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Project code: 2025-1-IT02-KA220-SCH-000353524



DISSEMINATION PLAN

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Project code: 2025-1-IT02-KA220-SCH-000353524

DISSEMINATION PLAN

PLAY, LEARN, LEAD - FOOTBALL AS A TOOL FOR DIGITAL EDUCATION AND INCLUSION

Project Code: 2025-1-IT02-KA220-SCH-000353524
Programma: Erasmus+ KA220-SCH – Cooperation Partnership in school education
Duration: 36 months (01/12/2025 – 30/11/2028)
Coordinator: ASD Tirreno Sansa
Partners:

- STAL Sports Championship School Complex in Rzeszów — Polonia
- CONIL CAMP SRL — Romania
- Akdeniz Yukselis Spor Club Association — Turchia

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CHAPTER 1. INTRODUCTION AND OBJECTIVES

The project "*Play, Learn, Lead – Football as a tool for digital education and inclusion"* stems from the desire to develop innovative educational approaches capable of responding to contemporary training challenges through accessible, inclusive and interdisciplinary tools. Football is reinterpreted as a structured educational environment in which learning, participation and personal development can be effectively integrated.

The project is based on the idea that sport and in particular football, can become a common language through which to involve young people, students, teachers, coaches, families, schools, sports clubs and local communities. Through the use of digital tools, participatory methodologies and innovative training content, the project aims to strengthen key competences such as leadership, teamwork, fair play, resilience, critical thinking, civic participation and digital literacy.

Within this vision, dissemination takes on a strategic role, as it allows the project results to be transformed into shared resources accessible to a wide community of educational, sports and institutional actors. It is a structural component of the project, designed to accompany its entire life cycle.

Dissemination therefore has the task of ensuring visibility of the project, clearly communicating the activities carried out, progressively enhancing the results produced and encouraging the adoption, adaptation and replicability of the tools developed in the different national and European contexts.

The dissemination strategy is designed as a structured and continuous process, capable of supporting the communication of the project from start to closure, ensuring consistency between expected results, target groups, channels used, performance indicators and overall impact.

1.1 Dissemination objectives

The general objectives of dissemination are:

- to ensure European visibility to the Play, Learn, Lead project;
- disseminate the objectives, activities and results to educational, sports and institutional stakeholders;
- promote the use of football as an educational tool for inclusion and skills development;
- enhance the CAMPO digital platform, the digital toolkit, the MOOC, the workshops, the training materials and the Handbook;
- encourage the adoption of the methodologies developed by schools, sports clubs, teachers, coaches and youth organizations;

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- create professional networks between educational and sports organisations at local, national and European level;
- support the active participation of young people and stakeholders;
- ensure the sustainability of results beyond the duration of the European funding;
- promote the replicability of the model in other educational, sporting and social contexts.

The operational objectives of WP5 – Dissemination and Sustainability are:

- define and update the dissemination plan of the project;
- build a common and recognizable visual identity;
- ensure the correct use of the project logo, Erasmus+ logo, project code and disclaimer;
- create and update the project website;
- produce multilingual promotional and information materials;
- regularly communicate progress and results through partners' digital channels;
- produce content for social media, newsletters, press releases and graphic materials;
- organise four multiplier events, one for each partner country;
- participate in conferences, industry events and networking moments;
- collect feedback from stakeholders and participants;
- monitor the effectiveness of dissemination activities;
- prepare and update the post-project sustainability plan;
- upload and exploit the main results also through the Erasmus+ Project Results Platform.

1.2 Principles of dissemination

The dissemination of the project is based on the following principles:

1) **Clarity**
   All messages must be understandable, consistent and tailored to the target audience.

2) **Accessibility**
   Content must be easily accessible, digital where possible, usable from different devices and suitable for targets with different needs.

3) **Inclusivity**
   Communication must promote diversity, gender equality, non-discrimination, participation and respect for European values.

4) **Multilingualism**

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The main materials must be available in the languages of the partnership, ensuring wider dissemination in the countries involved.

5) **Visual consistency**
All materials must respect the visual identity of the project and the Erasmus+ communication rules.

6) **Sustainability**
Dissemination must promote the reuse of results, continuity of activities and the possibility of replicating the model beyond the duration of the project.

7) **Measurability**
Dissemination actions must be monitored through quantitative and qualitative indicators.

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CHAPTER 2. DESIGN METHODOLOGY

The dissemination strategy of the project was developed through a structured planning process, aimed at ensuring coherence between project objectives, target groups, expected results and communication tools.

2.1 Stakeholder analysis

The first phase involved the systematic identification of key stakeholders at local, regional, national and European level.

Priority groups have been identified in the following sectors:

- educational,
- sports,
- institutional,
- digital,
- media,

including schools, sports clubs, public bodies, youth organisations and the media.

