



Networking the Educational World: Across Boundaries for Community-building

NEW ABC Deliverable 7.1

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Executive Summary

This document illustrates the communication and dissemination plan for the NEW ABC project and sets the strategy and set of actions necessary for these commitments. It is part of the Plan for the Exploitation and Dissemination of Results (PEDR), which will be completed with the D8.1, Data Management Plan. The PEDR establishes the bases for the intellectual property strategy and the dissemination and exploitation plan.

This plan encompasses the activities planned within the Uptake work package (WP6) and the Dissemination and Communication work package (WP7), and will ensure that all communication and dissemination needs from the overall project are considered and coordinated. To this end, it provides a draft plan for the actions that will be taken all along the duration of the project.

ELH is the leader and the main responsible of WP7, as well as of this deliverable, and the overall PEDR. Meanwhile, ACE is leading WP6. Thus, on the one hand, ELH members will constitute the communication team, led by the communication manager (Manex Urruzola), and will carry out the design and preparation of all the necessary channels, tools and materials, especially those related to communication objectives. On the other hand, ACE members will be in charge of conducting activities more linked to the uptake or exploitation of the results.

The present document represents a roadmap for all NEW ABC communication, dissemination and uptake activities. The following sections are included in the document: an introduction to the project (section 1); the general communication and dissemination strategy (section 2); the identified target audiences (section 3); the communication channels that will be used to reach the audiences (section 4); the communication materials and tools that will be produced and used on different channels to comply with the established communication and dissemination objectives (section 5); the draft plan of actions (section 6), and a list of key performance indicators to evaluate the performance of the communication strategy (section 7).

This Plan for the Exploitation and Dissemination of Results is a live document. Although it is a deliverable to be submitted to the European Commission by Month 3 of the NEW ABC project, it is likely to undergo changes and adjustments all over the duration of the project, and it will be progressively updated. The first version of it has been agreed by all partners, but regular reviews, concurrent with the reporting periods, in order to detect the points for improvement and the necessary amendments and report the corrective measures for them, will result in a plan for the exploitation and dissemination of results that fully meets the objectives set.





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1. Introduction to the NEW ABC project

NEW ABC, “Networking the Educational World: Across Boundaries for Community-building”, is a project funded by the European Commission’s Horizon 2020 framework, under the topic H2020-SC5-MIGRATION-2018-2020 — Mapping and overcoming integration challenges for migrant children. It started on the 1st January 2021, and it has a life span of four years (44 months).

By addressing the call H2020-SC5-MIGRATION-2018-2020, NEW ABC aims to contribute to the development, adaptability and sustainability of new good practices for integration, to raising awareness, and to the development of a school setting that sees all the stakeholders involved in working together to overcome barriers to inclusion in education.

NEW ABC relates to the work programme by co-creating with children and young people and other stakeholders in education effective grassroots practices that help overcome challenges to their inclusion and subsequent educational and socio-economic inequalities. By relying on the whole-child, Participatory Action Research and bottom-up approaches, and in order to attain an effective and sustainable process of co-participated creation and implementation of new good practices for the inclusion in education of children with a migrant background, NEW ABC will deliver nine pilot activities for the inclusion of immigrant children and young people in education that will be co-designed by the partners and the stakeholders, including children. For the development of the pilot actions, different stakeholders, especially children and young people, will be actively involved and will have an opportunity to voice their needs and desiderata.

The whole-child ecosystem and a holistic view of education and of the children’s academic development will be taken into account when developing the pilot actions. Indeed, the inclusion of children and young people allows them to become engaged in formal, informal and non-formal learning contexts, and act according to school goals and values, develop social skills, contribute to the school and wider community and achieve academic success. But these objectives can be accomplished only if all their academic and also emotional, psychological, physical and social needs are met.

In line with the overall design of the project, the gender dimension will also permeate the communication and dissemination strategy and activities. Appropriate emphasis will be given to gender concerns in the communication and dissemination tools and materials produced, and a gender sensitive and inclusive communication will be ensured, and the use of sexist and stereotyped language, messages and the images will be avoided.

The whole-child/school/community approach will ensure that the impact and outreach of the NEW ABC pilot actions will not be limited to the school domain, but will also extend to out-of-school activities and the community. All the nine NEW ABC pilot actions will involve all the stakeholders surrounding children and youth with migration background: migrant children and their families, as well as some other vulnerable groups, such as young refugee-seekers and unaccompanied minors; teachers and educators who work with children and young people and help them overcome integration challenges; policy makers involved in the design, development and implementation of policies aimed at helping in the inclusion,





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and researchers, who will initiate the co-creation process, and then, will coordinate the involvement, engagement and participation of all actors.

The impact on children and youth through their active participation and contribution to the pilot actions will help develop skills that are both learning-related and socioemotional, will help them gain more voice, empathy for their community, and will give them the opportunity to put their ideas into practice, and, ultimately, reflect on the process of co-creation they have experienced.

The involvement of migrant and non-migrant families will also be deployed in NEW ABC, which may help their children build a community within the classroom and then, through the commitment of parents and school staff, extending that community to the school at large and finally to the outside community.

In a similar way, the NEW ABC good practices will have an impact on vulnerable groups such as young refugee-seekers, unaccompanied minors and migrant young people in reception centres in terms of the development of personal autonomy, their possibility to access employment, school, legal and health assistance or language integration.

Teachers and educators engaged in the co-creation of actions with children and young people will be made aware of real-life needs of children with an immigrant background that often transcend the school setting. This, in its turn, will lead to increased inclusivity-oriented formal, informal and non-formal educational practices in school.

The knowledge that will be generated, and the novel educational practices that are going to be developed will also impact in policies and policy makers in the field of education at local, regional, national and international level. The activities targeted at making challenges and problems visible to policy makers through the voices of children and young people and other stakeholders can help them refocus existing top-down policies to ensure that they target the diverse problems experienced by migrant children and young people in education and thus provide the right kind of support.

The 9 pilots are intended to be co-created, assessed and evaluated with the involved stakeholders in order to become good practices to be disseminated and used in other countries. The principles guiding the selection of practices to be piloted are their reusability, scalability, long-term sustainability and take-up of the results by the identified users. In the co-creation of the actions, NEW ABC partners and the involved stakeholders are accordingly expected to identify expected adjustments, risks and barriers that are likely to arise when such actions are implemented in their respective countries and locales, addressing diversity as appropriate.

The NEW ABC consortium comprises 14 partners, located in 9 different countries around Europe. They were selected to compose a truly multidisciplinary network, the expertise of both academic and non-academic partners in fields spanning from education and psychology, to translation and interpreting studies and sociolinguistics. The consortium shares a marked and continued interest in the education, psychological development and social inclusion of young people with an immigrant background.

At organisational level, the technical direction will be determined by the General Assembly, which will consist of one representative of each member of the consortium. This representative is authorised to





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deliberate, negotiate and decide on all scientific and technical/technological aspects of the project. Then, the decisions of the General Assembly are expected to be taken by consensus.

Apart from the General Assembly, the Steering Committee has been formed: it comprises the work package leaders and is chaired by the scientific coordinator. It is in charge of the operational and day by day running of the project, and the proper execution and implementation of the decisions of the General Assembly.

