Co-funded by the European Union

SERVICIO ESPAÑOL PARA LA INTERNACIONALIZACIÓN DE LA EDUCACIÓN

COMMUNICATION AND DISSEMINATION PLAN

Project tittle: Establishing of the innovative ICT-based educational approach for tackling of students' academic underachievement in STEM related school subjects in primary schools.

Abbreviation: STEM with holograms

Under the ERASMUS+Programme

AGREEMENT NUMBER 2023-1 – ES01-KA220-SCH-00153054

DISSEMINATION PLAN

1. 

SOWT

Analysis in terms communication

WEANESSES Some members have limited command of social media. Low linguistic competence in L2 for some participants.	**THREATS** Coordinating partner with excessive bureaucracy due to regional economic management. Difficulties in acquiring hardware. Different work schedules of the participating partners, creating inconveniences when scheduling meetings.
STRENGTHS Extensive professional relationships at various educational levels.	**OPPORTUNITIES** Creation of new and innovative material not previously used in the partners' locations.

2.

Objetives

1. **Awareness and Dissemination**

Objective: Inform the educational community (students, teachers, inspectors, families) about the benefits of using holograms in learning.

2. **Teacher traning**

Objective: Train teachers in the use of holographic technologies for teaching.

3. **Pedagogical implementation**

Objective: Integrate the use of holograms into curricula and educational methodologies.

4. **Increased Student Interest**

Objective: Foster student interest and motivation through the use of innovative technologies such as holograms

5. **Impact Evaluation**

Objective: Measure the impact of hologram activities on the teaching-learning process.

6. **Strengthening the Institutional Image**

Objective: Position the educational institution as innovative and a pioneer in the implementation of new technologies for education.

7. **Collaboration with Technological Entities**

Objective: Establish strategic alliances with technology companies or advanced educational institutions to promote the use of holograms.
Collaborate on joint projects or participate in initiatives that promote the development of educational content and solutions based on holograms.

8. **Project Sustainability**

Objective: Ensure the continuity and expansion of the use of holograms in the long term
A communication and promotion plan focused on these objectives will ensure not only the correct implementation of holograms in the educational field but also their acceptance and utilization by all participating partners.

3.

Target groups and stakeholders

Identifying these groups and understanding their needs and interests is key to designing effective communication and promotion strategies that enable the acceptance and success of the educational project with holograms.

In an educational project that incorporates holograms, it is essential to identify the target groups and "stakeholders" to ensure that communication and promotion actions reach all key players. The main groups involved are detailed below:

1. **Students**

Description: They are the end-users and main beneficiaries of the project.
Interests: Access to new learning experiences that are interactive, dynamic, and engaging. Improve understanding of complex concepts through holographic visualization.
Needs: Training in the use of associated technologies and complementary educational materials.

2. **Teaching Staff**

Description: Responsible for implementing the technology in the classroom.
Interests: Having technological tools that facilitate teaching and capture student attention.
Needs: Training in the use of holograms, guidance on how to integrate them into curricula and appropriate pedagogical methodologies.

3. **Families**

Description: Interested in the impact of new technologies on their children's education.
Interests: Ensuring that their children receive a quality education that is at the forefront of technology
Needs: Clear information about the educational benefits of using holograms and

	how they contribute to the cognitive and emotional development of students. 4. **Management Teams** **Description**: Responsible for decision-making within educational centres. **Interests:** Improving the institution's reputation by incorporating innovative technologies and ensuring that resources are used efficiently. **Needs**: Economic and pedagogical justification of the project, clear indicators of success and results. 5. **Technical and Support Teaching Staff** **Description**: In charge of the installation, maintenance, and updating of the holographic technology. **Interests:** Ensuring the correct functioning of the technological infrastructure and its integration into the school environment. **Needs:** Technical training on the operation and maintenance of holographic devices, as well as access to tools and resources to solve technical problems. 6. **Teaching Staff of Educational Content Developers** **Description:** Professionals responsible for creating specific content for the use of holograms in the classroom. **Interests:** Ensuring that the content is aligned with educational objectives and that it is attractive and accessible. **Needs:** Close collaboration with teachers from the centre and experts to ensure that the holographic content is pedagogically valuable 7. **Educational Inspection**

