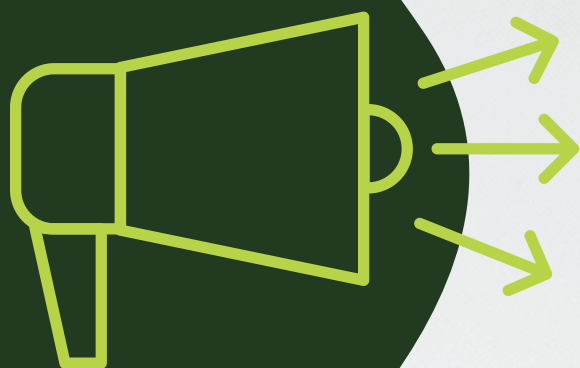




Dissemination Manual



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Dissemination Manual

ERASMUS + 2024-1-ES01-KA220-ADU-000247327

PARTICIPATORY SCHOOLS OF ENERGY CULTURE:
WP5 - DISSEMINATION, SUSTAINABILITY AND
TRANSFERABILITY

AUTOR: Asociația LOGS - Grup de Inițiative Sociale

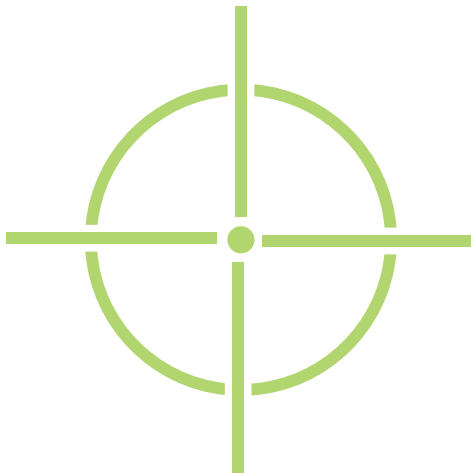
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Dissemination Manual **Objective**

The Dissemination Manual is part of **WP5: Dissemination, Sustainability, and Transferability** of Participatory Schools of Energy Culture Project and serves as a **comprehensive guide** to ensuring consistency and effectiveness in communication efforts.



It includes the following key elements:

- **Logo and Visual Identity** – Establishing a cohesive brand image.
- **Leaflet and Newsletter Design** – Creating structured and engaging informational materials.
- **Social Media Content Strategy** – Designing posts, scheduling publication timelines, and assigning responsibilities.
- **Report Design** – Standardizing the presentation of data and insights.
- **Collaborative Digital Tools** – Facilitating teamwork and efficiency in content creation and distribution.

This manual provides clear guidelines and best practices to enhance the visibility, coherence, and impact of dissemination activities of the Participatory Schools of Energy Culture Project.

Work Package 5: Dissemination, Sustainability, and Transferability Overview



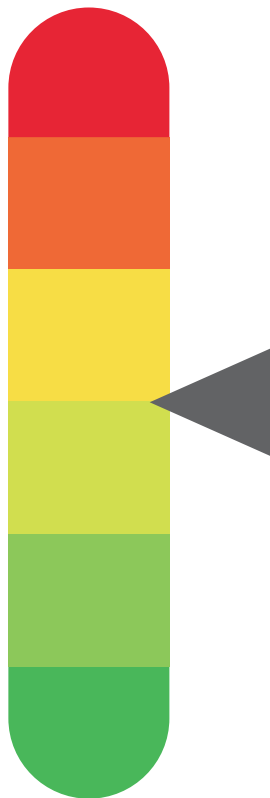
The specific objective of this Work Package (WP) is to **disseminate and ensure** the sustainability and transferability of the Participatory Schools of Energy Culture and all the materials developed within the Virtual Environment of Energy Culture to other territories.

The general objective of the project is **to promote the establishment of Participatory Schools of Energy Culture in various locations**, aiming to reach the largest possible number of citizens. To achieve this, a local school will be implemented in each of the four partner countries, accompanied by training sessions and participatory actions related to energy culture.

The mission of these schools is **to engage diverse target groups, foster the acquisition of sustainable competencies among the population, and contribute to a fair, clean, and participatory energy transition.**

To this end, it is crucial to disseminate information clearly, directly, and strategically, tailoring communication to different audiences, utilizing the most appropriate channels and media, and ensuring that messages and information are effectively conveyed.

