



Theme 9

Dissemination and communication: Strategy and events

Participating in a European project requires an efficient dissemination plan. Communication around a project - even a school project - is fundamental to favor punctual and transparent information about the results and actions carried out during this process: especially if it's financially supported by sponsors.

What is dissemination?



It is the action of spreading the results of a project in order to value and pass on knowledge as well as to maximize the impact of the results on a specific target audience, thanks to scientific articles, public databases, colloquiums, seminars, study days...

AOSTA. The award ceremony of the 2019 Plurilingual Kamishibai Contest « Da minha janela para o mundo – From my window to the world»

https://it.geosnews.com/p/it/valle-d-aosta/ao/remise-des-prix-du-concours-kamishibai-plurilingue-2018-2019_23638630

What is communication?

Communication concerns the project as a whole - not only the results - and targets a wider, non-specialist audience that is nonetheless interested in the project's activities. The language used is to be less technical in order to clarify all the ins and outs, and the tools are to be suitable for the general public (website, social media, videos, press packs...)

How can you highlight the tangible results of a kamishibai contest, or simply the results of the creation of plurilingual kamishibais?

The awards ceremony is an important moment, that can take place on the occasion of international initiatives, in order to benefit from the media coverage, it garners:



- The International Mother Language Day, announced by the General Conference of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in November 1999 in order to promote linguistic and cultural diversity and to recall the importance of multilingualism within our societies - February 21th;
- The French Language and Francophonie Week: a cultural event yearly organized with the support of the International Organization of La Francophonie around March 20th, International Francophonie Day;
- Europe Day in order to celebrate peace and unity in Europe, May 9th (anniversary of the Schuman declaration);
- The European Day of Languages, created by the Council of Europe during the 2001 European Day of Languages in order to make students aware of the richness of linguistic diversity and to get them involved in projects, September 26th;
- World Kamishibai Day, December 7th

<https://www.kamishibai-ikaja.com/en/activities/World-Kamishibai-Day-eng.html>



<https://www.education.gouv.fr/journee-europeenne-des-langues-9845>

It is also important to think of the presentation of the kamishibai within the school or socio-educational group (before or after the awards ceremony), which can take place in several contexts:

- End of year meeting with parents
- Presentation to other classes of the same establishment
- Presentation in a library

It is also important to think of the:

- Publication of a kamishibai
 - Hard copy
 - Digital format (Kamilala website, epub)
- Internet distribution (digital version on YouTube, Vimeo, ...) on the website of:
 - The school
 - The structure that promoted the contest
 - Kamilala
- Communication to the general public
 - Press release
 - Interviews (local media)
 - Articles in the local, national, international press
 - Social media: FB, Instagram, Twitter, ...

Examples extracted from logbook **testimonies** about the dissemination of the project:

For elementary age students⁷:

“The children will create a plurilingual dictionary gathering words they learned in the course of the project. They will tell their story to other groups within the structure and will be welcomed by younger children (of kindergarten age, for example), to present the method, the cards and the castelet and explain what a plurilingual kamishibai is.”



Prize ceremony in Greece

« Introduction of the Kamishibai.

Dramatization of the story.

Exhibition of the story in the first language of foreigner children.”



Kamishibai Days (Dulala)

⁷ Elementary age (that acts as reference here) varies according to the countries; thus, it's a general indication to be contextualized.

For kindergarten pupils:

“Reading for the other groups and for families. Exhibition during a school event, explanation of the work that has been done and of the steps required to create a plurilingual kamishibai.”

For middle-school students:

“Uploading on the website of the Institution.” *

“Introduction to the families, exhibition of the kamishibai in the mini-fair, project organized by our establishment on a yearly basis in order to allow teachers to share their educational methods.”



Presentation of a Kamishibai to parents- École Bonsucesso, Portugal



Kamishibai Days (Dulala)



Prize ceremony, Greece

Les **JOURNÉES** de
la **FRANCOPHONIE**
en **VALLÉE D'AOSTE**



Du 1^{er} au 31 mars 2020



Kamishibai Days (Dulala)