Under the Steering Committee, an Innovation Board has been nominated, to steer the co-creation process of the NEW ABC project, and ensure the high ambition of the pilots. It is composed by Alma Mater Studiorum-Università di Bologna (UNIBO), The Open University (OU), Oxford Brookes University (OBU), Universidad Autónoma de Barcelona (UAB) and Active Citizen Europe (ACE).

An External Ethics Board, comprised by two experts, will be appointed by the consortium to support the creation and subsequent implementation of NEW ABC ethical protocol.

Related to communication and dissemination activities, the Communication and Dissemination Team (CDT) is planned, which includes UNIBO, ELH and ACE, will reach the stakeholders and ensure an effective dissemination. This team is responsible for internal and external communications and will ensure the effective dissemination of the internal and final results involving all relevant stakeholders. The team will also be in charge of monitoring news stories related to the project's topic.

An Advisory Board is also participating in NEW ABC, and its main function is to ensure that an effective exchange of knowledge with the scientific external environment is achieved. The role of this board is entirely advisory for the General Assembly, the project leader and partners. Its members will be invited to project meetings, and they will produce feedback, recommendations and advices addressing the scientific quality of the project's outputs, the consistency of project activities with stakeholders' needs and expectations, and the routes for dissemination of project outputs. A team of six leading experts are joining the Advisory Board:

- Patrizio Orlandi, president of Dialogos Cooperativa Sociale (Italy)
- Maurizio Viezzi, council member of the European Language Council (Italy)
- Federica Giannotta, head of advocacy and domestic programs at Terres des Hommes (Italy)
- Raffaella Milano, head of Italian and EU division of Save the Children (Italy)
- Mariana Reis Barbosa, associate professor at the Catholic University of Portugal (Portugal)
- Astrid Dinneen, specialist teacher advisor and lead for the Young Interpreter Scheme at EMTAS (Ethnic Minority and Traveller Achievement Service) (United Kingdom)
- Tito Campos e Matos, Vice-President of Conselho Português para os Refugiados (Portugal)

During the project, additional members might be invited to join the Advisory Board. Members will receive an update of the project progress, activities and publishable results throughout the project.





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2. General strategy for the accomplishment of the plan for the exploitation and dissemination of results

A central goal of the plan for the exploitation and dissemination of results is to maximise opportunities to promote, communicate, disseminate and replicate and uptake research results throughout the lifetime of NEW ABC, and beyond. NEW ABC consortium is committed to disseminating the pilots and results of the project to a wider audience, as it is crucial to expand the results achieved during the project lifecycle for the inclusion of children and young people with a migrant background in schools and society at large. WP6 and WP7 are crosscutting work packages that will coordinate the general strategy and the specific sets of activities for these purposes with all other work packages.

The objectives that can be achieved by communication, dissemination and exploitation activities are:

1. Promoting the project and ensuring its visibility

This objective responds to two main needs:

- a) Demonstrating in which way a European research project is contributing to the wellbeing of the society and accounting for public spending by providing tangible evidence the project's benefits for different members of the society, especially children and young people with migrant background;
- b) Ensuring that the project activities, tools and results will have the largest possible diffusion and impact, even beyond the duration of the project, so that the benefits of the project can reach the highest possible number of stakeholders.

2. Promoting and facilitating collaboration and knowledge exchange with similar projects under the H2020 programme MIGRATION-05-2018-2020

From the initial stage of the project, synergies will be established with similar initiatives under topics such as MIGRATION-05-2018-2020: Mapping and overcoming integration challenges for migrant children, and MIGRATION-06-2018-2019: Addressing the challenge of migrant inclusion through ICT-enabled solutions, and also other projects within different innovation actions that take the same co-creation approach with a specific focus on children and young people. This will favour a networking environment, and maximize the project's impact and dissemination of results, as well as facilitate knowledge exchange and mutual learning.

3. Raise public awareness about migrant children's social and emotional needs, and the challenges they face

It is very important to make all society aware of the challenges and inequalities faced by children and young people with an immigrant background in education, as well as other important aspects of their life beyond school. The role played by education is crucial for children's inclusion, and NEW ABC aims to be a catalyst for a sustainable and innovative change in education (formal, informal and non-formal), by empowering all stakeholders to become the true actors of change for their inclusion. NEW ABC aims to reach a very wide range of stakeholders and actors in order





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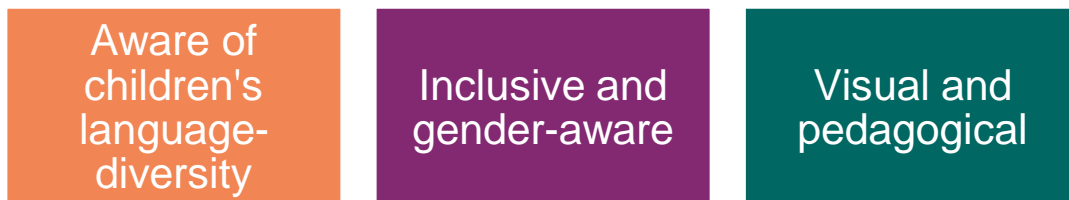
to raise their awareness, from students and their families, to teachers and educators, policy makers, and the individual citizens of the populations that host migrant people. Different strategies will be designed to this end, and specific channels and tools will be used to reach each target group.

4. Spreading the results of the pilots and inclusive practices implemented in the project for the inclusion of migrant children and young people

Effective dissemination, communication and exploitation of findings are central to successful high-impact research, in particular whenever the project involves multiple groups of academic and non-academic partners and audiences. NEW ABC will take advantage of existing local, national and European networks where the consortium members are involved in.

A coherent, multi-layered strategy to effectively make known and disseminate NEW ABC's findings will bundle effort from the whole consortium across the entire lifespan of the project. The general strategy for the accomplishment of the plan for the exploitation and dissemination of results defines the scaffold of the plan, the different spheres where foreseen actions will be taken. Activities will be designed to make the project results visible and accessible to the different target audiences throughout the lifetime of NEW ABC and beyond.

The overall communication and dissemination strategy will be based on three main pillars that will transversally affect and influence in every other element of the defined strategy:



LANGUAGE

The language of the project is English. The toolkits and all other material made available to partners, as well as the NEW ABC website and social media channels will be created and fed in English.

However, communication with local and national stakeholders might require for partners to use their national language. When the case applies, each partner will be responsible for the translation of any communication or dissemination material into their own national language; among others, the guidance to enable the adaptability and scalability of the nine NEW ABC pilot actions. For audio-visual material, namely videos, it may happen that some of the target audiences need the language to be adapted. In those cases, the videos produced in English will have different versions subtitled into the main languages of the target public in the different countries. The possibility of dubbing the videos into local languages, to be more attractive for non-English speakers will also be considered.





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INCLUSIVE AND GENDER-SENSITIVE USE OF LANGUAGE

As the gender dimension will permeate all stages and levels of the project, communication and dissemination activities will also be gender sensitive, aimed at empowering women. Both the contents disseminated and the way those contents are disseminated will make visible the effort put by the consortium to guarantee male and female participation from all categories involved (children, youth, educators, etc.). By extension, the same inclusive criteria will be applied to other features that shape children's and young people's own individuality and subjectivity related to their social as well as emotional spheres, such as culture, ethnicity, class, language, etc. Taking into account that vulnerable groups are taking part in the project, special attention will be paid both to the use of language and to the imagery selected for the design of the communication and dissemination material.