Stakeholder mapping allows you to understand the information needs, expectations, level of interest and potential contribution of each group.

Stakeholders are divided into:

- direct beneficiaries;
- indirect beneficiaries;
- multipliers;
- organizations potentially interested in adopting or replicating the results.

2.2 Communication needs analysis

The dissemination strategy considers the different communication needs of the targets.

In particular:

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- young people need short, visual, motivating messages connected to the sporting experience;
- teachers and coaches need practical information, replicable tools and content that can be used in daily work;
- schools and sports clubs need to understand the educational and organizational value of the project;
- public institutions and stakeholders need evidence on social, educational and inclusive impact;
- local media and communities need clear, immediate and easily communicable messages;
- European partners and networks need structured, documented and transferable results.

This analysis allows you to choose different channels and tools for each target, making the dissemination of results more effective.

2.3 Definition of dissemination objectives

The dissemination objectives are formulated according to a SMART approach, namely:

- specific;
- measurable;
- reachable;
- significant;
- defined in time.

Objectives include:

- to increase awareness of the project;
- promote the adoption of results;
- disseminating developed tools and methodologies;
- create connections between schools, sports clubs and youth organisations;
- to strengthen the European visibility of the partnership;
- support the long-term sustainability of results.

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2.4 Defining Key Messages

Central messages have been identified to be used in all communication activities, designed to be clear, consistent and adaptable to different audiences. The preventive definition of messages guarantees communicative uniformity and strengthens the design identity.

The key messages are:

- football can become an educational tool;
- sport promotes inclusion, participation and personal growth;
- digital skills can be developed through engaging activities that are close to young people's interests;
- positive leadership, teamwork, fair play and resilience can also be learned through play;
- European cooperation allows for the sharing of good practices and the development of innovative tools;
- CAMPO, the digital toolkit, the MOOC and the Handbook are resources designed to be used and replicated even beyond the project.

2.5 Task Planning

The planning involves the detailed identification of the activities necessary to achieve the dissemination objectives.

Activities include:

- definition of visual identity;
- production of promotional materials;
- creation and updating of the website;
- social communication;
- newsletter;
- press releases;
- public presentations;
- organization of multiplier events;
- participation in conferences and industry events;
- feedback collection;

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- uploading results to the Erasmus+ Project Results Platform;
- preparation of the post-project sustainability plan.

These activities are integrated into an operational calendar coordinated with the development of the project results, in order to communicate the progressive maturation of the outputs.

2.6 Integration with the sustainability plan

The dissemination strategy is designed in close connection with the sustainability plan.

This helps to ensure that the project's results continue to be used and developed even after the end of the European funding.

Dissemination supports sustainability through:

- promotion of results to new stakeholders;
- creation of local and transnational networks;
- dissemination of materials in digital format;
- involvement of schools and sports clubs concerned;
- enhancement of outputs on public channels;
- online maintenance of resources;
- collection of interest from external organizations;
- promotion of future collaborations.

2.7 Strategic value of the methodology

This methodological approach ensures that all communication actions are consistent with the general objectives of the project, oriented towards the promotion of social inclusion, the development of digital skills and the strengthening of youth leadership through sport.

Dissemination therefore becomes an impactful tool, capable of transforming project activities into shared knowledge, opportunities for collaboration and the possibility of transferring the model to different contexts.

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CHAPTER 3. WP5 TARGET GROUP

Defining target groups is one of the key elements of the dissemination strategy, as it allows messages, tools and communication channels to be targeted in a targeted manner.

The project is aimed at a plurality of recipients including educational, sports and institutional actors, each of whom plays a specific role in the process of dissemination of the results.

Stakeholder segmentation allows you to design differentiated communication actions and maximize the effectiveness of activities, ensuring that each group receives relevant content and appropriate engagement opportunities.

3.1 Direct beneficiaries

The direct beneficiaries of the project include:

- students and young athletes between 14 and 18 years old;
- teachers;
- coaches and coaches;
- educators;
- students with special educational needs;
- young people with a migrant background or from vulnerable backgrounds;
- participants in training activities, workshops, tests, MOOCs and pilots.

These subjects are directly involved in the educational, training and experimental activities of the project and represent the first target audience for the dissemination of the results.

3.2 Internal targets

The internal targets are the subjects directly involved in the implementation of the project:

- project partners;
- technical staff;
- project manager e referenti WP;
- members of the QAB;
- teachers involved;

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- participating coaches;
- facilitators of activities;
- administrative and communication staff.

Internal communication ensures coordination, information sharing, operational alignment, evidence collection and correct application of the project identity.

