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DISSEMINATION AND MAINSTREAMING REPORT



PHYSi**CAL**



Co-funded by
the European Union

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1. Introduction

To achieve the objectives set in the initial communication plan of the *PhysicAL* project, several actions have been carried out that have been key to achieving a greater diffusion and scope of all the activities carried out. On the one hand, internal communication systems have been found so that communication between partners is fluid and as direct as possible.

On the other hand, the following focus groups have been reached through different actions:

- People at risk of social exclusion (people with disabilities and great support needs, rural population, etc.);
- educators and personal of education of adults;
- Trainers and health personnel;
- Organisms Intermediate, such as educational centers, universities, and entities of a social nature.

According to *Communication and Dissemination Plan* of the *PhysicAL* project, the overall goals were the following:

1. Optimize the flow of information between project partners.
2. Organize efficient communication between the institutions participating in the project.
3. Inform and communicate the results obtained to public and private national and European organizations and entities that may be interested in the project.
4. Publicize the project to the population.

Regarding the specific objectives of internal communication, the *Communication and Dissemination Plan* said :

1. Systematize the communication between the partners, especially between the partners and the lead partner, since the correct management and execution of the project will depend on it.
2. Keep partners informed about common actions and administrative and financial obligations, as well as monitoring and evaluation.

Regarding himThe specific objectives of external communication were:

1. Make the project known to the target audience *PhysicAL*: what does it consist of; his objectives; reason for its creation; Your results; etc
2. Disseminate the progress made and the results obtained during the course of the project.
3. Provide a documentary base and reference material for carrying out future work or studies – public institutions and organizations that support the creation and growth of companies.
4. Spread new knowledge, the material of reference for policy makers to level local, regional, national and european.
5. Encourage entrepreneurs and businessmen to create new companies or to launch business activities, to innovate, to grow or to adopt techniques and practices more innovative, creative or effective.
6. Carry out effective, transparent and understandable communication to the whole society, on the topics of the project: business creation, creativity, innovation, etc.

2. Analysis of the Actions Carried Out

2.1. Internal communication

For the management of all internal communication actions carried out, the following resources have been used:

1. Meeting management: The steering committee held weekly meetings, on Wednesdays, except for occasions when the agenda was incompatible. These meetings have been carried out through *ZOOM*, a video call system application that can be made through PC, tablet and/or mobile device as long as there is an internet connection. For this, the license was acquired since it allows access to many functionalities.
2. Document Management: to facilitate access to information and share the documents and content created during the execution of the project, it was decided to create an account in the *Google WorkSpace*, associated with the official email of the project (physicalavivaporto@gmail.com), which includes the electronic agenda, the online folder *Google Drive* and other support tools on the free platform.
3. Design and content creation: The contents that have been shared in the different channels, have been made with *CANVA* in his version *PRO*. It is a web of graphic design and image composition that is used for the creation of content. In addition to using the application *VideoPad* for photo and video editing. For the elaboration and maintenance of the web page, it has been used the platform *Wordpress*, with the addition of the editing application *Elementor*.
4. Templates: all the project documents have followed the line of visual identity, with the logos of the *PhysicAL* and the European Commission, and the *MONTSERRAT* typography was defined for all documents and products intended for the dissemination of content. (ANNEX 1). La co-financing of the project, by the ERASMUS+ European Fund, oblige to consider and respect the current regulations of the European Funds as well as to correctly use the

European emblem and the corporate image of *PhysicAL*, highlighting in particular:

- a. The advertising carried, obligatorily, the logos of the *PhysicAL* Program and the European emblem (blue flag with stars).
- b. The brand *PhysicAL* It was used in accordance with the provisions of the "Corporate Identity Manual" (ANNEX 1). The European emblem followed the graphic standards established in Annex 1 of Regulation 1828/2006.
- c. Sethey always included the logos of the partner institutions that contribute to the national counterparts.

2.2. Communication Extern

The following social networks have been used throughout the development of the project. About the table of contents (ANNEX 2) details the information shared and published as well as the impact obtained.

- a. **Instagram:** [@physicalhealthylifestyle](#)
- b. **FaceBook:** [Physical Activity for inclusive Healthy Lifestyle](#)
- c. **YouTube:** [PhysicAL](#)

In addition to the use of social networks there has been the creation of a [website](#) It is also created to inform the entire population involved about the project and everything that is being done.

3. Online Learning Program

In the trainings given, the platform was used [MOODLE](#), created specifically for said training and which facilitated access to content and materials for students. After adjustments, it became the access platform for online *PhysicAL* Training, open and free to all interested persons. The platform *Moodle* It is used to create online teaching spaces and manage,

distribute and control all non-face-to-face training activities of an educational entity or organization.

