



Erasmus+



# **The EURODIPLOMATS Plan for Sustainability and Exploitation**

*“Empowering children to act as cultural  
diplomats for a robust and resilient Europe”*

***EURODIPLOMATS***

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## **1. Introduction**

The dissemination and exploitation strategy of the EURODIPLOMATS project aims at reaching out to a large number of stakeholders so as to develop a network that may be maintained after the completion of the project. The exploitation strategy that is described below is project-oriented, whilst all partners share equal responsibility for the achievement of mutual goals. The consortium seeks to develop and successfully implement the immediate exploitation and valorisation of its ideas, products, and outputs. For this reason, in the 'EURODIPLOMATS Sustainability and Exploitation Strategy, the partners develop a clear and strategic plan for the exploitation and dissemination of the project's results and outputs through specific and adequate resources. Furthermore, they delineate targeted fields and groups that may facilitate such an approach. This sustainability and dissemination strategy, the consortium aims at involving multiple associates, professionals, and participants, in order to increase the impact of spill-over and post-project valorisation.

## **2. The aims of the EURODIPLOMATS Sustainability and Exploitation Plan**

All partners have an equal role in the mainstreaming, sustainability and exploitation of the EURODIPLOMATS results. They should be oriented towards disseminating the project results to policy-makers, academics, researchers, educators, students, and other individuals. At the national level, partners should thus further exploit the EURODIPLOMATS results by mainstreaming them through the consultancy and training services they provide to schools, NGOs, public authorities, children's organisations and other institutions. Moreover, they should promote the project findings in their interactions at the European-level as for example with European organisations, Universities

in other European countries, and European-level NGOs. It is also important that the partners communicate the EURODIPLOMATS results to research institutions both at the national- and European-levels so that they may influence and inform further research in the field of cultural diplomacy enacted by children. Most importantly, all partners should use future European projects as venues to mainstream the EURODIPLOMATS results beyond the lifespan of the EURODIPLOMATS project.

In more details, the aims of the EURODIPLOMATS Sustainability and Exploitation Strategy are the ones described below:

### ***2.1 Widened dissemination of the project results***

Widened dissemination occurs when the results of a project become available to as a wide audience as possible. Through widened dissemination the project results become available to the scientific community, policy makers and schools – with the aim to inform both policy and practice, but also to bring about social impact. The project consortium - during the duration but also after the lifespan of the project - aims to build awareness of the project and its outputs; lay down the foundations for effective communication of the project's concept and potential benefits to the targeted groups; stimulate ongoing interest in the sustainable implementation of the project's results; and establish and reinforce a wide network of target groups to receive beneficial impact.

### ***2.2 Mainstreaming of the project results***

The project consortium - during the duration but also after the lifespan of the project - aims to transfer the successful results and initiatives of our project to appropriate local, national, and

European organisations and institutions by communicating with pertinent European bodies, national Ministries, NGOs, Universities, schools, training institutions, and childrens' organisations working in the field of cultural diplomacy, cultural heritage and intercultural dialogue. Moreover, the consortium aims to communicate the project results to organisations working in the field of educational policy-making in order to influence their policies and training curricula.

