

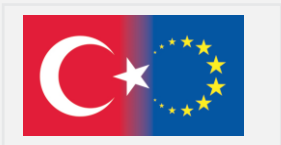


RESILIENT RESPONDERS

Psychological Resilience and Support
for Personnel in Charge after Natural
Disasters

PROJECT NUMBER: 2023-2-TR01-KA220-ADU-
000180454

Final Dissemination Report



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1. Introduction

The present Final Dissemination Report summarises the communication and dissemination activities implemented throughout the lifecycle of the Resilient Responders project. The report outlines the dissemination strategy followed by the consortium, presents the communication channels utilised, and assesses the visibility and outreach achieved among the project's target groups.

The dissemination activities aimed to raise awareness about the importance of psychological resilience among disaster responders, promote the project's results, engage relevant stakeholders, and support the long-term exploitation of the project's outcomes. All activities were implemented in line with the Dissemination Plan and adapted where necessary to maximise outreach and stakeholder engagement.

2. Dissemination Strategy

The dissemination strategy of the Resilient Responders project was established from the very beginning of the project implementation. During the kick-off meeting, all project partners discussed and agreed upon the main communication and dissemination priorities, target groups, communication channels, and responsibilities. Based on these discussions, a dedicated Dissemination Plan was developed to provide a common framework for all dissemination and communication activities throughout the project lifecycle.

The consortium agreed that dissemination activities should focus on reaching the project's primary target groups, namely disaster responders, emergency professionals, trainers, disaster management organisations, and other stakeholders involved in emergency preparedness and response. Particular emphasis was placed on ensuring that project information and results would be communicated through channels that are regularly used by these audiences and that facilitate continuous engagement.

During the planning phase, partners jointly assessed the available dissemination tools and selected those considered most appropriate for achieving the project's objectives and maximising outreach. While several dissemination options were initially considered, the consortium decided to prioritise digital communication channels due to their accessibility, broad reach, cost-effectiveness, and ability to support continuous interaction with stakeholders across different countries.

As a result, the consortium agreed to focus its dissemination efforts on four core tools: the project website, social media channels, newsletters, and promotional materials. The project website was established as the central information hub where stakeholders could access project information, news, training opportunities, and project outputs. Social media channels were used to provide regular updates, promote events, and engage directly with the target audience. In addition, a series of seven newsletters was planned and implemented throughout the project lifecycle in order to provide structured updates on project progress, activities, and results.

Although press releases were included among the potential dissemination tools identified during the initial planning phase, the consortium concluded that newsletters and direct communication through partner networks would provide a more targeted and effective approach for reaching the project's specialised audience. Consequently, dissemination efforts were concentrated on channels that allowed direct engagement with professionals and organisations active in the field of disaster response and resilience.

Furthermore, the consortium decided to develop a project flyer. The flyer provided concise and accessible information about the project objectives, activities, partnership, and expected outcomes, while allowing for easier digital distribution through the project website, newsletters, social media channels, and partner networks.

The implementation of the dissemination strategy was coordinated by iED, acting as the dissemination leader of the project. Regular communication among partners ensured that dissemination activities remained consistent across countries and aligned with the project's overall objectives. Throughout the project duration, dissemination actions were continuously monitored and adapted when necessary to maximise visibility, stakeholder engagement, and the long-term sustainability of the project results.

3. Dissemination Activities Implemented

3.1 Project Website

The Resilient Responders website served as the project's central communication and dissemination hub throughout the implementation period. Developed at the beginning of the project and continuously updated during its lifetime, the website provided stakeholders with direct access to project information, news, events, training opportunities, deliverables, and educational resources.

The platform was designed as a multilingual website to ensure accessibility across all partner countries and to facilitate the dissemination of project results to a wider European audience. Visitors were able to access information about the project objectives, consortium members, activities, and achievements, while dedicated

sections were developed for project outputs, best practices, training resources, and dissemination materials.

A significant feature of the website was the integration of the project's e-learning platform, allowing users to access educational content and training resources developed within the project. In addition, a dedicated Best Practices section was established to support knowledge sharing and promote practical approaches related to resilience, psychological wellbeing, and disaster response.

Throughout the project lifecycle, the website was regularly updated with news articles, project developments, training activities, webinars, and newly released resources. This ensured that stakeholders remained informed and engaged with the project's progress.