VISUAL AND PEDAGOGICAL TOOLS AND MATERIALS

The stakeholders participating in NEW ABC include young children, youth and adults who may have limited competence in the language of the pilot countries. Therefore, the communication and dissemination material targeted to these audiences will be designed and performed based on visual and pedagogical communication solutions. There will also be material with broader and more detailed written information, which will be designed for other purposes or targeted to some other audiences, such as teachers, policy makers and researchers.

Besides those general principles, the following topics have been agreed related to the general strategy NEW ABC partners will follow in order to effectively expand and promote the use of the project results.

INTERNAL COMMUNICATION

A password protected platform (intranet) is being developed as a part of the website, to facilitate remote work and content management. It will serve as a document repository, where partners and actors involved in the project, such as members of the Advisory Board and the External Ethics Board will have their own credentials to access the web platform and share with all others their relevant information, such as technical information, confidential deliverables, raw project results, etc. Online project meetings and material sharing via e-mail will complete the ways used by NEW ABC partners for internal communication.

Regarding the access and edit permission to the intranet, two categories of profiles will be created for the project partners: partners and leaders. Members of both categories will have access to the intranet, and will be allowed to consult and download the information and documents available. But just those partners registered with the leader role will have the permission to feed the intranet platform, and thus edit or delete content, or add new one. The leader role will be assigned to all WP leaders, and communication and dissemination team members. The members of the Advisory Board will also be registered as partners to the intranet, in order to give them full access to the information and knowledge generated during the project.





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PARTNERS' INVOLVEMENT IN COMMUNICATION ACTIVITIES

Partners will actively contribute to the activities scheduled in this plan. All their online tools will link to the NEW ABC website and social media pages, and they will participate by sharing project information on their website, social media pages, their Newsletter, by specific e-mailing or in terms of getting in touch with their local media.

The communication manager will provide local partners with the material they will need for communication purposes, as well as some guidelines to help them in the communication activities and all support they might need. The role of the communication manager is envisaged to harmonize the design, contents and timing of the communication tools and materials that will be concretely produced, materialized, translated and adapted by local partners. Among others, the communication manager will orient and coordinate partners about when they should get in touch with press contacts, via their institution's press office, or by their own. They will be provided with the written and audio-visual material, which they then have to translate to their own languages and adapt when necessary according to the needs they might have in their community.

Once partners carry out the corresponding communication activities, they will report them to the communication team, and will send their news items and the collected media impacts to them.

PARTNERS' INVOLVEMENT IN DISSEMINATION ACTIVITIES

Partnership with other EU projects and platforms

Synergies are being established with similar initiatives under topics MIGRATION-05-2018-2020 and MIGRATION-06-2018-2019, focusing on addressing the integration challenges for migrant children, with the aim to favour a networking environment and maximize project's impact and dissemination of the results, as well as to facilitate knowledge exchange and mutual learning. Moreover, some NEW ABC partners are already participating in different projects related to this topic, as well as a long tradition of working in the immigration, educational and linguistic fields. All this activity will be beneficial for NEW ABC, particularly when it comes to the piloting of innovative actions in the co-creation of the pilots.

Further details about the global network that is being established will be provided in D2.2, as this task has been assigned to the work package devoted to appraisal. Nevertheless, continuous connections, links and bridges among work packages and tasks will be built, since almost each action may have an influence on the others. In this case, the link between D2.2 and this D7.1 is clear.

Strategy for dissemination among scholars and stakeholders

The transfer of scientific knowledge is key in the NEW ABC dissemination strategy. All research partners of the consortium are expected to produce scientific publications based on the results of the demonstration of innovations, as well as to share the findings by attending to workshops and conferences.

Moreover, two physical events will be organised at the final stage of the project: the first one will be a seminar in M30, with the aim of promoting continual engagement and providing a dedicated space for ideas and best practices exchange at the policy-maker level. The second one will be the final conference





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that will culminate the project cycle, where project results and outcomes will be presented to academic society and its major stakeholders.

PARTNERS' INVOLVEMENT IN UPTAKE AND EXPLOITATION ACTIVITIES

NEW ABC foresees to develop networks and to carry out activities aimed to engage stakeholders at key points of the project cycle, to maximize knowledge uptake and sharing. The diffusion is expected to be facilitated by the contribution of all partners: they shall make contact with as many relevant stakeholders as possible within their own countries.

The strategy to be followed will be to create a ripple effect of impact through these networks of stakeholders, by creating synergies within and among our network strands. Three different networks are foreseen to be created:

1. Network of researchers or professionals working with migrant children and young people, which will feed and then uptake the project platform (T6.1). This network will provide information about best practices in the education setting besides NEW ABC pilot actions, to be gathered on the searchable platform that will be activated on the project website. Once fed, these stakeholders will be asked to share the network to their own contacts, in order to maximise the reach of the platform.
2. Alpha network (T6.3) will be a collaborative network that will be engaged by interested professionals in the field of policy makers and changers, including practitioners, policy makers from local, regional, national and EU levels. It will be created by M12, and will be developed by the existing networks and connection and outreach efforts of all consortium partners, and will receive the input of the Advisory Board as well. Once created and launched, it may be self-sustaining and continue to grow.
3. Omega network (T6.3) will also be collaborative, but it will be developed (M12) informally among participants of the pilot groups and their peers. It will be aimed at school students (migrants and local), their teachers and their families, as well as relevant community figures.

To promote the project dynamism, NEW ABC partners shall invite stakeholders of many fields to join the activated networks, starting from partners' own internal networks, through international organisations and bodies such as Terres de Hommes and Save the Children, to committees of the European Parliament, Directorates General of the European Commission and the Council of Europe.

The following sections present in detail all the aspects that will be taken into account to perform the activities foreseen to achieve all these objectives: the target audiences, the channels to be used and the materials and tools that are planned to be developed. All these elements will be set in compliance with the general strategy, and a series of actions spread over the four years has been planned, clearly linked to the objectives of the project.

Regarding partners' involvement, Annex I provides a summary of the actions and procedures they must take into account and should carry out to comply with the requirements of communication, dissemination and uptake of the NEW ABC project. It has been structured as a checklist, in order to be easier for partners to audit whether they are fully accomplishing what it is expected from them, or they have any issue pending.





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3. Target Audience

Recognising the importance of building a significant and responsive community around the NEW ABC project, its communication, dissemination and uptake strategy involves the collaboration of several stakeholders. The NEW ABC communication, dissemination and uptake strategy will be targeted at the stakeholders as set out below:

1. The members of the consortium.

All partners must understand the scope and objectives of the communication and dissemination plan and make a commitment to contribute to the challenge of its adequate diffusion in their own community. Indeed, the success of the broad diffusion of the project is on everyone.

2. Stakeholders involved in NEW ABC.

Stakeholders and agents involved in the project, working with migrant children and young people, will be asked to encourage the participation of other stakeholders and the creation of synergies and cooperation among actors. A collaborative network will be created (Omega network) among participants of the pilot groups and their peers, to ensure the establishment and development of the uptake.

3. Stakeholders and communities in the same location or region, not involved in the project.

Stakeholders in the same location or region, or places with similar characteristics to those where pilots will be co-created and tested, must know about the project and the actions carried out within it. They may make a direct and concrete use in their own communities of the pilots evaluated and demonstrated in NEW ABC.

