

## 2nd Transnational Project Meeting: “Methodology and toolkit”

Ascoli Piceno, November 22-23, 2022

Session 1: Healthy urban planning Teaching Methodological Guidelines (R2) and Educational Toolkit for healthy urban planning and urban participation(R3)

## Results communication and dissemination

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## 1. GENERAL INFO: Results Communication and Dissemination - Definition

In the participatory planning process for developing healthy and climate sensitive urban neighbourhoods, it is important to **inform, attract, motivate and get support from all relevant stakeholders**, so that they contribute and actively participate in different project's phases.

**THE PURPOSE** of communication and dissemination activity is:

- **To get “the highest possible visibility** to the largest possible target audience” of the project's results
- **To convey meaning and benefits** to all stakeholders involved, in order to enable understanding, and to support communication during project's lifetime.



**\* (depends on time available)**

# 1. GENERAL INFO: Results Communication and Dissemination - Terms

## 1. COMMUNICATION /presentation of project results

a) COMMUNICATION –transmitting or exchanging of information by speaking, writing, or using some other medium. TWO TYPES of communication:

- **Interpersonal, two-way communication:** Dialogues - Group discussions - Conferences - Round tables - Exhibitions - Meetings - Workshops - Open days - Demonstrations and prototypes - Telephone calls - E-mail information....
- **Mass media, one-way communication** - Newspapers and magazines - Press releases - Newsletters - Manuals - Brochures, booklets, flyers - Letters - Radio - Television - Video - Posters - Stickers - Banners - Billboards – Website...

b) PRESENTATION of project results means communicating and conveying the information on results to public.

## 2. DISSEMINATION of project results

“Dissemination is a planned process of providing information on the results of programmes and initiatives to key actors....

To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed.

This should cover **why, what, how, when, to whom and where** disseminating results will take place, both during and after the funding period”.

Dissemination of urban projects results is important because, “*sharing project knowledge in a way that makes projects repeatable and optimized in other projects is the driving factor for cross-project learning*” (Wasiyo, 2010).

## 2. CONTENT AND GOALS

The main goal of this activity is to help students understand **the importance of the visibility and presentation of benefits of the projects' results** to both broad public and stakeholders involved in the regeneration project.

Dissemination and communication of project results activities should be done **throughout the process of working on the project**, taking into account the participatory nature of the healthy neighborhood regeneration/design projects in CLICCHE

### a) COMMUNICATION AND DISSEMINATION GOALS AND PHASES

- 1. Before the project starts** – includes development of Dissemination plan and informing and animation/motivation of all stakeholders (about purpose, process and future activities),
- 2. During the project lifetime** - dissemination activities of incremental/specific results achieved during the project - in order to inform but also to enable stakeholders/ public to give opinion and contribute to the project,
- 3. Final project results dissemination** – through multiplier events, promo material...
- 4. Post-project results dissemination** – public and academic dissemination of the results on implementation and achieved benefits of the project

## 2. CONTENT AND GOALS

### b) DISSEMINATION STRATEGIES and TOOLS/MEDIA

Students will get familiar with 3 main dissemination strategies, their purposes, benefits and limits:

- **The Print Strategy** - project promo materials, press releases, newsletters, scientific papers
- **The Multimedia Strategy** - project website, social media, news, video production, etc
- **The Event Strategy** - public presentations, open houses, round tables

Students will learn and practice presentation of projects results in different **MEDIA**:

- **Audio/oral** presentation
- **Written** presentation
- **Visual media** presentation
- **Printed/Poster** presentation
- **A multimedia** presentation

### c) COMMUNICATION and DISSEMINATION CHANNELS

are mediums through which one can send a message to its intended audience.

They include individual communication channels but also:

- a) Leaflets, Flyers, Posters, Presentations; b) Website; c) Social media; d) Newsletters, e) Press releases for events and activities, f) Workshops and Roundtables.

### d) TARGET AUDIENCE

**General audience** – the purpose of dissemination activities is to inform about Project in order to get support for this and future projects, to inform and educate on projects' characteristics, qualities and benefits.

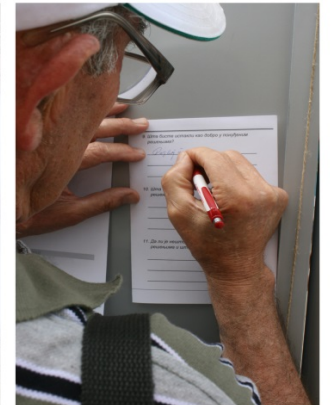
**Stakeholders** – the purpose of communication activities is to provide and share information among stakeholders in order to motivate their active participation and contribution to the project in different phases.

