

Appendix: Dissemination Plan – MOBILWEAT

This dissemination plan is split into “Broad Dissemination” and “Deep Dissemination” to tailor activities to each target group. The chart below divides the activities into concrete single steps and tasks. It further allocates a timeframe and deadline for performance and task completion. The main target groups within the **MOBILWEAT** project are as following:

External audience	Internal audience:
<ul style="list-style-type: none"> ○ all people interested in the topic of the project ○ government (relevant Ministries) ○ municipal council (mayor, school lay assessor, ...) ○ broader public 	<ul style="list-style-type: none"> ○ all project members ○ school staff, teachers, students, ... ○ child care facility staff, educators, pupils, ○ steering committee ○ relevant stakeholders (financial support partners)

Broad Dissemination Plan – External Audience			
Activity	Target Audience	Purpose of the activity	Deadline
Development of the project logo and identity for the Mobil training workshop	all people interested in the topic of the project	To have a visual appearance and to be recognized all over Luxembourg	April 2023
Project Newsletters		Making recent developments within the project known to a broader public.	First Newsletter, April- May 2023 During the project and after. There will be at least one newsletter per year.
Setting up an online social media profile		Making the aims and objectives, the partners as well as recent developments within the project known to a broader public.	Updates will be given on a regular basis.
Newspaper articles		Making important developments of the project known to a broader public.	During the project and after.
Press release	all people interested in the topic of the project	Create awareness among the stakeholders	Regular during the project and after
Flyers, posters, brochures		Create awareness among stakeholders Hand out at events and electronically	First prints, Autumn 2023 Regular during the project and after

Deep Dissemination Plan – Internal Audience			
Activity	Target Audience	Purpose of the activity	Deadline
Regular meetings with the project team members	Project team members	Monitoring project activities and deliverables. Presenting and submitting meaningful feedback and insights on the progress of the work packages and key issues by the WP leaders.	Semesterly
Regular meetings with the Steering committee		Presenting proceedings, progress and already achieved results of the project. Getting feedback to better respond to the needs of the stakeholders, to anticipate the quality of the project results and to provide detailed information about project activities and deliverables.	As required
Regular meetings with the relevant stakeholders			
Internet communication channels (Forum, social media, ...)	Students and Staff (Notes: these two activities may also concern an external audience)	Gathering direct feedback from the target group in order to better respond to its needs.	Regularly during the project and after
Participation in relevant external events (Science festival, Makerfest)		Reaching the interested target groups of the broader community in order to increase the attendance and assure deeper dissemination of the project objectives.	Occasionally
Development of training programmes for workshop animators	all teachers and educators interested in the topic of the project	Training in the subjects and transfer of the lesson plans. Descriptions of the courses are published on IFEN and SNJ websites.	During the project and after
Regular surveys	all people involved in the project (students, teachers, educators, school staff, child care facility staff,..)	Receiving detailed information on project activities and deliverables. Increasing the quality of the project results.	During the project and after
Acquisition of feedback on relevant project documents			Steering committee as well as relevant school and child care facility staff
Applying for further grants	All interested stakeholders	Ensuring the continuation of the project	During the project and after