

ATLEC

Assistive Technology Learning Through A Unified Curriculum

“Dissemination Strategy”

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For further information related to the ATLEC project please visit the project website (<http://atlec-project.eu>) and Facebook page (facebook.com/ATLECproject) or contact Disability NOW (atlec@disabled.gr).

Acronyms / Vocabulary

ACRONYM	EXPLANATION
Android	A Linux-based operating system for mobile devices such as smartphones and tablet computers.
AT	Assistive Technologies
ATutor	An open source web-based learning content management system.
Beneficiary /ies	The organization (s) benefitting the LdV grant.
Contractor	The promoter is referred as a contractor once the proposal has been approved for funding. The contractor is also responsible for the financial management of the project.
Coordinator	The partner responsible for overall management of the project as well as the day-to-day management of the project.
Dissemination	A planned process of providing information to key parties on the quality, relevance and effectiveness of the results of programmes and initiatives. "It occurs as and when the results become available."
DoI	Development of Innovation
EACEA	The Education, Audiovisual and Culture Executive Agency.
Exploitation	"Making use of and deriving benefit from (a result)". In the context of project results it primarily involves the two processes of "mainstreaming" and "multiplication".
FP7	The European Union's Seventh Framework Programme for Research (2007-2013)
ICT	Information Communication Technologies
LDV	Leonardo da Vinci programme - The programme links policy to practice in the field of VET. Projects range from those giving individuals the chance to improve their competences, knowledge and skills through a period abroad, to Europe-wide co-operation between training organisations.

ACRONYM	EXPLANATION
LLP	Lifelong Learning programme - The Lifelong Learning Programme (LLP) supports learning opportunities from childhood to old age in every single life situation through different programmes as Comenius, Erasmus, Leonardo da Vinci, Grundtvig, Jean Monnet, and transversal key activities.
Mainstreaming	The planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems
Multiplication	The planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.
OSS	Open Source Software
PwD	People with Disabilities
SCORM	Sharable Content Object Reference Model: a collection of standards and specifications for web-based e-learning.
SE	Special Education
VET	Vocational Education and Training
WAI	Web Accessibility Initiative
WCAG	Web Content Accessibility Guidelines
WP	Work Package
W3C	World Wide Web Consortium

Introduction

ATLEC dissemination plan and strategy is meant to define a rigorous model of dissemination, promotion and mainstreaming of the project's results, including identification of key dissemination targets (media, tools, and channels), stakeholders mapping and mainstreaming of final products. The deliverable also establishes the policies that will rule the partner's publishing or disseminating of the research and outcomes during the whole project duration.

The technologies applied will range from an online website, Twitter, Facebook and Slideshare page, to the usage of existing portals such as AccessForAll.eu, ViPi, Disabled.gr, etc. which are managed already by project partners.

The dissemination strategy is to assure that knowledge of the establishment and purpose of the project reaches all target users in all partner countries throughout the project, and that the results generated will be made available to the widest possible audience. The primary means of making this happen are the twin activities of dissemination and exploitation, also known together as valorization.

Dissemination can be defined as "a planned process of providing information to key parties on the quality, relevance and effectiveness of the results of programmes and initiatives. It occurs as and when the results become available."

Exploitation means "making use of and deriving benefit from (a result)". In the context of project results it primarily involves the two processes of "mainstreaming" and "multiplication", where:

Mainstreaming is the planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems; and

Multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.

The main focus of ATLEC is to address the people who are faced with disabilities and limitations in their daily life, mainly in the fields of education and employment; PwD will be the end-users (or beneficiaries as they will also be referred to) who can exploit/use the ATLEC services on a daily basis. Also, ATLEC is focusing on associations of PwD which represent the various end-user groups, as well as relevant umbrella organisations which will serve as important dissemination nodes, ensuring reliable contacts that will be reached through their available communication channels (including face-to-face contacts).

Moreover, the dissemination activities will be targeted mainly at the following groups:

- People with Disabilities (PwD)
- Associations of PwD
- AT trainers / ICT specialists
- VET & special education trainers
- Educational managers
- Employment agencies
- Fellow-researchers working in the fields of AT ICT

- European research groups participating in projects with complementary interests to the project
- General public and opinion makers

The target groups will be reached through web info portals, local and national newspapers, TV and radio announcements, and dissemination events either organised by partners, or initiated by relevant external organisations. In addition, local workshops will be organised at all pilot sites (where possible in coincidence with project meetings), while also a conference will be organised in Brussels at the end of the project to formally launch the ATLEC products.

The applied dissemination strategy is based on a process that requires a careful match of:

- Identification key national and regional dissemination targets/media.
- Identification key EU level dissemination targets/media.
- Publicity campaign in each country.
- Intensive involvement of stakeholder members of National Advisory Groups as support for dissemination.
- Produce (multilingual) dissemination materials (leaflets, poster, roll-up, etc.).
- Continued dissemination (national/EU level) to support uptake during & beyond the project duration, in support of WP7.
- Setting up of an accessible project website which will communicate directly to social media Twitter, Facebook, Google+.

