



ART-ICULATE

**Dissemination
Report**

IMPACT MEASUREMENT SERIES



Co-funded by
the European Union

Context

This Dissemination Report presents a summary of the actions undertaken to promote the project, increase the visibility of its activities and results, and support the communication of its outcomes to relevant target groups. It documents the dissemination work carried out during the project implementation period and shows how the planned promotional approach was applied in practice.

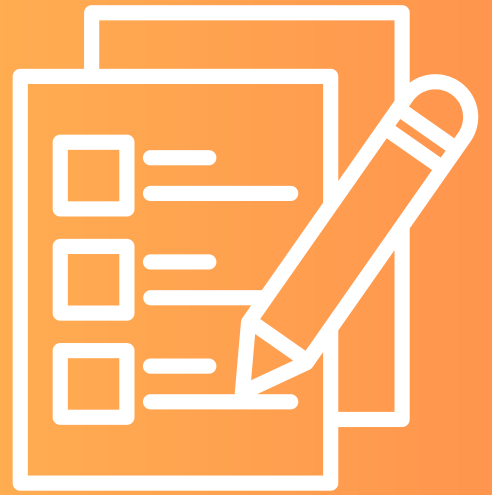
All dissemination actions included in this report were implemented by the project partners and associated partners. Their participation made it possible to use both consortium-level communication channels and wider local, institutional and stakeholder networks. As a result, project information was distributed among beneficiaries, relevant organisations, educational institutions, civil society actors and other audiences connected with the project topic.

The report is based on the quantitative indicators collected during project implementation and on the document “Dissemination Strategy”. The strategy defined the main dissemination objectives, target groups, communication channels and planned promotional activities. The indicators provide measurable evidence of the actions implemented, while the strategy provides the framework for assessing whether the dissemination process followed the planned direction.

All dissemination materials were prepared and shared in the languages of the countries participating in the project, in addition to English. This multilingual approach supported accessibility, local relevance and effective communication with stakeholders in different national contexts.

The report therefore serves as a concise overview of the completed dissemination process and as evidence of the promotional actions undertaken by the project consortium and associated partners.

Indicators Overview



Dissemination outputs implemented: 99 / 54

The planned indicator was exceeded, as the project committed to 54 dissemination outputs and implemented 99 in total, mainly through social media posts published across different platforms by project partners and associated partners.

Online reach/views generated: around 76,000 / >3,000

The planned online reach indicator was significantly exceeded, as project-related posts generated around 76,000 views, compared to the minimum target of 3,000, showing broad online visibility across the communication channels used by partners and associated partners.

Project website views: over 9,000 / >1,000

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Newsletter subscribers: 141 / not initially fixed

The project newsletter reached 141 subscribers. Although no fixed initial target was set for this indicator, the result confirms that the project built a dedicated audience interested in receiving updates, materials and information about project activities.

Members of SALTO/Discord community of practice: 24 / 12

The planned community of practice indicator was exceeded, with 24 members joining the SALTO/Discord community compared to the target of 12. The space supported exchange through a discussion panel and forum, enabling participants to share updates, resources and reflections related to the project.

External organisations involved in follow-up cooperation / ARTI network: 4 / 4

The planned follow-up cooperation indicator was achieved, with 4 external organisations involved through the ARTI network. These associated organisations supported the continuation of cooperation and strengthened the project's potential for further outreach and post-project engagement.

Multiplier events implemented: 4 / 4

The planned multiplier events indicator was achieved, with 4 local conferences implemented as planned. During these events, all project results were presented to stakeholders, supporting direct dissemination, discussion and further use of the developed outputs.

Participants in multiplier events: 115 / >100

The planned participant indicator for multiplier events was exceeded, with 115 participants attending compared to the minimum target of 100. This confirms strong stakeholder interest in the project results and effective mobilisation of local audiences.