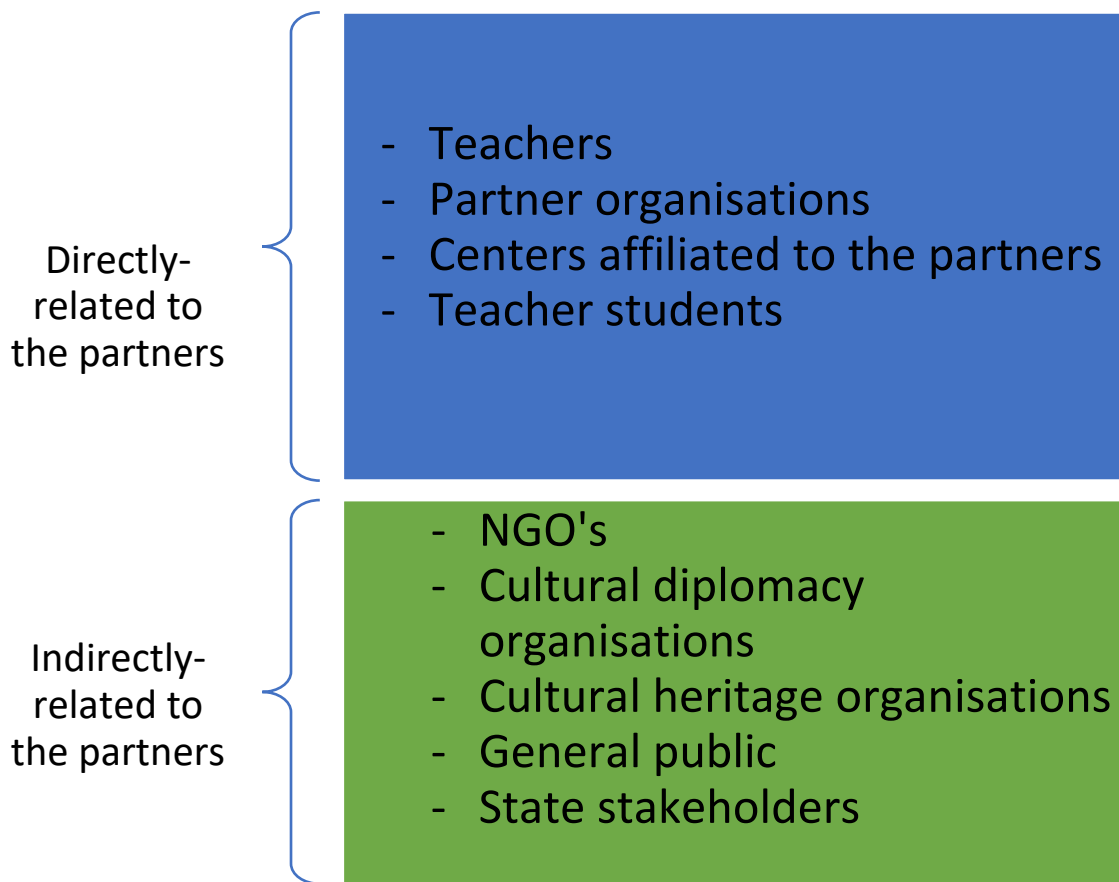
### ***2.3 Multiplication of the project results***

By convincing the individual grassroots to apply the initiatives proposed by our project by communicating our final report to local authorities and organisations participating in our project to illustrate successful ways in which they may work towards building social cohesion and resilience through cultural diplomacy in a multicultural Europe that is ready to face new threats and challenges.

### **3. Target groups**

The consortium of EURODIPLOMATS project will continue to reach out a wide audience after the completion of the project. The main beneficiaries and target groups include the following:

## Target audience:



Beyond the duration of the project, its results will be communicated to the public at the local, national and regional levels. The target groups of the EURODIPLOMATS sustainability and exploitation plan include universities with pedagogical departments, teacher training institutions, a large number of local stakeholders, European and international organisations and NGOs and the general public. The consortium seeks out to strengthen the links among beneficiaries, spreading and possibly transferring the project's results after the project's lifetime.

#### **4. Sustainability and Exploitation Tools**

The project consortium deploys various mechanisms and processes to secure that the project's impact will continue beyond its lifespan. The planned valorisation tools include, for the purposes of sustainability and exploitation of the project's results, tools, such as networks of ambassadors in all the countries represented in the project's consortium, the use of web tools, and participation in conferences and publications.

##### ***4.1 Sustainability and Exploitation Networks***

A joint venture has been formed so as to further exploit the results of the project. This joint venture includes the development of the net in each country participating in the project consortium. The development of the network is twofold, pointing to: (a) the development of a network of stakeholders, referring to synergies, connections, and collaborations with other stakeholders, projects and institutions which will contribute to the project's sustainability beyond its lifetime; and (b) the development of a network with schools across Europe.

##### ***4.2 Online Moodle Platform for the Exploitation of the Network***

The project website is linked to a MOODLE platform which is used as an entry point to all the project results and resources and facilitate through the use of online tools the mobilisation of stakeholders (i.e. Ministries, teacher training institutions, NGOs etc.) and practitioners (i.e. teachers, cultural mediators etc.) who will continue to grow after the project's completion and will be willing to implement the project results.

### ***4.3 Web tools***

All project results, tools and guides are made available to them through the website that are supported with multimedia. Furthermore, the use of social networking technology, Databases, and other tools offered by the EACEA contribute to the long term reach of the target groups. In more detail, the project consortium will continue to use the following web tools even beyond the lifespan of the project:

- World Wide Web;
- The use of European platforms;
- The project's website;
- The use of social media and other tools such as Facebook and Twitter;
- Publications in newsletters, forums, and blogs;
- The websites of the partner organisations;
- Online media and press publications.

### ***4.4 Conferences and seminars***

The projection of the project's results at local, national and European conferences and multiplier events by all partners after the completion of the project is a major tool used in the sustainability and exploitation strategy of the EURODIPLOMATS project. Each project partner will use synergies with seminar providers in the field, and according to the other activities described above.