The website proved to be one of the most effective dissemination tools of the project. **While the initial dissemination target foresaw a minimum of 2,000 website visitors, the project significantly exceeded this objective, reaching a total of 4,730 website views by the end of the implementation period.** This represents more than double the original target and demonstrates the strong visibility and outreach achieved through the project's online presence.



Figure 1 Website analytics

3.2 Social Media

Social media constituted one of the project's primary dissemination channels and played a key role in ensuring continuous communication with stakeholders throughout the implementation period.



Figure 2: Instagram page

At the beginning of the project, IED developed a dissemination calendar that defined the dissemination responsibilities of each partner and established a coordinated publication schedule. This approach ensured that dissemination activities were shared among all partners and that project visibility was maintained consistently throughout the project lifecycle.

To ensure a coherent and recognisable project presence across all communication channels, a set of social media templates was developed and shared among the consortium members. The templates incorporated the project's visual identity and branding elements, allowing partners to produce communication materials with a consistent appearance regardless of the country or organisation responsible for publication.

In addition, IED established a common dissemination monitoring system through a shared reporting spreadsheet. The reporting tool was updated regularly by all partners and served as a central mechanism for tracking dissemination activities, monitoring performance indicators, collecting evidence, and assessing progress against dissemination objectives.

Using Facebook and Instagram as the primary social media channels, partners regularly published content related to project activities, meetings, training opportunities, webinars, project results, best practices, and major project milestones. This coordinated approach enabled the consortium to maintain stakeholder engagement throughout the project and ensure continuous visibility of the project's outcomes.

Overall, more than 70 social media posts were published during the project implementation period, demonstrating the strong commitment of all partners to the dissemination and promotion of the project's activities and results.

3.3 Newsletters

Newsletters were one of the consortium's main dissemination tools throughout the implementation of the Resilient Responders project. Following the dissemination strategy agreed during the kick-off meeting, the partners decided to use newsletters as a structured and targeted communication channel to inform stakeholders about the project's progress, activities, and results throughout its lifecycle.

A total of **seven newsletters** were developed and published during the project. Each newsletter corresponded to a significant stage of the project and highlighted key achievements, milestones, and outputs. The newsletters covered major project developments, including project launch activities, transnational project meetings, the development of training materials, training activities, best practices collection and adaptation, platform developments, webinars, and the final project outcomes.

The newsletters played an important role in documenting and communicating the evolution of the project from its initial stages through to its completion. By presenting

project developments in a chronological and accessible manner, they enabled stakeholders to follow the project's journey and remain informed about newly available resources and opportunities for participation.

To maximise accessibility and inclusiveness, all newsletters were translated into the languages of the partner countries. They were published through the project's website and made publicly available in the News section, ensuring that all interested stakeholders could access project updates regardless of their geographical location or language background.

Newsletters

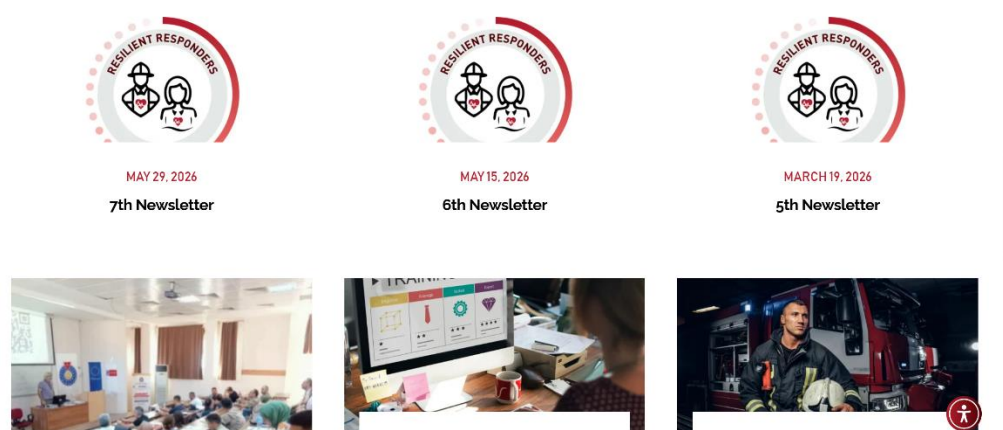


Figure 3: Newsletter Section

The newsletters remain available online as part of the project's dissemination legacy and continue to provide valuable information about the project's activities, results, and impact.