Work Package 5: Dissemination, Sustainability, and Transferability **Indicators**



1. **Dissemination Manual,**
2. **Four newsletters available in five languages** (Greek, Turkish, Romanian, Spanish, and English), providing updates and project developments every six months.
3. **One project information leaflet,** translated into five languages (Greek, Turkish, Romanian, Spanish, and English).
4. **A social media profile** with at least 200 followers and 60 posts.
5. **Sustainability and Transferability Manual,** ensuring the long-term maintenance and replicability of the Participatory Schools of Energy Culture
6. **Four multiplier events** (one per partner country) to introduce the project, promote its implementation by other entities or organizations, and facilitate expansion to other territories.
7. **A Final Online European Conference with 60 virtual participants,** contributing to the dissemination of project results and the Sustainability and Transferability Manual at the European level.

Work Package 5: Timeline and Expected Results

Activity Title	Location	Start Date	Expected Completion Date	Lead Organization	Participating Organizations	Expected Results
Design and Development of a Dissemination Manual	Romania	01/11/2024	28/02/2025	LOGS	All partners	Dissemination Manual including logo, visual identity, brochure design, newsletter design, social media post design and scheduling, report design, and collaborative digital tools.
Development of Content for Social Media, Brochures, and Newsletters, and Dissemination	Virtual Activity	01/03/2025	31/10/2025	LOGS	All partners	60 social media posts, 1 informative brochure in 5 languages, and 4 newsletters with project updates (in 5 languages).
Design and Development of a Sustainability and Transferability Manual	Romania	01/05/2026	31/08/2026	LOGS	All partners	Sustainability and Transferability Manual (EL, TR, RO, ES, and EN).
Organization of 4 Multiplier Events	Romania	01/08/2026	30/09/2026	LOGS	All partners	4 multiplier events (1 per country) with 20 participants each to promote the Participatory Schools of Energy Culture.
Final European Online Conference	Virtual Activity	01/09/2026	31/10/2026	DOCUMENTA	All partners	Final European Online Conference with 60 virtual participants.

Work Package 5: Partner Responsibilities

Activity Title	LOGS	All partners
Design and Development of a Dissemination Manual	- Create a draft of the Dissemination Manual, including the logo, visual identity, brochure design, retractable banner, newsletter design, social media post design and scheduling, report design, and collaborative digital tools. - Propose an online template for the report document.	- Provide feedback on all draft documents. - Translate the Dissemination Manual into local languages. - Complete the Visibility Report Document.
Development of Content for Social Media, Brochures, and Newsletters, and Dissemination	- Create social media pages on Facebook, Instagram, and YouTube, and share the usernames and passwords with all partners. - Oversee social media posting (at least 60 posts). - Create drafts for brochures and newsletters.	- Share social media posts on the project pages and your own NGO pages, following the guidelines outlined in the Dissemination Manual. - Provide feedback on the drafts of brochures and newsletters, translate them into the local language, print, and disseminate the materials.
Design and Development of a Sustainability and Transferability Manual	Create a draft of the Sustainability and Transferability Manual, focusing on its development and key strategies.	- Provide feedback on the Sustainability and Transferability Manual. - Translate the manual into local languages.
Organization of 4 Multiplier Events	Propose a set of ideas and steps to follow for a successful Multiplier Event.	Organization of one Multiplier Event in each country, with 20 participants per event.
Final European Online Conference	Participate in the online conference and invite other national participants.	- Document coordinates the logistics and promotion of the online event. - Each project partner will participate in the online conference and invite other national participants.

We care for the environment!

Here are five ways to promote sustainability and ecological practices within our project:



I. Minimize Printing and Paper Usage

Avoid printing PowerPoint presentations, reports, or other documents unnecessarily. Instead, use digital platforms to share documents and provide access to all relevant materials via QR codes or cloud-based links, ensuring easy access and reducing paper waste.



II. Opt for Virtual Meetings and Events

Prioritize virtual meetings, workshops, and conferences to reduce the carbon footprint associated with travel and accommodation. Use online tools to facilitate collaboration, saving energy and resources.



III. Use Eco-friendly Materials and Resources

When physical materials are required, choose eco-friendly options such as recycled paper, biodegradable or reusable materials, and sustainable office supplies. Ensure that all promotional materials are made from environmentally responsible resources.



IV. Encourage Energy Efficiency

Promote the use of energy-efficient devices and tools within the project. Encourage the use of LED lights, energy-saving appliances, and low-power computing equipment. Advocate for energy-conscious practices in all aspects of the project, from event venues to office environments.



V. Support Local and Sustainable Supply Chains

Ensure that all goods and services required for the project, such as catering, transportation, and event materials, come from local, sustainable, and ethically sourced suppliers. This reduces emissions related to long-distance transport and supports eco-conscious businesses.

By integrating these practices, our project can significantly contribute to sustainability while aligning with European environmental standards and goals.

