



Navigating AI Regulations:  
Practical Guide

Project Number:  
2024-2-DE02-KA210-VET-000287096

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# Dissemination Plan



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## Contents

1. Executive Summary .....	5
2. Dissemination at Stake: Guiding Principles .....	5
2.1. Specific Objectives of Dissemination.....	6
2.2. Partner Roles and Responsibilities & Internal Communication .....	7
2.3. Key stakeholders and target groups.....	9
2.4. The Message and the Tone of Voice.....	9
2.5. The Communication Channels & Tools .....	10
3. Exploitation: "Navigating AI Regulations: Practical Guide" Multiplier Events.....	10
3.1. Event Activities.....	11
3.2. Target Participants .....	11
3.3. Communication and Promotion .....	12
4. Measuring Success: Indicators and Deliverables .....	13
4.1. Deliverables .....	13
4.2. Indicators .....	14
4.3. Social Media Posting Schedule .....	16
6. Final Remarks.....	16



## 1. Executive Summary

The Erasmus+ co-funded project “Navigating AI Regulations: A Practical Guide” (2024-2-DE02-KA210-VET-000287096) aims to bridge critical gaps in AI knowledge, digital skills, and EU policy awareness among trainers and freelancers in the creative industry. Grounded in an in-depth Needs Analysis conducted during the preparation stage, the project adopts a targeted approach to support the digital transformation of this dynamic sector.

The project has three core objectives:

*Objective 1: Improving AI and Data Usage Competence:* By delivering a tailored training program to 57 participants, the project will enhance understanding of AI Act provisions, including risk classification, compliance, transparency, and data governance. This knowledge will empower trainers to guide young entrepreneurs in leveraging AI for business innovation while adhering to regulatory standards.

*Objective 2: Enhancing Digital Skills for AI in Creativity:* Participants will gain proficiency in AI-powered tools, data analysis, and AI literacy, enabling them to integrate cutting-edge technologies into creative processes. This objective focuses on fostering innovation, improving creative workflows, and building digital resilience in the sector.

*Objective 3: Boosting EU Policy and AI Act Awareness:* By increasing familiarity with EU policies and ethical frameworks, the project will ensure participants operate responsibly and in compliance with the AI Act, fostering trust and sustainable growth in the creative industry.

The project’s output will directly contribute to equipping trainers and freelancers with the tools and knowledge to thrive in an AI-driven future while aligning with EU regulatory and ethical standards.

## 2. Dissemination at Stake: Guiding Principles

The dissemination of this project is not only a reflection of its strategic alignment with the missions and activities of the partners but also a crucial effort to maximize its impact, engage stakeholders, and ensure the sustainability of its outcomes. The dissemination strategy has been carefully designed to achieve several key objectives, as outlined below:



- *Raise Awareness:* Ensure that the project and its results are effectively communicated to the target audiences, including educators, policymakers, creative professionals, and other stakeholders.
- *Engage Stakeholders:* Actively involve the target groups in the project's outcomes, fostering collaboration and encouraging their participation in training, events, and discussions.
- *Extend Impact:* Leverage dissemination channels to spread project results at local, national, and EU levels, ensuring a broad impact on the community and stakeholders.
- *Foster Sustainability:* Ensure that the outcomes and results of the project remain accessible and useful beyond its duration.
- *Promote Collaboration:* Highlight the value of partnerships and collective contributions to maximize the reach and effectiveness of the project dissemination.

This dissemination effort will span all levels due to its strategic relevance to the missions and activities of INI-Novation GmbH (INI) and Budakov Films (BF) in the year ahead. The dissemination plan clearly outlines the specific roles and responsibilities of each partner, considering their unique capacities, such as location, size, type, network reach, affiliations, and the expertise of their staff and stakeholders.

The dissemination activities will commence at the project's Kick-Off Meeting (KoM) with the development of a comprehensive dissemination plan. These activities will continue throughout the entire project's duration and extend beyond its conclusion.

Both partners are expected to actively contribute to content creation and dissemination efforts. Together, they will play a pivotal role in organizing and implementing dissemination and demonstration events in their respective countries, whether directly or indirectly.

The project results will be presented in a clear, measurable, and easily recognizable way, tailored to the target audience and conveying the most relevant messages.