4. Dissemination Results and Impact

The dissemination activities implemented throughout the Resilient Responders project contributed significantly to the visibility, outreach, and accessibility of the project's results. Through a combination of digital dissemination tools, coordinated partner engagement, and continuous communication activities, the consortium successfully reached stakeholders across the participating countries and beyond.

The project website proved to be one of the most effective dissemination channels. The initial dissemination target established in the Dissemination Plan foresaw a minimum of 2,000 website visitors. **By the end of the project, the website had achieved 4,730 views, exceeding the original target by more than 136% and reaching 236.5% of the planned objective.**

Beyond its visibility, the website was designed to maximise accessibility and inclusiveness. The platform was developed as a multilingual environment, allowing visitors to access project information and resources in the languages of the consortium countries. Furthermore, the website incorporated accessibility features and user-friendly navigation to ensure that project information, educational materials, best practices, newsletters, and e-learning resources could be accessed by the widest possible audience. The website continues to function as a permanent repository of project outputs, ensuring long-term access to all project results.

Social media dissemination also generated substantial visibility and stakeholder engagement. Through the coordinated efforts of all consortium partners, more than 70 social media posts were published across Facebook and Instagram, promoting project activities, training opportunities, webinars, project meetings, best practices, and final results.

The project's social media channels reached a total of **183 followers, including 111 Facebook followers and 72 Instagram followers**. In addition, dissemination activities generated an estimated **reach of 98,716 views** across the various communication channels used by the consortium. Stakeholder engagement was particularly encouraging, with dissemination activities generating **approximately 8,969 interactions, including reactions, likes, comments, and shares**. These figures demonstrate active interest in the project's content and successful engagement with the target audiences.

Newsletters represented another important dissemination mechanism. In accordance with the Dissemination Plan, seven newsletters were produced and published throughout the project lifecycle. The newsletters documented the project's progress from its launch to its completion, presenting key milestones such as project meetings, the development of training materials, training activities, best practices, platform developments, webinars, and final project achievements. All newsletters were translated into the partner languages and made publicly available through the News section of the project website, ensuring open access to project information and results.

Overall, the dissemination strategy successfully supported the project's objectives by increasing awareness of psychological resilience among disaster responders and emergency professionals, promoting the uptake of project resources, and ensuring the long-term visibility and accessibility of the project's outcomes.

Key Dissemination Results

Dissemination activities supported the promotion of all major project outputs, including the Needs Assessment Report, the six training modules, the training programme for disaster responders, the Best Practices Repository, the webinar series, and the e-learning platform. Through continuous communication activities, stakeholders were informed about newly released resources and encouraged to access and utilise the project outcomes.

Indicator	Achieved
Website Views	4,730
Website Target Achievement	236.5%
Social Media Followers	183
Social Media Posts	70+
Social Media Reach / Views	98,716
Social Media Interactions	8,969
Newsletters Planned	7
Newsletters Published	7
Website Languages	Achieved

5.Sustainability

The project website will remain active after the completion of the project, providing continued access to project information, newsletters, training materials, best practices, and other resources developed throughout the project lifecycle. The website also serves as a permanent repository of project outputs, enabling interested stakeholders to benefit from the project's results in the future.

Particular attention has been given to accessibility and inclusiveness. The website has been developed as a multilingual platform and incorporates accessibility features that facilitate access to project resources for diverse audiences. This approach supports the wider dissemination and exploitation of the project's outcomes across different countries and stakeholder groups.

The multilingual newsletters, training materials, best practices repository, and e-learning resources will remain publicly available through the project website, allowing future users to continue benefiting from the project outcomes.

6.Conclusions

The dissemination activities implemented within the Resilient Responders project successfully supported the visibility, outreach, and accessibility of the project's results throughout its implementation period.

Through the coordinated efforts of all consortium partners, the project established a strong online presence through its website, social media channels, newsletters, and promotional materials. The dissemination strategy ensured continuous

communication with stakeholders and contributed to raising awareness about psychological resilience and mental wellbeing among disaster responders and emergency professionals.

The project exceeded its dissemination targets, established a sustainable online presence, and ensured long-term access to its educational resources and project results.



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