Project **Logo** and **Visual Identity**

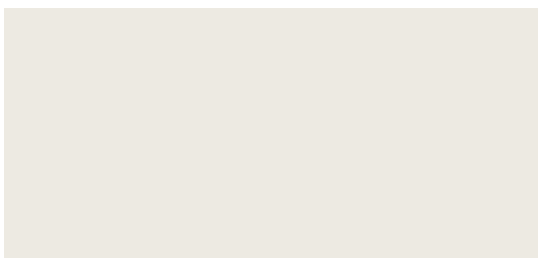
Color Identity:



Color Code: #2c4127



Color Code: #b9e365



Color Code: #efeae2

Project logo:



Participatory Schools
of Energy Culture

Project **Logo** and **Visual Identity**

Logo Variations 1:

Best for use, at your choice in potrait type documents, like posters, social media posts, etc depending of backfound color and other grafics. For exemple for dark baground document use the white version or the colorverrsion.



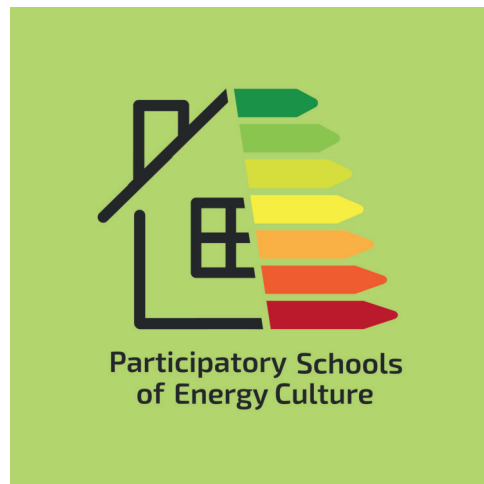
Participatory Schools
of Energy Culture



Participatory Schools
of Energy Culture



Participatory Schools
of Energy Culture



Participatory Schools
of Energy Culture

Project **Logo** and **Visual Identity**

Logo Variations 2:

Best for use, at your choice, in landscape-oriented document.



Header Logo & Partners

Best for use in Word documents.



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Download logos in PNG file from project drive with the following link or use the QR code:
<https://drive.google.com/drive/u/0/folders/1ZQueFxp7KExpGx7nWUXw-bRr0qx2B76A>



Placement of the EU emblem with the funding statement on communication material



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- The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.
- The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo.
- Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

Technical characteristics

- The statement 'Funded by the European Union' or 'Co-funded by the European Union' must always be spelled out in full and placed next to the emblem. It should be translated into local languages, where appropriate.
- The typeface to be used in conjunction with the EU emblem must stay simple and easily readable. The recommended typefaces are Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.
- Underlining and use of other font effects is not allowed. • The positioning of the text in relation to the EU emblem must not interfere with the EU emblem in any way. The positioning of the funding statement in relation to the EU emblem is described in these guidelines.
- The colour of the font should be Reflex Blue (the same blue colour as the European flag), white or black depending on the background.

More info here: https://commission.europa.eu/document/download/3192a0ef-6bda-4e1a-81ca-65ade2ffad73_en?filename=eu-emblem-rules_en.pdf



Disclaimer Use

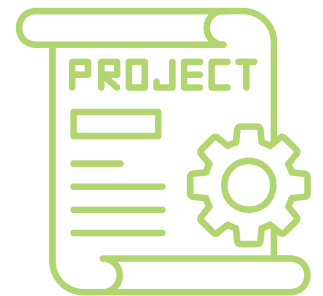
According to Article 17 from the Project Grant Agreement about COMMUNICATION, DISSEMINATION AND VISIBILITY, any communication or dissemination activity related to the action must use accurate factual information. In addition, it must include the following disclaimer (translated into local languages, where appropriate):

"Co-funded by the European Union. The views and opinions expressed are solely those of the author(s) and do not necessarily reflect those of the European Union or the Spanish Service for the Internationalisation of Education (SEPIE). Neither the European Union nor the granting authority can be held responsible for them."

Project **Logo** and **Visual Identity**

Some extra explanation for the use of the project logo:

The project logo should be used in a manner that ensures visibility, brand consistency, and aesthetic harmony within various types of documents and materials.



Here are key recommendations for its appropriate application:

1. Preferred Usage

- **Always use the** logo that is best suited for portrait-oriented documents such as posters, social media graphics, and promotional materials or landscape-oriented document such as official invitations, reports, etc.
- Ensure that the logo maintains its aspect ratio and clarity across different formats.

