Digital Diversity:
Crafting Inclusive AI Narratives

Project Number:
2025-1-DE02-KA210-VET-000354956

Dissemination Plan

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(D2CIN)

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Declaration on copyright:

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1. Executive Summary

The Erasmus+ co-funded project "Digital Diversity: Crafting Inclusive AI Narratives" (D2CIN) aims to shape vocational education and training (VET) practices by introducing innovative approaches to storytelling and inclusive AI. The project will demonstrate how AI-driven narratives can embrace diversity, counter bias, and foster equitable learning environments. By leveraging expertise in digital production and immersive technologies, the project will create tangible resources that help educators and freelancers design inclusive, accessible, and ethically sound AI-supported narratives.

The project has three overarching objectives:

1.   Empowering VET educators and creatives with Inclusive Storytelling Skills: Provide targeted training on creating AI narratives that represent diverse voices, cultures, and identities.

2.   Embedding Ethical AI Practices into VET: Equip participants with practical strategies to reduce bias, ensure accessibility, and promote ethical AI integration into storytelling.

3.   Enhancing Digital Readiness through AI Narratives: Support VET professionals and freelancers in adopting innovative digital tools, building resilience, and co-creating content that resonates across diverse learner groups.

The dissemination plan ensures that the outcomes of D2CIN reach educators, designers, policymakers, and creative communities across Europe, fostering awareness, engagement, and long-term impact.

2. Dissemination at Stake: Guiding Principles

The dissemination strategy reflects the project's ambition to generate impact across educational, creative, and policy spheres. The guiding principles are:

• Raise Awareness: Ensure visibility of project goals, outputs, and results national, and EU levels.

• Engage Stakeholders: Encourage active involvement from educators, designers, and policymakers, reinforcing collaborative ownership of project results.

• Extend Impact: Use multiple communication channels to disseminate tools, methodologies, and project results widely.

• Foster Sustainability: Ensure outputs remain relevant and accessible beyond the project's lifecycle.

• Promote Collaboration: Highlight synergies between digital creativity and ethical AI practices across networks and industries.

Dissemination will be continuous throughout the project, with consistent partner engagement and strategic use of both online and offline platforms.

The dissemination activities will commence at the project's Kick-Off Meeting (KoM) with the development of a comprehensive dissemination plan. These activities will continue throughout the entire project's duration and extend beyond its conclusion.

Both partners are expected to actively contribute to content creation and dissemination efforts. Together, they will play a pivotal role in organizing and implementing dissemination and demonstration events in their respective countries, whether directly or indirectly.

The project results will be presented in a clear, measurable, and easily recognizable way, tailored to the target audience and conveying the most relevant messages.

2.1. Specific Objectives of Dissemination

The dissemination activities of this Small-Scale consortium are designed to achieve the following specific dissemination objectives (DO):

• DO1: Increase visibility of inclusive AI narratives within VET and creative sectors.

• DO2: Reach at least 70% of the identified target groups through active dissemination campaigns.

• DO3: Engage at least five external stakeholders (educators, UX designers, professionals, policymakers) in active collaboration.

• DO4: Maintain a strong digital presence, with at least 12 social media posts, and 2 newsletters.

• DO5: Disseminate results on at least two international platforms and present at one EU-level event.

Together, these dissemination objectives ensure that the project achieves maximum visibility, engages key stakeholders, and promotes the long-term impact and sustainability of its results across all levels.

2.2. Partner Roles and Responsibilities & Internal Communication

P1 – Mimic Productions GmbH (Germany, Coordinator):
- o Lead the dissemination work package.
- o Develop and oversee the dissemination plan.
- o Coordinate social media campaigns and manage the dissemination calendar.
- o Organize an Open Public Event in Germany.

P2 – Budakov Films (Bulgaria):
- o Design project branding (logo, visual identity, website).
- o Manage social media accounts and communication templates.
- o Create press releases, newsletters, and audiovisual dissemination content.
- o Organize an Open Public Event in Bulgaria.

Both Partners (P1+P2):

- Implementing and following the dissemination plan.
- Contributing actively to content creation and dissemination in their country, in a direct and / or indirect way.
- Reporting on dissemination activities in Google Drive all activities and deliverables produced.
- Maintaining continuous contact with relevant European networks and multiplier organizations.