4. Authorities and policy makers from all Europe.

Within its diffusion strategy, NEW ABC will provide a Pilots Tool Kit (T6.2) with the guidance materials for adaptability and scalability developed in T5.5, which should be of interest to communities from all Europe, including authorities and policy makers, both because all European countries are hosting immigrant people facing the same challenges, and because the actions that will be carried out throughout the project will be adaptable and scalable according to specific local or regional needs. The involvement of policy makers in the events associated with individual pilot actions, the activities and deliverables produced (e.g. videos, explanatory material, travelling photographic exhibition, the escape room) will contribute to make the (educational) challenges that migrant and vulnerable children and youth face in their everyday life and help provide a real-life assessment of their needs. A collaborative network (Alpha network) will be created, focused on policy makers and changers (such as European Commission, European Parliament, Council of Europe, etc.), which may be self-sustaining and continue to grow.

5. Research community.

The research community is a relevant target group for communication and dissemination activities, since the results that will merge from the research activity to be carried out during the project will contribute to expand the portfolio of innovative actions, designed with the active



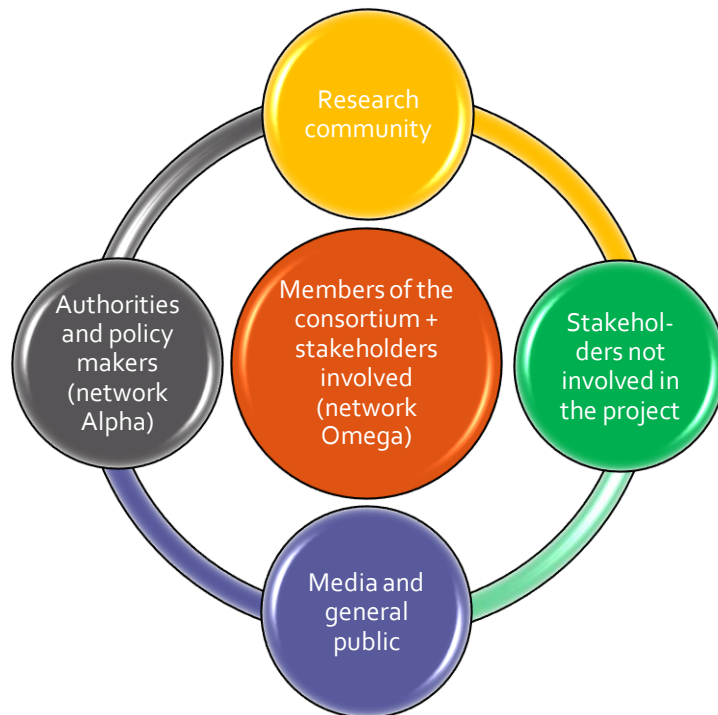


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participation of the stakeholders who are then benefitting of them. All research partners of the project are expected to produce scientific publications based on the results of the demonstration of innovations as well as to share the findings during selected workshops/conferences.

6. Media and general public.

The local, regional and national media of the countries to which NEW ABC partners belong will be crucial to achieve the objectives of communication and dissemination, especially when the aim is to spread the results that concern the general public, i.e. to increase the public awareness toward the barriers and challenges young migrants face in their host countries, and the existence of the innovations addressed by the project.





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4. Project channels for communication, dissemination and uptake

In order to successfully convey the right messages to the respective target audiences and reach the highest impact possible, the NEW ABC communication, dissemination and uptake strategy involves the use of the following channels.

Visual Identity

A project logo (figure 2) has been designed to communicate the uniqueness of the project. The NEW ABC logo seeks to be communicative and shall convey optimism and hope. Additionally, as the project's approach is very innovative, where voice will be given to children and young people with migrant background, the design also required an innovative image rather than a conventional logo.

This way, the name of the project has been turned into the logo, integrating both and shaping a face, the face that represents all these children and young people, without gender or specific age, but smiling and happy, which is how children and young people should feel anywhere in the world; the colours chosen represent the different types of skin and different races, bringing them together and representing all of them. It is a logo that plays with an ethnic design, which recalls and winks at the traditional cultures of the places where many of these teenagers come from.



Figure 2: LOWINFOOD visual identity. The original logo and a black & white version is shown, the latter to be used in certain circumstances where the original colourful version doesn't fit.

In short, it is a simple and close design, which stands out from the rest, concentrating the attention on its image, and requiring the viewer's attention to read the message—the name of the project—that makes up the face, and it is friendly.



The logo will be the base for the design of every communication means. In this sense, templates are being designed for Power Point presentation, deliverables, Word documents and newsletters based on the





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colour used for the logo design. These are the two colours selected for designing purposes (which can be complemented with any other colour by partners in charge of designing materials of any kind):

	Pantone 164 CMYK 0 / 58 / 68 / 0 RGB 241 / 183 / 84 WEB #F18554
	Pantone Black CMYK 0 / 0 / 0 / 100 RGB 0 / 0 / 0 WEB #000000

Finally, the visual identity of the project brand is completed with a specific font. The use of the Corbel typeface, in its bold and italic variants, in addition to the normal one, is recommended for the preparation of any type of document or support.

Project website



Figure 3: Screenshot of the provisional NEW ABC website's landing page.

A project website, <https://NEWABC.eu/>, will be established by M6 in order to enable all the stakeholders and the general public to readily follow the development of the project. From the very beginning of the project, however, a provisional website version has been established, with the aim of bringing the url "to life" (see figure 3). When fully developed, the project website is intended to serve as the main tool for communication, dissemination and exploitation, as it will be the repository of all the material aimed to be publicly available. It will be used as a gateway to diffuse project information as widely as possible. It





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will be constantly updated with videos, pictures, informative texts, public tools and public deliverables as soon as they become available.

The dynamic website will benefit from an eye-catching design and it is easy to navigate. It will be accessible by citizens at large, and the layout will adapt to tablets and smartphones and will be linked to and from other tools and content developed by NEW ABC partners as well as other initiatives similar to or related to NEW ABC. The website will be provided with a subscription form, and visitors will be invited to subscribe, in order to keep up to date with all that is going on in the project.

Roles assigned to the website:

- Public image of the project and the main online access for the target groups as well as for the general public. Information source on the project's objectives, activities, outcomes and relevant updates.
- Repository of information in order to store and make available project resources and publications and to general public. All the public deliverables will be available on the web, in different formats, such as specific web sections, or documents for downloading or consultation.
- It is provided with an intranet platform, which will be protected by a username and a password, and will be accessed by partners and close collaborators. This will be the project's repository, the platform to share documents and information among people involved in the project.

Structure:

The preliminary structure of the website has been foreseen as follows, but the content of the website will be constantly updated, and the structure will be modified to better respond to the requirements of the outputs reached and the needs emerged among the partners.

Home. The homepage displays the latest most important content of the website. It is arranged in a way that the whole project approach is displayed very visually, to see the project "at a glance". The latest news, and produced documents, publications, call to action and promotional material will be featured on the homepage, as well as a call to subscribe to the newsletter.

Project. It is divided into several pages with broad information about the project: background; its approach (What? How?), some key facts (Why?); concept and objectives; a brief description of the Work Packages (Who, How and When?).

