

Project Title:

SignVET - Gateway to Equity: Engaging Deaf Students into VET

Reference Number: KA220-VET-EEA2E810

Implementation Period: 01/10/2024 – 30/09/2026

SignVET: Dissemination Strategy & Plan

Disclaimer: The views and opinions expressed in this document are solely those of the project, not those of the European Commission. The European Commission is not responsible for any use that may be made of the information it contains.

Table of Contents

1	<i>Introduction.....</i>	2
2	<i>Project Objectives.....</i>	2
3	<i>Results of the project.....</i>	2
4	<i>Objectives of the Dissemination Plan</i>	3
5	<i>Target Groups.....</i>	3
5.1	Direct Target Groups:.....	3
5.2	Indirect Target Groups:	3
6	<i>Dissemination Strategy.....</i>	3
6.1	Phase 1: Preparation and Launch (M1-M6).....	3
6.2	Phase 2: Implementation and Refinement (M7-M18)	4
6.3	Phase 3: Scaling and Sustainability (M19-M24).....	4
7	<i>Dissemination Tools and Channels.....</i>	5
7.1	Partners' Responsibility for Dissemination Activities	5
7.2	Associated Partners.....	5
8	<i>Outreach Indicators</i>	6
9	<i>Expected Impact</i>	6
10	<i>Social Media Strategy.....</i>	6

1 Introduction

The dissemination strategy is designed to increase awareness of the project's outcomes, extend its impact and foster its long-term sustainability. Simultaneously, the consortium aims to leverage communication and dissemination efforts to engage external stakeholders who are expected to contribute actively to project activities.

The consortium will employ diverse dissemination channels to reach various communities and stakeholders, tailoring approaches according to the project's objectives and target audiences. Our goal is to ensure that the project's results are accessible to all intended beneficiaries, including those who may not have been directly involved.

Dissemination is an ongoing process throughout the project's duration, with a primary focus on reaching deaf and hard-of hearing VET students, hearing VET students, VET teachers and trainers and VET schools and institutions. These stakeholders need to understand the importance of effective collaboration in developing and implementing digital tools and resources, as well as supporting VET teachers in translating course materials into national sign language. Ultimately, the end beneficiaries of these efforts are deaf students and their peers in inclusive learning environments.

2 Project Objectives

SignVET aims to make vocational education more inclusive by integrating national sign languages into VET schools. The project focuses on equipping teachers with the skills to create course materials in sign language, improving accessibility for deaf students, and encouraging hearing students to learn sign language. By fostering an inclusive learning environment, SignVET supports national regulations recognizing sign language as a language of instruction. The project will develop specialized courses, a methodology guide, and digital infrastructure while also organizing training sessions and workshops to ensure the widespread adoption of its approach.

3 Results of the project

The project will achieve the aforementioned objectives by producing the following results:

1. A framework that will assist teachers in translating educational materials from spoken to sign language.
2. Sign language educational material for four courses: Cybersecurity in Spanish sign language, basics of sign language and Cybersecurity terminology in Spanish sign language, Management in Portuguese sign language, basics of sign language and Management terminology in Portuguese sign language
3. A dissemination and impact plan to ensure long-term impact beyond the initial project period.

4 Objectives of the Dissemination Plan

1. **Raise Awareness:** Inform stakeholders about the importance of sign language accessibility in VET and the project's objectives.
2. **Engage Stakeholders:** Collaborate with VET institutions, deaf advocacy groups, policymakers, and local authorities to promote the project.
3. **Ensure Sustainability:** Advocate for the integration of sign language accessibility measures into VET policies and guidelines at national and European levels.
4. **Promote Inclusivity:** Encourage the adoption of SignVET tools and methodologies to create inclusive learning environments for deaf and hearing students.
5. **Maximize Impact:** Disseminate project results widely to ensure long-term benefits and multiplier effects across Europe.

5 Target Groups

5.1 Direct Target Groups:

- Deaf and hard-of-hearing VET students.
- Hearing VET students.
- VET teachers and trainers.
- VET schools and institutions.

5.2 Indirect Target Groups:

- Deaf advocacy groups and organizations.
- Policymakers and government agencies in education.
- Local authorities and social welfare organizations.
- Employers and industry stakeholders.
- General public interested in inclusive education.

6 Dissemination Strategy

The dissemination strategy is divided into **three phases**:

6.1 Phase 1: Preparation and Launch (M1-M6)

1. Create a dedicated website for the project (EACG).
2. Establish profiles on popular social media (Instagram, X, Facebook, LinkedIn) to share project updates and engage with the community.

3. Issue a press release announcing the launch of the project to relevant media outlets, emphasizing the importance of sign language accessibility in VET.
4. Send out emails to relevant stakeholders, including VET institutions, deaf advocacy groups, and government agencies, to inform them about the project and invite participation.
5. Organize workshops and webinars to introduce the project to VET teachers and administrators, explaining its objectives and potential impact. One workshop in Portugal, another in Spain. Two webinars, one promoted by P.PORTO at the ATHENA European university alliance, another promoted by the INNOTECS network.