3.3 External Targets

External targets include:

- non-partner schools;
- educational institutions;
- sports organizations;
- football and multi-sports clubs;
- local, regional and national public bodies;
- youth organisations;
- third sector associations;
- families;
- local communities;
- organizations engaged in inclusion, sport, education and digital.

These actors are important to broaden the scope of the project and foster the adoption of the results in contexts other than those directly involved.
non-partner schools.

3.4 Multiplier targets

Multiplier targets are subjects capable of amplifying the visibility and impact of the project. They include:

- local and national journalists;
- sports and educational media;
- European educational networks;
- sports networks;
- sports education experts;
- inclusion experts;
- policy makers;

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- public decision-makers;
- universities or research centres concerned;
- European organisations active in the school, sport, youth and digital sectors.

These entities can contribute to disseminating the model, promoting the reuse of the results and strengthening the sustainability of the project.

3.5 Adaptation of messages to targets

The Communication will be tailored to the different target audiences:

Target	Main message	Priority channels
Young people and students	Football can help you grow, learn and develop useful skills	Social, workshops, videos, CAMPO platform
Teachers	The project offers innovative and inclusive educational tools	Newsletter, website, events, toolkit
Coaches and sports clubs	Football can be used as an educational and digital tool	Events, workshops, practical materials
Schools	The project integrates sport, digital, inclusion and key competences	Presentations, website, events, direct contacts
Public bodies	The project produces educational and social impact	Reports, events, institutional meetings
Medium	The project tells the story of innovative European good practice	Press releases, photos, videos, events
European stakeholders	The model can be replicated in other countries and contexts	Erasmus+ Results Platform, conferenze, network

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CHAPTER 4. COMMUNICATION AND BRANDING STRATEGY

An effective dissemination strategy requires a clear, recognizable and coherent communicative identity, capable of representing the project in a unified way in different national and international contexts.

Branding is a strategic tool that strengthens the visibility of the project, facilitates its recognition and consolidates its credibility with stakeholders.

The coordinated use of logos, key messages and communication standards ensures uniformity in the presentation of activities and helps to build a shared narrative of the project.

4.1 Visual identity and standards

All official project materials must include, when applicable:

- project logo;
- project code;
- Erasmus+/European Union logo;
- partner logos, where appropriate;
- official EU disclaimer;
- reference to the Erasmus+ programme;
- visual identity consistent with the project.

4.1.1 Project logo

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The Play, Learn, Lead logo must be used clearly and legibly on all major public materials.

The use of the logo must respect:

- correct proportions;
- legibility;
- adequate contrast;
- absence of deformation;
- consistency with the colors and graphics of the project.

4.1.2 Project Code

The project code must be included in the official materials and in the main dissemination documents:

Project code: 2025-1-IT02-KA220-SCH-000353524

4.1.3 Erasmus+ logo and communication of EU funding

All public materials must bear the correct logo related to European Union funding, according to the Erasmus+ communication rules.

The logo must be used legibly and must not be altered or modified.

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4.1.4 Mandatory Disclaimer

All public materials, official documents, presentations, brochures, reports and digital materials must include the expected disclaimer (standard clause).

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4.1.5 Key Messages

The central messages of the communication are:

- sport as an educational tool;
- social inclusion through football;
- digital skills for young people;
- positive leadership and active participation;
- fair play, respect and collaboration;
- European cooperation for educational innovation;
- accessible and multilingual digital tools;
- transferability of results in schools and sports clubs.

4.1.6 Communicative tone

The tone of communication should be:

- clear;
- positive;
- inclusive;
- accessible;
- motivating;
- professional;
- consistent with the Erasmus+ programme.

Communication should avoid excessive technical language when targeting young people or the general public, but may use a more formal register in reports, institutional meetings and materials intended for professional stakeholders.

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CHAPTER 5. CHANNELS AND TOOLS

The choice of dissemination channels and tools is a decisive step in planning, as it determines how the project results will reach different target audiences.

In line with the multidisciplinary nature of the project, the dissemination system integrates digital tools, information materials and in-person events, creating a communication ecosystem capable of operating on several levels.

This integration makes it possible to combine online visibility and direct interaction, fostering both large-scale dissemination and qualitative stakeholder engagement.

5.1 Digital channels

The main digital channels will be:

- official project website;
- CAMPO digital training platform;
- social media partner;
- newsletter;
- e-mails and mailing lists;
- digital channels of partner organisations;
- Erasmus+ Results Platform;
- Any digital repositories for materials and outputs.

5.2 Official project website

The project's official website is the main public access point to information.

The domain was purchased in February 2026 by the lead partner ASD Tirreno Sansa and is www.playlearnlead.site

The site must include:

- description of the project;
- objectives;

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- partnership;
- news;
- activities;
- events;
- results;
- downloadable materials;
- link to the CAMPO platform, when available;
- information on multiplier events;
- Disclaimer and Logos Required.

