

BBC: Breaking Boundaries in
K-12 Classrooms:
Fostering Gender Inclusion
in STEM Teaching.

BBC Breaking Boundaries in K-12 Classrooms: Fostering Gender Inclusion in STEM Teaching

Dissemination and Communication Plan

Prepared By :
Kiel University, Germany



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

KA220-SCH - Cooperation partnerships in school education (KA220-SCH)

Project ID: 2024-1-SE01-KA220-SCH-000251633



Title of project	BBC
Full title of project	BBC Breaking Boundaries in K-12 Classrooms: Fostering Gender Inclusion in STEM Teaching
Title of this document	Dissemination and Communication Plan
Dissemination level	SEN
Due date	11/2025
Actual delivery	11/2025
Versioning history	V01
Author(s)	Kiel University, Germany
Executive summary	This Plan provides an overview of how the BBC consortium is going to disseminate and communicate project outputs over the course of the project.





Introduction

BBC Breaking Boundaries in K-12 Classrooms: Fostering Gender Inclusion in STEM Teaching is a transnational and cross-sectoral initiative that aims to improve the quality and inclusiveness of STEM education and training at the K-12 level. The project involves teachers, school managers, and pre-service teacher trainers from diverse countries and backgrounds. Throughout the project, we also aim to evaluate participants' progress and assess the level of maturity and advancement in addressing gender diversity.

The project centers on workshops facilitated by colleagues experienced in participatory design and focus group methodologies. Each workshop will focus on a specific level within K-12 education. The workshops aim to:

- Expand the knowledge and expertise acquired in the KA220 project,
- Provide inspiration and share best practices for creating gender-inclusive classroom environments to raise awareness of STEM,
- Analyze participants' progression and advancement.

Partners will implement a Maturity Scale for Awareness of Gender Equality at the K-12 Level to identify a baseline and outline the steps needed to achieve greater maturity. An initial survey will be conducted at the beginning of the project to assess how gender equality and inclusion are understood and practiced in different schools. This survey will be administered to the teachers participating in the workshops.

The importance of diversity and inclusion in STEM has been widely recognized as a critical factor for innovation, equity, and long-term societal progress. However, the persistent under-representation of certain student groups in STEM classrooms and career pathways—driven by systemic biases, stereotypes, and limited access to inclusive learning environments—remains a significant challenge. While many educational institutions express interest in improving diversity in STEM, there are few concrete, scalable examples of successful policies and practices that effectively promote inclusive participation at the K-12 level.

Throughout the project, we will evaluate participants' progress and assess the maturity of their approaches to diversity and inclusion in STEM. This will help document the advancements achieved and provide valuable insights for scaling and sustaining inclusive practices in schools. Ultimately, the project seeks to empower educators to become agents of change and to contribute to a more equitable and representative future for STEM education.



Guiding Principles

As we implement the dissemination strategies for the BBC project, we are committed to upholding a set of guiding principles that will steer our efforts throughout the project's duration. Our approach will be characterized by the following principles:

Open: In alignment with the European Commission's open access mandate, all materials developed through the BBC project will be shared openly through our project website and the eTwinning platform established for this purpose. Project partners will publish tangible results and outputs under a Creative Commons license, ensuring that they are freely accessible and adaptable to local, national, and institutional contexts.

Collaborative: We aim to foster strong and meaningful collaborative relationships with all project partners. This will involve carefully supporting and monitoring dissemination and exploitation activities by establishing clear communication channels with designated representatives from each partner organization. Partner responsibilities regarding dissemination will be clearly defined, and we will frequently assess the project's progress in relation to our overarching goals, sharing our findings with all partners.

Responsive: We will prioritize responsiveness to our partners' needs and encourage them to reciprocate by keeping communication focused on essential matters. We recognize that poor communication can erode trust and hinder effectiveness; therefore, we will promptly address any communication challenges that arise and explore alternative approaches when necessary to maintain active engagement and mutual understanding.

Clear and Explicit: Clarity and conciseness will be paramount in our communications with both partners and external stakeholders. Given the multilingual and diverse nature of our target audiences across Europe, we will strive to deliver clear, explicit messages while keeping our communications brief and to the point. All materials will be carefully edited to enhance understanding, accessibility, and engagement.