In order to better serve the dissemination purposes of the project, ATLEC consortium will act as an open group, in cooperation with any related events of other projects; a list of projects with which the interaction might prove useful for ATLEC has been briefly presented in the deliverable at hand.

Note: the dissemination strategy will be regularly updated to reflect new opportunities.

The quality of the dissemination plan will be ensured by regular consultations with the national advisory board groups.

To support the dissemination activities, the annexes contain templates and information that will allow an efficient communication with targeted media and stakeholder groups, via various communication means/channels, and offer consistent press releases according to the needs of the press, thus ensuring a higher degree of press coverage.

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1. Dissemination Means

Dissemination activities will be the core aspect of the ATLEC project, especially during its first year of implementation, as it is essential to introduce the ATLEC project to the targeted audience (beneficiaries, scientific community, key decision makers, business and other stakeholders) from its starting point. ATLEC's activities will be linked with relevant conferences and workshops through the organisation of sessions, paper presentations or demonstrations.

It should be noted that dissemination activities are essential for two main reasons:

- 1) to demonstrate the capabilities and work performed,
- 2) to attract interest in ATLEC's aims and objectives.

Among others, the ATLEC consortium is also undertaking the following dissemination activities, using suitable communication channels:

- ✓ Creation of ATLEC project Logo (completed);
- ✓ Development of an interactive and user friendly ATLEC project Website (<http://atlec-project.eu>), using an optimised SEO (search engine optimisation) approach, ensuring it will be included within the main web search engines (Google, Yahoo, etc.), thus assuring that it will become a reference for general public and stakeholders when looking for training in the areas of Assistive technologies, empowerment of people with disabilities, and the profile AT trainer.
- ✓ Operation of the ATLEC Intranet webpage (<http://atlec-project.eu/intranet>, within the official ATLEC website), exclusively for the internal communication of the ATLEC consortium members. The Intranet webpage will be a team-work space, gathering ATLEC's guidelines, milestones and deliverables; it will also act as an active communication bridge between the partners.
- ✓ Issuing and establishing the ATLEC project press release which is to be sent to key stakeholders and other interested parties on a national and European level. These electronic press releases will also be available at ATLEC project website for download.
- ✓ Production of all needed dissemination material (posters, brochures, handbooks, goodies, etc.).

Additionally, several publications and demonstrations at conferences are also expected, especially during the second year of the project.

As soon as the first project's results will be available, the dissemination channels will already be utilised to raise people's awareness about the project and its expected outcomes.

1.1. ATLEC Logo

During the project's kick-off meeting there was a creative brainstorming that helped the partners to come up with a logo suggestion sketched on paper which was then given to Disability NOW in order to create a few digital versions of it for the consortium to decide. Thus, a number of project logo proposals were created and sent for comments and approval (see Annex 1: ATLEC Logo Proposals). The official project logo was decided through democratic voting procedure among the partners and it met the following criteria: it is distinguishable in various sizes, it is easily conceived and memory grasping, and embraces the core ideas of ATLEC (i.e. the consortium chose four different colours for the four sagomas

in order to reflect the universal value of diversity: different targets, different countries, different learning styles, etc.).

The final logo is presented below:



Figure 1: The ATLEC project Logo

This logo will be used during the consortium's dissemination and exploitation activities, from the website to deliverable reports, leaflets, handbooks, etc. (see Annex 2: ATLEC project Logo).

1.2. ATLEC Website

A public accessible website of the project has already been developed, supported by the WordPress CMS, which will serve as a reference point for all those interested in the ATLEC project results and as a communication gate between the partners and all the external entities. It will also include multilingual content contributed by all the ATLEC partners (in NL, EL, IT). The website's official address is: <http://atlec-project.eu>

The website is accessible according to Web Accessibility Initiative (WAI) guidelines of the World Wide Web Consortium (W3C) in order to provide easy navigation and interaction with the Web to all, including the users with disabilities.

ATLEC's website is currently being enriched with dissemination material and it will soon host links to the outcomes developed throughout the project activities. It will also host the link to the survey the project will carry in early 2012. Subscription for receiving the project's official newsletter is also available to the visitors via the contact form.

The website hosts also already video interview with the project's contractor. Such ad hoc interviews will also be done in future, especially at events that will be organised.