Consortium. All the consortium partners are presented visually, represented by their organisation's logo, and sorted by the type of organisation each one belongs to (academic partners; stakeholders with wide-ranging know-how in the production and implementation of pilots, quality assessment in projects regarding social inclusion, migrant integration, intercultural work and citizen education, as well as in impact-oriented tasks, and stakeholders directly involving and working with migrant children and adolescents). A brief description is given for each of them, as well as the role(s) that have been assigned to each one. An additional section is devoted to the Advisory Board.

NEW ABC searchable platform. The nine pilot actions that will be co-created through the project will have presence on the website. The NEW ABC platform will be the final searchable





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tool dedicated to facilitating the dissemination and communication of the pilots, but before it is launched, some information will be provided related to them. The participatory and whole-child approach will also be visible, as well as the opportunity that will be given to different stakeholders, especially children and young people, to voice their needs and the knowledge and methods to implement innovative actions in formal, informal and non-formal learning settings. Updates will be applied to each of these pilots as the project progresses.

Resources. This will be the repository for communication, dissemination and exploitation materials, such as videos; tool kits; flyers; materials to replicate the pilot actions; guidance materials for future replicability; the roadmap to co-creation; the escape room, the access to the NEW ABC App, where micro-level stakeholders will be connected to each other, etc. All these materials will be available both to be visualized and to be downloaded, when pertinent. Additionally, this section will include references and access to the NEW ABC Science Shop and the Lessons Learned Log.

Network of projects and similar initiatives under topics MIGRATION-05-2018-2020 and MIGRATION-06-2018-2019. A separate section will be created on the website to show the kind of knowledge exchange activities that have been carried out with projects focusing on addressing the inclusion challenges for migrant children and young people.

Newsroom. Project results, outputs, publications, events and actions are going to be announced on the newsroom of the website. Relevant information about other related projects will be featured on this section as well as every event or action consortium partners organize or attend reported. All partners will be requested to deliver content for this section of the website, providing communication partners with information about their participation in dissemination events, or whatever activity that is worth being published as a news item. The newsroom is composed by some pages, each of one devoted to a specific purpose: the news page, where all news items are displayed, along with the social media feed and like boxes; the events page, which is the repository of all relevant events NEW ABC partners organise or assist, and the newsletter page, where the delivered issues will be available, together with the form to subscribe to it. This way, a general view of the public communication and dissemination activities will be displayed on a single place.

Contact. A page with all contact information will be provided, and a contact form will be added, which will allow any visitor to easily interact with the consortium.

Social Media channels

Social media is a critical component to any promotional effort. From the beginning of the project social media accounts have been signed out and all partners have been asked to follow them, as well as to retweet or resend the messages that are published on them. The creation of Facebook (<https://www.facebook.com/newabcEU>), Twitter (https://twitter.com/NEWABC_EU), LinkedIn (<https://www.linkedin.com/company/newabc-eu>), Instagram (https://www.instagram.com/newabc_eu) and Tik Tok (https://www.tiktok.com/@newabc_eu) profiles will expand the outreach of the project, enabling thus to communicate the key project results to specific target groups and to readily react to





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comments and questions from the audience. In the particular case of Tik Tok, a twofold objective is sought to be met. On the one hand, the aim is to reach target audience, and taking into account that Tik Tok is the most popular social media nowadays for young people, it is essential to be there. On the other hand, the presence on this channel will be used to carefully monitor how minors use them for the project (following a wave of suicides and attempted suicides, in Italy they want to limit access to Tik Tok to +13).

An active attitude will be followed on the social media channels (Facebook, Twitter, LinkedIn, Instagram and TikTok), not only feeding it regularly with NEW ABC news, possibly but not exclusively collected from the partners, catchy data on the situation, objectives, but also retweeting and commenting partners', sister projects' and other stakeholders' messages and the interesting messages related to the project topic.

Another habit when feeding the social media accounts will be to broadly use the trendy hashtags linked with migrant children and young people inclusion. Following the European Commission and REA recommendations, hashtags such as #H2020, #HorizonEU and #EU_H2020 will be added to the tweets and posts, and @EU_H2020 will be tagged in them, as it is a good way to benefit from a larger audience.

Additionally, a Youtube channel will also be established, which will be the public repository for the audio-visual material produced during the project. Once published on Youtube, videos will be embedded to the official NEW ABC website, and will also be shared by social media accounts.

Partners' own channels: websites, newsletters, mailings and social media

An active implication of partners will be crucial for an effective diffusion of the project and the results achieved. First of all, a general description of NEW ABC will be created in all partners' websites as a static information point and linked to NEW ABC official website.

Additionally, partners will actively contribute to the communication, dissemination and exploitation plan by sharing project information on their website, their own newsletters and/or by specific e-mailing.

Partners will also promote the project on social media, through their personal and/or institutional social media channels, by becoming follower of them, sharing the messages posted on project's channels, using the agreed hashtags and labels for the project, etc.

Finally, partners will share with their own colleagues, collaborators and contacts the results and the materials, namely newsletters, produced for communication, dissemination and exploitation purposes. This way, a broader diffusion of the results obtained in the project will be achieved.

Peer reviewed publications

NEW ABC will contribute to the research knowledge exchange among scholars and stakeholders working on integration and inclusion in education of migrant children and young people through the publication of scientific results in peer reviewed journals. Furthermore, the scientific results are anticipated to be published through green or gold open access peer-reviewed publications, so it is warranted the public access to them, which will help for the dissemination purposes of the project, as well as the design and the conduction of further research in the future.





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All publications produced ought to comply with the Guidelines on Open Access to Scientific Publication and Research Data in Horizon 2020 and with Article 29.2 of the Grant Agreement. The academic partners are foreseeing to produce, submit and publish scientific papers (i.e. UNIBO, UO, UNITO, JYU, UP, OBU and UAB). These partners have reserved funding on their budgets to accomplish gold open access, thus shifting the publication payment costs from readers, paying via subscription.

The list of publications will be available on the project website.

Policy briefs

A set of policy briefs will be produced and circulated, in order to provide a concise summary about the issues discussed and agreed in the NEW ABC project to policymakers and others who are interested in the topics that have been working in NEW ABC: a policy brief on the engagement of the stakeholders' and participants' voices in M38 (D3.3), and a policy brief on the scaling up of the pilot actions in M42 (D5.4).

Participation in external dissemination events

Partners will participate in open regional, national and international events and conferences to present the project and its results, working in synergy with other major events and other EU events in order to maximise the impact. This participation to open events and conferences will be the result of the contacts, interactions and synergies to be established by partners with ongoing similar projects. Moreover, NEW ABC partners (led by ACE) plan to organise a seminar in Brussels in M30, with the aim of continual engagement, and the physical space for ideas and best practices exchange at the policy-maker level, facilitated by NEW ABC project members and guided by our pilot blueprint.

Final Conference

The project cycle will culminate in a final conference in M42, encompassing the escape room and a brief panel of migrant youth presenting their experience on the nine pilots. This final conference will be designed to exhibit the pilots and their outcomes, and raise awareness of their potential inclusion-building impacts. Involvement of the Advisory Board, and both Alpha and Omega networks will be encouraged, both to facilitate cross-sector dialogue and to encourage the interaction between policy makers and the people impacted by their policies. An additional online participation will be considered, at least for some of the activities scheduled. This way, a bigger number of participants will have the chance to take part in the conference, thus enriching the exchange of experiences and practices. This physical and online combination of participation to the conference, besides, will lead to save emissions from travelling, which will be beneficial.