2. Background Considerations

- The choice of the logo version should correspond with the background color and overall design elements of the document.
- Dark Backgrounds: Use the white version or the full-color version if it ensures sufficient contrast and readability.
- Light Backgrounds: The primary color version of the logo is recommended for optimal visibility.
- Complex or Textured Backgrounds: If the background contains patterns or images, place the logo in a designated clear space or use a semi-transparent overlay to maintain legibility.

3. Size and Placement

- Ensure the logo remains legible by maintaining an appropriate size relative to the document format.
- Positioning should follow visual balance principles, typically in the header, footer, or a designated branding section.

4. File Formats

- For digital use (social media, websites), PNG or SVG formats are recommended for clarity and scalability.
- For print materials, high-resolution PDF, EPS, or vector-based formats should be used to preserve quality.

5. Do's and Don'ts

- Do ensure proper spacing around the logo to prevent visual clutter.
- Do not stretch, distort, or alter the colors of the logo.
- Do not place the logo on backgrounds that reduce its visibility or clash with its colors.

Brochure Design



Brochure Design

Page 1

The project targets **adults and seniors** with limited knowledge and education in energy topics, **young people and students, migrants and refugees, individuals at risk of energy poverty** and/or exclusion, as well as technicians from organizations and community/social leaders.

The project is funded under the **European Commission Erasmus+ Programme** with the action type KA220-ADU - Cooperation partnerships in adult education, project number 2024-1-ES01-KA220-ADU-000247327.

[#EnergyCulture](#)
[#SustainableEducation](#)
[#CleanEnergyTransition](#)
[#InclusiveParticipation](#)
[#EnergyAwareness](#)
[#GreenFuture](#)

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for more:



www.energyculture.documenta.es



www.facebook.com/ParticipatoryEnergyProject



www.instagram.com/participatoryenergyproject



www.youtube.com/@ParticipatorySchoolsofEnergyCu



The project "Participatory Schools of Energy Culture" is co-financed by the European Union.

The opinions and points of view expressed in this brochure are solely those of the author(s) and do not necessarily reflect those of the European Union or the Spanish Service for the Internationalization of Education (SEPIE).

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Participatory Schools
of Energy Culture

Let's build a **sustainable future** together!



Brochure Design

Page 2



About the project

PARTICIPATORY SCHOOLS OF ENERGY CULTURE Project is an Erasmus+ project aimed at improving information, education, and citizen participation in energy-related issues.

It promotes the **acquisition of sustainable and environmental skills**, combats energy poverty, and fosters cooperation in the fight against climate change through collaborative projects and network-based work.

The project has a duration of 24 months, from November 2024 to November 2026 and is coordinated by **Documenta, European Institute for Studies on Training and Development**, Spain in partnership with **EUROERGASIAKI Adult Education Center** (Greece), **National Directorate of Education of Anamur District** (Turkey) and **LOGS – Social Initiative Group** (Romania).

Specific Objectives

1. Energy Culture Information Center
Establishing an Energy Culture Information Center to fill gaps in resources, research, and materials. It will feature a multilingual energy dictionary, promote sustainable skills, and combat misinformation.

2. Energy Education Program
Design and validation of two syllabi for the Energy Education Program, forming the basis for two adaptable modules. Content will be developed in four partner countries, tailored to their context and target groups.

Modules:

- Energy Culture, Climate Change, and Ecological Transition
- Sustainable Competencies: Energy savings, responsible consumption, and market understanding

3. Virtual Environment of Energy Culture
Creation of a multilingual, multi-platform Virtual Environment of Energy Culture, hosting educational materials and resources. It will provide an innovative learning space, forming the base for Participatory Schools.



4. Participatory Schools of Energy Culture: Launch of Participatory Schools of Energy Culture at the local level, offering workshops, debates, talks, and micro-trainings on energy topics for diverse target groups.

5. Communication, Dissemination, and Awareness

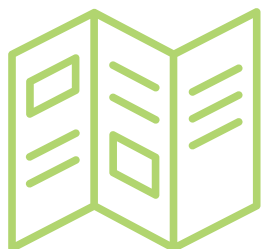
Inclusive and clear communication through different channels to raise awareness and encourage citizen participation in the ecological transition and the fight against climate change.

6. Sustainability and Transferability

Ensuring the sustainability and transferability of the Participatory Schools of Energy Culture and the Virtual Environment to other territories and contexts, using the developed materials and fostering network-based work.