- Attending events (conferences, seminars, workshops, etc.) organized European Commission, European and National Agencies that provide an ideal opportunity to showcase project results and also leads to fruitful contacts to enhance networking.

At the beginning of the project, a list of stakeholders will be created. The list will be updated throughout the project lifetime and will include a wide range of stakeholders and professionals working in the Cultural and Creative Sector, SMEs, VETs, schools, associations, NGOs, and etc., who may be interested in exploiting the results.

2.3. Key stakeholders and target groups

The "Digital Diversity: Crafting Inclusive AI Narratives (D2CIN)" project targets the dissemination actions at:

Target group	Specific group	Methods
Core Target Audience	Key educators within the partners' organizations	Project website, LinkedIn page, databases, networking at public events and/or conferences
Other Stakeholders and Decision Makers	Young entrepreneurs, Creative experts, AI experts, UI/UX design experts,, Educators, Creative professionals, Policy makers and government officials involved in AI regulations, Industry leaders and corporate executives in the tech sector, Representatives from regulatory bodies and standardization organizations, Media channels in the regions.	Project website, LinkedIn page, project dissemination materials; networking at public dedicated and/or significant events.
General Public	n.a.	Project website, LinkedIn page, and dissemination materials.

2.4. The Message and the Tone of Voice

Communication will be accessible, clear, and inclusive, avoiding technical jargon. The tone emphasizes collaboration, inclusivity, and innovation, ensuring messages resonate with both specialist and non-specialist audiences.

2.5. The Communication Channels & Tools

Effective communication channels and tools will be employed throughout the project to ensure wide dissemination and engagement.

•   Project Website – Information hub with updates, outputs, partner profiles, and open resources.

•   Social Media – LinkedIn (primary), supported by partner accounts. Project hashtag: #D2CIN.

•   Newsletters – Shared with partner networks and stakeholders.

•   Press Releases – Issued at key milestones and multiplier events.

•   International Platforms – EPALE, EU Dissemination Platform, Open Education Europe.

•   Events – Local, national, and EU-level public events.

3. Exploitation: Multiplier Events

3.1. Event Activities

Two public multiplier events will be organized: - Germany: Hosted by Mimic Productions GmbH. - Bulgaria: Hosted by Budakov Films.

•   Interactive presentation of project methodology and approach.

- Showcase of results – Handbook chapters and the prototype of the Feedback N^{the European Union}

- Panel discussion on sustaining inclusive AI narratives beyond the project.

3.2. Target Participants

The following groups are expected to attend the "Digital Diversity: Crafting Inclusive AI Narratives (D2CIN)" sessions:

1. VET Professionals:
- *Description:* Vocational Education and Training professionals who need to enhance their digital skills and facilitate the integration of AI.
- *Objective:* To learn about the project's methodology and results and explore ways to incorporate these into their training programs.

2. Trainers from Private Organizations:
- *Description:* Trainers from various organizations who deliver internal training programs.
- *Objective:* To gain insight into how AI and digital technologies can be integrated into training curricula.

3. Policymakers:
- *Description:* Individuals involved in creating and implementing educational policies.
- *Objective:* To understand the project's impact and explore policy-level changes that can support the implementation of AI and digital innovations in education.

4. Public Sector Representatives:
- *Description:* Representatives from various municipalities or agencies responsible for developing internal training programs within their organizations.
- *Objective:* To evaluate how the project's outcomes can be applied within their own organizations and support internal training initiatives.

5. Non-profit Organizations:
- *Description:* Representatives from non-profit organizations that regularly conduct training for various target groups.
- *Objective:* To learn about the project's methodology and results and explore ways to integrate these into their training programs.

By including a broad spectrum of participants, the events will facilitate a comprehensive dialogue around digital innovations and inclusive AI in education, ensuring wide support and engagement with the project's outcomes.

3.3. Communication and Promotion

To ensure maximum reach, a press release will be sent to local, regional, and national media outlets by the host organization before and after each event. Invitations for the events will be prepared in English and/or the language of each partner. Additionally, the project will be promoted at other relevant events attended by the partners.

