

D6.3. Offline communication materials



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Number of the deliverable	D6.3
Related WP number and name	WP6 Communication & Dissemination
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Inclusion4Schools Project Summary

The emerging European context is to a large extent characterized by widening and deepening inequalities, the crisis of democracy, and the disintegration of communities. It is especially the case in the Central-Eastern European semiperipheral, post-socialist context, where there is a growing tendency of rearticulating authoritarian, nationalist, neoconservative discourses, which are increasingly infiltrating the political landscape within and beyond Europe. This „retrotopia“ is conducive to the hegemonic production of an imaginary social homogeneity, which consequently stirs up reactionary xenophobia, fear, and hatred through the construction of external intruders (e.g. the migrant) and enemies within (e.g. the Roma). Such a milieu steeped in fear tears up old wounds and produces new divisions as well, hence the construction of new walls – symbolically, as well as physically. Since the leitmotif of this programme is primarily educational, the proposed action targets such (imaginary, symbolic, and real) walls of exclusion which are intended to segregate children (based on class, ethnicity, gender, etc.), which are meant to divide and alienate the local communities to which those children nonetheless belong, thus actively (re)producing inequalities. **In contrast to the power-relations of exclusion, the culture of silence, and the reproduction of unjust structures, the project aims to foster and promote pedagogical relations of inclusion, a culture of dialogue, and the transformation of unjust structures through education.** Running in parallel to the research and innovation actions the central objectives of the proposed action are

- (1) to support and coordinate community schools (as being central to the constitution and maintenance of cohesive local communities) and their respective communities of practice, and
- (2) to create a place and culture of sharing (knowledge, praxis, solidarity) between such communities by initiating and coordinating the convergence and synergies of local, regional and transnational communities.

The expected impact of the proposed project is to contribute to the European initiatives and interventions that aim at reversing inequalities. Adopting a mission-oriented, impact-focused approach to address the specific challenges of the call, synergies will be enhanced between the relevant stakeholders through coordinating and supporting the cooperation between teachers, researchers, local communities and other relevant stakeholders (such as policy-makers), in order to generate networks of policy development and to promote the policy uptake of the project.

Partners:

Participant No	Participant organisation name	Country
1 (Coordinator)	John Wesley Theological College	Hungary
2	Regional Centre for Information and Scientific Development	Hungary
3	C.E.G.A. Foundation	Bulgaria
4	J. Selye University	Slovakia
5	Oltalom Charity Society	Hungary
6	Albanian National Orphans Association	Albania



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List of abbreviations

D	Deliverable
I4S	Inclusion for Schools
RCISD	Regional Center for Information and Scientific Development



1. Executive summary

The deliverable “D3.2 Offline communication materials” is addressing the offline part of the communication strategy of the Inclusion4Schools project during its termination (48 month) and after, aiming to deliver the project strategy with an emphasis on awareness raising of our activities in the offline world.

Offline communication (beside online) serves to deliver the project’s messages to the target groups, to reach a broad public audience to strive against segregation and share knowledge on best practices of inclusion, and offer a forum for discussion about reversing inequalities in education. In order to achieve the project’s objectives strategic, effective and organised communication is required.

All communication and dissemination activities are based on an integrated concept of the communication and dissemination plan implemented by a directed joint effort of all the I4S consortium partners.

The given deliverable aims at introducing the different offline communication materials, such as:

- the brochure of the project
- banners
- posters
- flyer
- roll up
- stickers
- letter template.



2. Introduction

We intend to address various target groups with different tools and messages (on and offline, Facebook, YouTube, Twitter, Instagram, informal content, webpage, blogs and, direct mailings, etc). Taking into consideration the interest of elderly people/children too besides the online tools the importance of printed info-materials (offline tools) should not be neglected. Especially, when it comes to offline distribution of information about our activities and events, awareness raising.

In this way, in order to raise awareness of the project activities, objectives and results it is essential to produce informative, eye-catching materials. The I4S project has developed different offline communication materials: different flyers, banners, stickers, posters and a project brochure together with a roll up. In this deliverable the short introduction of these offline materials is presented.

All offline materials are digitally prepared, but before actual printing, changes can be applied.



1 THE OFFLINE MATERIALS OF I4S PROJECT

3. Brochure


First of all, a project brochure has been developed with an overview of the project. The brochure will be brought and disseminated at each event of the project and on other occasions of the project partners.

The brochure consists of 4 pages, designed for Z fold, with the following information presented on the pages:

- The project logo, EU logo
- The members of the consortium with their logos, countries
- The start and length of the project
- The mission of the project
- An overview of the activities of the project
- Public events of the Inclusion for Schools project
- All the channels of the project: website, social media pages, contact e-mail, etc.

The brochure above is only the first version that is produced; as the project develops, an updated version might be produced with more detailed information.