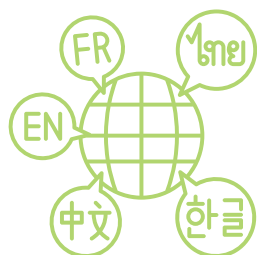
Brochure Design



The brochure has been designed using Canva, ensuring a visually appealing and easily editable format. To make it adaptable for different countries, an individual version has been created for each, allowing project partners to **add their own translations**.

If your organization does not have expertise in using Canva, the LOGS team will be responsible for uploading the translated version into the documents. However, we kindly request that you provide the translation in a Word document and review the final version of the brochure, offering any necessary feedback.

This approach ensures that the brochure maintains a consistent visual identity while being accessible to diverse audiences across different regions. The links to the editable versions can be found below.



Spanish version	www.canva.com/design/DAGgYQxeZNk/jcLVZBZMo14JfMuGWW6sNA/edit
Turkish version	www.canva.com/design/DAGgYQxeZNk/jcLVZBZMo14JfMuGWW6sNA/edit
Greek version	www.canva.com/design/DAGgYQxeZNk/jcLVZBZMo14JfMuGWW6sNA/edit
Romanian version	www.canva.com/design/DAGgYWTu7Ew/Zvy.VV003UcncrQd2SEL0SZA/edit

Newsletter Design

APRIL 2025

PARTICIPATORY SCHOOLS OF ENERGY CULTURE PROJECT

NEWSLETTER #1



Participatory Schools of Energy Culture Project

Announcing the implementation of the Participatory Schools of Energy Culture Project, which is dedicated to

- promoting sustainability,
- enhancing energy education
- encouraging inclusive participation in support of a clean, fair and ecological transition, in Europe.

The project is funded under the **European Commission Erasmus+ Programme** with the action type KA220-ADU - Cooperation partnerships in adult education, project number 2024-1-ES01-KA220-ADU-000247327.

[#EnergyCulture](#) [#SustainableEducation](#)
[#CleanEnergyTransition](#)
[#InclusiveParticipation](#) [#EnergyAwareness](#)
[#GreenFuture](#)



The Consortium

The project, with a total duration of 24 months, started on November 1, 2024, and is being led by **Documenta, Instituto Europeo de Estudios para la Formación y el Desarrollo, Spain**, in partnership with **LOGS Grup de Inițiativa Sociale, Romania**, **Anamur İlçe Mem, Turkey** and **Euroergasiaki, Greece**.

Target Group

The project targets **adults and seniors** with limited knowledge and education in energy topics, **young people and students, migrants and refugees, individuals at risk of energy poverty** and/or exclusion, as well as technicians from organizations and community/social leaders.



Newsletter Design



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Project General Objective

Promoting the creation of **Participatory Schools of Energy Culture** to contribute to the improvement of information and education on energy issues, promoting the acquisition of sustainable and environmental skills, improving energy poverty rates and promoting a transition clean, fair and participatory ecological.



Work Packages:

1. Project management.
2. Energy Information Centre and Energy Education Program.
3. Virtual Environment of Energy Culture.
4. Participatory Schools of Energy Culture.
5. Dissemination, Sustainability and Transferability.

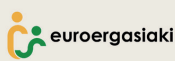
Specific Objectives

1. **Develop an Energy Information Centre** to address knowledge gaps, provide resources, and create a multilingual dictionary for energy terminology.
2. **Design and validate an Energy Education Program**, covering:
 - Creation and validation of two syllabuses of the Program
 - Development of the contents of the 2 modules on: Energy Culture & Ecological Transition and Sustainable Practices & Energy Market Awareness
3. **Create a Virtual Environment of Energy Culture** as the foundation for Participatory Schools, offering a platform for learning and resource sharing.
4. **Implement Participatory Schools of Energy Culture locally**, developing and delivering workshops, debates, and trainings for various target groups.
5. **Design and implement strategies to ensure the sustainability and transferability** of the schools and virtual environment, focusing on dissemination and awareness-raising.

Follow us for more:



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www.instagram.com/participatoryenergyproject
www.youtube.com/@ParticipatorySchoolsofEnergyCu



Newsletter Design



The newsletter has been designed using Canva, ensuring a visually appealing and easily editable format. To make it adaptable for different countries, an individual version has been created for each, allowing project partners to **add their own translations**. More pages can be added, upon request by LOGS.

If your organization does not have expertise in using Canva, the LOGS team will be responsible for uploading the translated version into the documents. However, we kindly request that you provide the translation in a Word document and review the final version of the newsletter, offering any necessary feedback.

This approach ensures that the brochure maintains a consistent visual identity while being accessible to diverse audiences across different regions.

The links to the editable versions can be found below.



