



## Dissemination Report

Project WESTART!  
"Women Education & Strategic Approach for Training"  
Grant Agreement Number 2018-1-IT01-KA202-006786

30/07/2021

The VHS Cham, as a lead partner for the work package „dissemination“, in cooperation with the Coordinator „Accademia Gruppo“ and contribution of all partners set up the dissemination strategy and prepared the dissemination template considering especially following aspects:

- The dissemination approach
- The target group addressed
- The channels used
- The challenges faced throughout the project lifetime
- The impact each partner has achieved through the dissemination activities at national level
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The consortium is well networked at local, national and EU level and identified from the outset the educational institutions, relevant stakeholders, NGOs, adult educators and professionals working in the field of initial and continuous vocational training and supporting the integration of (migrant) women and low-skilled women into the labour market and their participation in educational programmes. All partners involved the women (direct target group) in various project activities .

CARDET, Cyprus cooperated closely with social workers, psychologists and other relevant professionals from the Migrant Information Center and disseminated the project outputs within various events at international level.

VHS Cham disseminated the project outputs at the regional and national level to members, incl. educators, trainers not directly involved in the development of the project outputs (internal meetings) and adult education providers in Bavaria, stakeholders working in the field of education and/or health, such as District Authorities, Health Academy East Bavaria, Women's Support Service, Equal Opportunities Officer in the district of Cham. At international level, VHS Cham addressed the immediate network within various events at international level (like international meetings within European projects)

Accademia Nuovi Studi Internazionali, Dedalus & Studio Erresse, Italy disseminated the project outputs mainly to NGOs (LIBERAMENTE DONNA, CALEIDOS, Gesfor Formazione Professionale, TRAPARENTESI) and public entities (CPIA Napoli Città 2, COMUNE TAVIANO (LE), ASSESSORATO PARI OPPORTUNITÀ' (LE), CPIA NA1), as well as general public in adult education, trainers and educators coaching low-skilled and migrant women.

VHS Wien disseminated the project outputs to teachers/trainers working directly with the group of women (so called marginalised women) in basic education courses, German courses, vocational training, experts from the middle and upper management level of local and national adult education organisations dealing with the project target group.

For the purposes of dissemination of the project results, DAFNI KEK promoted the project's activities and tangible results to a number of stakeholders that could benefit and further use them.

The target audiences that were (and are still being) addressed, are:

- women aged 25 to 55 (we increased slightly the target age due to fact that the project activities were also relevant to older women - there were many similar experiences among women aged 25-55 especially during covid). this target was split to 2 main categories that we will explain further below:

- "ordinary" women (natives and migrants): women that have an established everyday reality and showcase characteristics of independent action and personal choice

- women with more special needs (again both natives and migrants): meaning women that were in more direct need of activities that would help them "escape" a reality that was psychologically and physically difficult to get by on an everyday basis. this means women with disabilities, victims of violence, long term unemployed, refugees, etc

- trainers, adult educators and counsellors (it was a relatively difficult target group because due to covid they had two main difficulties, they were either very busy developing and working on relevant online activities (as members of staff of other ae organisations or as freelancers) or they were participating in many online long term trainings and further learning activities as learners themselves, so in most cases they were willing but unable to participate consistently)

- organisations and associations that were interested in offering learning opportunities to their members (e.g. migrant associations from several places in Greece)

- other adult education and vocational training organisations from around Europe that DAFNI KEK cooperates with as well as job orientation organisations and events

- general population for the case that someone would find the project's results interesting and fitting regardless of whether they belong to the target groups or not.

All partners used social media channels, like Facebook, Instagram, organisation's websites, in-house magazines, printed copies of promotional materials (flyer and poster), press release in local journals, participation at different round tables and thematic meetings, personal contact with professionals working with the target group, volunteers supporting migrant women, raising awareness on the difficulties and needs the women often face, when participating at educational programmes.

CARDET used additionally its own monthly newsletter and email communication to reach the target audience and attended conferences.

VHS Cham, VHS Wien and AESD involved relevant stakeholders and professionals in adult education in Local Working groups and in-depth seminars.

Accademia Nuovi Studi Internazionali Dedalus & Studio Erresse published press-releases on platform of other organisation (e.g. Arci Caserta, Aretes); promoted the project results on SALTO YOUTH at European Level and EPALE platform.

DAFNI KEK uses mainly online and digital channels for dissemination activities, meaning that we depend mostly on making information public so that people that are interested address us freely to show their interest. Most of our dissemination activities had an educational character, meaning that we addressed people to participate in our activities in order to learn more about the project results. Of course, everything is available and accessible to everyone but we also wanted to promote a more direct and learning-like experience especially since the WeSTART! Project's results are suitable for learning purposes.

All partners organised piloting trials with women (tot.162) and trainers/adult educators (tot.28). Additionally, all partners organised multiplier events and reached 274 numbers in Europe.

They pointed out the need to design special educational programs for (disadvantaged) women and equip teachers, trainers in adult education with the necessary tools and pedagogical skills to meet the specific needs of the female audience and facilitate the access to initial and continuous training.

The feedback received was mostly positive. Due to the pandemic they pointed out the relevance of using digital devices for guidance counselling and training purposes. Many tools and materials are innovative in the field of adult education, in particular when promoting independent learning and use of own devices.

On a general note, the WeSTART! project results received good feedback, especially from the target group who appreciated a lot the independence that the learner has within a structured environment to take care of their own learning but having the opportunity at the same time to address a counsellor/trainer/educator if they need to.

On the other hand, counsellors/trainers/educators, although they liked the collection of material a lot, they missed the direct communication tools from the platform. As for the other publications of the project, they endorsed the findings and they mentioned that they would consider using them as sources in their references as well as inspiration in their job.

Accademia Nuovi Studi Internazionali, Dedalus & Studio Erresse, VHS Cham and VHS Wien will use and disseminate the project's results and the social learning platform in various inhouse-trainings (face-to-face and online), sessions with guidance counsellors and in various educational setting, incl. VET at regional and national level.

Cardet will use the project's approach for other European projects, like DigitALAD, ELEVATION, and iGUIDE.

AESD considers that there is potential for the results of this project to be used or extended in a larger project (perhaps even in Partnerships for Excellence)

Through the pilotings, the participants shared their opinions on the future of the platform and its content, and what more it could offer (see piloting results). Many of the participants mentioned that they are interested and they will eventually use it in the foreseeable future. This is the reason why as DAFNI KEK we are willing to help sustain it along with the rest of the partners if there is such a possibility.

All partners intend to exchange the policy paper (IO4) with regard to empowerment of (migrant) women and their integration in the society and make visible various initiatives and possibilities to support women in the phase of vocational re-orientation and facilitate the access to education.



Regardless, all project results are important and form a good basis for further future actions. Especially in terms of results, there is a lot of research done which showcases the current needs in terms of the target group. We could expand on the target group, since we also saw that the content and results of the project were interesting also to non-female participants, other age groups as well as targeting more specific/diverse life experiences and social issues. It could potentially help to form synergies with even more organisations who would like to contribute their material and host their learners through the platform.

***Tools used to collect dissemination information - Annex I***



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## Dissemination activities

Please provide details of dissemination activities you have organised in your country and do consider following aspects:

Partner Organisation:			
Describe what kind of impact you hope to achieve through the dissemination of Output #	Current Situation and challenges	Foreseen dissemination Channels	Using what kind of dissemination methods and approaches











### Any Other Issues you would like to mention

n/a