Ethical Responsibilities: We are committed to ensuring that all dissemination activities adhere to the highest ethical standards. This includes respecting intellectual property rights, protecting the privacy of individuals, and obtaining consent when sharing personal data, images, or testimonials. Ethical review and approval processes will guide our dissemination efforts to ensure integrity, transparency, and fairness throughout all project communications.



Guiding Principles

Security Responsibilities: We will take proactive measures to safeguard sensitive project data and partner information. Secure data management systems and password-protected communication channels will be used to prevent unauthorized access or misuse. All team members and partners will be informed of data protection protocols in compliance with the General Data Protection Regulation (GDPR) and relevant national laws, ensuring the confidentiality and security of all project-related information.

Inclusive: Inclusivity will be at the heart of all dissemination and communication activities as it is also goal of our project to have inclusive classrooms in STEM education. We will ensure that our materials are accessible to a wide range of audiences, including individuals with diverse linguistic, cultural, and physical needs. Where possible, materials will be translated into multiple languages and designed with accessibility features such as clear formatting and alternative text for images. By promoting inclusive practices, we aim to reach and engage all members of our target communities, ensuring that no group is left behind in benefiting from the project's outcomes.

Sustainable: We aim to ensure the longevity and continued use of project outputs beyond the funding period. This will involve maintaining the accessibility of online resources, integrating materials into partners' institutional practices, and encouraging the wider educational community to adopt and adapt our outputs.

Evidence-Based: Our dissemination activities will be informed by evidence derived from continuous monitoring and evaluation processes. We will use data collected throughout the project to assess the reach, engagement, and impact of dissemination efforts, ensuring that our communication strategies remain data-driven and impactful. Regular reflection on quantitative and qualitative feedback will guide adjustments to improve effectiveness and align dissemination activities with project objectives and stakeholder needs.



Scientific and Non-Scientific Articles

As BBC project, we plan to disseminating its findings and experiences through both scientific and non-scientific publications to ensure broad accessibility and lasting impact.

Partners will collaborate to produce at least one peer-reviewed scientific article that presents the project's research outcomes, methodologies, and insights on fostering gender inclusion in K-12 STEM education. These publications will target reputable journals and conferences in the fields of education, gender studies, and STEM pedagogy.

In parallel, non-scientific articles and opinion pieces will be prepared for institutional newsletters, educational magazines, and online platforms to reach a wider audience, including teachers, policymakers, and the general public.

All articles will acknowledge the support of the Erasmus+ Programme and be openly accessible where possible, in line with the project's open science principles. By combining academic rigor with accessible communication, the BBC project aims to inspire evidence-based policy discussions and practical actions that promote gender equity in STEM classrooms.

Newsletter

The BBC project will publish a digital newsletter to keep stakeholders regularly informed about the project's progress, achievements, and upcoming activities.

The newsletter will be released twice during the project's lifetime to highlight key outcomes, partner contributions, and success stories from workshops and dissemination events. Each issue will feature short articles, visuals, and interviews with project participants to provide engaging and accessible updates for educators, policymakers, and other stakeholders.

The newsletter will be distributed through partners' institutional mailing lists, shared via social media channels, and made available on the project website to ensure broad reach. Its content will be written in clear, inclusive language, reflecting the project's commitment to openness and accessibility.

By using the newsletter as a storytelling and engagement tool, the BBC project aims to strengthen its network, maintain visibility, and foster continued dialogue on gender inclusion in K-12 STEM education.



BBC Communication

The communication strategy for the BBC project is designed to effectively promote the project's vision, engage key stakeholders, and raise awareness about Sustainable Digitalization. This section presents the key elements of our communication approach, which will be central to ensuring that BBC's messages, activities, and outcomes are shared widely across Europe and beyond.

Our communication efforts will combine strategic planning with a diverse range of tools to reach both our primary audience; K-12 educators, school managers, pre-school teachers, university academic staff, education experts, and secondary stakeholders, including policymakers, educational institutions, and industry partners. To maximize visibility and engagement, we will adopt a multi-channel approach that leverages both traditional and digital platforms.

The main communication tools will include the project website, social media channels (such as LinkedIn), newsletters, press releases, and participation in academic conferences and public events. These platforms will be used to share project updates, highlight key milestones, and showcase success stories.

