Dissemination plan in English – Evaluation of the same

The project "Green Popup 4 All" focuses on establishing a foundation for a new learning approach and facilitating the exchange of experiences among teachers and students within the four participating countries.

The project's communication aims to showcase the work related to this learning approach and demonstrate how experiences are shared among participants, thereby highlighting successful pathways for the project.
This paper will evaluate how well this was executed.

Evaluation

To conduct an evaluation, it is essential to identify the strategic choices made in the communication plan.

The most evident choice was relying on existing channels rather than creating and launching new ones. The project's website is therefore integrated into Gradia's website, and the project has also chosen to utilize participants' existing social channels instead of initiating new ones.

The primary basis for these choices was mainly economic. There simply were no resources available to market new channels. Another reason was to initially achieve a broader reach for the project. The expected consequence of this strategy was that the reach of the project's posts would follow the number of followers each channel already had. Consequently, no specific goals were set in terms of predetermined website visitors, social media post reach, or equivalent. Such measurements would not be able to distinguish the project's success from other parameters affecting each channel.

However, some insight can be gained. The reach of the posts has been individually studied and compared with other posts in our channels. The result is that the posts for "Green Popup 4 All" do not significantly differ from other publications in their respective channels. From this, we conclude that our posts have reached the followers of each participant, but we cannot determine if they have reached our target audience.

In the surveys conducted among students and teachers, no questions were posed regarding internal or external communication.

What has worked well?

The information on the website has effectively reflected the work that has been undertaken. Both the project participants and other interested parties have been able to access our work

here. Towards the end of the project, various modules/curricula have also been posted, and these will remain accessible even after the project concludes.

At each participant's popup event, local media has been present. This has resulted in newspaper articles in both Sweden and Denmark, if only in local press. However, even though it has been on a modest scale, the articles led to organizers receiving inquiries from other stakeholders in the local area. In this way, the project idea was disseminated to a larger audience and with greater legitimacy than would have been the case if we had only reached out through our own channels.

What worked less well?

We did not achieve the impact we had dreamed of, only what we considered realistic beforehand. Apart from local press, we did not receive national media coverage for our project. We have also not observed external entities referring to Green Popup 4 All.

In the actual work, we can note that although much worked well, there were areas that could be improved. Primarily, it has been challenging to establish ongoing communication with external parties between popup weeks, and also to encourage involved stakeholders to comment on each other's posts, thereby reducing the dissemination.

A challenge has been the language. Within the project, participants mainly communicated in English, but posts in each participant's channels were in their respective country's language. While the latter is as it should be, it has also resulted in not all posts being understood.

Through social media, websites, and local media, the project has become known far beyond the project group. In this way, communication has contributed to increasing awareness of the challenges and issues facing the tourism industry and creating understanding of its importance. Communication efforts have been in line with EU guidelines and regulations, ensuring that the project has met the necessary requirements. However, what has not been confirmed is whether the communication has led to other external entities reaching out to us during the project.

For more detailed information on the extent of the communication, the reader is referred to the "Dissemination - activities" section, where over 50 posts in social media made under the tag #greenpopup4all are mentioned.

Closing Reflection

Engagement of the Target Audience Communication has contributed to creating an understanding of the project within the primary target audiences and has instilled a sense of pride in participants for being involved in something that garners attention.

Information Dissemination Communication has spread information about the project's goals, results, and progress to stakeholders, the general public, and other relevant parties. We also

dare to believe that communication has helped enhance the project's image and reputation, thereby increasing trust from stakeholders and potentially aiding us in future collaborations.

Annex

The Excel file "Dissemination - activities" illustrates the efforts made by participants on social media and online. It includes known contributions from other actors, as well as those recognized by the project management.