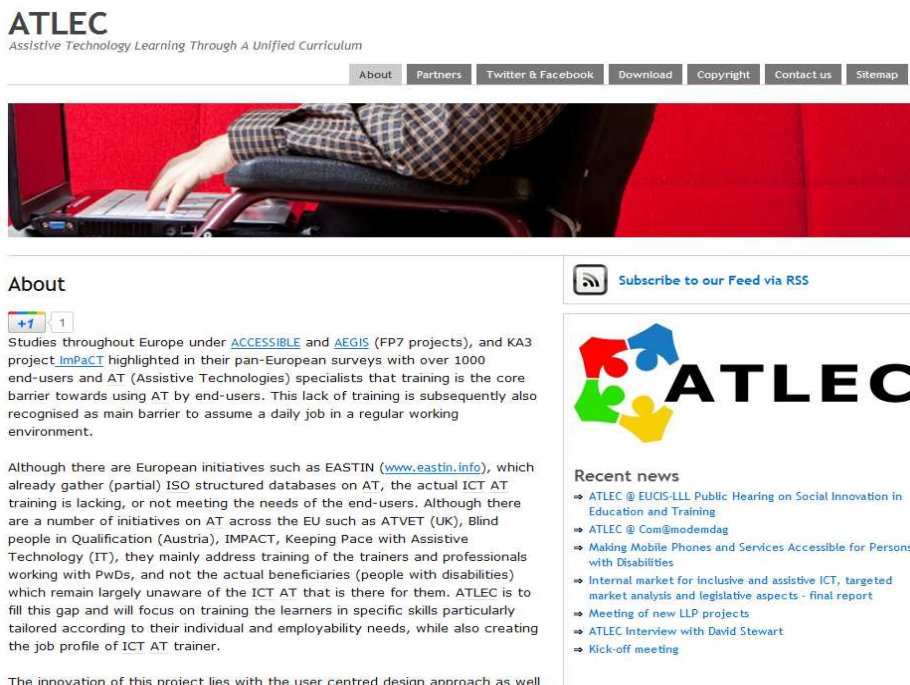


Figure 2: ATLEC project website homepage

Here are few of the basic elements in the website:

- News feeds about the progress of the project (consortium meetings, presence of ATLEC in workshops/conferences/exhibitions, etc.).
- Partners' webpage (activities, contact persons).
- Webpage for downloads of publishable content/deliverables.
- Social media section (Facebook, Twitter, Google+, RSS feeds).

All the publishable information provided by the ATLEC consortium members (e.g. information on AT ICT technologies, essays/reports with references to ICT legislative/regulatory frameworks, dissemination activities, etc.) will be gathered and made available on the website..

A detailed description of ATLEC project website is included in "**Annex 3: ATLEC Website**".

1.2.1. Intranet

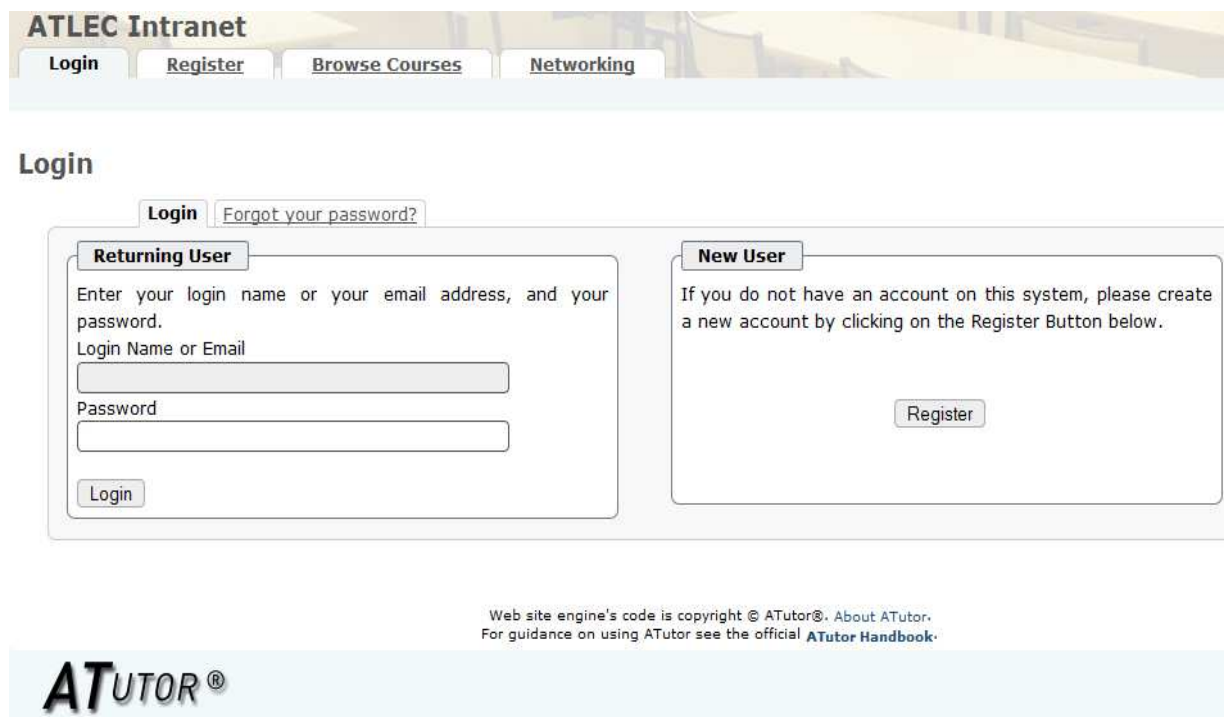
In order to ease and facilitate the communication between the consortium members, internal communication activities are supported by a dedicated mailinglist, but also with the "ATLEC Intranet" page, a web-based accessible collaboration tool that can be used to store documents and other project related material in an organised, searchable manner.

The intranet page allows partners to:

- Access the latest versions of the deliverables and official project reports.

- Share documentation anywhere, anytime.
- Avoid emails with heavy attachments.
- Follow up dissemination activities and knowledge sharing as there will be a complete archive of dissemination material available to all.