Public awareness raising

Raising public awareness about migrant children's and young people's social and emotional needs, and the challenges they face in education, is a very important mission of NEW ABC, together with showing and disseminating the inclusive practices implemented for their inclusion. The final objective is to reach as many potential users of the project's results as possible, and to that end, a three-wave approach has been foreseen. The highlighted aspect related to children and young people with migrant background will be different in each wave, and will be in concordance with the project advancement state.





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Firstly, a widespread dissemination about migrant children's and young people's social and emotional needs will be carried out. The second wave will raise awareness about the challenges faced by children and young people with an immigrant background in education. The diffusion of the whole-child approach and the co-creation methodology that will be followed in NEW ABC will show how the abovementioned challenges can be overcome. Thirdly, the last wave will embody in the results of the co-created inclusive practices implemented during the project for their inclusion with the aim of spreading them as much as possible.

Two remarkable outputs will be designed and used for the public awareness raising purpose: the NEW ABC Escape Room, reproducing the difficulties and challenges migrant children and young people must overcome when integrating into another culture and society, and a travelling photographic exhibition, which will display the photographs taken by the unaccompanied youth taking part in pilot actions. Additionally, the NEW ABC web platform will be the display window for nine practices co-created during the project in the areas of formal, informal and non-formal learning, as well as the best practices selected in WP2 by applying the developed benchmark for best practices. This searchable platform will be used for the final stage of the awareness raising campaign, as it will offer detailed information about each pilot.





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5. Project tools and materials

This is the assortment of tools and materials that partners in charge of impact-oriented tasks will develop and use to carry out their duties:

Website sections. As it is the main repository for communicating the project's progress, the website will be constantly updated and adapted to better show a general view of the project and the level of advancement of each part of it. New sections are foreseen to be created as NEW ABC goes ahead, and former ones might be changed to be adapted to the state of the project. Related to the Social Media, Twitter and Facebook Feed and Like boxes will be displayed on the website, specifically on the news page. In this way, the latest content and activity of the project will be visible and available on the website.

Among all website sections, the ones related to news and events will be the most frequently fed, as all partners will contribute with news items and forthcoming events notifications.

Videos. Several videos will be produced to make visible the advancements of the project. A promotional video (2 min.) will be published at the initial stage (M8). Additionally, at least one video will be produced per each pilot co-created in the project, to inform about the problem(s) related to the social and emotional needs that is being addressed by the implementation. If necessary, some other videos will be created to provide a tutorial or guidance for future replicability (related to D4.5), or linked to the awareness raising campaign.

Promotional material

- **Initial promotional material.** Flyers, brochures, posters and roll-ups will be designed, containing all the important information on the project mission and background and on the consortium members, both digital and printed version. They will be complementary to the explanatory material in different languages that will be produced in D1.4, which will enable children and young people involved in the project to clearly understand its aim. The material will be distributed to all partners, and they will have the chance to translate it to their local languages, to increase the visibility of the project and to expand network contacts. Roll-ups and posters will also be produced for on-site promotion of the project, to provide partners a tool to show the project at a glance. All these materials will also be available online, in case some of the promotional events or campaign is moved online, or just to take advantage of the diffusion of them through the online channels available.
- **Specific promotional material for NEW ABC Final Conference.** Additional efforts will be made when the NEW ABC final event approaches in terms of design of new specific promotional material for this individual event, which will take place at the end of the project. Hence, the focus of this new material will be pointed on the final outcomes and results of the project achieved along these 4 years.

We envisage producing at least the following materials for the event: Specific brand/logo for the event, customized event agenda layout, new versions of the NEW ABC brochure, poster and roll-up. Some material will also be produced for the awareness raising campaign, that, although it will not be designed strictly linked to the final conference, it can be considered a part of the final outputs of the project.





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Pilot actions material. Partners will produce online resources and materials to enable future replication of the pilot actions, as well as guidance materials for their replicability. The availability of these materials will ensure an effective diffusion and dissemination of the project's results and outcomes.

Roadmap to co-creation. NEW ABC will develop an effective roadmap to the co-creation process that will provide a usable method for the engagement of different stakeholders with a specific focus on children, youth and vulnerable groups. The testing of the pilot actions in various contexts and with diverse stakeholders will bring together different perspectives, which will help understanding how co-creation is an effective method to make the needs of people visible and their voice audible.

Escape room tool kit. The escape room to be produced is considered instrumental for raising awareness on the experience of unaccompanied minor and refugee youth. Therefore, it will be a very useful tool for a broad uptake of the project's results. The tool kit will provide instruction on how to create a low-cost escape room reproducing the difficulties and challenges migrant children and young people must overcome when integrating into another culture and society. As envisaged for all other pilot activities, it will be adaptable to different contexts and issues.

Newsletters. Periodic newsletters will be designed. People interested in receiving the newsletters will be asked to fulfil the subscription form on the website dedicate section, so that all mailings will be in compliance with the requirements of the current data protection laws. The first newsletter will be released in M12. It will be an introductory issue, and a general view will be offered about the initial stage of the project. From then on, newsletters will be delivered every six months, unless important results or relevant information emerge. If so, dedicated newsletters can be delivered in addition. For example, the celebration of the General Assembly Meetings (M12, M24, M30, M44), will include the sending of a newsletter issue.

All NEW ABC partners will share the newsletter with their own contacts and invite them to subscribe to it. Stakeholders will also be invited to subscribe to the Newsletter e-mailing, as well as the people working in other projects under similar topics that will be contacted to favour networking among research and innovation projects working with children and young people with immigrant background. ELH will be responsible for a smooth subscription process.

Press releases. Whenever relevant information is available and it is agreed to make some local communication via press contacts in a certain area, a press release will be prepared by communication partners for local partners, and the latter will translate it when necessary and send it to local, regional or national media. The celebration of the General Assembly Meetings in different European cities will be used for this purpose of sending a press release to the local media, in order to catch their attention and encourage them to report about the project and its results. The collaboration of the communication offices of the partners hosting the meetings will be very helpful to this end.

Press conferences. During each General Assembly Meeting and at the Final Conference, the call of a press conference will be considered in the country where the meeting will take place so that the meeting has a more considerable local impact.





6. Draft Plan of Actions

The plan defines the main actions to be carried out in order to effectively promote the project and disseminate its results throughout the whole duration of the project. It brings together all the sections described above, so as to have in a unique place the major elements to be carried out in the project.

The communication, dissemination and uptake actions will be done in accordance to the progress of the project's research activity. Therefore, 4 phases have been divided for impact-oriented actions. Figure 5 shows the timeline where it is specified when each phase will be carried out during the duration of the project: in the first phase, which will last around the first year, when the base for the project will be defined and the first appraisal will be done, communication activities will be focused on the preparation of communication materials and infrastructure for the activities forthcoming. The second phase defined will coincide with the first wave of the public awareness raising commitment described above, which will focus on migrant children's and young people's social and emotional needs. It will be launched around month 12, and the aim is it to last until the end of the project, as it is considered essential to keep raising awareness on this issue. Nevertheless, as project results start to emerge, they will gain relevance in the communication activities, and impact-oriented efforts will be intensified. The third phase will highlight the results of the pilot testing and the roadmap that will be developed to co-creation (coinciding with the second wave of the public awareness raising campaign). The diffusion of the challenges faced by children and young people with an immigrant background in education will also be part of this phase. These activities will be carried out from the second year of the project onwards. In phase 4, finally, the project will be immersed in activities related to the uptake and scale up of the pilots, so communication and dissemination partners will also work on this direction with the aim of spreading them as much as possible. And what is more, this final activity can continue beyond the end of the project for months, even years.