	Description: In charge of supervising the use of technologies in educational centres **Interests**: Ensuring that the technologies used in schools comply with national and regional educational regulations and standards **Needs:** Reports on the impact and results of the use of holograms in the educational process, as well as alignment with current educational policies. **8. Technology Companies** **Description**: Providers of hologram technology and potential strategic partners for the implementation of the project **Interests:** Expanding the use of their products in the education sector and obtaining feedback on their application in a real environment. **Needs:** Collaboration with institutions to ensure successful implementation, in addition to the opportunity to improve or adapt their technology according to the needs of the educational field. **9. Researchers and Experts in Pedagogy** **Description:** Academics interested in studying the impact of emerging technologies on learning. **Interests**: Evaluate how holograms influence teaching, academic performance, and student experience. **Needs:** Access to project results to conduct research and case studies that can generate new pedagogical theories or improve educational practices. **10. Educational Community in General** **Description:** Broader groups such as teacher associations, family networks,

	other educational centers, etc. . **Interests** Learn about the impact of innovative technologies in education and share experiences and best practices. . **Needs**: Information on the results and lessons learned from the project to apply in their own educational contexts. **11. Media and Social Networks** **Description:** Dissemination channels that can amplify the reach and visibility of the project. **Interests:** Share educational and technological innovations that are relevant to the general public. **Needs:** Access to success stories, interviews with those responsible for the project, and data on the impact of holographic technology in education.
4.  **Dissemination levels**	**1. Local** a. Local Press. b. Informative sessions for the educational community **2. Regional** a. Regional TV b. Regional educational portal **3. National** a. SEPIE portal b. Social Network/Media **4. International**
5 	**1. Students** **Message:** "*Get ready for a new way of learning! With holograms, your classes become more interactive and visual. You can explore complex concepts as if you*

Messages

For an educational project with holograms, it is essential to adapt the messages to each group of stakeholders, so that it resonates with their needs, interests, and expectations. Below are specific messages for each of the main target groups:

were there, seeing and understanding everything in 3D. Learning has never been so exciting!"

Focus: Motivation and curiosity for the interactive experience.

2. **Teaching Staff**

Message: "*Incorporate innovation into your teaching with holograms. This technology will allow you to illustrate complex topics visually and immersively, facilitating student understanding. We provide training and resources to help you implement this tool effectively in the classroom.*"

Focus: Facilitate teaching and support teacher training.

3. **Families**

Message: "*Your child will have access to an innovative education that uses holograms to improve the understanding and learning of key topics. This technology not only motivates students but also allows them to better visualize educational content, enhancing their academic and cognitive development.*"

Focus: Reassurance and highlighting educational benefits.

4. **Management Teams**

Message: "*Position your institution as a pioneer in educational innovation and good educational practices with the implementation of holograms. This technology not only improves academic performance but also attracts more students and highlights your school as a leader in the adoption of cutting-edge educational*

	tools." **Focus:** Benefits in reputation and academic performance, and return on investment. 5. **Technical and Support Teaching Staff** **Message:** "*This project integrates advanced holographic technologies that require specialized technical support. We provide the necessary training and tools to ensure the installation, maintenance, and continuous improvement of these systems. Your role is key to the success of this implementation!*" **Focus:** Importance of the technical role and availability of training. 6. **Teachers Developing Educational Content** **Message:** "*Join the creation of a new educational experience, developing interactive content for holograms that will change the way students learn. Your experience is crucial to transforming educational programs into visual and engaging experiences.*" **Focus:** Collaboration and creativity in the creation of new content. 7. **Educational Inspection** **Message:** "*This project is aligned with regional and national educational standards and seeks to improve educational quality through the use of emerging technologies such as holograms. We believe that this approach can serve as a replicable model in other educational institutions.*"

	Focus: Compliance with educational standards and opportunity to innovate. 8. **Technology Companies** **Message**: "*We are developing an educational project that uses holograms to transform teaching. We are interested in collaborating with technology companies that share our vision and can provide innovative solutions that improve the learning experience.*" **Focus**: Opportunity for collaboration and joint development. 9. **Researchers and Experts in Pedagogy** **Message:** "*This pioneering project offers a unique opportunity to study the impact of holographic technologies on learning. We invite researchers interested in evaluating how holograms can improve student understanding, retention, and motivation.*" **Focus:** Investigative collaboration and production of new pedagogical knowledge. 10. **Educational Community in General** **Message:** "*Our institution is leading an innovative project that introduces holograms in the classroom. This technology allows students to visualize and experience content in more dynamic ways, improving their academic performance. Together we are building the future of education!*" **Focus:** Innovation, collaboration, and institutional pride.

