



**CIVICO: FOSTERING CIVIC
COMPETENCE AMONGST STUDENTS**

**Report on Dissemination and promotion strategy
of the project and the Guide**

"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

Dissemination actions and results

The CIVICO Dissemination strategies have been carried out at different levels, putting into practice innovative methodologies, in order to reach the widest diffusion of the project and its product. All the project's activities related to dissemination was been addressed to the Project target group.

The following dissemination elements have been developed within the CIVICO project:

- Database and e/Mailing list
- Press campaigns
- Project web – site
- Project Facebook page
- Publications
- Printed promotional materials (multilingual leaflet)
- Face to face meeting
- Telephone call
- Promotion of the methodology at Conferences at European and/or national level
- Final national conferences

The dissemination of CIVICO started from the very beginning of the project life.

The main results of the partners dissemination activities can be summaries into the following points:

1. PRESS CAMPAIGNS

Into the application form 4 newsletters have been suggested. The consortium, in order to better broadcast its activities and results, decided to produce **5 newsletters**: one at the very beginning of the project, to introduce the project and the consortium, the 2nd one to promote and inform about the schools' partner contribution on the pilot, the 3rd one about the important results after the pilot phase, the 4th one when the Guide has been completed and the last one on the overall experience and results of the CIVICO project together with the 4 final conferences organized.

Even after the withdrawal of P3 the newsletters have been dispatches amongst the UK stakeholders by ASEV that used the mailing list provided by UK in the first year of the project.

2. PUBLICATIONS

In the application form the consortium should promote the CIVICO' s Guide in 5 journal of the field. The consortium published 35 articles in as many web site, journals, magazines and newspapers. "This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

1. http://www.minedu.government.bg/news-home/2012/12-12-19_conference.html
2. http://dariknews.bg/view_article.php?article_id=1013464&audio_id=127236
3. <http://akademika.bg/2012/12/%D0%B2%D1%8A%D0%B2%D0%B5%D0%B6%D0%B4%D0%B0-%D1%81%D0%B5-%D0%B7%D0%B0%D0%B4%D1%8A%D0%BB%D0%B6%D0%B8%D1%82%D0%B5%D0%BB%D0%B5%D0%BD-%D0%BF%D1%80%D0%B5%D0%B4%D0%BC%D0%B5%D1%82-%D0%B3%D1%80%D0%B0/>
4. <http://dnes.dir.bg/news/uchenitzi-uchebni-programi-milena-damjanova-preduilishtnoto-uilishtnoto-obrazovani-ucheben-predmet-grajdansko-obrazovanie-12654221>
5. <http://novpogled.net/?option=content&contentTypeID=2&contentID=19350&hash=f723224868beb3d161a29b69a61468df65da9d45> – regional news about piloting lessons and the project
6. <http://tv.srednogorie.bg/?option=video&broadcastID=2408&hash=9714cf368521071f8c58ca479da3b1236d8c9fb5> – regional news about piloting lessons and the project
7. http://sou-zlatitsa.bg/main/?option=content&content_id=6 - 3 publications on schools web site
8. <http://www.soupavlikeni.com/index.php?start=35> – publication on the teacher training
9. <http://zomobo.net/%D1%81%D0%BE%D1%83-%D0%B2%D0%B0%D0%BF%D1%86%D0%B0%D1%80%D0%BE%D0%B2-%D1%81%D0%B8%D0%BB%D0%B8%D1%81%D1%82%D1%80%D0%B0> - short videos shared + publication on the teacher training
10. <http://razlog.bg/index.php/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/item/1811-%D1%81%D0%BE%D1%83-%E2%80%9E%D0%B1%D1%80%D0%B0%D1%82%D1%8F-%D0%BF%D0%B5%D1%82%D1%8A%D1%80-%D0%B8-%D0%B8%D0%B2%D0%B0%D0%BD-%D0%BA%D0%B0%D0%BD%D0%B0%D0%B7%D0%B8%D1%80%D0%B5%D0%B2%D0%B8%E2%80%9C-%E2%80%93%D0%B3%D1%80-%D1%80%D0%B0%D0%B7%D0%BB%D0%BE%D0%B3-%D1%89%D0%B5-%D1%80%D0%B0%D0%B7%D0%B2%D0%B8%D0%B2%D0%B0-%D0%B3%D1%80%D0%B0%D0%B6%D0%B4%D0%B0%D0%BD%D1%81%D0%BA%D0%B8%D1%82%D0%B5-%D1%83%D0%BC%D0%B5%D0%BD%D0%B8%D1%8F-%D0%BD%D0%B0-%D1%83%D1%87%D0%B5%D0%BD%D0%B8%D1%86%D0%B8%D1%82%D0%B5-%D1%81%D0%B8> - Razlog municipality's web site
11. <http://www.paideiafoundation.org/ssp.php?page=149>
12. <http://www.teacher.bg/Article/Details/36691>
13. [http://ngobg.info/bg/messages/5601-%D1%84%D0%BE%D0%BD%D0%B4%D0%B0%D1%86%D0%B8%D1%8F-%D0%BF%D0%B0%D0%B9%D0%B4%D0%B5%D1%8F-%D0%BF%D1%80%D0%B5%D0%B4%D0%BB%D0%B0%D0%B3%D0%B0-](http://ngobg.info/bg/messages/5601-%D1%84%D0%BE%D0%BD%D0%B4%D0%B0%D1%86%D0%B8%D1%8F-%D0%BF%D0%B0%D0%B9%D0%B4%D0%B5%D1%8F-%D0%BF%D1%80%D0%B5%D0%B4%D0%BB%D0%B0%D0%B3%D0%B0-%D1%84%D0%BE%D0%BD%D0%B4%D0%B0%D1%86%D0%B8%D1%8F-%D0%BF%D0%B0%D0%B9%D0%B4%D0%B5%D1%8F-%D0%BF%D1%80%D0%B5%D0%B4%D0%BB%D0%B0%D0%B3%D0%B0-%D1%84%D0%BE%D0%BD%D0%B4%D0%B0%D1%86%D0%B8%D1%8F-%D0%BF%D0%B0%D0%B9%D0%B4%D0%B5%D1%8F-%D0%BF%D1%80%D0%B5%D0%B4%D0%BB%D0%B0%D0%B3%D0%B0)