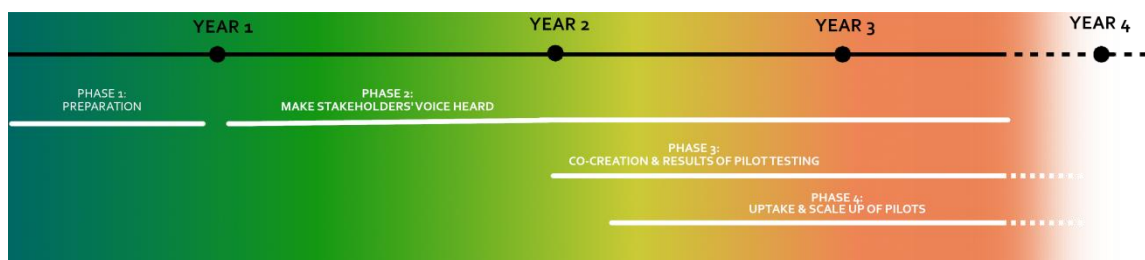


Figure 5. Timeline showing when each phase of the communication and dissemination plan will be carried out during the duration of the project and beyond.





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Annex II shows in a chronological order the detailed list of actions foreseen, pointing out the key moment or milestone when each of the actions will have to be carried out, the tools to be used in each of them, the channels through which the action will be communicated, and the objective which each of the actions is related to. Due to the sensitive information some of the actions have, and as some of the actions may be changed due to the emergency situation caused by the Covid-19 pandemic or for any other reason, the consortium agreed to keep confidential the annex reporting the detailed plan of actions. Only the members of the consortium and the Commission Services will have access to it.

The plan of actions will encompass all the elements described in this document so far. This means that the activities foreseen to accomplish the main features described above will be carried out by using the materials and tools described in section 5, will be shared and spread through the channels defined in section 4, and all of them will make possible to meet the objectives set in section 1, following the strategy outlined in section 2, to reach the audiences described in section 3.

In any case, even if the detailed action plan is not publicly available, the events section of the website will periodically show the activity that partners are carrying out, and the newsroom and social networks will constantly report on these activities. So finally, all the events will be made public.

This first set of actions will be complemented during the project progress, with the list of dissemination events NEW ABC partners will participate in, the scientific articles that will be published in peer-reviewed journals, the organization of and participation to webinars, and other communication, dissemination as well as market replication events that have not been defined yet.





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7. Evaluation of the communication, dissemination and exploitation activities

A number of key performance indicators (KPI) will be used in order to evaluate the effectiveness of the channels or actions, both on a global level and for the single actions. The results attained will serve as a reference to more clearly see which aspects of the overall plan should be reinforced, as well as which features are being accomplished according with the expectations. As stated before, the overall plan will be reviewed coinciding with the reporting periods, but the analysis or evaluation of these indicators will be carried out more frequently, twice during each reporting period (every 9 months). This will have a dual role: on the one hand, a more accurate monitoring will be done, and thus, weaknesses can be detected and corrective measures can be taken more quickly. On the other hand, results will be reported to all partners, which would help them to have in mind the importance of carrying out the activities, and will also push them to promptly report their communication and dissemination activity to the communication team.

Table 2. List of KPIs and measurement methods for each tool and channel

Channel/action	KPI	Target amount	Final amount	Measured by
Website	Nº visits, disaggregated by countries	20,000		Statistics/data analysis
	Nº pages visited	30,000		Statistics/data analysis
Newsletter	Nº subscribers, disaggregated by sex & country	200		Statistics/data analysis
	Nº clicks	200		Statistics/data analysis
Twitter channel https://twitter.com/NEWABC	Nº followers, disaggregated by sex & country	500		Data analysis
	Nº of tweets using agreed hashtags	2,000		Data analysis
	Nº retweets	4,000		Data analysis
Facebook channel https://www.facebook.com/NEWABC	Nº fans, disaggregated by sex & country	500		Data analysis
	Nº people "talking about this"	2,000		Data analysis
LinkedIn channel https://www.linkedin.com/company/NEWABC/	Nº fans, disaggregated by sex & country	500		Data analysis
	Nº people "talking about this"	1,000		Data analysis





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Instagram channel https://www.instagram.com/NEW_ABC	N° fans, disaggregated by sex & country	500	Data analysis
	N° of posts using agreed hashtags	2,000	Data analysis
TikTok channel https://www.tiktok.com/@newabc_eu	N° fans, disaggregated by sex & country	500	Data analysis
	N° of posts using agreed hashtags	2,000	Data analysis
Youtube channel (not created yet)	N° views of the promotional video	5,000	Data analysis
	Total n° of views, taking into account all videos published	6,000	Data analysis
Scope of the Alpha network	N° of people engaged to the network, disaggregated by sex & country	80	Subscriber list analysis
Scope of the Omega network	N° of people engaged to the network, disaggregated by sex & country	120	Subscriber list analysis
NEW ABC app	N° of downloads	150	Data analysis
Network of projects under H2020 programme MIGRATION-05-2018-2020	N° of meetings with networking projects	12	Contact list from each partner
	N° of events hosted by sister projects attended	10	Information provided by partners
Press impact	N° of press hits generated	100	Media monitoring
Publications in peer reviewed journals	N° of publications, authors disaggregated by sex & country	15	Information provided by partners
Attendance to dissemination events	N° of workshops / conferences attended	35	Information provided by partners
Organized dissemination events	N° of participants, disaggregated by sex & country	500	Attendance list
	Participants' satisfaction, disaggregated by sex & country	7/10	Satisfaction Inquiry





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ANNEX I. PEDR CHECKLIST FOR PARTNERS

ELH members will constitute the communication team, led by the communication manager ([Manex Urruzola](#)), and will carry out the design and preparation of all the necessary channels, tools and materials, especially those related to communication objectives. Meanwhile, UNIBO will lead the Dissemination pillar of the PEDR, and ACE will be in charge of the uptake of results.

Nevertheless, success in the accomplishment of the objectives falls in all partners, and it depends on the compliance by partners of the strategy defined for communication, dissemination and exploitation or market replication purposes. An active implication of partners will be crucial for an effective diffusion of the project and the results achieved.

This annex compiles the necessary information and guidance for partners, in order to help them to have clear what they must do when carrying out communication, dissemination and/or exploitation activities.

Communication manager will periodically (each half a year) send a request to partners for documentation of the communication and dissemination activities they carried out, to guarantee the communication team receives all the necessary information about these issues.

GENERAL PRINCIPLES

Name of the project

As the name of the project, NEW ABC, is an abbreviation of the tagline of the project, “Networking the Educational World: Across Boundaries for Community-building”, the general recommendation is to **write it in capital letters**.

Translations

The language of the project is English. However, communication with local and national stakeholders or journalists might require partners to use their national language. When the case applies, **each partner will be responsible of the translation of any communication material into their own national language**. This cost has been budgeted for all.





