

Updated Dissemination, Exploitation and Communication Plan (DECP 2.0)

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Introduction

This document serves as the official update (DECP 2.0) to the original Dissemination, Exploitation, and Communication Plan (D8.1) for the *dialoguing@rts* (d@rts) project.

The drafting of this updated plan is the result of strategic reflection and dialogue following the project's initial phase, acknowledging the challenges inherent in coordinating a complex international consortium. Our core ambition remains the advancement of cultural literacy for social inclusion through dialogical arts education. However, this revision refines our approach to ensure our communication and exploitation strategies are fully aligned with the unique requirements of Horizon Europe Cluster 2 (Culture, Creativity, and Inclusive Society) and take into consideration the feedback from the external evaluators.

Important Disclaimer: This Dissemination, Exploitation, and Communication Plan (DECP 2.0) is an updated, strategic refinement of the initial D8.1 (DECP 1.0). This document does not replicate all foundational information (such as the full partner communication inventory, basic EU visibility rules, or standard operational procedures) accepted in the original DECP 1.0, but instead focuses exclusively on the changes, updates, and points identified for strategic strengthening.

Updated Goals and Ambitions

The primary goal of this revision is to transition the project's strategy from one focused primarily on *broadcasting information* to one centred on *fostering genuine dialogue, measuring qualitative impact, and demonstrating the sustained use of our results*. This plan sets updated, achievable targets (SMART KPIs) and introduces Key Impact Indicators (KIIs) to prove that success is measured beyond simple numerical counts. It reflects a commitment to listen, adapt, and build capacity across all partners to maximise the project's transformative influence on cultural and educational policy.

Decolonising Language

The d@rts project, with partners in both European and non-European countries, including Uganda and Aotearoa/New Zealand, has an ethical obligation to ensure its communication practices are inclusive and decolonial. Decolonising communication is a reflexive process that challenges inherent power structures and Eurocentric biases often found in academic and development discourse.

How d@rts addresses this:

- **Ethical Foundation:** The project commits to reflexive communication practices that actively recognise and address the power imbalances often present in international collaborations, ensuring mutual respect and trust with non-EU partners.
- **Centring Marginalised Voices:** The public narrative must shift from an academic perspective *reporting on* communities to one where the *communities speak for themselves*. Communication efforts prioritise co-created content and direct testimonials from project participants.

- **Linguistic Equity:** While core deliverables adhere to EU reporting in English, local communication fully supports dissemination in local languages to ensure genuine cultural dialogue and local uptake.

Ideas to address

- **Narrative of Change Collection:** Prioritise the systematic collection of detailed case studies and testimonials that document localised shifts resulting from dialogical arts practices, using language and formats appropriate to the community of origin.
- **Cultural Sensitivity Review Panel:** Encourage that all core communication materials (for example, project videos, communication campaigns) undergo a **review** led by partners from non-European countries to screen for bias and misrepresentation.
- **Local Languages:** Encourage production of content in local languages (see as an example the social media videos produced by the local teams to disseminate the Work Package 2 comparative survey study).

Tools and Channels

The project's digital ecosystem remains centred on the official website, with social media channels acting as dynamic funnels designed to foster dialogue, not merely broadcast information.

- **Official Project Website:** Central Hub for Exploitation. Will remain accessible for 2 years post-project.
- **LinkedIn:** Professional Dialogue. Dedicated to reaching researchers, decision-makers, and policy bodies. The policy engagement and visibility functions originally intended for the X (formerly Twitter) account, which was subsequently discontinued, have been formally transferred to and consolidated within the LinkedIn channel. Content focuses on, but is not limited to, high-quality articles, policy briefs, and events.
- **Instagram:** Community & Youth Engagement. Targeted at younger communities and community arts workers. Content is highly visual, focusing on artistic process, co-creation, and participant stories. Strategy uses also polls and open-ended questions to solicit feedback and encourage dialogue.
- **YouTube:** Narrative and Transformative Impact. Content will include project updates and promotional videos. The channel is strategically used to amplify participant narratives and showcase the innovative and transformative impact of d@rts methods, case studies and activities, directly supporting qualitative impact measurement.
- **Newsletter:** Stakeholder Retention and Targeted Dissemination. Used for direct communication with the core subscriber base, facilitating the connection with the associated partners.