## 2.1. Specific Objectives of Dissemination

The dissemination activities of this Small-Scale consortium are designed to achieve the following specific dissemination objectives (DO):



*DO1:* Ensure project awareness aligns with its objectives and successfully reaches the defined target groups. This will directly contribute to the exploitation of project results and their long-term sustainability by achieving at least one engagement per target group within the project duration.

*DO2:* Increase awareness of the target groups (local, national, and EU levels) by ensuring at least 70% of the target audience is informed about the project's objectives and results.

*DO3:* Generate measurable interest among external stakeholders (e.g., educators, AI experts, creative professionals, policymakers) by securing at least five endorsements, collaborations, or active engagements within the project's timeline.

*DO4:* Maintain consistent media presence by publishing at least 12 social media posts, four newsletters, and two press releases across the project's timeline.

*DO5:* Disseminate project results across local, national, and European levels by ensuring the participation of representatives from at least two countries at project events, publishing results on at least two international platforms, and presenting findings at one European-level conference.

Together, these dissemination objectives ensure that the project achieves maximum visibility, engages key stakeholders, and promotes the long-term impact and sustainability of its results across all levels.

## 2.2. Partner Roles and Responsibilities & Internal Communication

### **Partners list:**

P1 – INI-Novation GmbH (INI), Germany

P2 – Budakov Films (BF), Bulgaria

### **Partner roles:**

#### **P1 – INI-Novation (INI), Germany:**

- Leading the dissemination activity of the project.
- Developing the dissemination plan.
- Developing and coordinating the social media content.



- Creating templates for communication and dissemination activities (e.g., PPT presentation template).
- Organizing an Open Public Event in Germany.

#### **P2 – Budakov Films (BF), Bulgaria:**

- Designing the project logo and website.
- Developing the dissemination plan.
- Managing social media pages (as administrator).
- Creating templates for communication and dissemination activities (e.g., press release template).
- Organizing an Open Public Event in Bulgaria.

#### **Both Partners (P1+P2):**

- Implementing and following the dissemination plan.
- Contributing actively to content creation and dissemination in their country, in a direct and / or indirect way.
- Reporting on dissemination activities in Google Drive all activities and deliverables produced.
- Maintaining continuous contact with relevant European networks and multiplier organizations.
- Attending events (conferences, seminars, workshops, etc.) organized by the European Commission, European and National Agencies that provide an ideal opportunity to showcase project results and also leads to fruitful contacts to enhance networking.

At the beginning of the project, a list of stakeholders will be created. The list will be updated throughout the project lifetime and will include a wide range of stakeholders and professionals working in the Cultural and Creative Sector, SMEs, VETs, schools, associations, NGOs, and etc., who may be interested in exploiting the results.

The logo, the design of the project website and all related branding materials, used during the project, will promote consistency which will guarantee visual identity of the Navigating AI Regulations: Practical Guide project.

INI and BF will appoint one staff person responsible for external communication of the project.





## 2.3. Key stakeholders and target groups

The “Navigating AI Regulations: Practical Guide” project targets the dissemination actions at:

<i>Target group</i>	<i>Specific group</i>	<i>Methods</i>
Core Target Audience	Key educators within the partners' organizations	Project website, LinkedIn page, databases, networking at public events and/or conferences
Other Stakeholders and Decision Makers	Young entrepreneurs, Business incubators, Educators, Creative professionals, Policy makers and government officials involved in AI regulations, Industry leaders and corporate executives in the tech sector, Representatives from regulatory bodies and standardization organizations, Media channels in the regions.	Project website, LinkedIn page, project dissemination materials; networking at public dedicated and/or significant events.
General Public	n.a.	Project website, LinkedIn page, and dissemination materials.

## 2.4. The Message and the Tone of Voice

We are committed to avoiding technical jargon and prioritizing simplicity in our communication. Our goal is to keep messages clear and straightforward, always ending with a call to action to encourage active engagement from our audience. Both partners will work diligently to present project outputs in a way that is easy to understand. We will continuously assess the most effective methods of communication, with a strong emphasis on delivering messages that resonate, especially with non-specialist audiences.



## 2.5. The Communication Channels & Tools

Effective communication channels and tools will be employed throughout the project to ensure wide dissemination and engagement.

