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Dissemination Report

2023





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1. Introduction

Overview

The objective of the present document is to summarize all the dissemination activities of Art Beyond Gaze project carried out throughout the duration of the project from all the partners.

The responsibility of each partner in of Art Beyond Gaze about dissemination has been to prepare specific and local dissemination plans in accordance with the policies described in the dissemination strategy, and the correct development of these actions.

All partners must contribute to the dissemination, communication and exploitation activities using their own channels of communication.

Aims

1. Disseminating the project outcomes and activities among the relevant stakeholders
2. Communicating and promoting the Project, its brand and results to the general public at national, European and International levels
3. Ensuring the impact of the project result



2. Partnership

In this section, we include a short overview on the partner composition, including the visual identity of each of the partners involved in The Missing Entrepreneurs.

- **Regional Directorate of Primary and Secondary Education of Thessaly, Greece**



The Regional Directorate for Primary and Secondary Education of Thessaly (P.D.E.Th) is a decentralized regional administrative structure under the Greek Ministry of Education and Religious Affairs. It oversees all General, Vocational, and Special Schools for Preschool, Primary, and Secondary Education in four large municipalities of central Greece. The main responsibilities of the Regional Directorate include implementing educational policy, managing and coordinating educational and administrative operations, allocating human resources, conducting educational research, and collaborating with major stakeholders for innovation in the field of education. The staff at PDETh are highly qualified and experienced in various educational areas, including in-service training, collaboration with local stakeholders, advising on methodology, and implementing evaluation methodologies.

PDETh has a history of collaborating with local universities, scientific organizations, and parent associations to address various educational issues such as training methodologies, production of educational material, and addressing social problems such as bullying, school dropout, and autism in childhood and adolescence. The organization has also been involved in European projects and has recently strengthened its administrative staff. The expertise of the staff at PDETh is in educational innovation, in-service training, advising pupils, teachers, and parents, coordinating pedagogical initiatives, and implementing evaluation methodologies.

- **Associazione COAT – Centro Orientamento Ausili Tecnologici Onlus** **Italy**



Associazione COAT – Centro Orientamento Ausili Tecnologici Onlus is a non-profit organization that aims to support the application of technological aids in the field of disability. COAT has become the Umbria Region reference for the technological support for AAC solutions and assistive solutions for various pathologies/diagnoses such as ALS, SM, Stroke survivors, and Cerebral Palsy. The team at COAT is composed of 6 people with different specializations who work on a case-by-case policy to integrate with the team already in place. COAT has collaborations within AAATE on the adaptation of off-the-shelf systems and specific AT solutions and their connection. Additionally, COAT has specific competence in the design of accessible environments and human-machine interfaces and has collaborated on projects aimed at improving museum accessibility for people with sensory disabilities, which was awarded the Medal of the President of Italian Republic in 2017.

COAT is also the founder of the Italian network of counselling centres for technology and





disability (GLIC) and collaborates with regional centres across Italy. The technical team works in a domiciliary context, collaborating with the person and their family to decide the best options during counseling meetings. COAT's expertise in accessibility issues and assistive technologies has allowed it to become a recognized center for technological support for disability in the Umbria Region and beyond.

- **Blue Room Innovation S.L.**
Spain



Blue Room Innovation SL is an innovative company that focuses on implementing projects that address current social challenges. They work with companies across Europe and understand the challenges of creating, implementing, and financing innovation projects. Their strategic objective is to connect relevant actors with circular economy processes and promote sustainable consumption using technology to achieve the sustainability goals of the Green Deal. Blue Room covers three main areas: Open Innovation, Digital Transformation, and Innovation Financing. They work online and offline and promote open innovation boosted by digital means.

In addition to being a highly technical and creative team, Blue Room Innovation is part of the Open Innovation Ecosystem of The CircularLab of Ecoembes. They collaborate on RECICLOS, a technological initiative that aims to increase public awareness of recycling in Spain using technology to incentivize and gamify recycling habits. Blue Room is the technological partner in projects and can contribute in various areas of competence with a special focus on activating citizens through participative innovation processes and promoting sustainable lifestyle choices.