Partners collaboration

A common challenge in large academic consortia is ensuring continuous, high-quality dissemination and communication commitment from all partners, particularly regarding non-academic tasks like regularly updating institutional websites.

A robust governance model is required to ensure consistent, high-quality partner involvement in communication tasks, overcoming the challenge that initial partner meetings and communication attempts did not produce the expected results.

Current Chain of Communication & New Mandates:

1. **Communication Updates at Steering Committee (SC) Meetings:** To ensure accountability and strategic alignment, every Steering Committee meeting will now include a mandatory agenda item for a brief Dissemination, Exploitation, and Communication (DEC) update. The WP 8 lead partner will include action items for partners as well as guidelines to encourage communication and dissemination actions.
2. **Bimonthly Partner Reporting Form:** The circulating bimonthly form used to gather partner efforts will be formalised. This data, which tracks local media mentions, event participation, and website updates, will be used to get updates from the partners and encourage communication and dissemination actions. This process legitimises communication efforts as a core contribution for all partners.

Formalising Collaboration: The Associated Partner Engagement

Strategy: Mutual Value and Dialogue Log

Partners will be encouraged to document their engagement with Associated Partners (AP) and grassroots organisations not merely as dissemination targets, but as active collaborators (at times, case studies) and intellectual partners, thereby mitigating the risk of exploitative dynamics.

Actionable Implementation:

Integrated Reporting: The Bimonthly Partner Reporting Form will be updated to include a section covering dialogue and interaction with Associated Partners.

Focus on Mutual Value:

For each significant engagement (e.g., consultation workshop, joint event, co-creation session), the partner will need to document two core elements:

- Value Received by AP: What concrete benefit did the AP receive (e.g., free specialised training, early access to a toolkit, institutional recognition/visibility, etc)?
- Value Received by Project: What concrete data or benefit did d@rts receive (e.g., local context validation, data collection access, content co-creation, policy bridge mapping)?

These summaries will directly contribute to the Narrative of Change Collection Key Impact Indicator and serve as auditable proof of the dialogical, bottom-up approach to impact, ensuring that the project actively includes voices from organizations working in the field.

This soft mechanism is meant to ensure that every partner's engagement is strategic, ethical, and fully documented for reporting.

Newsletter

The WP 8 Partner acknowledges that the desired volume of newsletters has not been sent, and coordination on content sharing and gathering has been challenging.

Updated Strategy: The newsletter remains a critical tool for direct dissemination and stakeholder retention. The objective has been adjusted to focus on quality and a realistic target:

- Goal: Increase the number of targeted subscribers to 300 by the end of the project
- Frequency: AEC commits to ensuring the newsletter is published at least once every four months. AEC will enhance coordination, providing partners with specific content blocks and clear deadlines to facilitate timely contributions and ensuring all major project developments are showcased.

Project Videos

The YouTube Channel has been launched, and partners have been encouraged to produce video content. This focus on visual media is a strategic component of the effort to decolonise communication by encouraging more diverse formats beyond traditional textual academic outputs, thereby enhancing accessibility for wider audiences, including local communities and those with diverse literacy levels. Videos are particularly effective for reaching target audiences like fellow artists (who value visual/performative content) and young citizens/students (who engage best with simple, visual storytelling).

- **Strategic Enhancement:** Project videos must now be strategically focused on demonstrating the impact and methodology of the DIALOGART format. Beyond basic event promotion, videos will serve as one of the primary outputs for sharing the impact of the d@rts activities on the local communities.
- **Narrative of Change Collection:** visually communicating the transformative experiences of participants from diverse and marginalised communities, thereby directly contributing to the qualitative evidence base of the project.