## 2. CONTENT AND GOALS

### EDUCATIONAL GOALS

This activity aims to help students:

- **Gain knowledge** about communication/presentation/dissemination formats, and logic of their use in relation to different types of results(content) and audiences
- **Develop communication/presentation skills** in different media, for different audiences and for different purposes
- **Gain awareness** on the importance of communication and dissemination activities for success of participatory project



### 3. ACTIVITY OUTCOMES: Course Type

#### Lecture

The teachers will provide short **lectures on purpose, process and content** of communication and dissemination activities and illustrate it through different applications and good and bad practice.

#### Workshops

Workshops will be used:

- **For the preparation of the communication/presentation material** in specific projects phases. Students will learn and practice how to best convey the meaning and content of the specific results to either stakeholders and/or broad public in different media and for different dissemination strategies
- **For directly presenting the key results to stakeholders** in the workshop. The purpose is to enhance their participation and collaboration on specific task.



### 3. ACTIVITY OUTCOMES: Methodology Tools and contents

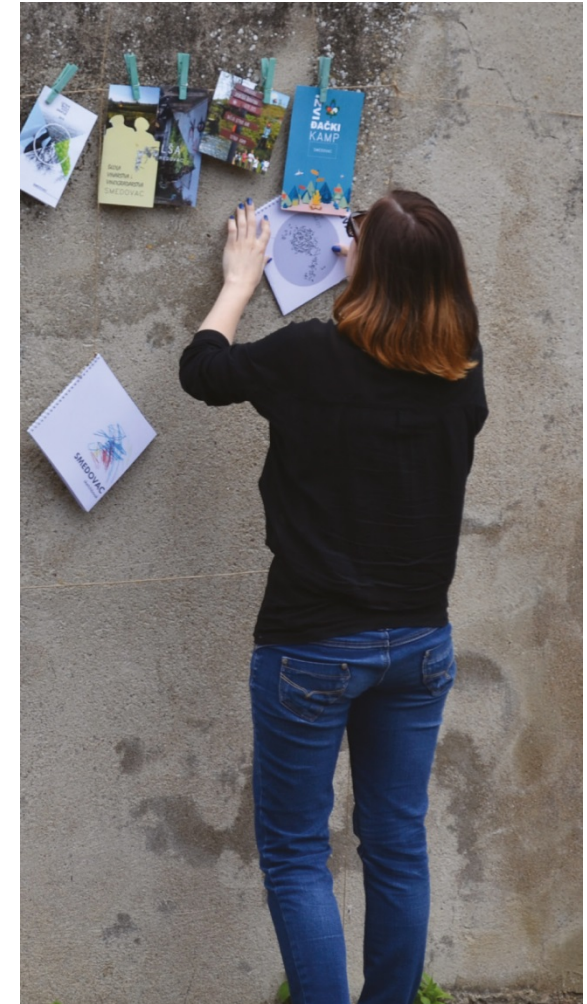
#### Group assignments

There are 3 DOMAINS of work related to communication and dissemination activities

- Design and production of communication/presentation materials -
- Communication with media and broad public
- Communication among stakeholders

This work can be conducted in DIFFERENT MODES of work.

- It can be assigned to **one team of students** that specifically focus on this activity throughout the process
- It can be assigned to **3 groups of students**, namely 1-Media team, 2- Public relations and dissemination team 3- Internal communication team - that each focus on specific type of activity throughout the process and collaborate in performing the task
- It can be delivered through **3 group assignments** delivered as a part of one/two workshops