- *Partners' Website:* Link to the project website and update project information on partners' websites.
- *Project Website:* The "Navigating AI Regulations: Practical Guide" website will include, at a minimum, the following elements: details about the project, an overview of project activities, profiles of project partners, and readily accessible digital copies of all project materials created throughout its duration. These materials will be made available freely and openly, along with the EU logo and the Erasmus+ disclaimer provided by the National Agency.
- *Social media:*
  - LinkedIn profile for the project:  
<http://linkedin.com/company/navigating-ai-regulations-practical-guide>
  - LinkedIn profiles of project partners.
  - Hashtag to be used wherever possible: #NavigatingAI
  - Newsletter: Sent to partners' networks.
- *Mass Media:* Local and regional media.
- *International Platforms and Networks:* EPALE, EU Dissemination Platform, etc.
- *Public Events and Conferences:* Local, national, and EU level.
- *National Agencies:* Partners may reach out to their National Agencies to promote project activities on social media.

## 3. Exploitation: "Navigating AI Regulations: Practical Guide" Multiplier Events

As part of this initiative, we are excited to announce two public sessions titled "Navigating AI Regulations: Practical Guide", which will take place in Germany and Bulgaria. Thanks to the partners' collaboration with a wide range of professionals and institutions, the events will invite young entrepreneurs, business incubators, educators, creative professionals, AI experts, IPR experts, policymakers, and other stakeholders. These events will showcase the training program, allowing participants to provide feedback and suggest improvements, fostering



community engagement and broader dissemination. Additionally, experts active in Creative Sector (CCS) programs, along with partner stakeholders involved in the CCS, will be in attendance. We anticipate welcoming approximately 20 participants to each event.

### 3.1. Event Activities

During these public events, our target audience will be introduced to valuable insights in the following areas:

*Interactive presentation of the project methodology:* This session will guide attendees through the framework and processes that have shaped the project, enabling them to replicate or adapt similar methodologies in their own contexts.

*Showcase of project results and success stories:* The purpose of this session is to highlight the impact and effectiveness of the project. Through tangible examples, we will demonstrate the success of the initiative and offer strategies for incorporating AI in line with the AI Act and integrating digital skills into everyday practices. This will promote peer learning and collaboration among attendees.

*Panel Discussion on Future Maintenance and Development:* This panel will present a clear vision for the project's ongoing future, focusing on continued momentum, sustainability, and the need for ongoing collaboration and innovation.

Each of these activities is designed to engage the audience, providing them with a comprehensive understanding of the project's methodology, results, and its potential for long-term impact.

### 3.2. Target Participants

The following groups are expected to attend the "Navigating AI Regulations: Practical Guide" sessions:

#### 1. VET Professionals:



- *Description:* Vocational Education and Training professionals who need to enhance their digital skills and facilitate the integration of AI.
- *Objective:* To learn about the project's methodology and results and explore ways to incorporate these into their training programs.

#### 2. Trainers from Private Organizations:

- *Description:* Trainers from various organizations who deliver internal training programs.
- *Objective:* To gain insight into how AI and digital technologies can be integrated into training curricula.

#### 3. Policymakers:

- *Description:* Individuals involved in creating and implementing educational policies.
- *Objective:* To understand the project's impact and explore policy-level changes that can support the implementation of AI and digital innovations in education.

#### 4. Public Sector Representatives:

- *Description:* Representatives from various municipalities or agencies responsible for developing internal training programs within their organizations.
- *Objective:* To evaluate how the project's outcomes can be applied within their own organizations and support internal training initiatives.

#### 5. Non-profit Organizations:

- *Description:* Representatives from non-profit organizations that regularly conduct training for various target groups.
- *Objective:* To learn about the project's methodology and results and explore ways to integrate these into their training programs.

By including a broad spectrum of participants, the events will facilitate a comprehensive dialogue around digital innovations and AI in education, ensuring wide support and engagement with the project's outcomes.

### 3.3. Communication and Promotion

To ensure maximum reach, a press release will be sent to local, regional, and national media outlets by the host organization before and after each event. Invitations for the events will be prepared in English and/or the language of each partner. Additionally, the project will be promoted at other relevant events attended by the partners.