- **Escola d'Art i Superior de Disseny d'Olot**
Spain



Escola d'Art i Superior de Disseny d'Olot is a well-established Design and Arts & Crafts school located in Olot, Catalonia, Spain. The school has actively participated in social, educational, economic and cultural life since its foundation. Initially, the school was called Escola d'Arts Aplicades i Oficis Artístics d'Olot and later became Escola d'Art i Superior de Disseny d'Olot by adding a Bachelor in Interior Design and Graphic Design. Currently, the school offers a wide range of educational programs, including Bachelor of Arts, CFGS in Advertising Graphics, Photography, Illustration, Sculpture Applied to the Show, and more. The school is part of ESDAP, which offers higher studies in Graphic Design and Interior Design, as well as postgraduate courses.

Escola d'Art i Superior de Disseny d'Olot has become an important part of the Catalonia official network of art schools. The school's educational offerings include various undergraduate programs, CFGM in Wall Coverings and APGI, and CFGS in Decoration and more. The school also offers courses for ESDI graduates who want the new EHEA degree, and a Postgraduate in Scientific Illustration from Natural Sciences. The school's location in Olot, a city with a population of over 34,000 inhabitants, adds to its appeal as a reputable and accessible institution for those looking to pursue an education in the arts.





- **INTEGRA, Associació Discapacitats Intel·lectuals**
Spain



Joan XXIII School is a regional educational center owned by Integra, a non-profit organization, and contracted by the Department of Education of the Generalitat de Catalunya. The school serves students from 3 to 21 years old with mental disabilities, offering infant, primary, and secondary education, as well as a Bridge Program for the transition to work and adult life. The school aims to be an active part of the education system, expanding and adapting services to the needs of the region, and providing support for inclusion in ordinary schools. Currently, 70 students and 32 professionals participate in different programs offered by the centre, including the Inclusive school, Reference Center, and TEATC program.

In order to achieve its objectives, Joan XXIII School has implemented a new school concept called the Reference Center, which allows the creation, design, and development of specific support programs and services to respond to the needs that arise in the area. The school also offers a TEATC program, providing support for students to be included in ordinary schools. With a commitment to expanding services and resources to meet the needs of the region, Joan XXIII School serves as an umbrella for children with educational needs, providing direct education as well as support services for inclusion.

- **University Lumière Lyon 2 (ULL2)**
France



The University Lumière Lyon 2 is a renowned public institution in France that offers courses in various fields of human and social sciences, psychology, languages, literature, law, economy and management, and information technology. With its main and satellite campuses in Lyon, the university has around 30,000 students and nearly 2,000 faculty members spread across six faculties, five institutes, and one technological institute.

The university offers a wide range of degrees including 35 bachelor's degrees, 20 vocational undergraduate degrees, 166 master's degrees, 10 specialised undergraduate technological degrees, 50 specialised university diplomas, and 40 PhD programmes. With an international outlook, the university has partnerships with almost 560 cooperation agreements with 370 foreign universities, and offers around 30 dual degree programs with its international partners. The university also coordinates and participates in various European projects and has a dedicated International Office that provides support for administrative and financial management of these projects.

- **OPEN UP, Panhellenic Scientific Association of Innovation**
Greece



OPEN UP is a non-profit scientific association based in Greece that aims to promote educational, business, research, cultural, technological, and investment innovation in Greece, Europe, and America. Its members include educators, administrators, scientists, researchers, theorists, physicists, specialists, students, and research organizations, among others. The association's goals include enhancing knowledge and developing ideas, promoting the dissemination of knowledge, science, and culture, providing opportunities for members to contribute to society, acquiring culture and ideas on cooperation, science, research, education, entrepreneurship, innovation, politics, culture, industrial innovation, investment, trade, and technology, and supporting research and innovation in various fields.





OPEN UP also aims to introduce new teaching methods in primary, secondary, post-secondary, and tertiary education that inspire trainees for research and high technology. The association collaborates with all levels of education, associations of related or other subjects, companies, institutions, and organizations in Greece and Europe, utilizing research ideas that contribute to improving people's living and working conditions and creating new opportunities, products, and services. The association's objectives include supporting Greek and European citizens as well as independent scientists and researchers to participate in research and efforts that positively impact daily life, including health, food security, sustainable use of biological resources, energy, transport, communications, climate, social inclusion, security, cybersecurity, artificial intelligence, entrepreneurship, education, and culture.