Spanish version	www.canva.com/design/DAGgYQxeZNk/jcLVZBZMo14JfMuGWV6sNA/edit
Turkish version	www.canva.com/design/DAGgYQxeZNk/jcLVZBZMo14JfMuGWV6sNA/edit
Greek version	www.canva.com/design/DAGgYQxeZNk/jcLVZBZMo14JfMuGWV6sNA/edit
Romanian version	www.canva.com/design/DAGgYWTu7Ew/ZvyVV003UcncrQd2SEL0SZA/edit

Retractable Banner Design



Retractable Banner Design



Retractable Banner

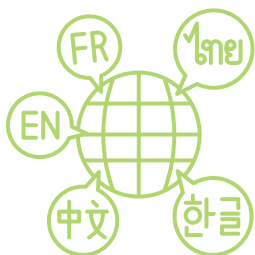
The Retractable Banner 850 X 2000 mm has been designed using Canva, ensuring a visually appealing and easily editable format. To make it adaptable for different countries, an individual version has been created for each, allowing project partners to **add their own translations**.



If your organization does not have expertise in using Canva, the LOGS team will be responsible for uploading the translated version into the documents. However, we kindly request that you provide the translation in a Word document and review the final version of the newsletter, offering any necessary feedback.

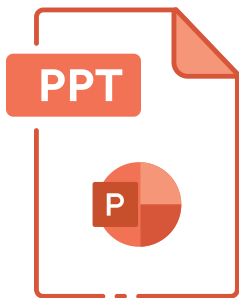
This approach ensures that the retractable banner maintains a consistent visual identity while being accessible to diverse audiences across different regions.

The links to the editable versions can be found below.



Spanish version	www.canva.com/design/DAGgYQxeZNk/jcLVZBZMo14JfMuGWV6sNA/edit
Turkish version	www.canva.com/design/DAGgYQxeZNk/jcLVZBZMo14JfMuGWV6sNA/edit
Greek version	www.canva.com/design/DAGgYQxeZNk/jcLVZBZMo14JfMuGWV6sNA/edit
Romanian version	www.canva.com/design/DAGgYWTu7Ew/ZvyVV003UcncrQd2SEL0SZA/edit

Power Point Drafts



Three presentation templates have been prepared and are available for use in the public dissemination of the project, as well as for educational or informational purposes.

They are available here:

https://drive.google.com/drive/u/0/folders/1h_Yw3Vvm6SANAthvYvNo_1CWm68jzvL8

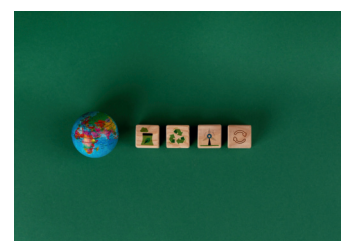


Project images to be used for documents of the energy information center (WP2)

Official images used in all graphics of the project are available here:

They are available here:

https://drive.google.com/drive/u/0/folders/1h_Yw3Vvm6SANAthvYvNo_1CWm68jzvL8



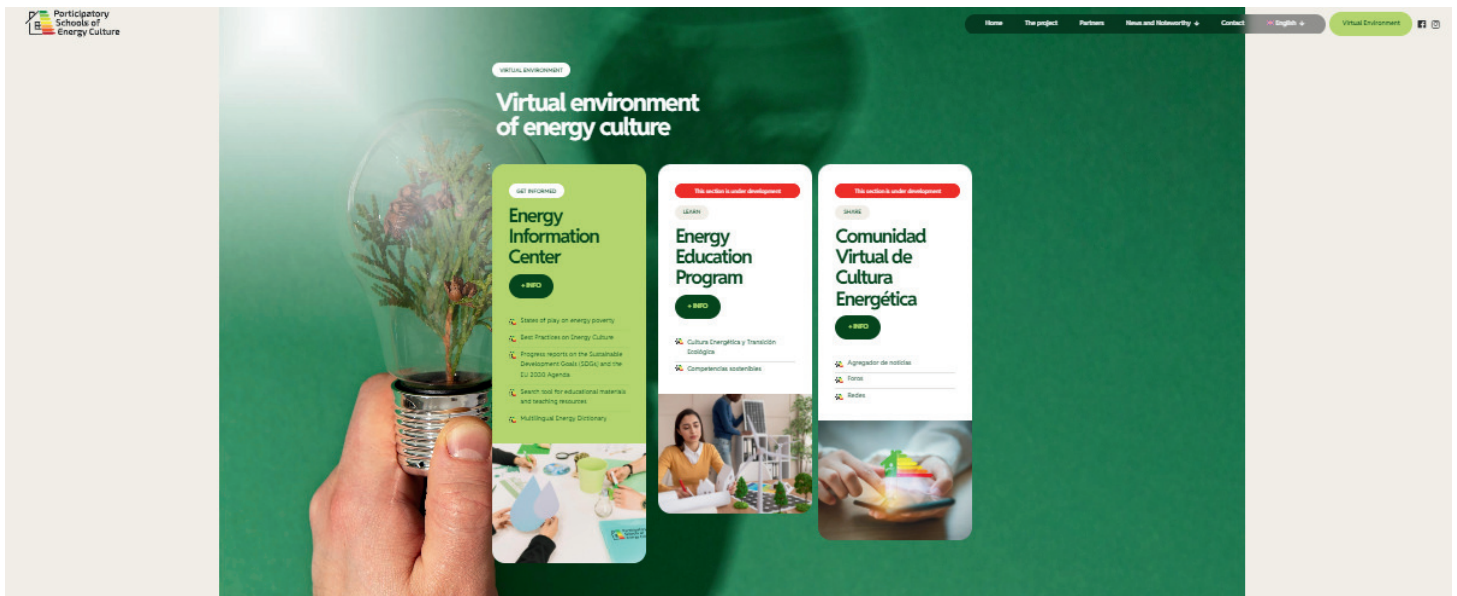
Project Website

LINK: energyculture.documenta.es



Virtual Environment

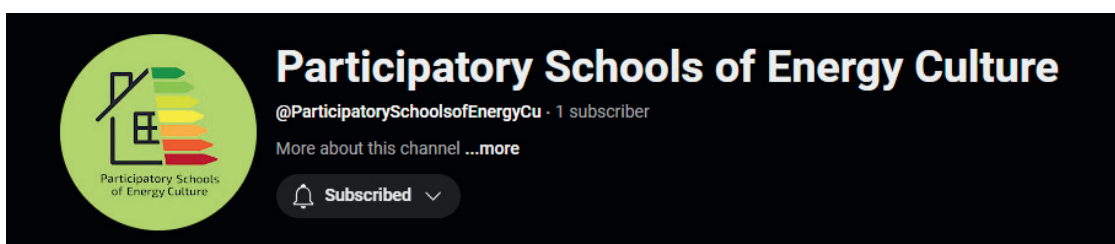
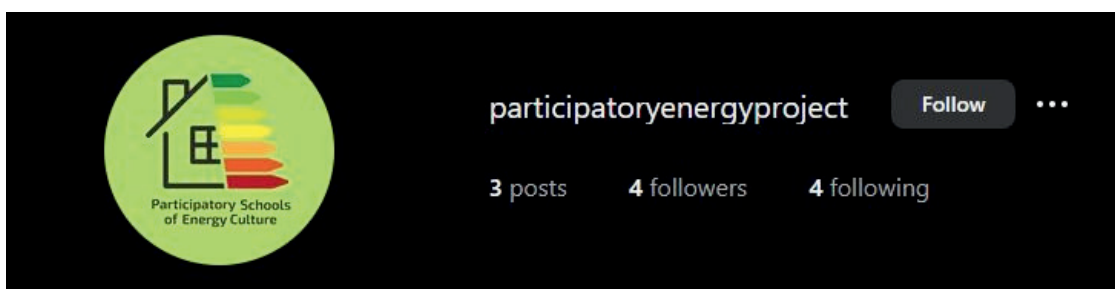
LINK: energyculture.documenta.es/en/virtual-environment/



Social Media Posts

To maximize the reach of the project, social media posts will be shared across multiple platforms, as follows:

- [Facebook](#)
- [Instagram](#)
- [YouTube](#)



Social Media Posts

Who Can Post?

All partner organizations have access to the project's official social media accounts and are responsible for sharing content to ensure broad engagement.



Access details for each platform are as follows:

- **Facebook** – Partners must request **admin access** from LOGS in order to post and interact with the audience, by sending the email of the future admin.
- **Instagram** - **user:** participatoryenergyproject
password: Participatory2025
- **YouTube** - **user:** parti.cipa.2025@gmail.com
password: Participatory2025

Tips for Writing Effective Social Media Posts



1. Keep it concise: Write in short, clear sentences, breaking up your text to make it easier to read.
2. Use engaging visuals: Pair your posts with eye-catching images or graphics to grab attention and complement your message.
3. Include a call to action (CTA): Encourage your audience to take action, whether it's sharing the post, visiting a link, or leaving a comment.
4. Use relevant hashtags: Increase visibility by including hashtags like **#EnergyCulture**, **#SustainableEducation**, **#CleanEnergyTransition**, **#InclusiveParticipation**, **#EnergyAwareness**, and **#GreenFuture**.
5. Be authentic: Write in a friendly, relatable tone that resonates with your audience and reflects the project's core values.