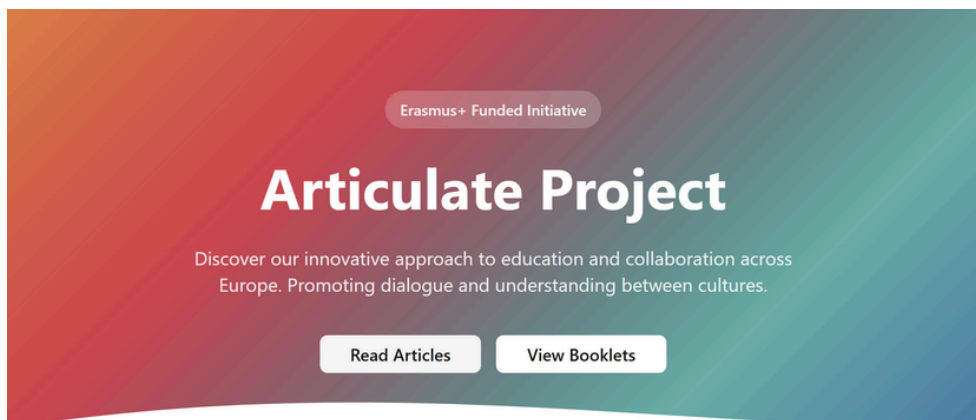
Translated and localised project results: 4 / 4

The planned translation and localisation indicator was achieved, with 4 project results translated and adapted as planned. This supported dissemination and accessibility by making all key materials available in the languages of the participating countries.

Dissemination Platforms

Website

The project website served as the main online access point for project information, updates and results. It includes articles presenting the key project milestones and, most importantly, provides access to the educational materials developed within the project in all partnership languages. The website was designed as a highly accessible dissemination platform, enabling stakeholders, educators, learners and wider audiences to easily find, use and share the project outputs.



Home Articles Booklets Reports Gallery Partners 

The website navigation bar provides direct access to the main sections of the project website, including Home, Articles, Booklets, Reports, Gallery and Partners. This structure makes the platform easy to use and allows visitors to quickly find both project updates and educational materials. The inclusion of a dedicated accessibility icon further supports user-friendly access and confirms that the website was designed with accessibility and inclusive navigation in mind.

Instagram

Instagram was the most successful social media channel used for project dissemination. The project profile reached around 650 followers and served as an active platform for sharing updates, promoting project activities, presenting key results and maintaining regular contact with the online audience.



Facebook

Facebook was used as an important dissemination channel for reaching older and more institutionally connected audiences. It supported communication with schools, educators, people working with youth, local organisations and stakeholders who are more likely to use Facebook as a regular information source.



TikTok

TikTok was particularly effective for video-based dissemination. It was used to share motivational videos created by participants as part of the 30 Days Art Challenge, where they presented their engagement with the project tasks and creative process. These videos performed well on the platform and supported dynamic, youth-oriented promotion of the project.



Additional Content Type

Brochures


Two project brochures were produced as printed dissemination materials and distributed during the multiplier events. They were also made available on the project website. The brochures presented the most important information about the project, its objectives and activities, while encouraging young people to engage with the project results and explore the educational materials.



Available on the website

Project Brochures

Download our project brochures to learn more about the Articulate initiative.

 [Articulate Brochure — Version 1](#)



 [Articulate Brochure — Version 2](#)