3. Partnership

3.1 Target Groups

Direct Beneficiaries:

- Ordinary Young learners and young learners with Special Educational Needs - Difficulties (SEND), mostly with Social, Emotional and Behavioral Disorders or Attention-Deficit Hyperactivity Disorders (ADHD), or Specific Learning and Language Disorders (vulnerable young people in general).
- Youth Workers, Educators, social work organizations, museums project managers

Indirect Beneficiaries:

- Families, other young people in general
- Education (schools, colleges, high schools, universities)
- Officials for School Museum Programs

3.2 Communication Strategy

The tailored communications activities are proportionate to the scale of the project, and in Communication and Dissemination activities:

- Raise awareness of using innovative methods in arts education in order to promote the creativity and critical thinking of young people from ordinary and SEND communities.
- Engage stakeholders & target groups into the project activities
- Dissemination of the produced intellectual outputs.
- Enlarge the network of stakeholders potentially interested to improve Art education, persuading them to follow up with its activities.

Fulfilling the aforementioned objectives, the following aspects have been developed in order to achieve the project objectives :

- Each partner has been required to designate one person of its staff and task him/her with all the content preparation for dissemination activities.
- The project visual identity has been developed, including the project logo, the project flier with information on the project, the partnership, and the expected results, and specific templates for the deliverables have been created to provide uniformity.
- The AbeyGA website was created, and it has been the main tool for giving prominence and spreading out project results.
- The partnerships used Facebook, Instagram, and YouTube in order to significantly and





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effectively raise awareness of the project.

- Newsletters have been created, which has been issued on a quarterly basis and have contained all the main project news and further content of common interest on the addressed topics.
- A set of national Multiplier Events were organized to disseminate the final project results in all participating countries.
- Each partner took part in national and EU level events and to put forward the AbeyGA experience.

Internet was the main channel of dissemination, as the project's outcomes were displayed through web systems, and it appeared as the most effective means to reach excluded segments of the population.

First of all, all the information about AbeyGA progresses has been uploaded on the web platform and made openly accessible to any user. The short-movies, the produced researches have been displayed online, as well as all the pictures and videos taken from each target area.

The partnership involved all the potential stakeholders interested in the topic of social integration and who wanted to contribute to the identification of innovative strategies to foster youngsters, by sharing their own experiences and expertise. It was a great source of inspiration and contacts for its target audience.

4. Dissemination Channels

4.1 Project Identity

Art Beyond Gaze logo



- Other options considered





- o *Art Beyond Gaze Branding*



ABG BRANDING 1st proposal.pdf

- o *Art Beyond Gaze (Presentations, Documents, E-Newsletter)*

Presentations (PPT)

News Letter

Document Word



4.2 Dissemination Channels

4.2.1 Project Website

In order to disseminate the project and the different phases of it, we have developed a website with all the useful information, in order to communicate the most important progresses achieved.

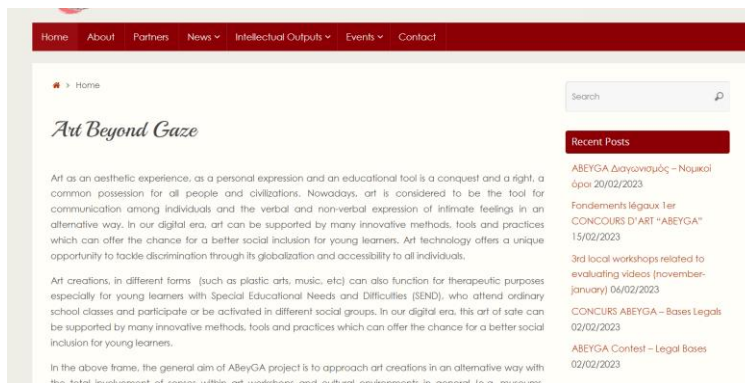
The website has been managed and updated continuously throughout the project and consisted of basic information about project's objectives, targets and expected results and several news of the project. In order to administrate the website to update it, administrator access has been created.

This website <https://abeyga.sites.sch.gr/> provides a first access point for end-users, community members and other relevant parties. We have created a community of interested parties around Art Beyond Gaze, to accelerate their involvement, and to create awareness of the project results.

The website is the key means communicating project results and manages and updated continuously throughout the project. The website consists of basic information about project's objectives, targets and impact, a brief description about the implementation methodology, contact persons and information about the project partners and their host organization.

All other information has been provided through the website's articles and newsletters that has been posted on a regular basis to disseminate project results and information about key outputs including items such as meeting results, latest delivery updates, interim and final results and reports, case studies, etc.