6.2 Phase 2: Implementation and Refinement (M7-M18)

1. Develop and conduct training programs for VET teachers on semi-automatic translation tools and techniques for sign language.
2. Create and distribute didactic materials, tutorials, and templates to assist VET teachers in using SignVET.
3. Partner with deaf communities and sign language experts to ensure the accuracy and cultural appropriateness of translated materials.
4. Present the project at relevant conferences, seminars, and exhibitions to raise awareness and attract potential collaborators or supporters.
5. Showcase case studies of VET institutions that have successfully implemented sign language accessibility measures. Meet special needs VET schools from Finland and The Netherlands.

6.3 Phase 3: Scaling and Sustainability (M19-M24)

1. Expand the reach of the project by offering training programs to additional VET institutions and regions.
 2. Advocate for the integration of sign language accessibility measures into VET education policies and guidelines at the national level.
 3. Publish research papers, and case studies documenting the impact and effectiveness of the project in enhancing sign language accessibility in VET.
 4. Maintain regular communication with stakeholders through newsletters, webinars, and networking events to sustain interest and support for the project.
 5. Organize a closing event to celebrate the achievements of the project and recognize the contributions of partners and participants (SignVET Hybrid Workshop).
- This plan is expected to disseminate project product, engage stakeholders and assure sustainability.

7 Dissemination Tools and Channels

1. **Digital Tools:**
 - Project website.
 - Social media platforms (Facebook, LinkedIn, Instagram, X).
 - Webinars and online workshops.
 - Email campaigns.
2. **Printable Materials:**
 - Brochures and posters.
 - Newsletters.
 - Case studies and research papers.
3. **Events:**
 - Conferences and seminars.
 - Local meetings with stakeholders.
 - Training sessions and workshops.
4. **Media:**
 - Press releases.
 - Articles in local and online publications.
 - Interviews with key stakeholders.

7.1 Partners' Responsibility for Dissemination Activities

All **partners** will regularly update the project website and social media, participate in conferences, and engage with local stakeholders. **EACG** (European Association of Career Guidance) will lead dissemination activities, including managing the project website, social media, and organizing workshops and conferences. **FORAVE** and **PIT** will organize local dissemination events, training sessions, and media outreach in Portugal and Spain. **Medidata** and **P.PORTO** will provide technical support for digital dissemination tools and contribute to creating instructional materials.

7.2 Associated Partners

The SignVET partners have actively engaged with organizations to enhance the project's dissemination and impact. Associate partners have been involved from the outset and will contribute throughout all project phases. Their role includes promoting project results during and after implementation, expanding outreach through their extensive networks, and collaborating with organizations from diverse backgrounds. Their involvement strengthens the project's sustainability and long-term impact. Consortium members maintain strong networks across Europe and beyond, ensuring continuous collaboration. The following organizations have confirmed their role as Associate Partners through email communication:

1. European Association of ERASMUS Coordinators
2. Cyprus Mathematical Society

3. Thales Foundation
4. INNOTECS – International Network of Technical Schools
5. ANESPO – National Association of Professional Schools

8 Outreach Indicators

For the final report, the following statistics will be examined:

- Number of visits to the project website
- Number of tools that are easy to be used by non-experts
- Number of trainees attending SignVET training
- Number of teachers using the Repository and the ISD Platform
- Number of interested members of the focus group
- Number of likes on the social media platforms
- Number of Speed SignVET training programs organized
- Number of participants in Speed SignVET training programs

9 Expected Impact

1. **Increased Awareness:** Stakeholders will be informed about the importance of sign language accessibility in VET.
2. **Enhanced Accessibility:** VET schools will be equipped to provide course materials in national sign languages, fostering inclusive learning environments.
3. **Policy Integration:** Sign language accessibility measures will be integrated into VET education policies at national and European levels.
4. **Sustainability:** The project results will continue to be used after the project end, with potential for expansion to other fields of education (e.g., adult education, higher education).

10 Social Media Strategy

The goal is to post 2 times per month. Each month, one partner will be responsible for both posts.

Social media schedule for 2023-2025:

Month	Leading Organisation
April 2025	P0 – Medidata
May 2025	P1 – Instituto Politécnico do Porto
June 2025	P2 – Politeknika Ikastegia Txorierri
July 2025	P3 – Forave
August 2025	P4 – Europaikos Syndesmos

September 2025	P0 – Medidata
October 2025	P1 – Instituto Politécnico do Porto
November 2025	P2 – Politeknika Ikastegia Txorierri
December 2025	P3 – Forave
January 2026	P4 – Europaikos Syndesmos
February 2026	P0 – Medidata
March 2026	P1 – Instituto Politécnico do Porto
April 2026	P2 – Politeknika Ikastegia Txorierri
May 2026	P3 – Forave
June 2026	P4 – Europaikos Syndesmos
July 2026	P0 – Medidata
August 2026	P1 – Instituto Politécnico do Porto
September 2026	P2 – Politeknika Ikastegia Txorierri