

Contemporary Literacy in Contemporary Kids

ABOUT DISSEMINATION

Inside our partnership we disseminated the project results to our colleagues, students and senior managements in all six partner schools. Outside our partnership, we addressed local authorities, strategic partners and other schools. Most importantly, however, we targeted teachers no matter their location. Moreover, we saw our special target group in those who are seriously interested in Erasmus+ projects, but haven't dared to initiate or join any yet.

Our local dissemination activities called for understanding and action. We talked to our fellow teachers, and we kept the members of school management well informed. The teachers then spread the word among the students and their parents. We also introduced the project outcomes to our strategic partners either by inviting them to us or by visiting them. During each learning, teaching and training activity we spent an hour or two at local town halls to talk to local government people. Also, we always had a professional journalist reporting on our activities in local media.

Regionally and nationally, we disseminated mostly for awareness (other schools, teachers' organizations, media and other educational organizations). In order to showcase the results of our project in Europe and world-wide, a high quality project website was created and a content-rich project e-book was compiled. We also used international conferences organized by our NAs to inform as many educational professionals as possible.

To reach as many students as possible some partner schools used Facebook. But all of us gave open classes to inspire our colleagues try out our ideas in their classes too. We also enjoyed numerous teacher-to-teacher sessions where some lively and productive debates were held. Additionally, we communicated our project via professional networks, teachers' conferences and media (online and paper). To reach parents, we usually spent some time telling about our project at parent conferences. Also, we used stalls at school open door events to promote our project outcomes to new students and their parents.

As far as feedback is concerned, it was both positive and constructive. All students who participated gave us highly positive feedback. So we were truly sorry we couldn't take on board more students due to our tight budget. Most of our colleagues reacted very positively and approved many of our new ideas. They also promised to try out several of the practical classroom activities we had created. The school senior management members were all very supportive and helped us in any way they could. So did local authorities and our strategic partners.

Contemporary Literacy in Contemporary Kids

As we ran a process-oriented project, we did not produce any intellectual outputs, but we consider our e-book a valuable output nonetheless. The e-book and the contents of our project website are both licensed under [CC BY-NC-ND 2.0](#). This means that the readers and/or visitors can copy and redistribute the material in any medium or format as long as they give appropriate credit, provide a link to the license, and indicate if changes were made. However, they may not use the material for commercial purposes, and they may not distribute the modified material.

The project team is going to include an internal follow-up process in the project by keeping the website up and running for two more years, and the e-book available on ISSUU platform for five more years. These two sources will also ensure that not only the partner schools but also other schools and teachers all over the world can benefit from the project outcomes for a long time yet.

CLICK project team

August 2017