Publication Committee

The d@rts Publication Strategy & Committee (PC) is established to strategically support and coordinate the project's broad dissemination activities. It acknowledges the diverse forms of artistic, academic, and community-based knowledge production across the consortium.

Rather than prescribing a hierarchy among output formats, the PC will embrace pluralism and

openness, highlighting a wide range of possibilities. Its purpose is not to restrict, but to clarify, support, and stimulate dissemination across multiple audiences, sectors, and languages.

The PC actively covers and tracks a wide spectrum of potential output types, ensuring that all valuable project results are made public in the most impactful format for their intended audience. These outputs include, but are not limited to:

- **Scholarly Outputs:** Peer-reviewed journal articles, artistic research, and peer-reviewed performances.
- **Community & Practice Outputs:** Public exhibitions, teaching materials, policy briefs, publications in multiple languages/local outlets, digital platforms and community channels.
- **Experimental Outputs:** Blogs, podcasts, zines, games (such as the 'Decolonise this' game), short documentaries, and novel forms like open peer review, storytelling, or interactive media, provided they align with the d@arts mission.

The PC functions as a strategic coordination hub, ensuring that dissemination efforts are coherent and maximized for impact:

- Coordinate the implementation of dissemination-related KPIs.
- Support authors in identifying appropriate dissemination formats, journals, and target audiences.
- Foster collaboration and cross-Work Package authorship opportunities to break down silos.
- Encourage explicit reflection on post-/decolonial approaches to dissemination among partners.
- Maintain a shared database of target journals, platforms for artistic and community dissemination, national outlets, and conference opportunities.

The PC structure is designed for inclusion and continuous functioning across the project's later phases:

- **Leadership:** The PC will be jointly led by AEC and NORD, with rotating leadership as an option to ensure shared ownership.
- **Membership:** Each Work Package is expected to designate at least one representative (either the WP lead or a delegated team member). All PhDs and Postdocs are invited to join, and Associated partners, practitioners, and individuals with editorial expertise will be considered for inclusion.
- **Integration:** The PC provides regular updates and announcements during Steering Group (SG) meetings to maintain coherence.

Multilingual Dissemination

The project takes a practical and controllable approach to multilingual dissemination, upholding its dedication to linguistic equity and local access. Instead of depending on centralised translation capabilities, this strategy is managed through coordinated partner collaboration.

Capacity and Strategy:

Pragmatic Multilingualism: It is not considered that capacity building for specialized translation services is required. The strategy instead stresses a manageable, localised effort: each Work Package (WP) is encouraged to use English for core reporting and its own national or local language(s) for outputs that are intended for public dissemination (such as social media posts, community materials, and press releases), making sure that not all partner languages are needed at the same time.

Achievability: This strategy is achievable given the project's current structure. In particular, it is manageable and supports the necessary engagement KPIs to duplicate short-form written content (like social media posts for Facebook, Instagram, and LinkedIn) into at least two languages (local and English).

Guidelines and Associated Partners:

WP 8 will develop **language guidelines** to support partners in selecting suitable wording for different target groups and communication channels. Associated Partners (APs) will play a key role in multiplying the impact of local language materials. The guidelines will ensure that their dissemination is accurate, consistent, and aligned with the project's identity."

Exploitation

Exploitation ensures the long-term, sustained use of project results through scientific, economic, political, or societal routes, moving beyond traditional academic outputs to deliver concrete value.

Key Exploitable Results (KERs) and Pathways (initially not covered in DECP 1.0):

Key Exploitable Results	Exploitation Action (Beyond Deliverables)
Pedagogical Frameworks & Data	Downloadable Toolkits: Transforming the core research analysis and frameworks into user-friendly toolkits (e.g., "Educator's Guide to Dialogical Arts") for immediate application by teachers and community workers
DIALOGART For-mat/Workshops	Curriculum Enhancement Modules: Developing structured, ready-to-use pedagogical units based on d@rts workshops, designed for seamless integration into education institutions and other higher education curricula to train the next generation of educators.