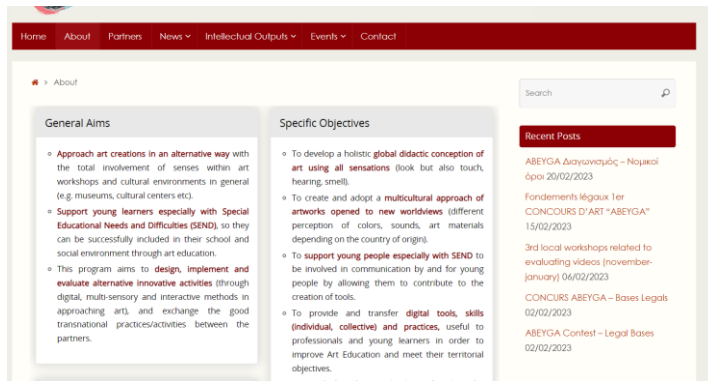
Home: This section contains a part where you can enroll on The Missing Entrepreneurs training and a short description about the main goal of the project plus the main project results expected.



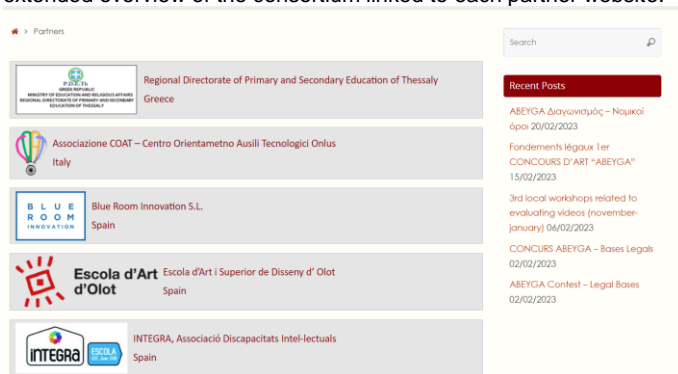


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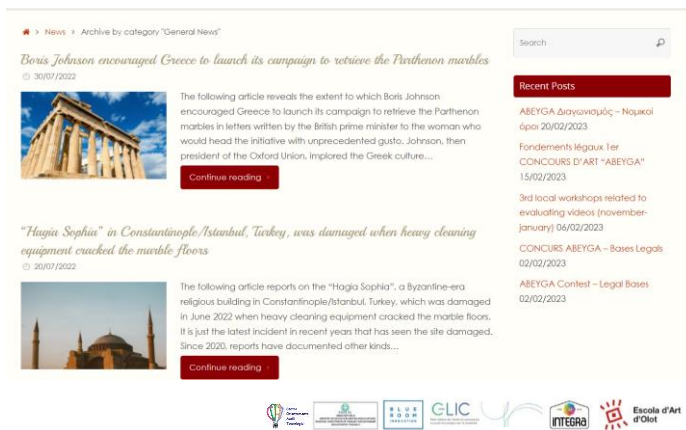
About: This section explains the background of the project, how the project can contribute to address the different challenges explained in the background. Also, it contains project objectives, its expected results and to whom the course is addressed.



Partners: A extended overview of the consortium linked to each partner website.



News: In this part all the news/posts related to the project have been published, and the different newsletter.






Intellectual Outputs: This section all the information related to the IOs and the Trainings that have been done in the partners counties.

Intellectual Outputs > Archive by category "Trainings"


C2. Sculpture Workshop
© 26/03/2022



3D techniques (both physical and digital) using casts and 3D scans of the body for self-representation.

[Continue reading](#)

C2. Introduction to Art Therapy with Szilvia Csere
© 26/03/2022



Introduction to the values of art therapy; using various art forms as an evaluative and therapeutic tool in a wide range of disorders that occur in both adults and children (because art causes less stress and allows more spontaneous participation with or/and without verbal communication) Historical background of art therapy...

[Continue reading](#)

Search

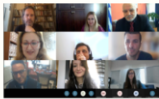
Recent Posts

- ABEYGA Διαγωνισμός – Νομικοί όροι 20/02/2023
- Fondements légaux 1er CONCOURS D'ART "ABEYGA" 15/02/2023
- 3rd local workshops related to evaluating videos (november-january) 06/02/2023
- CONCURS ABEYGA – Bases Legals 02/02/2023
- ABEYGA Contest – Legal Bases 02/02/2023

Events: This last part is subdivided in 3 categories Transnational Meetings, Multiplier Events, Local Art Workshops

Events > Archive by category "Transnational Meetings"

PRESS RELEASE - 1st Transnational Meeting of the Partners of the European Program Erasmus + "Art Beyond Gaze" (ABeYGA)
© 25/06/2021



PRESS RELEASE 1st Transnational Meeting of the Partners of the European Program Erasmus + "Art Beyond Gaze" (ABeYGA) which is coordinated by the Regional Directorate of Primary & Secondary Education of Thessaly On Monday 26.04.2021 from 9:30 a.m. until 5:30 p.m. the kick-off meeting of the European program Art...