The ATLEC consortium members can access the intranet webpage at: <http://atlec-project.eu/intranet>.



The screenshot shows the ATLEC Intranet login page. At the top, there is a header with the ATLEC logo and navigation links: Login, Register, Browse Courses, and Networking. Below the header, the 'Login' section is active. It contains two main areas: 'Returning User' and 'New User'. The 'Returning User' section prompts the user to enter their login name or email address and their password, with corresponding input fields and a 'Login' button. The 'New User' section prompts the user to create a new account by clicking the 'Register' button. A 'Forgot your password?' link is also present. At the bottom, there is a copyright notice for ATutor and a link to the ATutor Handbook.

Figure 3: ATLEC website "Intranet" page

1.3. Press Releases

Press releases will be delivered to both national media (where the partners are based) and international media in order to let the general public know about the ATLEC project developments and achievements. The establishment of the press release, the background material and the additional sources will form the core components in order to establish an efficient press campaign.

Specialised blogs, forums, websites & online communities will be used as dissemination channels (see **section 2.2.2** below).

ATLEC Project – WP6/D6.2

Contract No: 518229-LLP-1-2011-UK-LEONARDO-LMP



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PRESS RELEASE

ATLEC to boost uptake in Assistive Technology by People with Disabilities

Recent studies throughout Europe [e.g. ACCESSIBLE, AEGIS (FP7 projects), and KA3 project ImPaCT in Europe] with over 1000 end-users and Assistive Technologies (AT) specialists, indicate that lack of training is one of the core barriers towards effective usage of Assistive Technology (AT) by people with disabilities. This lack of training is subsequently also recognised as a main barrier for people with disabilities gaining employment in the regular labour market.

Alongside various European initiatives that address training the trainers and professionals who work with people with disabilities, ATLEC, (Assistive Technology Learning Through A Unified Curriculum) a 2 year project partially funded by the European Commission's Lifelong Learning program, aims to fill the current gap concerning the ICT AT training of people with disabilities. ATLEC will support their learning in order to develop specific skills, particularly tailored to their individual and employability needs, while also creating the job profile of ICT AT trainer, relevant for VET (Vocational Education and Training) Centres.

"The ATLEC project gives us an opportunity to work with colleagues across Europe in establishing and developing assistive technology for young people and for adults with physical and learning disabilities. In the world of Disability we only move forward by working together. We are all European citizens and it's very important we share our expertise across the European Community. The more we share together, the better."
(David Stewart OBE, Headteacher at Oak Field School & Sports College, Nottingham, UK)

The kick-off meeting of the ATLEC project took place on 16-17/01/2012 in Nottingham, UK. It brought together experts in the field from four different countries. The ATLEC partnership consists of: Oak Field School and Sports College (U.K.) –contractor-, PhoenixKM BVBA (BE) –coordinator-, Disability NOW (GR), AIAS Bologna onlus (IT), Greenhat Interactive Ltd (U.K.), and the University of Athens (GR).

The innovation of this project lies with the individual tailoring of the ATLEC curriculum and training materials to the learners' needs, combined with the implementation of mobile learning applications to support the learning, as well as applying mentoring as an additional supportive aspect of the ATLEC training services. The learner and his/her needs and potential are central in the project, as well as the relationship between the learner and the trainer who is expected to equally benefit from the learning process.

Supporting the end-users' learning in effective usage of ICT-based AT means enables them to gain new skills, including self-directed learning and also allows them to gain self confidence, improve their

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ATLEC website: <http://atlec-project.eu/>

ATLEC Project – WP6/D6.2

Contract No: 518229-LLP-1-2011-UK-LEONARDO-LMP

adaptability skills and their attitude towards risk taking which is necessary to address the challenges of the employment environment that in many cases is still full of physical, technological and attitudinal barriers.

A mentoring scheme will be set up and run in workplaces in Belgium and Greece, directly linking the knowledge and skills acquired with the practice, while also facing the reality in the working environment.

The applied pedagogical methodologies will use blended learning (face-to-face, online and mobile), and will provide accessible WCAG2.0 compliant learning/training objects/material, which are thus exchangeable with other learning initiatives. All ATLEC learning opportunities objects, learning materials and mobile applications will also be offered through the platform of the ViPi project (KA3-ICT, 511792-LLP-1-2010-1-GR-KA3-KA3NW, www.vipi-project.eu) that aims to launch in 2012, and which is also coordinated by PhoenixKM BVBA.

Finally, the ATLEC consortium is focusing on promoting free access to the resources developed. The mobile application will be freely available via the Android market, while all created material will follow a creative commons license. This approach will ensure that the research, methodology and outcomes of the project will be freely available to everyone.

The 2nd ATLEC project partnership meeting will take place in Belgium (Ypres) and is scheduled for 25-26/6/2012, in combination with a local workshop.