Digital Platform (WP6)	Sustainable Technological Infrastructure: Formalising the hosting and maintenance plan for the Digital Learning Management System and Playground for sustained post-project use.
Decolonise This Game (WP7 Output)	Training Tool: Converting the dialogue-based card game (developed by partners at UoA, MAK, UHil) into a formal training/reflection tool for educators, policy-makers, and cultural institutions to facilitate critical dialogue about power, knowledge, and responsible representation in the arts, promoting decolonial approaches in performing arts education.
Policy Recommendations	Policy briefs will be explicitly tailored to the operational needs of Civil Society Organisations (CSOs) working in cultural policy. These CSOs are positioned as strategic “bridges” to policymakers, ensuring the project's evidence informs their advocacy and lobbying efforts, accelerating localized policy adoption.

Events Calendar

The project and its results will be presented at public events to maximise the impact on the participating audience and the larger community.

Partners Events

Internally, the project partners will be encouraged to present d@rts at their events. In this regard, depending on the format of the event, the project partners are either encouraged to have:

Publication desk for printed material:

- Poster/flyers with QR code to access the material
- Virtual Publication desk in the event app with links to the material
- Poster Presentations
- Event sessions featuring experts and researchers from the project

Leveraging Existing Events as Communication Frames

A key strategy to boost communication reach and partner involvement is to use existing international days and institutional events as structured thematic frames for content sprints. This approach allows the consortium to enter existing, high-volume conversations rather than attempting to launch isolated dialogues, thereby maximising visibility and relevance.

Actionable Steps for Thematic Campaign Framing:

- **Frame Identification:** WP8 will select 2-3 core dates per year (e.g., International Day of Education, International Arts Education Week, Pride Month) that align with d@rts' core themes of inclusion, cultural literacy, and dialogue.

- **Coordinated Content Sprints:** For each selected frame, a mini-campaign will be built, utilising consistent templates and visuals from the communication toolkit.
- **Partner Collaboration:** Partners will be actively encouraged to host parallel, localised actions (e.g., community exhibitions, artist talks, or social media takeovers) during these thematic weeks, using shared hashtags and cross-promotion to amplify the overall campaign impact.

Examples of International Days Listed as Frames for Conversation:

- International Arts Education Week – Last week of May
- International Day of Education – January 24
- European Research & Innovation Days (R&I Days) – Sept/Oct
- International Day of Education for Global Citizenship – March 22
- International Day of Education for Democracy – October 15
- Pride Month – June
- World Day for Cultural Diversity for Dialogue and Development – May 21

Clustering actions with other implemented EU-funded projects and initiatives

Forming and/or joining a cluster means providing better collaboration and management across associated projects, structured knowledge sharing and benchmarking of project outcomes.

By clustering with the below projects, d@rts hopes to maximise its impact while benefiting from a community where organisations offer technical, organisational and operational support to each other, maximise synergies and complementarities between the projects and facilitate the achievement of their key impacts.

d@rts aims to not only explore cross-dissemination but also collaborate with EU-funded projects and delve into the possibilities for creating synergies addressing the research, innovation, exploitation and administration dimensions, thus increasing overall impact of the cluster on the European and global levels.

- **EXPECT_Art** (EXPloring and Educating Cultural literacy Through Art). The overall aim of EXPECT_art is to identify current barriers and potentials for promoting critical cultural literacy by means of arts education, education through arts and uses of arts in education within and across different educational contexts in Europe, to generate and activate knowledge on how to enhance critical cultural literacy and understanding among European citizens.
- The Cultural Literacies' Value in Europe (CLiViE) project develops and applies a Theory of Change (ToC) methodology and Social Return on Investment (SROI) framework to increase our understanding of the value of cultural literacy through arts-based education on social cohesion.
- **TEAM** – The Teacher Education Academy for Music, Future-Making, Mobility and Networking in Europe is a pan-European collaborative research and development network.