[Continue reading](#)

Search

Recent Posts

- ABEYGA Διαγωνισμός – Νομικοί όροι 20/02/2023
- Fondements légaux 1er CONCOURS D'ART "ABEYGA" 15/02/2023
- 3rd local workshops related to evaluating videos (november-january) 06/02/2023
- CONCURS ABEYGA – Bases Legals 02/02/2023

Contact:

Contact



P.D.E.TH.
Periferiaki Dieftihnsi Ekpedefsis Thessalias
Regional Directorate of Primary & Secondary Education of Thessaly

ADDRESS
Dimitras 25 & Garivaldi,
Larissa. 41221

PHONE
+302410539210

EMAIL
euprojects@pde.thess.sch.gr
mail@pde.thess.sch.gr
abeygapdeft21@gmail.com

SOCIAL MEDIA
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Recent Posts

- ABEYGA Διαγωνισμός – Νομικοί όροι 20/02/2023
- Fondements légaux 1er CONCOURS D'ART "ABEYGA" 15/02/2023
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- ABEYGA Contest – Legal Bases 02/02/2023



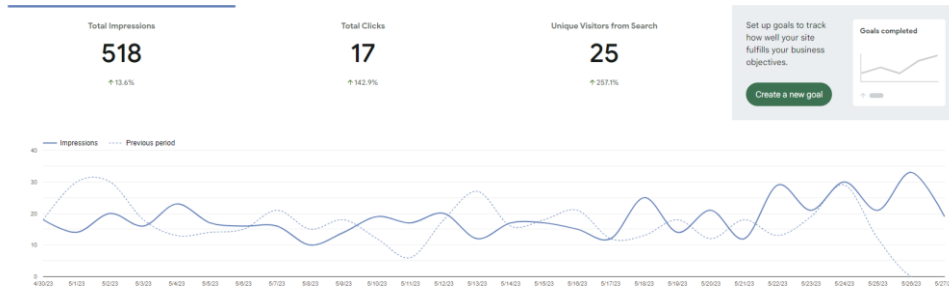


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4.2.2. Website Analytics

Comentado [BT1]: Please Ioanna could you put the analytics of the web please?

Search traffic over the last 28 days



Top search queries for your site

	Clicks	Impressions
1. 17th century dutch painter	0	7
2. applicades	0	1
3. art & beyond	0	4
4. art and beyond	0	4
5. art gaze	0	1
6. beyond the gaze	0	1
7. beyond vermeer	0	1
8. blenders art	0	1
9. boris johnson greek	0	4
10. c2 workshop	0	2

Top content over the last 28 days

Title	Pageviews	Unique Pageviews	Bounce Rate	Session Duration
1. Home - Art Beyond Gaze /home/	28	19	50%	4m 20s
2. Art Beyond Gaze - Erasmus+ Programme KA2 2020-1-EL02_KA227-YOU-006820 /	16	13	27.27%	6m 44s
3. Partners - Art Beyond Gaze /partners/	15	12	100%	0s
4. Transnational Meetings - Art Beyond Gaze /category/events/meetings/	11	6	0%	0s
5. About - Art Beyond Gaze /about/	9	5	100%	0s
6. Local Art Workshops - Art Beyond Gaze /category/events/workshops/	7	4	0%	0s
7. IO3 "Evaluating Videos" - Art Beyond Gaze /category/ios3/	7	5	0%	12m 25s
8. PRESS RELEASE- 1st Transnational Meeting of the Partners of the European Program Erasmus + "Art Beyond Gaze" (ABeyGA) - Art Beyond Gaze /press-release-1st-transnational-meeting-of-the-partners-of-the-european-program-erasmus-art-beyond-gaze-abyega-which-is-coordinated-by-the-regional-directorate-of-primary-secondary/	7	4	100%	0s
9. Multiplier Events - Art Beyond Gaze /category/events/multiplier/	4	2	0%	0s



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4.2.3. E-Newsletter

The project required the creation of various newsletters that included important details about the project's outputs, activities, and events. These newsletters were then shared with the target audience and stakeholders.