4. Conclusions

All goals raised in *itCommunication and Dissemination Plan* were hit mainly through the current use of the networks social networks and the virtual teaching platform, *Moodle*.

In addition, it should be noted that good communication internal between the partners was a factor determinant for the success of the project and for the maintenance of a good atmosphere of work.

PHY

PANTONE 485C
RGB 209. 0. 25
CMYK 0. 98. 92. 0
HEX #006f87



S

PANTONE 3145C
RGB 0. 110. 135
CMYK 100. 32. 35. 16
HEX #006E87



ICAL

PANTONE 151C
RGB 235. 131. 22
CMYK 0. 58. 94. 0
HEX #eb8316



NEGRO



PARA LOS TEXTOS

Utilizar el tipo de letra MONTSERRAT

Montserrat light

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Montserrat medium

abcdefghijklmnopqrstuvwxyz. abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ. ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Montserrat bold o negrita

abcdefghijklmnopqrstuvwxyz. abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ. ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

PHYSICAL



Control de Actividades de Difusión

Redes Sociales

Actividad	Descripción	Grupo Focal	Nivel de difusión	Lugar	Público Alcanzado	Fecha
1	Creación de las redes sociales	Todos los públicos	Europeo Local	Instagram FaceBook YouTube	309	30/9/2022
2	Video de presentacion del proyecto PhysicAL	Todos los públicos	Europeo Local	Instagram y Facebook	489	10/10/2022
3	Agenda de Visitas: España viaja a Oporto para conocer en profundidad al socio	Todos los públicos	Europeo Local	Instagram y Facebook	227	17/10/2022
4	Agenda de Visitas: Oporto viaja A España para conocer en profundidad al socio	Todos los públicos	Europeo Local	Instagram y Facebook	655	26/10/2022
5	Participación de PhysicAL en la Carrera de los 1000 Pasos - Salamanca	Todos los publicos	Europeo	Youtube		
6	Deporte para Personas con Discapacidad: Natación	Todos los públicos	Europeo Local	Instagram y Facebook	201	2/11/2022
7	Deporte para Personas con Discapacidad: Tricicleta	Todos los públicos	Europeo Local	Instagram y Facebook	145	7/11/2022
8	Deporte para Personas con Discapacidad: Tricicleta Reel	Todos los públicos	Europeo Local	Instagram	140	8/11/2022
9	Deporte para Personas con Discapacidad: Balonmano en Silla de Ruedas	Todos los públicos	Europeo Local	Instagram y Facebook	182	14/11/2022
10	Deporte para Personas con Discapacidad: Remo	Todos los públicos	Europeo Local	Instagram y Facebook	475	21/11/2022

11	Deporte para Personas con Discapacidad: Padel	Todos los públicos	Europeo Local	Instagram y Facebook	184	28/11/2022
12	Deporte para Personas con Discapacidad: Boccia	Todos los públicos	Europeo Local	Instagram y Facebook	137	6/12/2022
13	Deporte para Personas con Discapacidad: Rugby en Silla de Ruedas	Todos los públicos	Europeo Local	Instagram y Facebook	180	19/12/2022
14	Video actividades Mundial Fifa Qatar 22 en el Centro Comercial El Tormes - Salamanca	Todos los públicos	Europeo Local	Instagram y Facebook y YouTube	493	3/1/2023
15	Iniciativas locales: FC Porto	Todos los públicos	Europeo Local	Instagram y Facebook	1264	11/1/2023
16	Deporte Inclusivo	Todos los públicos	Europeo Local	Instagram y Facebook	140	16/1/2023
17	Derecho de la practica deportiva en personas con discapacidad	Todos los públicos	Europeo Local	Instagram y Facebook	678	23/1/2023
18	PhysicaAL: público-objetivo	Todos los públicos	Europeo Local	Instagram y Facebook	219	30/1/2023
19	Divulgación del programa de formación PhysicAL en España	Todos los públicos	Europeo Local	Instagram y Facebook	151	13/2/2023
20	Video de material producido en las sesiones presenciales del Programa de Formación PhysicAL	Todos los públicos	Europeo Local	YouTube	2	22/2/2023
21	Video de material producido en las sesiones presenciales del Programa de Formación PhysicAL	Todos los públicos	Europeo Local	YouTube	4	22/2/2023
22	Video Demo Sesiones	Todos los públicos	Europeo Local	Instagram y Facebook	255	29/3/2023
23	Video Demo Sesiones	Todos los públicos	Europeo Local	Instagram y Facebook	351	2/4/2023
24	Infográficos Programa de Formação PhysicAL	Todos los públicos	Europeo Local	Instagram y Facebook	111	26/4/2023