The site will have to be updated regularly and will constitute a stable source of information for stakeholders, beneficiaries and the external public.

5.3 Social Media

The partners' social media will be used to:

- communicate the start of the project;
- promote events and activities;
- share updates;
- disseminate materials;
- publish photos and videos;
- enhance results;
- involve young people and local stakeholders;
- increase the transnational visibility of the project.

Each partner will contribute to dissemination through its own channels, adapting the messages to the language and national context.

5.4 Newsletters

The newsletters will be used to:

- update stakeholders and local communities;
- present activities carried out;

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- communicate events;
- disseminate interim results;
- promote the CAMPO platform, the toolkit, the MOOC and the Handbook;
- keep in touch with schools, sports clubs and interested organisations.

Newsletters can be produced in digital format and shared through email, website, social media and partner networks.

5.5 Promotional materials

Promotional materials include:

- brochure;
- posters;
- invitations;
- posters;
- roll-up/totem;
- PowerPoint presentations;
- infographics;
- promotional videos;
- card per social media;
- press releases;
- materials for events.

All materials must comply with visual identity, logos, project code and disclaimer.

5.6 Offline Tools

Offline tools include:

- multilingual brochure;
- materials distributed during events;
- public presentations;
- local workshops;
- conferences;

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- meetings with stakeholders;
- activities at schools and sports clubs;
- multiplier events;
- promotional videos;
- PPT presentations;
- articles.

The use of paper materials will be limited and justified by specific dissemination needs, in line with the green practices of the project.

5.7 Erasmus+ Project Results Platform

In the final phase of the project, the main results will be uploaded and made available also through the Erasmus+ Project Results Platform, in line with the obligations of visibility and exploitation of the results of the Erasmus+ programme.

The platform will be used to share:

- summary of the project;
- main results;
- digital outputs;
- training materials;
- relevant reports;
- replicable tools;
- Sustainability information

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CHAPTER 6. MULTIPLIER EVENTS AND CONFERENCES

Multiplier events represent one of the main tools to disseminate the results of the project to local, national and European stakeholders.

They aim to publicly present the project, illustrate the results achieved, promote the use of the tools developed and collect feedback useful for the enhancement and sustainability of the activities.

6.1 Multiplier Events

There are 4 multiplier events, one organized by each partner.

Event	Country	Organizer	Expected participants
Multiplier Event	Italy	ASD Tirreno Sansa	50
Multiplier Event	Poland	STAL Sports Championship School Complex in Rzeszów	50
Multiplier Event	Romania	CONIL CAMP SRL	50
Multiplier Event	Turkey	Akdeniz Yukselis Spor Club Association	50

The minimum overall target is **200 total participants**.

6.1.1 Profile of participants in multiplier events

Participants in multiplier events include:

- teachers;
- coaches;

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- students;
- young athletes;
- school representatives;
- representatives of sports clubs;
- representatives of public bodies;
- representatives of youth organisations;
- families;
- local stakeholders;
- media representatives;
- organisations interested in the adoption of the results.

6.1.2 Multiplier Event Contents

Events may include:

- presentation of the project;
- presentation of the European Partnership;
- illustration of the activities carried out;
- presentation of the CAMPO platform;
- presentation of the digital toolkit;
- presentation of the MOOC, where available;
- presentation of the results of the experiment;
- demonstration activities;
- discussion with stakeholders;
- collecting feedback;
- discussion on the sustainability and replicability of the results.

6.1.3 Evidence to be collected for multiplier events

For each multiplier event, the following must be collected:

- agenda;
- invitation or poster;
- attendance list;

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- photos;
- presentations;
- distributed materials;
- feedback questionnaires;
- event report;
- participant analysis;
- social/web evidence;
- any articles or media coverage;
- stakeholder contacts, if available;
- summary of the impact of the event.

6.1.4 Multiplier Event Reports

A report will be prepared for each event that includes:

- general data of the event;
- place and date;
- organizing partner;
- objectives;
- agenda;
- number of participants;
- profile of the participants;
- materials presented;
- feedback collected;
- main results;
- criticalities;
- recommendations;
- evidence attached.

6.2 Conferences and events

In addition to multiplier events, partners will be able to participate in conferences and events to promote the project and its results.

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An overall target of 4-8 conferences or events is planned, corresponding to approximately 1-2 events per partner.