Focused On	Link
What is Art Beyond Gaze	https://abeyga.sites.sch.gr/what-is-art-beyond-gaze/
Introduction to Art Therapy	https://abeyga.sites.sch.gr/introduction-to-art-therapy/
New Opportunities for Interest Driven Arts Learning in a Digital Age	https://abeyga.sites.sch.gr/new-opportunities-for-interest-driven-arts-learning-in-a-digital-age/
ICT and Art Education	https://abeyga.sites.sch.gr/ict-and-art-education/

4.2.4. Social Media

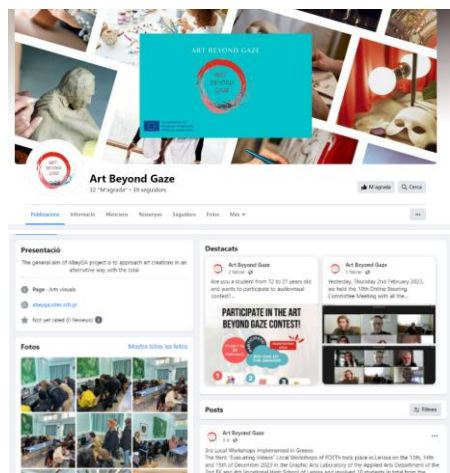
Different communication channels were created to disseminate the events and the news related to the project:

Facebook

URL: <https://www.facebook.com/artbeyondgaze>

Followers: 39

People who likes: 32



Facebook page Art Beyond Gaze





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Hashtags

For better visibility and impact for the project, all consortium has been using the following hashtags when sharing something in social networks:

Erasmus Plus General Hashtags

#ErasmusPlus #ErasmusPlusProjects #Epeople

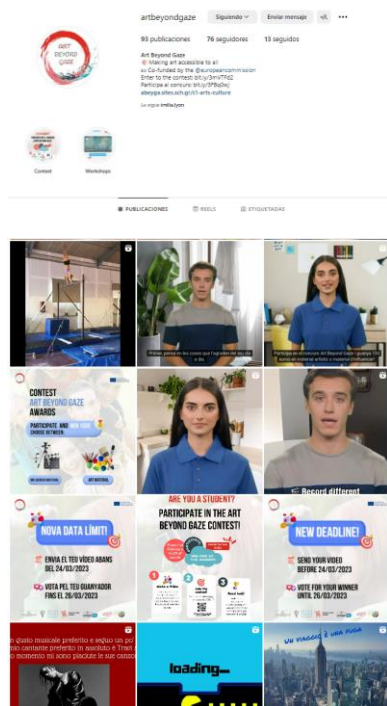
The Missing Entrepreneurs Specific Hashtags