INCLUSION4SCHOOLS Activities

- 1. Mapping, Analysis & Evaluation**
 - Policy mix peer review over transformative practices
 - Mapping and impact analysis among the main stakeholders
 - First meeting and collaboration with ongoing RIA projects
- 2. Proposals for EU Research Standards**
 - Coordination of debates on accessibility of relevant data
 - Preparing recommendations for national data services
 - Supporting public discussion over the proposals
- 3. Support for Community-centred Approaches**
 - Support for community building actions
 - Establishing school-community networks
 - Support for school-university partnership
- 4. Evaluation & Exchange of Transformative Practices**
 - Supporting professional self-evaluation at segregated schools
 - Exchange of transformative community-centred practices
 - Evaluation and development of teacher education curricula
 - Clustering with existing programmes & initiatives
- 5. Developing the R&I Methodology**
 - Promoting intersectional, comparative and multidisciplinary approaches
 - Collaboration with ongoing RIA projects
- 6. Communication & Dissemination**




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Public events of the Inclusion for Schools project

Type of the Event	Target audience
Clustering with other projects and Initiatives	Representatives of other similar projects and initiatives
Project Methodology & Monitoring Workshops	The Consortium partners of the project and other invited representatives of educational research and administration
Awareness Raising Events	Representatives of other projects and initiatives on the object
Events of the cross-sectoral think tanks	Representatives of independent sociological, educational and statistical research institutes and associations, major higher education institutions, local and national authorities, and anti-segregation NGOs
Community Building Events	Representatives of municipal authorities, Roma organisations, civil rights movements, actors representing the state, local authorities, welfare institutions, public health and social care representatives, churches, schools, academic associations, research institutes, community media and the general public
"Open School" Classes	Students, parents, teachers, pedagogical assistants, social workers, social educators, psychologists, non-profit and for-profit organizations, representatives of municipal authorities
Online Focus-group Discussions	Representatives of segregated schools and communities, and of teacher education centre
Virtual Seminars	Students, teachers, school managers, researchers of educational sciences
Summer/Winter Schools	Teachers, school managers, pedagogical assistants, social workers, social educators, psychologists, representatives of teacher training centres and institutes
Online Methodological Workshops	Representatives of the three projects funded by H2020 and other invited representatives of educational research and administration
International Conferences (with live broadcasting)	Representatives of the three projects funded by H2020 and other research groups interested in the topic

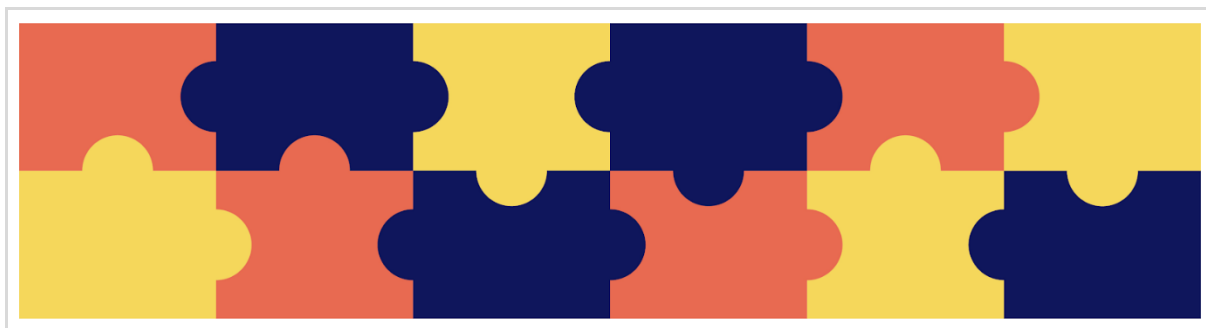


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4. Banners

For future events, such as workshops, summer schools, awareness raising events, community building events, etc. the project aims to further disseminate the project brand by creating an identical atmosphere. Therefore, several banner versions have been designed with the project common visual identity.





3 DIFFERENT BANNER VERSIONS

5. Posters

Posters with the common visual identity will also be created. They will be often used to share information and will be an important part of our events, conferences, seminars, summer schools, workshops. They may be used to present quite complex materials, so it is important that the information on them is well laid out, legible and attractively presented.

Posters are developed multifunctional: for simpler and complex use. Moreover, they will be designed editable by all partners.

6. Flyers

I4S project plans 120 events altogether for the 48 months project termination. It is essential to organise the series of events with a common visual identity. Events will be of course announced online, but additionally offline flyers will be developed for each with the same outlines.

One template for these flyers is digitally developed by RCISD which can be later edited by all partners involved in event-planning with actual information on the given happening.



4 FLYER TEMPLATE

The flyer contains:

- information about the project (logo, website, channels, partners, etc.)
- name of the event
- intro to the event
- details of the event (where, when, organizer, target groups, etc.)
- QR code to the link of the event on the project website
- picture of the event if available.

7. Roll-up



5 PROJECT ROLL UP

The Roll-up comes with a lot of great advantages. From building the I4S brand to informing our target audience, roll-ups come with flexibility that you can benefit a lot from. One of the most effective advantages of the roll up is the portability of it. They are quite big to attract more attention, at the same time they can be packed and carried easily. You can fold it and keep it anywhere, stored for the next use. It only takes a few seconds to make it ready for presentation.

Having all these benefits, the project has found it necessary to print some to all partner countries (Albania, Bulgaria, Hungary and Slovakia). They will be carried and used on every event of the project.

The roll up contains the following information:

- Target countries
- Logo of the project
- Different project sites: (Website; Facebook; Twitter; Instagram; YouTube; LinkedIn)
- The logo of the project partners.

8. Stickers

As a further tool for dissemination, the I4S project designed different stickers for the project. Children love stickers, so it seems to be a good tool to reach them. Also, they can be used at our various events to provide participants with a small gift/visual. Each country logo is on the sticker palette together with important keywords.



6 STICKER VERSIONS

9. Letter templates

In some cases, when contacting schools, partners, new contacts traditional, printed letters may be the best option. There are people who still prefer reading a letter rather than an e-mail, also it is a more formal type of contact. Given all these reasons, the project chose to design printed letter templates besides all the available online forms of communication.



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7 LETTER TEMPLATES