



# Le-MATH

## Dissemination Plan

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The actions listed below are agreed by the Le-MATH partnership and are set as a dissemination strategy for each partner to support or implement for the project needs. The timeline for the different actions is decided during the Le-Math meetings and through communication by the leader of the dissemination Work Package 7.

### **Actions planned**

- Project website development and promotion.
- Communicate the project through the consortium network and its members.
- Communicate the project to teachers, pupils, parents, citizens, using different communication tools such as data bases of emails of schools, parent associations' contacts, newsletters / flyers development, social media, bookmarks, radio / TV, etc.
- Newsletters / flyers to be produced in the project languages and distributed electronically.
- Some printed newsletters / flyers will be developed in English for horizontal use.
- Presentations in conferences, meetings, seminars, workshops.
- Develop generic Power Point presentations for the project to be used by partners. After the first year develop workshop material to be offered in the form of a short course.
- Advertisement to Schools, Ministries of Education, LLP National Agencies, Math Societies, Local and regional authorities, Embassies, Think Tanks, etc. Sending announcements of the Le-MATH competitions and general information about the project.
- Promote the Le-MATH Course to schools in Europe and beyond.
- Press release in project languages.
- Press conferences.
- Promote information in the partner languages.
- Develop an excel spread sheet exported from an online system, for reporting all the dissemination practices of the consortium partners.

### **The above will be monitored through the following indicators:**

1. Number of visits to the project website.
2. Number of reach of the Social Network Platform.
3. Number of online applicants to the competitions.
4. Number of audience of the competitions.
5. Number of interested members of the focus group.
6. Number of press releases published.
7. Number of presentations in schools or meetings.
8. Number of meetings organized by the project.
9. Number of conferences where Le-MATH is presented.



## LE-MATH PROJECT

### LEARNING MATHEMATICS THROUGH NEW COMMUNICATION FACTORS

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10. Number of conferences/events where Le-MATH is disseminated/advertised through newsletters.
11. Number of press conferences.
12. Number of pre-registrations to the Le-MATH training course.
13. Languages published (project website, press releases, main outcome and flyers): 10 languages (EN, EL, DE, ES, FR, BG, CZ, RO, SE, HU).
14. Number of likes (social platform).
15. Number of links (partner's website and other).
16. Number of email where messages or newsletters are sent.
17. Number of registrations at project platform.

Agreed on 11 January 2014, Bad-Goisern, Austria