## 4. Measuring Success: Indicators and Deliverables

### 4.1. Deliverables

No:	Instrument	Description
1.	Dissemination plan	A strategic document that will be used by the partnership to implement dissemination activities and ensure the sustainability of the project. The plan will be developed at the beginning of the project and discussed and approved at the Kick-Off Meeting (KOM).
2.	Project logo	A recognizable logo designed with product-oriented characteristics, highlighting the final project outcome.
3.	Project website	The project website will include the following information: <ul style="list-style-type: none"><li>○ General project information and news</li><li>○ Project activities</li><li>○ Project partners</li><li>○ Developed results</li><li>○ Digital versions of all materials, methodology, and course materials</li><li>○ Blog</li><li>○ Links to social media</li><li>○ EU logo and disclaimer</li><li>○ Creative Commons attribution</li></ul>
4.	Partners' Websites	Project information published on partners' websites.
5.	Links on Partners' Websites	Links to the "Navigating AI Regulations: Practical Guide" webpage on partners' websites.
6.	PPT Presentation Template	A template for PowerPoint presentations to be used by partners when presenting the project, activities, and/or results at various events.
7.	Newsletters	The newsletters will inform about the project's progress and provide articles, notes, and updates. Information in the newsletters will include: <ul style="list-style-type: none"><li>○ Announcements of progress from individual partners or collaborators,</li><li>○ Reports on meetings and events,</li><li>○ News of milestone achievements.</li></ul>



		All newsletters will be available via the project website.
8.	Social Networks, Articles, and Blog Posts	Both partners are actively engaged in online activities and maintain connections with local and regional media outlets. They will use social media and traditional media channels to disseminate project outcomes, sharing them on their websites, social networks, newsletters, and media platforms. The consortium expects to reach at least 200 individuals with each publication aimed at distributing the project results. A dedicated LinkedIn page will also be created to connect with key representatives within the target audience.
9.	International Platforms and Networks	Platforms like EPALE, the EU project dissemination platform, and Open Education Europe will be used to disseminate the project results.
10.	External Events	Promotion and dissemination of project activities and/or results at least one external event.
11.	A Transnational Kick-off meeting and Online Meetings	Internal dissemination will occur through organizing and implementing one transnational meeting and other planned online meetings.

## 4.2. Indicators

<i>Activities</i>	<i>Goals and Indicators</i>	<i>Language</i>	<i>Who?</i>	<i>When?</i>
Dissemination plan	1	ENG	BF	January 2025
Project logo	1	ENG	BF	January 2025
Website Development	1	ENG	BF	March 2025
Website Auditorium	Visits: at least 700	n.a.	INI+BF	December 2025



Sharing Links	Number of shared links – at least 1 link on each partner’s website	ENG	INI+BF	March 2025
Project Information on Partners' Websites	Number of publications related to the project – at least 1 per partner	ENG	INI+BF	Ongoing
PPT Presentation Template	1	ENG	INI	February 2025
Social Media Channels (LinkedIn)	1	ENG	BF	February 2025
Social Media Posts	At least 12	ENG	INI+BF	Ongoing
Social Networks, Articles and Blog Posts	Reach: At least 300 people with each publication	ENG	INI+BF	February 2025 - December 2025
Newsletters	2	ENG	BF	February 2025 - October 2025
Multiplier Events	2 (two) Open Public Events	ENG	INI+BF	July 2025
Multiplier Events Participation	At least 20 participants per event	ENG	INI+BF	July 2025
Multiplier Events Quality	Quality rating $\geq 3$ (on a scale of 1 to 5)	n.a.	INI+BF	July 2025
External Events	2	ENG	INI+BF	TBD
Transnational Meetings	1	ENG	INI	February 2025



### 4.3. Social Media Posting Schedule

Each partner will take turns posting on the project's LinkedIn page, ensuring at least one post per month on a rotational basis.

<i>Month</i>	<i>Responsible Partner</i>
January 2025	BF
February 2025	INI
March 2024	BF
April 2025	INI
May 2025	BF
June 2025	INI
July 2025	BF
August 2025	INI
September 2025	BF
October 2025	INI
November 2025	BF
December 2025	INI

## 6. Final Remarks

In conclusion, the dissemination plan for the 'Navigating AI Regulations: Practical Guide' project reflects our strong commitment to sharing our achievements and engaging a wide, diverse audience. Through this plan, we aim to foster a deeper understanding and appreciation of digital innovations and AI, cultivating new perspectives not only among our project partners but also within the broader community.

As we move forward, we acknowledge that our collaborative efforts in spreading our work will drive positive changes, contributing to the advancement of a modern way of thinking, learning, and engaging with technology in education.