by the YTU team to disseminate more material developed within the project's cycle.

- Partners' Social Media Pages and Existing Websites: Partners' existing social media pages and websites will be utilized to amplify the DICOMI project's content and activities. Nordic Horizon Institute will collaborate with partners to ensure that project updates and news are shared with a broader audience. This engagement will involve other associated entities collaborating with the project, enhancing visibility and outreach.

3.1.2. Media (Online and Offline)

- EU e-briefs: Throughout the DICOMI project, Nordic Horizon Institute will coordinate the creation of two EU e-briefs to be published on social media. All partners will collaborate in sharing these e-briefs. The timeline for dissemination is as follows:

WHAT ?	WHEN ?
• Project Introduction	December 2023 → March 2024



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• Project Ending	May 2026
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- Country e-briefs: during the project, 4 country e-briefs will be created and published on social media. NHI NGO will create them and all partners will translate them and share them.

WHAT ?	WHEN ?
• Project Introduction	March 2024
• Project update	November 2024
• Project update	June 2025
• Project update & multiplier events invitation	November 2025

- Dissemination Materials: Nordic Horizon Institute will oversee the development of a comprehensive branding strategy for all paper and electronic-based outputs. This includes:
 - Project Logo: A logo tailored to the DICOMI project's themes will be created and featured in all promotional material, uploaded onto Google Drive.
 - Project Templates: A set of graphical templates, including PowerPoint presentation, e-briefs, and Word templates, will be designed to ensure consistency and professionalism in all project documents and communications.

3.1.3. Community Relations-Influencer Relations

- Identifying stakeholders at local, regional, national, European and transnational level
- **Final Conferences:**
Five final conferences will be organized in total by all the partner organizations.

ID	DESCRIPTION:	COUNTRY	PARTICIPANTS:	DATE:
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E1	Final Conference	Turkey	48	April 2026
E2	Final Conference	Ukraine	48	
E3	Final Conference	Sweden	48	
E4	Final Conference	Germany	48	
E5	Final Conference	Netherlands	48	

- These events will be announced in advance on the project and the partners' websites. Relevant stakeholders will be emailed an invitation for participation.
 - Project and partners' social media will upload content on the events before they take place to generate buzz and expectations.
- **Individual meetings:** meetings with target groups and stakeholders will take place and be organized by the partners on different occasions.

4. RESPONSIBILITIES

Responsibility for the dissemination activities within the partnership belongs to the dissemination group. The leader of this group is NHI NGO. All activities in each country will be the responsibility of their corresponding partner, who will then adjust the activities and channels accordingly considering all relevant factors, such as the territory in which the activity takes place.

WHAT?	WHO?	WHEN?
Preparing dissemination plan	NHI NGO	March 2024
Website development/structure	NHI NGO	March 2024
Info about the project on	ALL Partners	March 2024



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partners' websites		
Logo	YTU	February 2024
Facebook Page	NHI NGO	March 2024
Twitter Page	YTU	March 2024
E - briefs	NHI NGO	
Networking with stakeholders	All Partners	
Final Conferences	All partners	

5. REPORTING

Proper dissemination is an important factor for the project's success. Therefore, the reporting of dissemination activities must be duly carried out and systematically reported and uploaded to Google Drive. Each report should include all the necessary information related to the dissemination activity and accompanying evidence (pictures, screenshots, attendance lists, etc). The partners will update their dissemination activities on Google drive at least every six months.

6. EU LOGOS AND DISCLAIMERS

All DICOMI materials must be created according to these visibility guidelines, which include the appropriate mention of funding by the European Commission and the Erasmus+ Programme.

- The participants' lists, the agenda of the event, banners, roll-ups, promotional material, etc. should always be included in multiplier and dissemination events, making sure the logo of the Erasmus+ Programme and the logo of the DICOMI project are always visible.
- The materials should include the phrase "Co-funded by the European Union".



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- Where appropriate for the DICOMI logo to be included, the Erasmus+ logo will enjoy equal prominence and abide by 'Visual Identity Elements' prescribed by the European Commission and 'Visual Identity Manual' by the Erasmus+ Programme.
- All visual materials should contain the Erasmus+ logo, which should be used as established in the 'Visual Identity Manual' by Erasmus+ Programme.

7. COMMUNICATION

Communication plays a fundamental role in the creation of the cooperative environment as all partners, apart from the meeting possibilities provided by mobility, will have to be constantly in touch for the development of the project through all possible means of communication.

Each partner will provide a contact person responsible for communicating daily with other project partners.

7.1. Internal communication

In between the meetings, there will be constant communication among the partners through monthly Zoom meetings as well as the regular exchange of emails and phone calls.

- Zoom meetings: The partners will hold online meetings. Prior to each reunion, the a meeting agenda, drafted by the coordinator will be sent to all project partners. Following the Zoom meeting, the coordinator will draft and circulate the minutes of the meeting to all project partners.
- Communications via email/phone: for smooth execution and effective project monitoring and control, all partners will contact each other via e-mail or by phone when appropriate.