For more information, please contact:

ATLEC contact person:

mail address

e-mail address

telephone number

Follow ATLEC project via Twitter: @ATLEC_project
or find us on Facebook: www.facebook.com/ATLECproject

Date:

This press release was brought to you by ATLEC (<http://atlec-project.eu/>)

The ATLEC (Assistive Technology Learning Through A Unified Curriculum – 518229-LLP-1-2011-1-UK-LEONARDO-LMP) project has been partially funded under the Lifelong Learning program. This press release reflects the views only of the author(s), and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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ATLEC website: <http://atlec-project.eu/>

Figure 4: ATLEC first press release

Specific attention will be taken in those countries where pilots will be conducted. Press releases will be spread widely there, especially around the pilot dates.

The first press release - in relation with project launch - is shown on the screenshot on the previous page. The ATLEC press release form is included in **"Annex 4: ATLEC Press Release Form"**.

All partners will also issue their own articles and press releases about ATLEC project public results through their own regional, national, European and international dissemination channels.

1.4. Newsletter

The ATLEC Newsletter will be issued every 6 months in order to inform the interested parties and key-stakeholders about the project's evolution and outline the current state of research. The ATLEC Newsletter will be distributed by e-mail to a wide distribution list including the consortium members, external European audiences interested in AT ICT technologies and related stakeholders.

The newsletters will be uploaded to the ATLEC Project website in an accessible pdf version. ATLEC partners are committed to deliver the newsletter to their usual target groups and members, and collocutors.

It is expected that each newsletter will be disseminated to over 100,000 recipients, including national and European press contacts. Disability NOW will also distribute it through its vast network of associated members and disability organisations, while PhoenixKM will also use its extensive 40K+ contact database.

The newsletter content will mainly feature:

- Information on the project's progress and most important outcomes;
- Proceedings of organised workshops, and conference, as well as participation in events (planned and realised);
- Mid-term reports, consortium's relevant articles and announcements;
- Relevant news from the AT ICT research area and technology domain.

1.5. Social Media

ATLEC project's press releases, first results and public deliverables are already available through various social networking sites. Users and stakeholders can follow ATLEC's news via the following social media:



Facebook account - <http://www.facebook.com/ATLECproject>



Twitter account - http://twitter.com/ATLEC_project



RSS - <http://atlec-project.eu/feed>

1.6. Production of Promotional material (leaflet, poster, etc.)

Within the first 6 months of the project, a leaflet and a poster will be created to present the project's aims, objectives and planned activities. The consortium's goal is to promote the project's outcomes to end-users and interested parties through an effective and user-centred approach regarding the style and language of the project's leaflet and poster (e.g. readability, ease of comprehending the content, short & simple sentences, usage of familiar words, matching colours, etc.).

These dissemination materials are to be distributed at any conference or meeting where the consortium partners' will be attending and where they can present ATLEC project.

The first draft of the ATLEC leaflet (and a poster which will follow it) will be ready till the mid of March 2012 in a first draft version. The final version of the leaflet (and poster) will be consolidating consortium's feedback and will be released by end of March 2012 – after the consortium's approval. The leaflet's and poster's content will be in English, while local translated versions will be provided.

In addition, customised dissemination material can also take the form of roll-ups, folders, usb sticks, etc., for wider dissemination purposes (events, conferences, workshops, etc.), together with other consortium partners' initiatives within their regular dissemination activities.

2. Conferences / Workshops / Exhibitions / Media

Among the basic dissemination activities, ATLEC consortium is targeting presentations at conferences and workshops throughout Europe. ATLEC partners can as such take part in the dissemination of project's results and its ongoing research on ICT products and services by contributing to workshops, conferences, scientific events, technical journals and other publications.

Some shortlisted events that will be attended are:

- UK:
 - o ITAG 2012, ITAG 2013 (November each year, in Nottingham, UK)
- Belgium:
 - o Policy Event European Day of People with Disabilities 2012, 2013 (December each year, in Brussels, BE)
- Greece:
 - o AUTONOMIA EXPO 2013 (May 2013, Athens)
- Italy:
 - o Handimatica 2012 (November, in Bologna, Italy)
- Europe
 - o ICCHP2012 (July, in Linz, Austria)
 - o AAATE Workshop 2012 (May, Copenhagen, Denmark)

Note: Each partner should use the “**Annex 7: ATLEC Event Attendance Template**” in order to inform the consortium about their planned event attendance.

In addition, efforts will be made for the organisation of ATLEC project events in parallel to relevant conferences - on national and international level - in order to inform the scientific community about ATLEC's concept. A typical example is the November project meeting in Bologna (Italy), which will be organised in coincidence with Handimatica 2012 exhibition.

Special targeted invitations to associations of PwD and end-user groups are planned for them to join ATLEC events and other dissemination activities, in order to provide valuable feedback on the project's progress.