Event	Country	Organizer / Partner involved
Conference / Event	Italy	ASD Tirreno Sansa
Conference / Event	Poland	STAL
Conference / Event	Romania	CONIL CAMP SRL
Conference / Event	Turkey	Akdeniz Yukselis Spor Club Association

6.2.1 Profile of participants in industry conferences

Attendees of industry conferences and events will include:

- researchers in the field of sport and education;
- professionals in the sports sector;
- coaches;
- sports managers;
- professionals in the educational sector;
- teachers;
- school principals;
- policy makers;
- representatives of public bodies;
- representatives of European networks;
- organisations interested in sport, inclusion and digital.

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CHAPTER 7. ROLES AND RESPONSIBILITIES OF PARTNERS IN WP5

Dissemination is a shared responsibility among all partners. However, each organisation contributes according to its own role, national context and local networks.

7.1 ASD Tirreno Sansa

ASD Tirreno Sansa, as coordinator, is responsible for:

- coordinating WP5;
- supervise the dissemination plan;
- ensure consistency with visual identity and Erasmus+ rules;
- coordinating the project website;
- provide templates and communication guidelines;
- collect input from partners;
- organize the multiplier event in Italy;
- monitor evidence and dissemination KPIs;
- contribute to the post-project sustainability plan.

7.2 STAL Sports Championship School Complex in Rzeszów

STAL contributes to:

- disseminate the project in the Polish context;
- produce content in the Polish language;
- share news and materials through its educational and sports networks;
- contribute to the production and revision of materials;
- organize the multiplier event in Poland;
- collect feedback from local stakeholders;
- contribute to the sustainability and replicability of results in the school-sports context.

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7.3 CONIL CAMP

CONIL CAMP contributes to:

- disseminate the project in the Romanian context;
- produce content in Romanian;
- enhancing the results related to inclusion, personal development and digitization;
- contribute to the production of communication materials;
- organize the multiplier event in Romania;
- collect feedback from local stakeholders;
- promote the reuse of the results in educational and social organizations.

7.4 Akdeniz Yukselis Spor Club Association

Akdeniz Yukselis Spor Club Association contributes to:

- disseminate the project in the Turkish context;
- produce content in Turkish;
- enhancing the results in sports and youth networks;
- promote the participation of young athletes and coaches;
- organize the multiplier event in Turkey;
- collect feedback from local stakeholders;
- promote the uptake of results in the sports sector.

7.5 Joint responsibilities of all partners

All partners are responsible for:

- share periodic updates;
- publish content on their channels;
- contribute to newsletters and materials;
- participate in the promotion of events;
- collect evidence of dissemination activities;
- administer feedback questionnaires;
- contribute to WP5 indicators;

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- report critical issues;
- promote the results to its networks;
- contribute to the post-project sustainability plan.

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CHAPTER 8. CALENDAR OF ACTIVITIES

The temporal dimension is an essential element of the dissemination strategy, as it allows to coordinate communication activities with the progressive development of the project results.

Structured chronological planning allows you to enhance each phase of the project, transforming the key moments of implementation into opportunities for visibility and involvement.

The calendar of activities is not just an organizational sequence, but a strategic tool that ensures communication continuity, keeps the attention of stakeholders high and favors the progressive construction of impact.

8.1 Phase 1: Project Initiation and Identity

Indicative period: M1-M3
Time period: December 2025 – February 2026

Main activities:

- definition of visual identity;
- preparation of graphic and documentary templates;
- definition of key messages;
- creation of website structure;
- initial press release;
- stakeholder mapping;
- initiation of internal communication;
- preparation of evidence collection tools;
- definition of the initial communication calendar.

Expected results:

- defined visual identity;
- communication channels launched;
- mapped initial stakeholders;
- Prepared basic materials.

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8.2 Phase 2: Initial communication and awareness raising

Indicative period: M4-M9
Time period: March 2026 – August 2026

Main activities:

- publication of updates on initial activities;
- dissemination of needs analysis activities;
- promotion of workshops and moments of discussion;
- production of information materials;
- initial newsletters;
- social communication;
- involvement of local stakeholders;
- website update;
- sharing of photos, reports and project materials;
- preparation of the first multiplier event in Italy.

Expected results:

- increase in awareness of the project;
- involvement of the first stakeholders;
- dissemination of initial activities;
- preparation of the communication on the first results.

8.3 Step 3: Promoting the First Results

Indicative period: M10-M18
Time period: September 2026 – May 2027

Main activities:

- dissemination of the results of the needs analysis;
- presentation of the progress of the CAMPO platform;
- promotion of the first Multiplier Event;
- collecting feedback from stakeholders;
- updates on the website;
- production of materials dedicated to CAMPO;
- sharing of reports and intermediate results;

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- participation in industry events or conferences;
- updating dissemination KPIs.

Expected results:

- greater visibility of the first results;
- feedback from external stakeholders;
- consolidation of the local and transnational network;
- strengthening of the public communication of the project.