11. Media and Social Networks

Message: *"A technological revolution is coming to classrooms with holograms that transform learning into an immersive experience. This educational project seeks to improve student understanding and is positioning schools at the forefront of educational innovation. Learn more about how we are redefining teaching!"*

Focus: Innovation, educational transformation, and appeal to the general public

6. 

Strategy: tone and language, channels and tools.

Press or web articles	Web sites, social networks
Social media posts	Facebook, X, Instagram, etc
Newsletters or informative bulletines	Direct mails, websites
Press releases or announcements	Direct emails, news distribution services
Videos	Websites, YouTube channels, social networks
Publications (infographics, brochures	Websites, events
Events	Web sites, social networks

General format of messages: Brevity and clarity: The message should be concise and clear, adapted to the medium (email, social media, bulletins).

	Focus on benefits: Each message should highlight how the project improves the experience or results for the target group. **Call to action**: Include a call to action when relevant (participate, train, collaborate, etc.). With these personalized messages, effective communication can be achieved that promotes the interest and commitment of each key group in the hologram project.
7.  **Communication** and **Dissemination** Activities	**Awareness and dissemination** (objective 1) Create promotional materials (infographics, brochures) that explain how holograms enhance visual and practical learning, and distribute them on social networks, educational platforms, and educational events. **Teacher training** (objective 2) Organize workshops or seminars that help teachers and/or teaching students to understand and use holograms effectively in their classes, showing practical examples of their application. **Pedagogical implementation** (objective 3) Develop guides or manuals on how to include holograms in different subjects (science, history, art, etc.) to enhance interactive and multisensory learning. **Increase student interest** (objective 4) Promote activities where students interact directly with holograms (projects, presentations, or demonstrations in class) that transform educational content into an immersive experience.

	Impact evaluation (objective 5) Conduct surveys, learning assessments, and student performance analysis to determine if the use of holograms has improved the understanding of topics and student interest. **Strengthening the institutional image** (objective 6) Communicate achievements and progress in media and social networks, highlighting the use of holograms as part of an advanced and modern educational strategy. **Project sustainability** (objective 7) Institutional support and/or seek funding, optimize resources to ensure that the use of holograms remains updated and accessible to the educational community
8.  Responsables	**1.** Awareness and dissemination: Transnational Project Team. **2.** Teacher training: ADIDE (Spain), RDE (Bulgaria) and NGO LAG (N. Macedonia). **3.** Pedagogical implementation: CP Gesta (Spain), Sv. Kiril i Metodij (N.Macedonia) and Nicola Prokopiev S. Sborishte (Bulgaria). **4.** Increase in student interest: CP Gesta (Spain), Sv. Kiril i Metodij (N.Macedonia) and Nicola Prokopiev S. Sborishte (Bulgaria). **5.** Impact evaluation: All participating members. **6.** Strengthening the institutional image: ADIDE (Spain), RDE (Bulgaria) and NGO LAG (N. Macedonia); Management teams of CP Gesta (Spain), Sv.

	Kiril i Metodij (N.Macedonia) and Nicola Prokopiev S. Sborishte (Bulgaria). **7.** Collaboration with technological entities: CP Gesta (Spain), Sv. Kiril i Metodij (N.Macedonia) and Nicola Prokopiev S. Sborishte (Bulgaria). **8.** Project sustainability: ADIDE (Spain), RDE (Bulgaria) and NGO LAG (N. Macedonai); Management teams of CP Gesta (Spain), Sv. Kiril i Metodij (N.Macedonia) and Nicola Prokopiev S. Sborishte (Bulgaria).