2.1. Conferences, Workshops and Exhibitions

Some of the most known ICT-related forthcoming events have been listed below for partners' information. Consortium members are welcome to participate and disseminate acquired knowledge about ATLEC project in those conferences and workshops, at their own convenience. Partners may also suggest and identify other ATLEC-related events that can also serve the consortium's dissemination goals during project's lifetime. *The list below is not exclusive.*

- ICCHP 2012 (Austria)
- ITAG yearly event (UK)
- EDPD days in Brussels, December 2012, 2013 (BE)
- Yearly REVA expo in Belgium (Ghent) (BE)
- AAATE 2012 Workshop (Denmark)
- EASPD Conference on education (September 2012 Hungary)
- AAATE 2013 International Conference (Portugal)

Outside EU (but no travel/subsistence funded):

- Yearly CSUN (USA)
- HCI yearly event (USA)
- Final project event in Brussels in 2013 (BE)

During those events, ATLEC's promotion will be maintained by ongoing distribution of attractive dissemination materials (e.g. leaflets, posters, pens, USB sticks, event bags, etc.).

Note: Travelling in other countries (inside Europe) than the partner countries will always require formal approval by the project officer, in advance. Trips outside Europe can be reported on, but will not be charged on the project.

Each partner involved in any of these relevant events will ensure photographs and or video material are available, press releases, presentations and any specific dissemination material will be provided for upload to ATLEC project website. This should also be uploaded to the project's Intranet.

2.2. Media

2.2.1. Journals / Magazines / TV / Radio

ATLEC consortium members are committed to enhance the project's impact by considering potential publications in reputed, high quality journals and magazines. Here are some examples of this kind of publications:

- Disability and Rehabilitation: Assistive Technology: <http://www.informaworld.com/>
- The international journal of Technology, knowledge and society:
<http://ijt.cgpublisher.com/product/pub.42/prod.422>
- Journal of Assistive Technology (UK):
<http://www.raate.org.uk/programme/announcements/journal-of-assistive-technology/>

Additionally, there are the following publication opportunities in each partner country:

Greece

Disability Now bi-monthly magazine (GR)

Belgium

Publication in the Belgian “Infovisie Magazine” (BE)

UK

Ability magazine (UK) <http://www.abilitymagazine.com/links.html>

Italy

AIAS Bologna onlus Newsletter + AIAS National magazine

***Reminder:** If any partner wants to publish results arising from the project, it is mandatory to follow the Dissemination Policies included in chapter “5. Dissemination policies” of this report.*

Actions before and after every partner publication:

- All partners should use the “**Annex 6: ATLEC Publications Briefing Template**” in order to structure the publication’s content.
- A publication’s copy to be sent to the consortium and be available at ATLEC intranet page. Upon maturity of outcomes, this will also be published on the project’s website.

2.2.2. Specialised blogs, forums, websites & online communities

These are AT ICT related online websites and communities to which ATLEC consortium is directly linked and has easy access in order to disseminate ATLEC’s progress:

- **Disability NOW portal – www.disabled.gr**
 - Disability Community/ Forum operation: > 10,000 members
 - DN is member of the following European Disability Networks:
 - o Academic Network of European Disability experts (ANED): www.disability-europe.net
 - o European Thematic Network on Assistive Information and Communication Technologies (ETNA): www.etna-project.eu
 - o European Network on Independent Living (ENIL): <http://enil.eu>
 - o European Network for Accessible Tourism (ENAT): www.accessibletourism.org
 - o Social Employers Network (SEN): www.disadvantaged-employment.eu
 - o European Design for all eAccessibility Network (EDeAN)
- **ePractice portal and newsletter – www.epractice.eu**
- **www.AccessForAll.eu portal**
 - It aggregates AT/Disability/Policy/Projects related news and is operated by PhoenixKM.
- **eAccess – www.eaccess2learn.eu/**
- **Access to an extensive mailinglist:**
 - DN, PhoenixKM have in total a 100K+ contacts databases
 - Grouped in various categories (AT companies, policy makers, AT resellers, end-users, end-user umbrella organizations, etc.)
- **EDF (European Disability Forum): www.edf-feph.org**
- **EDeAN network and its National Contact Centres**
- **L'Ausilioteca di Bologna: www.ausilioteca.org**
- **GLIC (Italian Association of Independent AT centres) mailing list**
- Various news web sites related to disability:

- www.superabile.it
- www.superando.it

2.3. Quantity Indicators on national dissemination activities

All partners are committed to deliver the following dissemination tasks:

- Reporting on past and future dissemination activities;
- Distribution of the ATLEC press releases and newsletters;
- Regularly update the ATLEC Stakeholders' template already provided to the consortium by Disability NOW;
- Collection of national and European contact details of press channels.

In particular, according to the project's DoW, each partner country should undertake dissemination actions (in numbers) as below:

- Release information about the project through articles in newspapers/magazines/newsletters (≥ 7 per country);
- News releases (≥ 6 per country);
- PPT presentations within events (≥ 15 in each country and 5 on EU level);
- TV/Radio announcements (≥ 2 per country);
- Press conferences (≥ 2).

The dissemination activities will be targeted at the following groups, also already considering the potential exploitation opportunities:

- People with Disabilities – PwD (≥ 100 per country)
- AT trainers (≥ 20 per country)
- ICT specialists (≥ 20 per country)
- VET and SE trainers (≥ 30 per country)
- Educational managers (≥ 15 per country)
- Public administration professionals (≥ 20 per country).
- HR departments (> 10 per country)

Also following will be targeted:

- Training organisations (≥ 20 per country)
- Associations of/for PwD (≥ 15 per country)
- Universities/colleges (≥ 30 per country)
- Sheltered workshops (≥ 5 per country)
- AT ICT SMEs (≥ 10 per country)
- EU VET associations (≥ 10 on EU level)
- EU disability networks (≥ 10 on EU level)
- Relevant NGOs (≥ 20 per country).