"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

[%D0%BD%D0%B0-%D1%83%D1%87%D0%B8%D0%BB%D0%B8%D1%89%D0%BD%D0%B8-%D0%B5%D0%BA%D0%B8%D0%BF%D0%B8-%D0%B0%D0%BF%D1%80%D0%BE%D0%B1%D0%B0%D1%86%D0%B8%D1%8F-%D0%BD%D0%B0-%D0%BC%D0%BE%D0%B4%D0%B5%D0%BB-%D0%B7%D0%B0.html](#)

14. <http://www.lch.mikc.bg/node/596>
15. <http://plamen00.wordpress.com/2012/08/>
16. http://www.gonews.it/articolo_159853_Educazione-civica-pronta-una-guida-per-le-scuole-superiori-con-la-collaborazione-dellAsev.html
17. <http://met.provincia.fi.it/news.aspx?n=129155>
18. <http://www.firenzetoday.it/educazione-civica-guida-scuole-superiori-asev.html>
19. <http://www.comunicati-stampa.net/com/educazione-civica-pronta-una-guida-per-le-scuole-superiori-prodotta-nell-ambito-di-un-progetto-trasnazionale-coordinato-dall-asev.html>
20. <http://www.stamptoscana.it/mystamp/cat/firenze/educazione-civica-pronta-una-guida-per-le-scuole-superiori>
21. <http://www.toscana.to/articolo/e-3856-educazione-civica-pronta-una-guida-per-le-scuole-superiori?t=article>
22. http://www.arnon.it/site/d_News.asp?ID=241&IDCatN=1
23. <http://www.informazione.it/c/E50C9408-14E7-4A25-A082-DFC1C0C8439D/Educazione-Civica-pronta-una-Guida-per-le-scuole-superiori-prodotta-nell-ambito-di-un-progetto-trasnazionale-coordinato-dall-ASEV>
24. <http://www.freeonline.org/cs/com/educazione-civica-pronta-una-guida-per-le-scuole-superiori-prodotta-nell-ambito-di-un-progetto-trasnazionale-coordinato-dall-asev.html>
25. <http://news.italybanner.it/com/cs-183142/>
26. <http://annuncisulweb.freeonline.it/com/cs-183142>
27. www.dpf.spoleczna.pl
28. www.dpf.spoleczna.pl
29. www.edu.edu.pl
30. www.dpf.spoleczna.pl
31. www.natablicy.pl
32. www.wiadomości.ngo.pl
33. www.kuratorium.lodz.pl

