

Project code: 2024-1-IT02-KA220-SCH-000244211

**New methodologies to understand the interaction
between learning and artificial intelligence.**

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Communication Plan and Impact of the AI-School Project: Operating Instructions for Partners



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1. Overview and Strategic Objectives

The "AI-School" project (Project Code: 2024-1-IT02-KA220-SCH-000244211) provides for a dissemination and structured impact plan, mainly outlined in **Work Package 4 (WP4)**.

The key objective of this plan is to ensure that the results, knowledge and resources developed during the project reach a wide and diverse audience, maximising impact at local, national and European level.

The strategic objectives of the dissemination plan are as follows:

- **Maximise the visibility** of the project results to educators, students, policy makers and the general public.
- **Share educational resources** and good practices developed to make them accessible to a wide range of stakeholders.
- **Create opportunities for** transnational collaboration between educational institutions, technology industries, and other sectors to foster innovation in Artificial Intelligence (AI) education.
- **Influencing educational policies** at local, national and European level, promoting the integration of AI education into school curricula.
- **Ensure the sustainability** and long-term impact of the project, even after its conclusion.

2. Detailed Operating Instructions for Activities and Timelines

Below are precise instructions for implementing dissemination activities, with clear timelines and defined roles.

Activity 4.1: Strategy Development and Communication Tools Creation

This initial phase is crucial to lay the foundations for all subsequent communication activities.

- **Task:**
 1. **Creation of the Project Website:** Develop the official project portal (www.ai-schoolproject.online) as a central hub for all information, updates, resources and results. The site must be available in Italian, Polish and Spanish.
 2. **Drafting of the Communication Plan:** Define a strategic document that identifies key messages, communication channels (social media, newsletters, local media), target audience, and success metrics.
 3. **Creation of Promotional Materials:** Produce a suite of informational and promotional materials (e.g., brochures, posters, infographics, videos) to support dissemination activities.

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- **Timing:** The management and updating of the website are continuous activities throughout the duration of the project (**December 2024 – December 2027**).
- **Responsibilities:**
 - **Lead Partner:** WIDE Srl (Italy) is responsible for the creation and management of the website and the overall coordination of the strategy.
 - **All Partners:** Actively collaborate by providing content in their own languages, identifying the most effective communication channels in their respective national contexts and contributing to the design of promotional materials.

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Activity 4.2: Strategy Implementation and Long-Term Impact

This activity covers the ongoing execution of the communication plan and actions aimed at ensuring sustainability.

- **Task:**
 1. **Regular Website Update:** All partners must provide content to keep the website dynamic and up-to-date with project progress.
 2. **Participation in Conferences and Workshops:** Identify and participate in relevant events to present the project and its results.
 3. **Networking Contacts:** Establish and manage a collaborative network with at least 5 other organizations, projects, or initiatives in the field of AI and education.
 4. **Development of a Sustainability Strategy:** Define concrete actions to ensure that the project results (e.g. curriculum, e-learning platform, OER resources) continue to be used and disseminated after the end of the funding. This includes the involvement of educational authorities for the adoption of the model.
- **Timelines:** April 2025 – December 2027.
- **Responsibilities:**
 - **Lead Partner:** WIDE Srl coordinates the implementation of the overall strategy.
 - **All Partners:** Each partner is responsible for implementing the activities in their country, building their local network and contributing to the sustainability strategy.

Activity 4.3: Organization of Multiplier Events (ME)

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Multiplier events are key moments to present the project's results to a wide audience of stakeholders. Three in-person events are planned, one for each partner country.

- **Task:** Each organizing partner must plan, promote and implement the event in their own country, ensuring that the target audience is reached and the content presented is high.
- **Participation target (for each event): 60 local and 10 foreign participants.**
- **Responsibilities and Timing:**

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Event	Organizer	Location	Expected Dates	Main Objective
ME 1	WIDE Srl	Italy	28-29 January 2026	Presentation of the first teaching materials and the results of research activities to local and international stakeholders.
ME 2	TALENT GARDEN SPAIN SL	Spain	28-29 September 2026	Dissemination of the project's intermediate results and sharing of the first experiences of experimentation.
ME 3	Zespół Szkół Mistrzostwa Sportowego STAL	Poland	28-29 July 2027	Presentation of the project's deliverables, full curriculum and platform, promoting large-scale adoption.

4. Target Audience and Communication Channels

All dissemination activities must be targeted to specific target groups to maximize effectiveness.

- **Primary Target Groups:**
 - Primary and secondary school students.
 - Teachers and trainers of various disciplines.
- **Secondary target groups:**
 - Educational institutions and training bodies.
 - Families and local communities.
 - Policy makers in the field of education.
 - Academic partners and researchers.

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- World of technology and business.
- **Identified Communication Channels:**
 - Project website and e-learning platform.
 - Social media, newsletters, webinars.
 - Multiplier events, conferences and seminars.
 - Local media (newspapers, radio, TV).
 - Publications (articles, papers, case studies).
 - Promotional materials (brochures, videos, infographics).

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5. Expected Results and Success Indicators

The effectiveness of the dissemination plan will be measured through concrete results and specific indicators.

- **Expected results (deliverables):**
 - A fully functional and multilingual project website.
 - A comprehensive communication plan.
 - Promotional and informational materials.
 - Specific materials for Multiplier Events.
 - A defined strategy of sustainability and long-term impact.
 - A network of contacts with at least 5 active organizations.
 - Academic and professional publications.
 - Open Educational Resources (OER) to ensure maximum accessibility of materials.
- **Success Indicators:**

Type	Indicator
Quantities	● Number of visits to the website and downloads of materials. ● Total number of participants in multiplier events (goal: 210 people). ● Number of media mentions. ● Number of articles and publications produced.

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Qualitative	• Level of stakeholder interest and involvement (measured through feedback, survey). • Potential for adoption of the model in other schools. • Quality and number of strategic partnerships formed. • Testimonials and case studies on the impact of the project.
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