Evaluation Method

This section explains the ambition of measuring impact beyond traditional quantitative metrics. Success for d@rts is defined by documented utilisation and qualitative shifts in cultural literacy, attitude, and behaviour.

The ambition of the dialoguing@rts (d@rts) project, which focuses on advancing cultural literacy for social inclusion through dialogical arts education, mandates an evaluation framework that transcends simple quantitative metrics. In the context of Horizon Europe Cluster 2 (Culture, Creativity, and Inclusive Society), success is defined by meaningful societal and systemic change, not merely the volume of outputs or followers.

For initiatives like d@rts, which address complex social phenomena such as inclusion, cohesion, and cultural literacy, traditional metrics often fall short. The original DECP includes the necessary categories of KPIs, while the new DECP will include updates numbers which stay true to the ones included in the project application. These metrics wish to effectively track *reach* and awareness important components of the communication strategy.

However, they are insufficient to prove genuine dialogue, learning, or behavioural shift, which are the ultimate goals of d@rts. The updated Dissemination, Exploitation, and Communication Plan (DECP) wants to provide some enhancement to integrate impact indicators that validate the project's transformative influence.

The objective is to demonstrate not just *that* an output was produced or downloaded, but *how* it was utilised to foster dialogue or pedagogical adoption. This process requires a defined methodology for collecting evidence of utilisation and transformation, creating a narrative that connects project activities directly to observed impact.

Key Performance Indicators (KPIs)

Develop specific KPIs to measure the success of the various activities in the DECP. These indicators should be SMART (Specific, Measurable, Achievable, Relevant, Time-bound).

1. **Website Analytics** 6000 Unique Visitors over project lifetime (Y1–Y3.5).
2. **Social Media Engagement** Cumulative 900 followers across all three channels by the end of the project. (average 300 per channel).
3. **Newsletter Performance** Increase to 300 targeted subscribers by the end of the project.
4. **Publication Impact** Achieve 1750 total views.
5. **Event Participation** 75% of participants rate the events quality/relevance as "Excellent" or "Very Good."

Impact Indicators

These qualitative indicators will be introduced and highlighted to the partners to provide the necessary impact narratives for final reporting.

Pedagogical Integration Rate	Measures the percentage of core and associated partners that formally integrate d@rts methodologies into their regular teaching or training curricula.
Policy Dialogue Uptake	The number of documented instances where d@rts policy briefs, recommendations, or research findings are cited, discussed, or formally acknowledged by targeted policy bodies or relevant Civil Society Organisations.
Narrative of Change Collection	Collection of a minimum of 15 detailed case studies/testimonials by the end of the project documenting how the project resulted in tangible, localised shifts in social cohesion, cultural literacy, or participatory behaviour within pilot communities.
Beyond the Numbers	Study the social media content as well as the interactions on the Digital Playground, measuring the depth, relevance, and respectfulness of the conversation, moving assessment beyond simple likes or shares.

Monitoring

The continuous monitoring plan will use quantitative analytics tools (e.g., Google Analytics, social media platforms) to track the KPIs monthly, while the KIs will be assessed via qualitative analysis (surveys, interviews, content analysis of digital dialogue, and case study documentation). A comprehensive evaluation and internal adjustment of the DECP strategy will be performed annually.

Conclusion

The updated d@rts DECP (2.0) introduces a robust structure designed to maximise the project's impact and legacy. By including qualitative impact measurement (KIs), implementing a reflexive decolonial communication protocol, and formalising governance to ensure partner commitment, the project is positioned to deliver sustained scientific, social, and policy benefits long after the funding period concludes.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	30.06.2024	Initial version (DECP 1.0)
2.0	30.09.2025	DECP update (DECP 2.0)