8.4 Phase 4: Dissemination of tools and content

Indicative period: M19-M30
Time period: June 2027 – May 2028

Main activities:

- promotion of the digital toolkit;
- dissemination of training content;
- promotion of workshops and educational activities;
- promotion of the MOOC, where available;
- dissemination of the results of the experimentation;
- production of multilingual materials;
- publication of updates on the website and social networks;
- participation in conferences and industry events;
- collection of cases, good practices and testimonies;
- Updating of the sustainability plan.

Expected results:

- dissemination of the tools developed;
- increased use of digital assets;
- active participation of target groups;
- expansion of the stakeholder network.

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8.5 Phase 5: Final enhancement, events and sustainability

Indicative period: M31-M36
Time period: June 2028 – November 2028

Main activities:

- organisation of the final multiplier events in partner countries, where foreseen;
- dissemination of final results;
- promotion of the Handbook;
- publication of the final materials;
- uploading the results to the Erasmus+ Project Results Platform;
- collection of conclusive feedback;
- event reporting;
- consolidation of the post-project sustainability plan;
- promotion of new collaborations;
- communication of the overall impact of the project.

Expected results:

- final valorisation of outputs;
- greater transferability of results;
- post-project sustainability;
- public availability of materials;
- involvement of new stakeholders.

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CHAPTER 9. PERFORMANCE INDICATORS (KPIs) WP5

The monitoring of performance indicators makes it possible to verify the effectiveness of the dissemination strategy and to measure the ability of the project to achieve its targets.

The indicators are divided by area of activity, in line with WP5.

9.1 Dissemination Plan

Qualitative indicators

- completeness of the plan;
- consistency with the objectives and results of the project;
- clarity of key messages;
- consistency between targets, tools and channels;
- integration with the sustainability plan.

Quantitative indicators

- number of planned dissemination activities;
- number of activities actually carried out;
- compliance with the deadlines;
- number of plan updates, where necessary.

9.2 Website

Qualitative indicators

- usability of the site;
- accessibility;
- quality and relevance of content;
- clarity of information;
- consistency with the visual identity of the project;
- regularity of updates.

Quantitative indicators

- number of visits;
- average time of stay;

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- number of pages visited;
- number of downloads of materials;
- number of news published;
- number of resources made available.

9.3 Promotional Materials

Qualitative indicators

- effectiveness in communicating objectives and results;
- quality of design;
- clarity of language;
- accessibility of materials;
- consistency with logos and disclaimer;
- adaptability to different targets.

Quantitative indicators

- number of brochures produced;
- number of brochures distributed;
- number of presentations made;
- number of promotional videos;
- number of video views;
- number of social posts published;
- number of likes, comments and shares;
- number of newsletters sent;
- number of materials downloaded.

9.4 Multiplier Events

Qualitative indicators

- quality of presentations;
- clarity of activities;
- satisfaction of the participants;
- effectiveness of events in promoting results;

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- stakeholder interest;
- perceived usefulness of the results;
- potential for tool adoption.

Quantitative indicators

- 4 multiplier events realized;
- 50 participants per event;
- 200 minimum total participants;
- number of stakeholders involved;
- number of feedback questionnaires collected;
- number of event reports produced;
- number of materials distributed;
- number of contacts collected per follow-up.

9.5 Conferences and Events

Qualitative indicators

- relevance of the event with respect to the objectives of the project;
- quality of the interactions generated;
- networking potential;
- interest expressed by external stakeholders.

Quantitative indicators

- 4-8 industry conferences or events;
- 1-2 events per partner;
- number of participants reached;
- number of materials shared;
- number of contacts or collaborations activated.

9.6 Post-project sustainability plan

Qualitative indicators

- clarity of the plan;
- feasibility of the planned activities;

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- sustainability of digital assets;
- possibility of reusing materials;
- stakeholder interest;
- potential for replicability.

Quantitative indicators

- number of organisations interested in using the results;
- number of post-project collaborations started;
- any external funding obtained;
- number of planned follow-up activities;
- number of resources kept online.

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CHAPTER 10. MONITORING AND EVALUATION

The monitoring of dissemination activities ensures that the planned actions produce concrete and measurable results.

Through a structured system of quantitative and qualitative indicators, the project can verify the effectiveness of the strategies adopted and intervene promptly to improve their impact.

Evaluation therefore assumes a dynamic function oriented towards continuous improvement, making it possible to analyze not only the scope of dissemination activities, but also their quality, relevance and ability to generate real changes in educational and sports contexts.

10.1 Measuring instruments

Measurement tools include:

- website analytics;
- social statistics;
- event feedback forms;
- report partner;
- evidence register;
- reporting of multiplier events;
- analysis of downloads;
- video view detection;
- Event attendance data (signature sheets, certificates of participation)
- questionari stakeholder;
- collection of testimonies and qualitative comments.