#ArtBeyondGaze #ABeyGa #ABeyGaProject #asdiviva #inclusione

Instagram

URL: <https://www.instagram.com/artbeyondgaze/>

Followers: 76



Instagram page Art Beyond Gaze

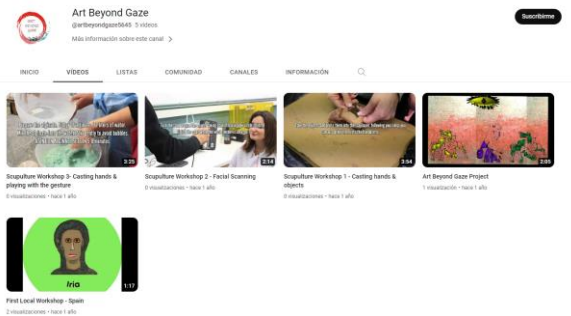


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Youtube

URL: <https://www.youtube.com/@artbeyondgaze5645/videos>

Videos: 5



Instagram page Art Beyond Gaze

5. Dissemination Activities & Promotional Events per Country

Spain

Date	Link
10/11/2021	https://www.facebook.com/watch/?v=398370681990317
12/11/2021	https://www.facebook.com/artbeyondgaze/posts/pfbid02zvzy67ax-HiKEDzMYrs3WkDsud88gAsXmuQMQAHzBdrjNUHRcYpP3mShzrehuiGYI
17/11/2021	https://www.facebook.com/watch/?v=447314163476266
07/02/2022	https://www.facebook.com/artbeyondgaze/posts/pfbid02KuWzVQVmHCadvSq19NFcbZgHx7imhd-bLjR8Gy89FRJmzqZtca45mKacAfxAzHZLI
08/02/2022	https://www.facebook.com/artbeyondgaze/posts/pfbid0uZ6d9VVQxs5nTdpT1kSbpMk4MjsMCjLs-NxYA6QDKh11RK55uHuq3ACErjDGIFpxHI
09/02/2022	https://www.facebook.com/artbeyondgaze/posts/pfbid02MtQDfoTaD7WFF-wEqWJGJJVutsyZvL9z9mVBECRSbu7EerLR4BYpMWz4N16THQRtol
10/02/2022	https://www.facebook.com/artbeyondgaze/posts/pfbid0241fnhsm3CVsXHUyS7pRxVtgHEn4TfPZQAKs-BiNrjaeGRDxcyiYc6KSxRmPV4JcGKI
11/02/2022	https://www.facebook.com/artbeyondgaze/posts/pfbid05wcPYqGCD6Hu-JZFvUhCHXi6hEDKCJYjsiW9PqbdEiAujwST8v4uQuGHkumb2vBVcl
20/01/2023	https://www.facebook.com/artbeyondgaze/posts/pfbid0f3k2auNax-pEs7mnTBYiSsV4fPbMyhv5RFnfwyzeZZE1W3vrthDELdW5oRQ8ay89JI



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28/03/2023	https://www.facebook.com/artbeyondgaze/posts/pfbid0ZDdPRSiLjJJ1jjRHcjSnfv3bUn8BJd7jeD-WemAE4kkgEMeLeBxWEwq6t7BSvstXil
28/03/2023	https://www.facebook.com/artbeyondgaze/posts/pfbid0V1mB482hXJu3qWbCEp3F7HvmVMcmgLCrFmSEo-hgfvwoT8Pptbxgs4o11fXUeZeQCI
12/04/2023	https://www.facebook.com/artbeyondgaze/posts/pfbid02Xy16PSv3w9GPND7bkbBtVvB2wv4H4FXawqYmmv ueXrCGThNkw23pheB7DEnKfy46l

Italy

Date	Link
29/10/2021	https://www.facebook.com/artbeyondgaze/posts/pfbid0n92bfPLw3XwXRx6Un-uzxa5Snb5w2bLC1LEB27NPPW5c7nB9pz47ajxwQeuQRLAREI
15/07/2022	https://www.facebook.com/artbeyondgaze/posts/pfbid02SfgicNjMLhMwYW7nUfYrG6tJUQfjEAaNn-koKEmd1ZTSnUuQSkmag8FtsSoKzXRDsl
16/12/2022	https://www.facebook.com/artbeyondgaze/posts/pfbid0AQsitiN4KNp73HSP3TRZMS6SNb6rJrxDmT3iZH28mAcayVNGbfBjc4epewst3RnDI
25/12/2022	https://www.facebook.com/artbeyondgaze/posts/pfbid0GgmFqFnDV7notM19Awk-wjWnKCycprBvXgC7w6YnJoaDjNb5rUU6CgKxD8jkBmpSI

France

Date	Link
24/12/2022	https://www.facebook.com/artbeyondgaze/posts/pfbid02TnZCZXQNxB2vJ6LaT6L5S2U2LF9TVSSTeaUG-DfkgGRMaMdkJNr2Z4Gq7kG2z7m3l
24/12/2022	https://www.facebook.com/artbeyondgaze/posts/pfbid02bNfzhWdE7z6p8fkXwQrSLPUTYCF6bcWoN18AtotD5GFE5B2vQ8rr9rTzN4iFxyPFI



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Greece

Date	Link
24/12/2022	https://www.facebook.com/artbeyondgaze/posts/pfbid0b98bGNJEbYaBco3AJmHTgT7oRXqx4qSAAH1ykLezYk685VahKdE7Y4diDvKe1X7SI
07/02/2023	https://www.facebook.com/artbeyondgaze/posts/pfbid0b98bGNJEbYaBco3AJmHTgT7oRXqx4qSAAH1ykLezYk685VahKdE7Y4diDvKe1X7SI
13/05/2023	https://www.facebook.com/artbeyondgaze/posts/pfbid02pN1BrH9WBDVy5pxQLRdGyhMEPzi96NTyonf7Esb4a7mWLzFTUDvzZDuxrBKghSzKI