3. Liaison with other EU Projects, Networks & Committees

Gathering information of other projects related to AT-ICT will improve the project development; in addition, ATLEC consortium should get in touch with persons and networks which had worked in this kind of projects.

So far, projects which have been identified as projects with some similar characteristics to ATLEC project are:

- AEGIS project (www.aegis-project.eu/)
- Game On Project (<http://gameon.europole.org/>)
- GOAL Project (www.goal-net.eu)
- GOET Project (<http://goet-project.eu/>)
- RECALL Project (<http://recall-project.eu/>)
- VIPI Project (www.vipi-project.eu)
 - Full promotion via that project website, and embedding outcomes in final ViPi portal
- EDeAN (European Design for All e-Accessibility Network) network (<http://www.edean.org>)
- "Modular training programme curriculum and methodological approach" (http://www.employdisable.eu/99_s-projectOutputs.aspx)
- ENABLE Grundtvig project (<http://www.htw-berlin.de/Forschung/Forschungskatalog/Projekt.html?id=1648>)

3.1. EDeAN National Contact Centres

UK

- Design for All Research Group, Middlesex University
<http://www.mdx.ac.uk/schools/cs/research/d4a/index.asp>
Contact person: Gill Whitney (email: g.whitney@mdx.ac.uk)
EDeAN website: <http://www.mdx.ac.uk/edean>

Greece

- Foundation for Research and Technology - Hellas (FORTH), <http://www.ics.forth.gr/hci/>
Contact person: Constantine Stephanidis (email: cs@ics.forth.gr)
Greek EDeAN website: <http://www.e-accessibility.gr>

Belgium

- VZW Toegankelijkheidsbureau, <http://www.toegankelijkheidsbureau.be/>
Contact person: Mieke Broeders (email: mieke.broeders@toegankelijkheidsbureau.be)
Belgian EDeAN website: <http://www.bdfan.be/>

Italy

- Institute of Applied Physics (CNR – IFAC)
Contact: Pier Luigi Emiliani, (email: p.l.emiliani@ifac.cnr.it)
Italian EDeAN website: www.it-edean.ifac.cnr.it/EDEAN/start/index.xsp

4. Partners Dissemination Plans

Partners are responsible for local dissemination. Relevant dissemination material for information (press release forms, publication & event attendance templates, leaflets, posters, etc) will be made available to all partners (through the Intranet as well). Each partner is encouraged to inform the consortium of any media coverage which occurred or will occur locally. All partners will undertake the following dissemination activities:

- Issue a press release on ATLEC's launch
- Link their websites to ATLEC website (<http://atlec-project.eu/>)
- Present ATLEC project to local/national events during 2012 and 2013 (conferences, workshops, seminars, expositions, etc.): by using a PowerPoint presentation, an exhibition stand/booth or showing leaflets & posters
- Publish the achieved results in relevant publication channels in the field of disability, AT ICT, VET, SE, etc.)
- Collaborate and work closely with partners in order to disseminate the project results.

After each event, the partner involved will provide the consortium with photos and/or related event material in order to add it to the media archive section that will be developed in ATLEC website.

Partners of the ATLEC consortium already incorporated announcements regarding the project to their organisation websites, as additional means of dissemination for the project. Screen shots of these partner websites are provided in **"Annex 5: Partner Websites"**.

Dissemination Responsibility Matrix

Responsibilities	Partners
Website, facebook, twitter	PhoenixKM
Project logo, leaflet, poster	Disability NOW
Press releases	Disability NOW
Translations in national languages	All partners
Publications	All partners
Events attendance	All partners

5. Dissemination Policies

All project publications and products/results have to undergo the policy rules stated below:

- The LLP logo http://eacea.ec.europa.eu/about/logos_en.html
- Funding disclaimer text http://ec.europa.eu/dgs/education_culture/publ/graphics/agencies/use-translation.pdf
- Bear the project title, logo, project acronym and grant agreement number
- Project URL

- Project Twitter url
- Project Facebook page url

Moreover, regarding public reporting related to dissemination activities, all the publications have to be oriented to disseminate ATLEC results to the targeted end-users and key-parties, in English or each country's language, using an understandable vocabulary.

6. Annexes

6.1. Annex 1: ATLEC Logo Proposals



Figure 5: ATLEC Logo proposals

6.2. Annex 2: ATLEC Project Logo



Figure 6: ATLEC Project Logo

6.3. Annex 3: ATLEC Website

The ATLEC Website gives general information about the project and also makes possible the information interchange between partners through its private area link to the Intranet. The web site has been designed in a consistent and coherent way facilitating users to navigate through the site efficiently without being distracted by unexpected changes in page layout. Extra focus has been given to accessibility features by using a universal design in order to make the ATLEC website accessible to all people (with or without disabilities) and to permit the readers a simple and effortless navigation.