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CHECKLIST FOR PARTNERS' INVOLVEMENT IN COMMUNICATION ACTIVITIES

- Present NEW ABC on your institutional website and link to the project website.
- Follow project's social media channels (Facebook (<https://www.facebook.com/newabcEU>), Twitter (https://twitter.com/NEWABC_EU), LinkedIn (<https://www.linkedin.com/company/newabc-eu>), Instagram (https://www.instagram.com/newabc_eu) and Tik Tok (https://www.tiktok.com/@newabc_eu)) with your organization's accounts and also with your private ones if relevant and if you use them for work-related purposes.
- Share and interact when messages are posted on NEW ABC accounts, and use the agreed hashtags. Please label NEW ABC (@NEWABC_EU) when you post a message so that the communication team will detect and spread it more easily.
- Provide the communication team with the social networks addresses of your organization, and, if relevant, your personal ones. This information will be added to the contact list shared on the intranet.
- Review the information offered about your institution on the website (consortium section), and suggest any amendment you consider relevant.
- Actively contribute to the communication, dissemination and exploitation plan by sharing project information on your institution's website, your own newsletters and/or by specific e-mailing.
- Engage your communication officers to disseminate the produced knowledge and results when communication manager provides you a press release. Translate it if pertinent.
- Involve national media in national level activities whenever possible.
- Inform the NEW ABC communication team about your communication activities; send them your news items and the collected media impacts.
- Illustrate through photos or even videos, if relevant, the project actions being carried out and share them with the communication team.

CHECKLIST FOR PARTNERS' INVOLVEMENT IN DISSEMINATION ACTIVITIES

- Inform the NEW ABC communication team about your publications in peer-reviewed journals, and send them the link, to be published on the website and shared on social media channels.
- Any dissemination material must indicate that the project received funding from the European Union's H2020 programme. Specifically, it should display the European Union flag, and two acknowledgement sentences: the first one related to the funding: "NEW ABC has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004640". The second sentence is a disclaimer excluding Agency and Commission responsibility, "This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains."
- Document your participation in dissemination activities: Take some photos, at least one in front of the poster of the project or as a speaker, every time you participate in a workshop or a conference, and share it with the communication team, together with a brief explanation about the workshop and your intervention. This way, the communication team will have enough resources to feed the website and the social networks and to comply with the requirements of the EC.





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ANNEX II. Detailed Draft Plan of Actions

ACTION NAME	Date, link with a key moment	Tools	Channels	Link with objectives	Nr.
NEW ABC online media activation	M1, January 2021	Mailing	Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	1
NEW ABC project launch promotion	M2, February 2021. Kick-off meeting online (1 st general assembly meeting)	Press release	Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	2
NEW ABC PEDR agreement and publication (D7.1)	M3, March 2021	Mailing Website section	Website (when available)	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	3
Promotion and dissemination of the report on ethical, legislative, political and social context of the partners' countries (D1.2)	M3, March 2021	Website section	Website (when available) Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges	4





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Promotion and dissemination of the partner list for Global NEW ABC network (D2.2)	M4, April 2021	Website section Mailing	Website (when available) Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	5
Promotion and dissemination of the consolidated matrix/mapping and roadmap of engagement and co-creation (D1.1)	M5, May 2021	Website section	Website (when available) Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	6
NEW ABC project website activation and promotion (D7.2)	M6, June 2021	Active behaviour on social media	Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	7
Promotion and dissemination of the explanatory material in different languages (D1.4)	M7, July 2021	Promotional material Website section	Website Social media Partners' channels Events or meetings for stakeholders engagement	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	8
Promotion of the celebration of the 1 st General Assembly Meeting	M12 (December 2021) 1 st GENERAL ASSEMBLY MEETING (Oxford-UK)	Press release Poster or similar digital material to advertise the meeting	Website Social media Partners' channels Press call for the local media	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	9
Information & results of the 1 st General Assembly Meeting	M12 (December 2021) 2 st GENERAL ASSEMBLY MEETING (Oxford-UK)	Newsletter Active behaviour on social media	Website Social media Partners' channels Mailing	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	10





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Promotion and dissemination of the NEW ABC Science Shop (D3.4)	M12 (December 2021)	Website section	Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	11
Promotion and dissemination of the NEW ABC app (D6.2)	M18 (June 2022)	Website section	Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	12
Promotion of the celebration of the 2 nd General Assembly Meeting	M24 (December 2022) 2 nd GENERAL ASSEMBLY MEETING (Cyprus)	Press release Poster or similar digital material to advertise the meeting	Website Social media Partners' channels Press call for the local media	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	13
Information & results of the 2 nd General Assembly Meeting	M24 (December 2022) 2 nd GENERAL ASSEMBLY MEETING (Cyprus)	Newsletter Active behaviour on social media	Website Social media Partners' channels Mailing	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	14
Promotion and dissemination of the pilot action materials (D4.3)	M24 (December 2022) and onwards	Website section	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	15
Promotion and dissemination of the report on Lessons Learned Log from the 1 st testing (D3.2)	M26 (February 2023) and onwards	Website section	Website Social media Partners' channels Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	16





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Promotion and dissemination of the report on co-design process and implementation of pilots (D4.4)	M26 (February 2023) and onwards	Website section Video	Website Social media Partners' channels Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	17
Promotion and dissemination of the report on the guidance materials for future replicability (D4.5)	M26 (February 2023) and onwards	Website section Video	Website Social media Partners' channels Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	18
Promotion and dissemination of the seminar for policy makers	M30 (June 2023) Brussels	Press release Active behaviour on social media	Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	19
Promotion of the celebration of the 3rd General Assembly Meeting	M30 (June 2023) 3 rd GENERAL ASSEMBLY MEETING (Krakow-PL)	Press release Poster or similar digital material to advertise the meeting	Website Social media Partners' channels Press call for the local media	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	20
Information & results of the 3rd General Assembly Meeting	M30 (June 2023) 3 rd GENERAL ASSEMBLY MEETING (Krakow-PL)	Newsletter Active behaviour on social media	Website Social media Partners' channels Mailing	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	21





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Promotion and dissemination of the online pilot action resources and materials using different mediums (D5.3)	M36 (December 2023) and onwards	Website section Video	Website Social media Partners' channels Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	22
Promotion and dissemination of the report on Lessons Learned Log from the 2nd testing and policy brief (D3.3)	M38 (February 2024) and onwards (phase 5)	Website section	Website Social media Partners' channels Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	23
Promotion and dissemination of the roadmap to co-creation and policy brief (D5.4)	M42 (June 2024) and onwards	Website section Video	Website Social media Partners' channels Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	24
Promotion and dissemination of the definite guidance materials for adaptability and scalability (D5.5)	M42 (June 2024) and onwards	Website section Video	Website Social media Partners' channels Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	25
Promotion of the celebration of the 4th General Assembly Meeting, Final Conference	M44 (August 2024) 4 th GENERAL PROJECT MEETING (Bruxelles-BE)	Website section Press release Promotional material Escape room	Website Social media Partners' channels Press call for the local media	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	26





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Information & results of the 4th General Project Meeting	M44 (August 2024) 4 th GENERAL PROJECT MEETING (Bruxelles-BE)	Newsletter Active behaviour on social media Escape room material	Website Social media Partners' channels Mailing	Ob. 1. Promote project Ob. 2. Favour networking among similar projects Ob. 3. Raise awareness about migrant children's needs and challenges Ob. 4. Spread results & good practices	27
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