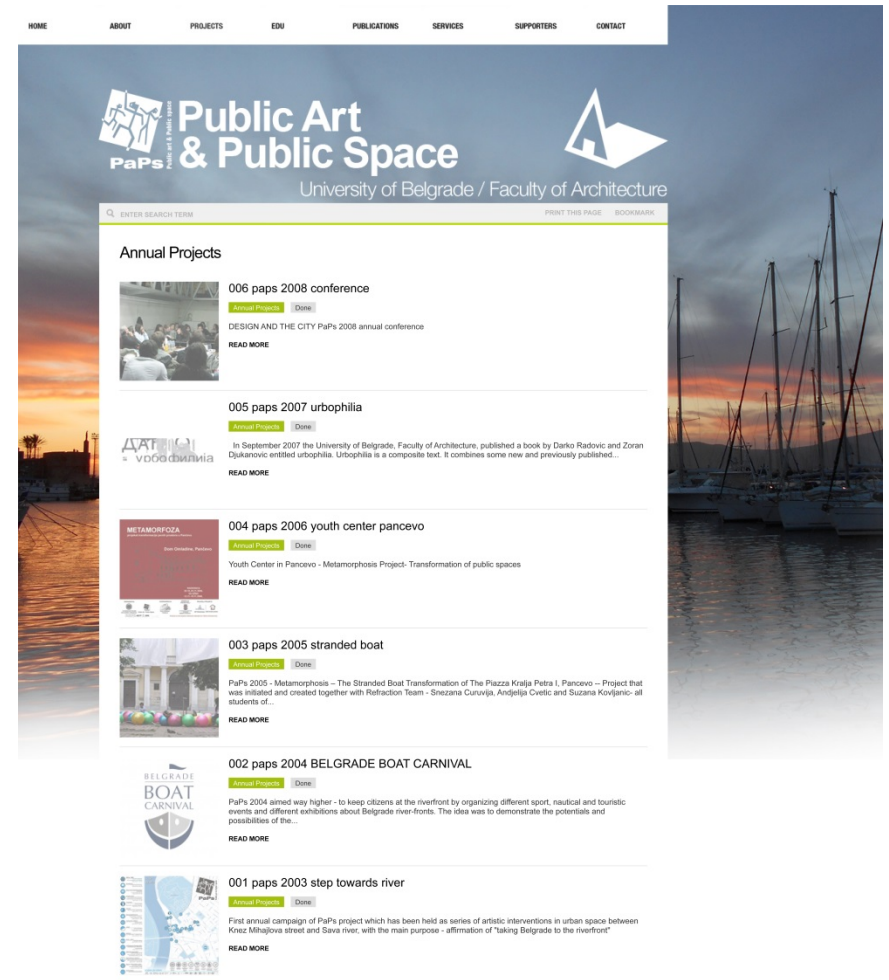
## 4. RELEVANT REFERENCES FOR THEORY AND PRACTICES

- **Public Art & Public Space** (web site + books + exhibitions).  
<https://www.publicart-publicspace.org>
- Čolić, R., Mojović, Đ., Petković, M., Čolić, N. (2013). Guide for Participation in Urban Development Planning. Belgrade: GIZ/AMBERO-ICON. <http://www.urbanlandmanagement.rs/wp-content/uploads/2014/10/VODIC-Engleski.pdf>
- ...

+ **Other Cliche partners projects websites and publications**

+ **External projects media presentations ( web, networks, publications...)**

+ **Communication and dissemination plans**

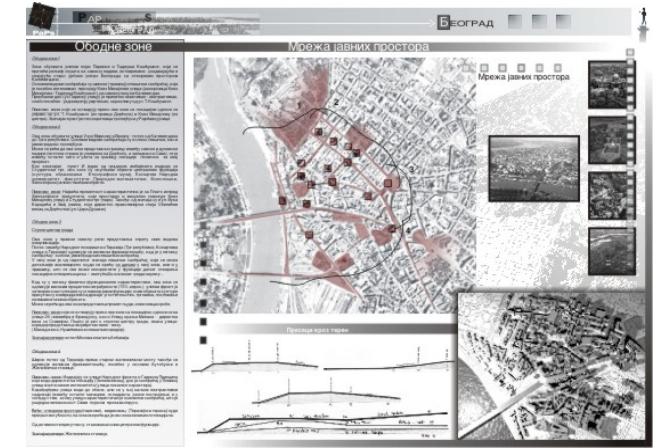


## 5. APPLYING LEARNING and PROCESS IMPLEMENTATION - Students Deliverables

### a) MULTIMEDIA/PRINTED PORTFOLIO:

- **Written presentation** – How is different information on project results prepared for different media and/or audiences
- **Design presentation** – How are the results prepared to visually communicate with public in different formats (logo, charts, posters, leaflets....)
- **Oral presentation** – Recorded material on presentations in media or to public
- **Video material** - Recorded material on presentations in media or to public

### b) EXIBITION



## 6. LEARNING OUTCOMES - Checklist

After conducting this activity students should be able to:

### Knowledge:

- Have knowledge on different communication/presentation/dissemination formats
- Understand the logic of their use in relation to different types of results(content) and audiences
- Understand the importance of communication and dissemination activities for success of participatory project

### Skills:

- Develop communication/presentation skills in different media, for different audiences and for different purposes

**Appropriate teachers evaluation levels for this activity is:**  
insufficient/sufficient/excellent



## 6. LEARNING OUTCOMES – Teachers' Competences

In order to effectively educate students on how to communicate and disseminate project results, teacher should have:

### 1. Knowledge

- About presentation/communication/dissemination strategies/plans, formats and logic of their use in relation to different types of results (content) and audiences.

### 2. Skills

- Communication and presentation skills in order to help students practice listed educational activities
- Collaborative skills, in order to help students acquire skills provided by external/interdisciplinary experts





## Communication and dissemination of the results in PAPS projects

### DISCUSSION