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10.2 Monitoring frequency

The monitoring of dissemination activities will be carried out in line with the general monitoring system of the project.

Activities	Frequency
WP5 evidence collection	continue
Website/social update	continuous, based on activities
Digital Analytics Collection	monthly or quarterly, depending on data availability
Report interni WP5	quarterly
WP5 KPI Monitoring	continuous, with quarterly review
Event feedback	after each event
Quality evaluation of materials	with each new production or major update
Dissemination Impact Assessment	Annual and final
Sustainability plan update	at least annual and in the final phase

10.3 Internal reports WP5

WP5 data will be included in the quarterly progress reports of the project.

Each partner will have to provide:

- dissemination activities carried out;
- materials produced;
- links to posts or publications;
- photographic evidence;
- social data;
- site data, where available;
- organized events;
- participants reached;
- feedback collected;
- critical issues encountered;
- follow-up actions.

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10.4 Event feedback

After each multiplier event or public activity, the organizing partner will need to collect feedback from attendees.

The feedback will have to evaluate:

- organizational quality;
- clarity of content;
- usefulness of the information received;
- interest in results;
- potential use of the tools;
- suggestions from participants;
- Willingness to receive updates or collaborate.

The results will be summarized in the event reports.

10.5 Evidence register WP5

Each dissemination activity must be documented through the Evidence Register.

Examples of evidence:

- screenshot social;
- links to publications;
- event photos;
- programs;
- attendance lists;
- feedback questionnaires;
- event reports;
- graphic materials;
- newsletter;
- brochure;
- articles;
- analytics;
- video;
- press releases.

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CHAPTER 11. SUSTAINABILITY AND EXPLOITATION

Sustainability is one of the key elements to ensure that the project's results continue to produce value even after the conclusion of the European funding.

The exploitation plan defines the strategies through which the tools, methodologies and resources developed will be kept active, updated and used over time.

Through targeted actions of continuity, cooperation and future development, the project aims to transform the results obtained into a stable basis for new educational and collaborative initiatives, thus contributing to strengthening the long-term impact of the intervention.

11.1 Sustainability Objectives

The sustainability goals are:

- keep digital materials available;
- encourage the use of the CAMPO platform even beyond the project;
- promote the reuse of the digital toolkit;
- keep the MOOC accessible;
- disseminate the Handbook;
- support the adoption of the results by schools and sports clubs;
- keep the network of partners and stakeholders active;
- develop new collaborations;
- seek any future funding;
- promote the replicability of the model.

11.2 Planned actions

Actions include:

- online maintenance of materials;
- use of results by partners in their ordinary activities;
- promotion of the CAMPO platform to new stakeholders;
- dissemination of the toolkit among teachers and coaches;
- use of the MOOC as a free training resource;

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- dissemination of the Handbook as a practical guide;
- search for future funding;
- development of follow-up activities;
- participation in follow-up networks and projects;
- promotion of results through events, conferences and social media.

11.3 Exploitation of results

The exploitation of the results involves their concrete use in educational and sports contexts.

The results can be used by:

- project partners;
- schools;
- sports clubs;
- teachers;
- coach;
- educators;
- youth organisations;
- public bodies;
- stakeholders interested in inclusion through sport.

The main outputs to be exploited are:

- CAMPO platform;
- digital toolkit;
- MOOCs;
- training materials;
- laboratories and methodologies;
- reports;
- Handbook;
- good practices;
- dissemination materials.

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11.4 Sustainability indicators

Sustainability indicators include:

- number of organisations interested in adopting the results;
- number of organizations using materials or tools;
- number of post-project collaborations;
- planned follow-up activities;
- additional funding obtained;
- resources kept online;
- material updates;
- continuity of the partner network;
- participation in new projects or initiatives.

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CHAPTER 12. GREEN PRACTICE IN DISSEMINATION

The project integrates ecological practices into communication and dissemination activities.

The partners undertake to:

- favor digital materials;
- reduce the use of paper;
- use digital brochures whenever possible;
- limit printing to necessary cases;
- use online platforms for communication and document sharing;
- organize online meetings whenever possible;
- reduce unnecessary travel;
- promote recyclable materials at events;
- reduce waste during public activities;
- archive documentation in digital format;
- enhance online tools for dissemination.

Green practices will be integrated into the production of materials and the organization of events.

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CHAPTER 13. ACCESSIBILITY AND INCLUSION

All dissemination activities must be designed in an accessible and inclusive way.

This means:

- use clear language;
- avoid discriminatory wording;
- promote gender equality;
- represent diversity in visual materials;
- ensure digital accessibility;
- make the materials usable from mobile;
- use readable formats;
- ensure adequate graphic contrast;
- prepare multilingual materials;
- consider special educational needs;
- enhance the participation of young people with different backgrounds.