Here are some of the accessibility standards that have been used:

- XHTML Validation from the W3C for the pages content
- CSS Validation from the W3C for the pages layout
- WAI-AA compliance with the WAI's WCAG

The ATLEC website will be updated periodically to keep track of the project evolution.

Webpages division inside atlec-project.eu

- **Header:** It is composed by the project's full title: "ATLEC – Assistive Technology Learning Through A Unified Curriculum"
- **Horizontal navigation menu:** This menu has links to pages that contain ATLEC project information. Here are its various sections:
 - **About:** This link allows the user to directly navigate to the main page where the organisation of the ATLEC project is explained, showing the relevant background that lead to the project's launch and the description of the project's main objectives.
 - **Partners:** Presentation of the partners that are participating in the project.
 - **Twitter & Facebook:** The project's social media accounts - Twitter page is available via http://twitter.com/ATLEC_project; an accessible variant can be accessed via Easy Chirp. Facebook page is available at <http://www.facebook.com/ATLECproject>
 - **Download:** Public availability of dissemination material (press releases, leaflet, poster, etc.) and project reports/outcomes ready for free downloading by everyone.
 - **Copyright:** Copyright for securing ATLEC's content and responsibility information.
 - **Contact us:** This section contains an online form for the user to communicate with the consortium and the option of subscribing to ATLEC's newsletter.
 - **Sitemap:** It shows the structure of the navigation menus offering direct links to any section
- **Sidebar:** Links to sections that are not directly related to a specific part of the project are placed here:
 - **RSS:** Subscription to project's news via RSS feeds (<http://atlec-project.eu/feed>)
 - **Project's logo:** The official colored ATLEC project logo
 - **Recent news:** News directly related to ATLEC's objectives (e.g. AT ICT news, accessible technologies for users with disabilities, relevant legislation, etc.)
 - **News categories:** Divided into two main categories:
 - *Events:* LLP meetings, Project meetings, Relevant events
 - *Relevant news*

- **Intranet:** This is a private section with access only to partners for internal communication.
- **“Find us on Facebook” section:** “Like” button and users who already “liked” the ATLEC project.
- **Funding:** Education & Culture DG logo (linked to the European Commission’s Lifelong Learning Programme)
- **Disclaimer:** Copyright and responsibility information
- **Keywords of ATLEC:** accessible, assistive technologies, ICT, LLP, inclusive, lifelong learning, curriculum, education, people with disabilities, innovation, student, teacher, etc.
- **Related projects:** Links to related projects (AEGIS project, ETNA project, Game On project, GOAL project, GOET project, RECALL project, ViPi project).

WEBSITE SCREEN SHOTS



Figure 7: ATLEC project website homepage



Figure 8: ATLEC website sitemap



Figure 9: Partner Description Page in ATLEC website

6.4. Annex 4: ATLEC Press Release Form



ATLEC - Assistive Technology Learning Through A Unified Curriculum

Contact information of project:

Name Project Coordinator

Street + number

Area code + city

Country

Telephone number

E-mail address

PRESS RELEASE

Compelling headline (must include an action verb and promote a benefit if possible)**Brief identifying headline****Introduction containing a news angle:** [display text]**Who, what and how in opening paragraph:** [display text]**Quick biography or additional information in 2nd paragraph:** [display text]**Quote from highest source in 3rd paragraph:** [display text]**Brief identifying headline**

[display text]

For more Information, please contact:

*ATLEC contact person:**mail address**e-mail address**telephone number*

Follow ATLEC project via Twitter: @ATLEC_project
or find us on Facebook: www.facebook.com/ATLECproject

Date:***This press release was brought to you by ATLEC (<http://atlec-project.eu/>)***

The ATLEC (Assistive Technology Learning Through A Unified Curriculum – 518229-LLP-1-2011-1-UK-LEONARDO-LMP) project has been partially funded under the Lifelong Learning program. This press release reflects the views only of the author(s), and the Commission cannot be held responsible for any use which may be made of the information contained therein.

6.5. Annex 5: Partner Websites



Figure 10: ATLEC in DISABILITY NOW website (www.disabled.gr)



Figure 11: ATLEC in PhoenixKM website (www.phoenixkm.eu)

6.6. Annex 6: ATLEC Publications Briefing Template



Publications Briefing

General Information

TITLE:	(Include title of the magazine)
ISSUE:	
DUE DATE:	
AUDIENCE:	(Type of audience: scientific, general public, etc.)
DESCRIPTION:	(Brief description of the objectives of the magazine: ICT relevant, medical, technical, etc.)

ATLEC project participation

PARTNERS:	
DOMAIN:	(Related technological domain for ATLEC)

6.7. Annex 7: ATLEC Event Attendance Template



Event Attendance

General Information

EVENT:	(Title of the event)
DATE:	
LOCATION:	(City, country)
AUDIENCE:	(Type of audience: scientific, general public, etc.)
WEBSITE:	(URL if available)
DESCRIPTION:	(Description of the objectives of the event)

ATLEC project participation

PARTNERS:	
OBJECTIVE:	(Poster, presentation, etc.)
DESCRIPTION:	(Relation to ATLEC)