These tips will help make your posts more engaging and impactful!

Communication Schedule

At least 60 social media posts need to be created throughout the 24-month duration of the project.

LOGS has developed a communication schedule and will publish two social media posts per month on Facebook and Instagram.

The other partners are expected to publish at least two posts as well, in accordance with the schedule.

These posts may include:

- Dissemination of project meetings
- News and updates related to ecology and energy poverty
- Dissemination activities in each participating country
- Work Package (WP) products that are available online
- Other relevant ideas or initiatives

For the communication schedule, please use the following link or QR code for access:

https://docs.google.com/spreadsheets/d/1wN_MDea8TzYP1c2ElZZw3IGIAjy8gfpa3PZwcMCvdyg/edit?gid=713667705#gid=713667705



Communication Report Template



For the Participatory Schools of Energy Culture Project, it is essential to report and consolidate all communication initiatives.

Dissemination channels may include, but are not limited to, social media posts, newsletters, press releases, project websites, webinars, TV appearances, blogs, and collaborations with relevant organizations.

Please provide detailed information regarding all communication initiatives within the project, ensuring that each effort is documented and aligned with the project's objectives to effectively engage stakeholders and promote its impact.

Additionally, include links for online communications, and save pictures and screenshots of physical initiatives for comprehensive reporting and transparency.

Comunication Report Template

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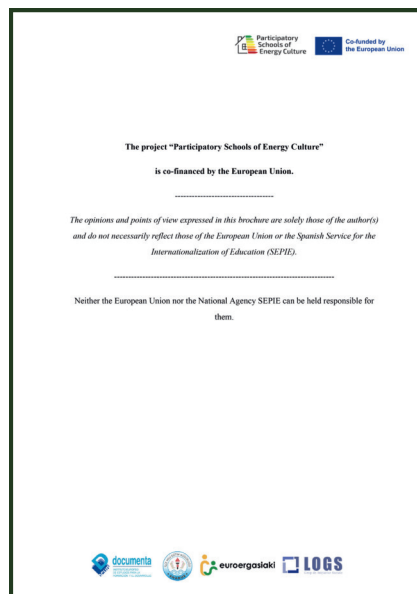
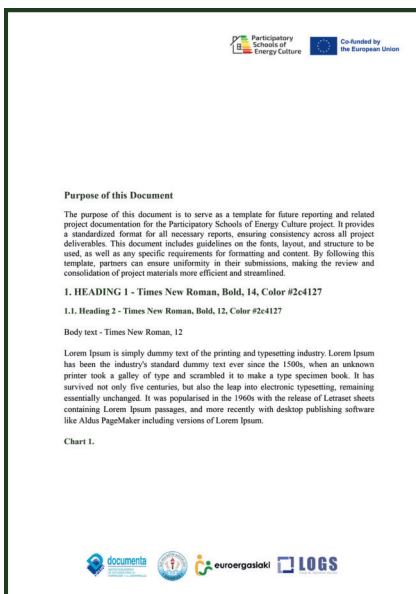
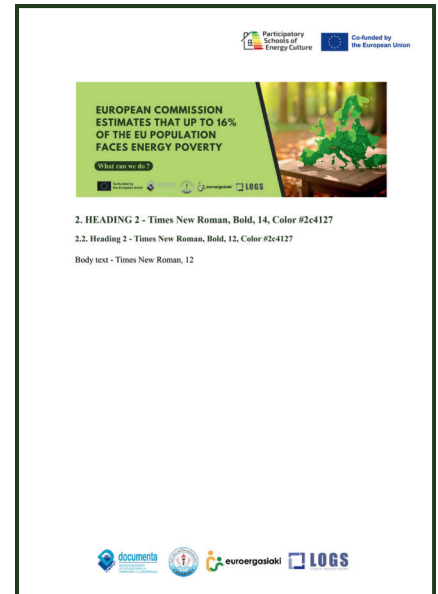
www.docs.google.com/spreadsheets/d/1wN_MDea8TzYP1c2ElZZw3lGlAiy8gfpa3PZwcMCvdyg/edit?gid=0#gid=0



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Instructions for editing and layouting the documents of the energy information center (wp2)

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INDEX

DOCUMENT

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- In the English documents, which will be laid out by EUROERGASIAKI and which include the 4 documents (one per partner), the logos of the 4 partners can be incorporated on each page, since it is a joint document.

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- EU logo and disclaimer.

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