"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

34. www.dpf.spoleczna.pl

35. Publication on The Danish scientific journal "Liv i Skolen".

3. RADIO INTERVIEW ON THE NATIONAL RADIO STATION

1. <http://www.radio3.rai.it/dl/radio3/programmi/puntata/ContentItem-9b2dfa70-2f21-4ed2-a3f8-69b48bc82d14.html> - 10 January 2013 – Italian National Radio
2. <http://www.binar.bg/%D0%9F%D1%80%D0%B5%D0%B4%D0%B0%D0%B2%D0%B0%D0%BD%D0%B8%D1%8F/%D0%90%D0%92%D0%A2%D0%9E%D0%9C%D0%9E%D0%A2%D0%98%D0%92/item/1323-%D0%92-%D0%BF%D1%80%D0%B5%D0%B4%D0%B0%D0%B2%D0%B0%D0%BD%D0%B5%D1%82%D0%BE-%D0%90%D0%B2%D1%82%D0%BE%D0%BC%D0%BE%D1%82%D0%B8%D0%B2-%D0%BD%D0%B0-07-01-2013.html> – 07 January 2013 - Bulgarian National Radio – Internet Channel –audio + video tape
3. <http://www.paideiafoundation.org/news.php?s=9015> – 16 October 2012 - Bulgarian National Radio – audio tape

4. VIDEOS

1. http://www.youtube.com/playlist?list=PL9nzuJc0nlVvAVjCB53Sjx6_RaGR-bxKu
2. <http://laminirovanievolos.ru/video/search?vq=%D0%A1%D0%9E%D0%A3%20%E2%80%9E%D0%A1%D0%B2%D0%B5%D1%82%D0%B8%20%D0%9F%D0%B0%D0%B8%D1%81%D0%B8%D0%B9%20%D0%A5%D0%B8%D0%BB%D0%B5%D0%BD%D0%B4%D0%B0%D1%80%D1%81%D0%BA%D0%B8> - short videos shared

5. MAILING LIST

In the application form the number of stakeholders to be contacted was 1500, we (the partnership) contacted **more than 2500** interested people providing them with newsletters, announcement and info about the project. (please see the dissemination mailing list updated on September 2012)

6. CONGRESSES

The CIVICO project has been presented in 5 conferences:

1. International Conference “The future of Education” June 2012 Florence (IT)
http://conference.pixel-online.net/edu_future2012/common/download/Conference_Programme.pdf

"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."



International Conference The Future of Education

Friday 8 June 2012

Second Afternoon Session 17:15 - 19:20

Room A - Studies on Education <small>Moderator: Ross Vaughn - Boise State University (USA)</small>	Room B - Innovative Teaching and Learning Methodologies <small>Moderator: Jan Gejel - The European LABlearning project (Denmark)</small>
How to Improve the Hungarian Higher Education in Hungary? The Particular Situation of Rural Colleges <small>László Kadocsa - College of Dunaujváros (Hungary) Gyula Gubán - College of Dunaujváros (Hungary)</small>	ENjoinED Learning: Cross-Sectoral NGO Platform for Sustainability Education in a Group of Post-Communist Countries <small>Mladen Domazet - Institute for Social Research (Croatia)</small>
Nursing – Science and Art <small>Crin Marcean - Sanitary Post High School "Fundeni" (Romania)</small>	International Joint Project – An Innovative Initiative in the Academic Program as part of the Long Term Quality Improvement Plan to Bridge the Gap between Academics and Global Industry - Colleges of Applied Sciences Strategic Plan <small>Jihad Mahmood Mohamad Bani-Younis - Ministry of Higher Education (Oman)</small>
Project Works by Pre-Service Science Teachers: a Self-Peer Assessment Application <small>Özlem Ateş - Celal Bayar University (Turkey)</small>	CIVICO: Fostering Civic Competence Amongst Students <small>Giulia Rigoli - ASEV (Italy)</small>
Pre-Service Science Teachers' Views about Technology in Educational Settings <small>Ali Murat Ateş - Celal Bayar University (Turkey)</small>	School Innovation through Teacher Learning: the LLwings Project <small>Liliane Esnault - Fref (France) Daniela Proli - Scienler (Italy)</small>
Analysis of Pre-Service Science Teachers' Perceptions about the Project Concept using Word Association Test and Concept Maps <small>Fatma Şaşmaz Ören - Celal Bayar University (Turkey)</small>	Case and Comparison Study on the Experimental Course for Distance Education in China and UK <small>Ying Weijiang - East China University of Science and Technology (China)</small>

Closing Speech: 19:30 – 19.45

Room A

Architecture for Education: Cities, Campus, Buildings, Classrooms
Pablo Campos Coliva-Sotelo - Universidad Ceu San Pablo (Spain)

2. Conference “Teaching social and civic competences” Warsaw, 25.05.2011
3. Conference “What competences for successful guidance in school education” Sofia- BG, 18-07-2011
4. “Regional meeting of medborgerskabsnet” in Aarhus on August 2012.
5. “Annual conference of Forum for matematikkens didaktik at Roskilde University “ 25-8-2012

7. NATIONAL FINAL CONFERENCES

Each partner organizes a Final Conference at the end of the project life in order to illustrate the objectives achieved and to disseminate the CIVICO’s products. Each partner wrote a brief description to put on the project website. Please find follow an abstract:

POLAND: University of Social Sciences in Łódź hosted the Conference ‘Teaching Civic Competence at School’ which was held in Łódź on 27 November 2012. The conference summarised the work of the CIVICO project. The Conference was attended by school principals and teachers as well as people related with widely understood civic education. The program of the

"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

Conference included speeches and presentations from experts who deal with issues concerning creating tools, promotion and teaching civic competence on everyday basis. These people represented the most influential policy making centres in Poland working on the issue of civic education. Moreover, we managed to discuss questions related with civic attitude in all school-based age groups: starting from the primary school, through junior high school (gymnasium), to senior high school (lyceum). This allowed the participants of the Conference to get acquainted with the ways of introducing civic education at all stages of school education.

DENMARK: In Denmark VIA University College held the final conference of the CIVICO project on the 14th of November 2012. We had a very fine conference with about 200 participants - student- and in service teachers. In the morning there have been three speakers - Klaus Hass University of Aarhus, Lone Greve, Friesenborg Privat school and Birgitte Hørby, Jellebakken School plus of course a presentation of CIVICO. The theme was teaching civic competences in Danish public schools. In the afternoon around 15 workshops presented actual teaching of civic competences including a presentation of our Hasle school project. Amongst others a theatre group was present because they are currently working on a play on issues regarding civic competencies to show in schools around Denmark.

ITALY: On December the 13th 2012 the Final Conference of the CIVICO project has been held in Empoli. To the event, organised by ASEV, several teachers, experts on didactics, professors, local cultural association leader and other stakeholders took part. During the Conference the coordinator of CIVICO presented the project starting from the importance of fostering civic competences amongst students in order to build active European citizens aware of their rights and responsibilities. Then the main achievement and results of the project has been illustrated together with the main project results. Than, the author of the Italian lesson plans, included into the Guide, explained the content of the Guide in general, the main topics contained, the idea and the process he followed to complete his work. The Conferences ended with the distribution of the printed Guide to the participants.

BULGARIA: The conference organized by Paideia Foundation in Sofia took place on the 19th of December under the slogan "The School – Laboratory for the future citizens of Bulgaria: Roadmap for the development of civic education in Bulgarian school system 2013-2015". There was a wide range of participants: students and teachers from around the country, journalists, educational specialists and the deputy minister of education, science and youth in Bulgaria. The outcomes of the CIVICO project have been presented and there was an in-depth discussion on approaches, roles and resources for teaching civic education. The discussion was divided in 4 parts: 1. Civic education through the view of the students; 2. Civic education through the view of the individual teacher; 3. The school as a laboratory for citizens; 4. The school and social environment. A complete record of the conference is available online on the YouTube channel of Paideia Foundation.

8. MULTILINGUAL LEAFLET

"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

A multilingual leaflet was produced and distributed by all the partners in conventions, meetings, seminars, schools, libraries. The leaflet contains a description of the consortium, the CIVICO aims and porpoises together with the web site address. The text of the leaflet has been translated in English, Italian, Polish, Bulgarian and Danish.

9. WEB SITE + FACEBOOK

The CIVICO multilingual website experienced several improvement and updating during the CIVICO life thanks also to the external evaluator conviction on the importance of the website as a great means to disseminate the projects and because of the changes that the project experienced during the 2 years.

The external evaluator is the CEO of a multinational web design company and gives several good suggestions (both on content and form) for making it more user friendly and appealing.

The project website is produced by P3 – who lead the WP and was responsible for the content and the layout, and P1 – in charge of the technical part. This subdivision create some problem mainly on the communication flow and the related quick implementation of the lead partners indications.

During the visit of EACEA the web site perfection was discussed and suddenly P1 asked P3 to write all the e-mail related to the web site implementation putting the ASEV's IT on CC, in order to avoid the lost of some important communication and to immediately make aware the technician about the following actions. All the section of the website have been completed and some new ones have been created as the gallery section or the section related to the downloads. Also the colours of the homepage undergone some modification in order to catch the attention of the visitors (eg. the button "get the CIVICO guide" is now red because red is one of the most attractive colour).

The website have been visited by an average of 250 visitors per month www.civicoproject.eu

The FACEBOOK page have been created on November 2011. It allowed a more dynamic and very rapid communication with the interested people, a wider dissemination and the possibility to interact with similar project (eg. <http://www.voice-comenius.org/>, ECLIPSE (European Citizenship Learning In a Programme for Secondary Education), <http://www.europeansforexample.eu/>, ...) or other organization on the field of the themes touched by CIVICO (eg. Citizen of the world, Civic Education project, Jambo Charity organization, ...). Thanks to the Facebook page we reach averagely 200 people per week.

"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."