4. Measuring Success: Indicators and Deliverables

4.1. Deliverables

No:	Instrument	Description
1.	Dissemination plan	A strategic document that will be used by the partnership to implement dissemination activities and ensure the sustainability of the project. The plan will be developed at the beginning of the project and discussed and approved at the Kick-Off Meeting (KOM).
2.	Project logo	A recognizable logo designed with product-oriented characteristics, highlighting the final project outcome.
3.	Project website	The project website will include the following information: o General project information and news o Project activities o Project partners o Developed results o Digital versions of all materials, methodology, and course materials o Blog o Links to social media o EU logo and disclaimer o Creative Commons attribution
4.	Partners' Websites	Project information published on partners' websites.
5.	Links on Partners' Websites	Links to the "Digital Diversity: Crafting Inclusive AI Narratives (D2CIN)" webpage on partners' websites.
6.	PPT Presentation Template	A template for PowerPoint presentations to be used by partners when presenting the project, activities, and/or results at various events.
7.	Newsletters	The newsletters will inform about the project's progress and provide articles, notes, and updates. Information in the newsletters will include:

		o Announcements of progress from indivi partners or collaborators, o Reports on meetings and events, o News of milestone achievements. All newsletters will be available via the project website.
8.	Social Networks, Articles, and Blog Posts	Both partners are actively engaged in online activities and maintain connections with local and regional media outlets. They will use social media and traditional media channels to disseminate project outcomes, sharing them on their websites, social networks, newsletters, and media platforms. The consortium expects to reach at least 150 individuals with each publication aimed at distributing the project results. A dedicated LinkedIn page will also be created to connect with key representatives within the target audience.
9.	International Platforms and Networks	Platforms like EPALE, the EU project dissemination platform, and Open Education Europe will be used to disseminate the project results.
10.	External Events	Promotion and dissemination of project activities and/or results at least one external event.
11.	A Transnational Kick-off meeting and Online Meetings	Internal dissemination will occur through organizing and implementing one transnational meeting and other planned online meetings.

4.2. Indicators

Activities	Goals and Indicators	Language	Who?	When?
Dissemination plan	1	ENG	BF	September 2025
Project logo	1	ENG	BF	September 2025
Website Development	1	ENG	BF	September 2025
Website Auditorium	Visits: at least 700	n.a.	MP+BF	August 2026

Sharing Links	Number of shared links – at least 1 link on each partner's website	ENG	MP+BF	December 2025
Project Information on Partners' Websites	Number of publications related to the project – at least 1 per partner	ENG	MP+BF	Ongoing
PPT Presentation Template	1	ENG	MP	October 2025
Social Media Channels (LinkedIn)	1	ENG	BF	October 2025
Social Media Posts	At least 12	ENG	MP+BF	Ongoing
Social Networks, Articles and Blog Posts	Reach: At least 300 people with each publication	ENG	MP+BF	November 2025 - August 2026
Newsletters	2	ENG	MP	December 2025 - August 2026
Multiplier Events	2 (two) Open Public Events	ENG	MP+BF	July 2026
Multiplier Events Participation	At least 20 participants per event	ENG	MP+BF	July 2026
Multiplier Events Quality	Quality rating ≥ 3 (on a scale of 1 to 5)	n.a.	MP+BF	July 2026
External Events	2	ENG	MP+BF	TBD
Transnational Meetings	1	ENG	MP	October 2025

4.3. Social Media Posting Schedule

Each partner will take turns posting on the project's LinkedIn page, ensuring at least post per month on a rotational basis.

Month	Responsible Partner
September 2025	BF
October 2025	MP
November 2024	BF
December 2025	MP
January 2026	BF
February 2026	MP
March 2026	BF
April 2026	MP
May 2026	BF
June 2026	MP
July 2026	BF
August 2026	MP

5. Final Remarks

The dissemination plan for D2CIN reflects the consortium's commitment to shaping inclusive AI narratives and embedding ethical, accessible practices into VET. Through strong communication, stakeholder engagement, and strategic outreach, the project will amplify awareness, foster collaboration, and sustain its results well beyond the project's lifetime..

As we move forward, we acknowledge that our collaborative efforts in spreading our work will drive positive changes, contributing to the advancement of a modern way of thinking, learning, and engaging with technology in education.