Co-funded by the European Union

Erasmus+ Project

Green Camp

Cultivating Sustainability Through Education

Project Code: 2024-1-IT02-KA220-SCH-000253862

Operational Dissemination Plan (WP4)

1. Objectives and Target Group

The main objective is to raise public awareness of environmental and food sustainability by promoting the use of our e-learning platform.

- **Primary target:** Students (8-13 years old), teachers and school staff.
- **Secondary target:** Families, local communities, NGOs and policy makers.

2. Communication Channels and Tools (Activity 4.2)

The operational phase of dissemination extends until **November 2027**. Each partner must actively contribute using the following channels:

Channel, Operational Action, Responsible:

- Project Website, Publication of periodic news (at least one every 2 months) in English and mother tongue, Capofarfa (Coord.) / All
- Social Media, Publication of at least 1 post per month (e.g. lab photos, educational pills from modules), Conil (Lead Social) / All
- Video & Tutorial, Production of short clips showing sustainable practices (e.g. how to make compost or vegetable garden in pots), Garden Lab
- Newsletter, Six-monthly sending of updates to the contacts of the school network, Capofarfa
- Printed Materials, Brochures and flyers on recycled paper for local events and family meetings, Capofarfa (Graphics) / All

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3. Multiplier Events

These are the key moments to present tangible results (Modules, Platform, Handbook).

1. **ME1 – Romania (23-24 March 2026):** Focus on the presentation of the educational model and involvement of 60 local participants. **Responsible: Conil Kids Club**.
2. **ME2 – Italy (02-03 December 2026):** Presentation of the results of the pilot trial. **Responsible: Capofarfa**.
3. **ME3 – Poland (27-28 September 2027):** Final conference and launch of the final manual. **Responsible: Garden Lab** .

4. Specific Tasks for Partners

- **Capofarfa (IT):** General coordination, technical management of the website and production of coordinated graphics.
- **Conil Kids Club (RO):** Adaptation of content with a pedagogical/inclusive slant for educators and associations.
- **Garden Lab (PL):** Promotion through professional agricultural and environmental networks; support for the creation of visual content.

5. Monitoring and KPIs (Success Indicators)

To measure the effectiveness of the plan, we will use the following indicators:

- **Quantities:** Number of accesses to the site, download of the Handbook, participants in the events (target: 60 local + 10 foreign per event), number of social posts.
- **Qualitative:** Feedback collected from teachers and students through questionnaires; perceived impact on children's sustainable behaviour.

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