Dissemination must reflect the values of the Erasmus+ project and programme, promoting inclusion, participation, respect and active citizenship.

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CHAPTER 14. MANAGEMENT OF DISSEMINATION EVIDENCE

Proper management of evidence is essential to demonstrate the effective implementation of activities and the achievement of indicators.

Each partner will have to archive the evidence relating to the dissemination activities carried out.

14.1 Types of evidence

Evidence may include:

- screenshots of social posts;
- links to publications;
- photos;
- video;
- brochure;
- posters;
- invitations;
- newsletter;
- emails sent;
- presentations;
- press releases;
- media articles;
- events agenda;
- attendance lists;
- questionnaires;
- reports;
- analytics;
- download;
- material distributed;
- certificates of participation.

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14.2 Storage

The evidence will be stored in the shared cloud repository.

Each file must be clearly named, indicating:

- WP;
- date;
- partners;
- type of activity;
- Brief description.

Example:
WP5_2026-09-30_TS_1ME_Photos
WP5_2026-09-30_TS_1ME_AttendanceList
WP5_2026-09-30_TS_1ME_FeedbackReport

14.3 Responsibility

Each partner is responsible for collecting and uploading evidence relating to the activities carried out in their country.

The coordinator periodically checks the completeness of the documentation and may request additions.

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CHAPTER 15. CONCLUSION

The dissemination of the **Play, Learn, Lead** project is a structural process designed to transform educational outcomes into shared resources at European level.

Through precise operational planning, measurable indicators, defined responsibilities and consistent monitoring tools, the plan ensures that the results produced can be understood, used, adapted and replicated by a broad community of educational, sporting, social and institutional actors.

The project aims to promote an innovative model in which football becomes an environment of learning, inclusion, participation and digital development.

Dissemination supports this goal by making activities visible, tools accessible, results shared and impact sustainable.

Through website, promotional materials, multiplier events, conferences, newsletters, social media, Erasmus+ Project Results Platform and local and European networks, the project aims to reach a wide and diverse audience, ensuring continuity and value even after the end of the funding.

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ANNEXES

Annex 1 – WP5 Monitoring Form

Area	Indicator	Data to be collected	Responsible partner	Frequency
Website	Visits	Number of visits	Coordinator / partner in charge	Quarterly
Website	Download	Number of materials downloaded	Coordinator	Quarterly
Social media	Post	Number of posts published	All partners	Quarterly
Social media	Engagement	Likes, comments, shares	All partners	Quarterly
Newsletters	Submissions	Number of newsletters sent	Responsible partner	When you make
Materials	Brochure/poster/video	Number of materials produced	All partners	Quarterly
Events	Participants	Number of participants	Organizing partner	After event
Events	Feedback	Number of questionnaires collected	Organizing partner	After event
Conferences	Participation	Number of events/conferences	All partners	Quarterly
Sustainability	Organisations concerned	Number of contacts/interests collected	All partners	Yearly/Final

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Annex 2 - Multiplier Event Report (Template)

Event title:

Country:

Organizing partner:

Date:

Location:

Number of participants:

Participant profile:

Event objectives

Agenda

Featured content

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Materials Distributed

Feedback collected

Number of questionnaires: _____

Summary of the main results:

Impact of the event

Critical issues

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Follow-up actions

Attached evidence

- Agenda
- Attendance list
- Photos
- Presentations
- Materials
- Questionnaires
- Report feedback
- Screenshot social/web

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Annex 3 – Dissemination materials checklist

Criteria	Yes/No	Notes
Does the material include the project logo?		
Does the material include the project code?		
Does the material include the Erasmus+/EU logo?		
Does the material include the correct disclaimer?		
Is the text clear and coherent?		
Is the material accessible and readable?		
Is the language inclusive?		
Is the graphics consistent with the visual identity?		
Is the material available in digital format?		
Is the material stored in the Evidence Register?		

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Annex 4 – WP5 Responsibility Table

Activities	ASD Tirreno Sansa	STAL	CONIL CAMP SRL	Akdeniz Yukselis
WP5 Coordination	Lead	Support	Support	Support
Website	Lead	PL Contents	RO Content	TR Content
Promotional materials	Lead template	Contribution	Contribution	Contribution
Social media	EN	PL	RO	TR
Newsletters	Coordination	Contribution	Contribution	Contribution
Multiplier Events	IT Event	PL Event	RO Event	TR Event
Conferences	EN	PL	RO	TR
Evidence collection	Yes	Yes	Yes	Yes
Feedback stakeholder	Yes	Yes	Yes	Yes
Sustainability Plan	Lead	Contribution	Contribution	Contribution

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