25	Participación de Physical en el Master de Psicología Deportiva en Universidad Autónoma de Madrid - UAM	Todos los públicos	Europeo Local	Instagram	275	19/5/2023
26	Résumen de Reels sobre deporte para PCD compartidos a lo largo del proyecto	Todos los públicos	Europeo Local	Instagram	84	30/4/2023
27	Résumen de Reel de participación en eventos compartidos a lo largo del proyecto	Todos los públicos	Europeo Local	Instagram	144	30/4/2023
28	Vídeo rueda de prensa en Salamanca sobre los resultados del proyecto	Todos los públicos	Europeo Local	YouTube	2	30/04/2023



Actividades de Difusión

Reuniones entre Socios

Actividad	Descripción	Grupo Focal	Nivel de difusión	Lugar	Fecha
1	Visita Socios: Aviva visita Porto	Reunión institucional. Técnica y de conocimiento de programas	Europeu	Presencial Porto	Del 9 al 12 de octubre de 2022
2	Visita Socios: Porto visita Aviva en Salamanca	Reunión institucional. Técnica y de conocimiento de programas	Europeu	Presencial Salamanca	Del 22 al 24 de octubre de 2022
3	Visita Semana de Formación en Salamanca	Reunión técnica. Formación. Conocimiento de colaboradores en España	Europeu	Presencial Salamanca	15 de febrero de 2023
4	Visita a Viseu. Portugal	Reunión técnica. Encuentro nacional de Tricicleta y conocimiento de de colaboradores en Portugal	Europeu	Presencial Viseu. Portugal	15 marzo de 2023

	5	Visita Semana de Formación en Porto	Reunión técnica. Formación. Encuentro nacional de Tricicleta y conocimiento de de colaboradores en Portugal	Europeu	Presencial Porto	31 marzo de 2023
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Control de Actividades de Difusión

Participación de Eventos

Actividad	Descripción	Grupo Focal	Nivel de difusión	Lugar	Público Alcanzado	Fecha	Obs.
1	Participación de Physical en las Jornadas de AIRTEA	Familiares y expertos	Regional	Toledo	40	15/5/2022	AIRTEA
2	Participación de Physical en el Curso de Asistente Personal Deportivo COCEMFE	Alumnado	Regional	Online	15	8/6/2022	COCEMFE
3	Participación de Physical en el Campus Vicente del Bosque	Niños con y sin discapacidad (entre los 6 y los 16 años)	Nacional	Salamanca	220	1/7/2022	Campus Vicente del Bosque
4	Physical participa de las Olimpiadas de la Ciudadanía de la CMGondomar	Alumnado	Local	Presencial Porto	700	16/11/2022	CMGondomar
5	Participación en la Carrera de los 1000 Pasos en Salamanca	Ciudadanía con y sin discapacidad. Evento de sensibilización	Nacional	Presencial Salamanca	3.500	23/10/2022	Carrera de los Mil Pasos
6	Exposición de deporte adaptado en Centro Comercial EL Tormes	Ciudadanía con y sin discapacidad. Evento de sensibilización	Local	Presencial Salamanca	216.396	18/11/22 al 4/12/2022	El Tormes
7	Physical en el I.E.S. Mateo Hernández	Profesorado y alumnado	Local	Presencial Salamanca	28	3/2/2023	Mateo Hernández
8	Programa Formativo Physical	Alumnado	Regional	Presencial Salamanca	38	13/2/2023	Formación Physical
9	Programa Formativo Physical	Alumnado	Regional	Oporto	43	1/3/2023	Formação Physical
10	Demo-sesiones	Profesionales. Alumnos de Physical y Personas con discapacidad física y sensorial del CAMP, CRMF, ASPACE I y II y Colégio San José	Entidades Regional	Presencial Salamanca	230	22/3/2023	Physical Games

 Control de Actividades de Difusión Participación de Eventos								
11	Demo-sesiones	Profesionales. Alumnos de Physical y Personas con discapacidad física del Centro de Rehabilitación de la Asociación de Parálisis Cerebral de Oporto	Entidades Regional	Presencial Oporto	43	23/3/1	CRAPPC	
12	Salamanca. Presentación del proyecto ante los	Medios de comunicación locales y regionales	Regional	Presencial Salamanca	12	27/04/2023	La Gaceta CRME	
13	Jornada de Seguimiento para Asociaciones a pequeña escala K210 - ERASMUS+ 2021	Asociaciones participantes de la convocatoria 2021 del programa ERASMUS+	Nacional	Presencial Madrid		31/05/2023	SEPIE	



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de paralisia cerebral



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