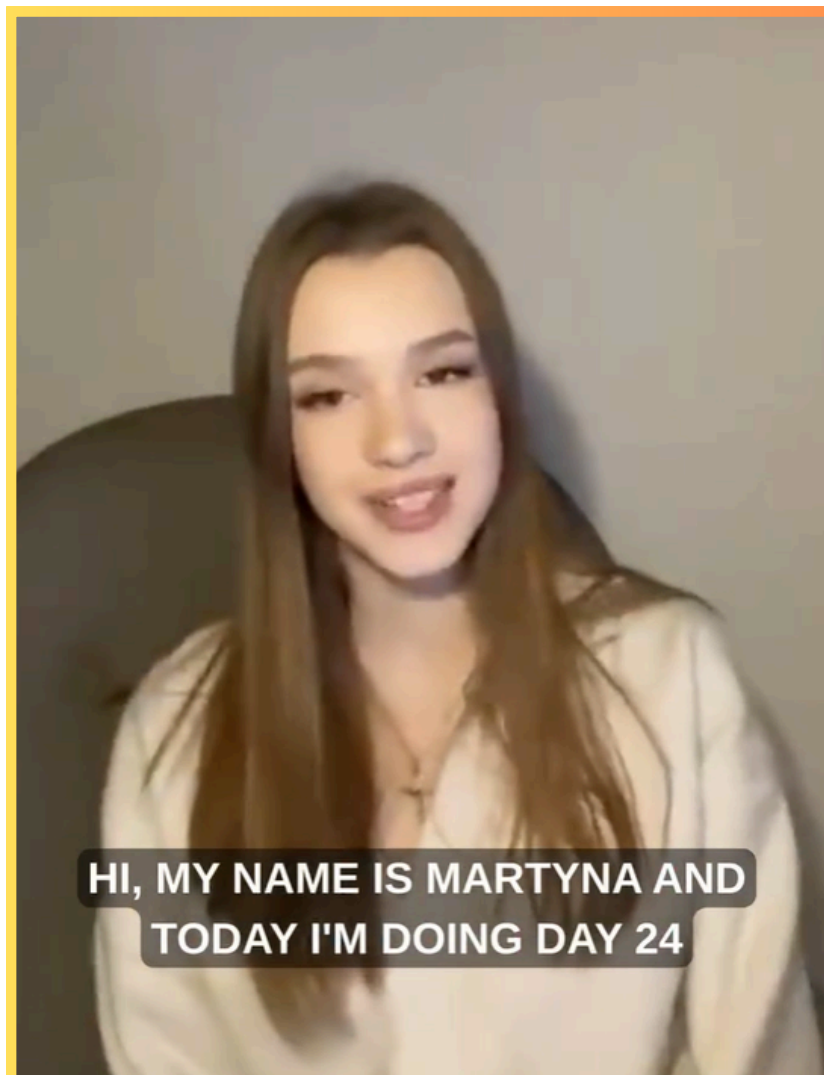


Newsletters

Newsletters were used as a regular dissemination tool to keep interested audiences informed about the project. The project newsletter reached 141 subscribers and provided updates on project activities, results, events and available materials, helping stakeholders stay up to date with the progress of implementation.

Motivational Videos

Motivational videos were produced by real participants who engaged with the 30 Days Art Challenge and completed selected daily tasks. These short video materials were especially effective because they presented authentic youth participation in a dynamic and relatable format. They were published on social media as reels and short-form videos, supporting stronger engagement among young audiences.



Summary

The dissemination process can be assessed as highly effective, as all planned indicators were achieved or and a lot were exceeded. The project reached strong results in several key areas, including 99 dissemination outputs compared to the planned 54, around 76,000 online views compared to the minimum target of 3,000, and over 9,000 website views compared to the planned 1,000. These results confirm that the Dissemination Strategy was implemented successfully and that the project generated broad visibility among its target groups.

The project used a diverse set of dissemination formats, including social media posts, website articles, brochures, newsletters, motivational videos and multiplier events. This variety made it possible to reach different audiences through different channels. Instagram and TikTok supported communication with younger audiences, Facebook helped reach schools, educators, people working with youth and institutional stakeholders, while the website served as the main access point for project results and educational materials.

Accessibility was also strengthened through the translation and localisation of all key project materials into the languages of the participating countries, in addition to English. This made the results easier to use in local contexts and increased their potential for further application by stakeholders, schools, organisations and young people.

Direct dissemination was supported through four multiplier events, attended by 115 participants. These local conferences enabled partners to present all project results, discuss their practical use and strengthen cooperation with relevant stakeholders. Overall, the dissemination activities created a coherent, accessible and effective communication process, increasing the visibility, reach and sustainability of the project results.



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Thank you!



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