The BBC project's communication plan is designed to be dynamic and adaptable. It will evolve in response to emerging opportunities, feedback, and changing communication trends. Through a combination of proactive outreach, targeted campaigns, and continuous monitoring, we aim to ensure that projects communication efforts have a lasting impact, strengthening the project's visibility, credibility, and relevance in the field of sustainable digital transformation.

Social Media

Social media will serve as a key driver of visibility and engagement for the BBC project, helping to share its mission of fostering gender inclusion in STEM education across Europe and beyond. Dedicated project profiles will be maintained on LinkedIn, X (formerly Twitter), and Facebook to promote updates, highlight workshop outcomes, share good practices, and celebrate partner achievements.

We commit to publishing relevant, high-quality posts at least twice per month, including visuals such as short videos, infographics, and teacher testimonials that illustrate the project's progress and impact. All partners will actively contribute by sharing project content through their institutional channels to amplify the reach of BBC's messages. Social media performance will be regularly monitored using indicators such as follower growth, engagement rates, and post reach. By maintaining an active, inclusive, and collaborative online presence, the BBC project aims to build a vibrant digital community that raises awareness, inspires dialogue, and strengthens the commitment to gender diversity in K-12 STEM education.



Project Website

The BBC project website will serve as the central hub for all communication, dissemination, and knowledge-sharing activities. It will provide open access to project information, updates, and results, ensuring transparency and visibility throughout the project's duration. The website will feature key sections including the project overview, partner profiles, news and events, downloadable resources, and contact information. It will also host all publicly available outputs such as reports, guidelines, teaching materials, and dissemination tools, aligning with the project's commitment to open access and the European Commission's FAIR principles (Findable, Accessible, Interoperable, and Reusable). Regular updates will be published to highlight milestones, events, and success stories, while embedded social media feeds will help maintain engagement with broader audiences.

The website will be managed collaboratively, with partners contributing content to ensure representation from all participating countries. Designed with inclusivity and accessibility in mind, it will comply with EU web accessibility standards (WCAG 2.1) and be available in English, with key information translated into partner languages where feasible. By serving as both an information portal and a dissemination platform, the BBC project website will play a vital role in strengthening visibility, promoting collaboration, and supporting the long-term sustainability of project outcomes.



Dissemination Activities

The dissemination activities of the BBC project are designed to ensure that the project's outcomes, tools, and best practices reach a wide and diverse audience across Europe and beyond. These activities aim to raise awareness about the importance of gender inclusion in K-12 STEM education, support knowledge exchange among educators and policymakers, and promote the sustainable use of project results. Dissemination efforts will include a combination of online and in-person actions such as maintaining the project website, publishing newsletters, participating in local and national workshops, and sharing results through social media, scientific publications, and partner networks. Each partner institution will play an active role in disseminating information within their national context while contributing to the collective visibility of the project at the European level. All dissemination activities will align with the project's core principles of openness, inclusivity, and collaboration, ensuring that outputs are freely accessible, ethically managed, and adaptable to local educational needs. Continuous monitoring and evaluation will be conducted to assess the effectiveness of these activities, allowing the consortium to refine its strategies and maximize the project's overall impact and sustainability.

Participation in Local and National Workshops

Participation in local and national workshops will be a vital element of the BBC project's communication and dissemination strategy. Project partners will actively engage in educational and professional events to present the project's goals, share experiences from the workshops, and showcase examples of best practices in promoting gender inclusion in K-12 STEM education.

Each partner will participate in at least one national or local event in their country, reaching educators, policymakers, and community stakeholders. These participations will serve not only to disseminate project outcomes but also to create dialogue, gather feedback, and strengthen collaboration with schools, teacher training institutions, and educational authorities.

Workshops, panel discussions, and interactive sessions will be designed to inspire educators to integrate gender-sensitive approaches into their teaching. Reports and reflections from these events will be shared through the project's website and social media channels to extend their impact. Through these engagements, the BBC project aims to ensure that its results are widely shared, locally relevant, and sustainably adopted beyond the project's lifetime.



Dissemination Event in Germany

As part of the BBC project's dissemination and engagement activities, a key event will be organized in Germany by Christian-Albrechts-Universität zu Kiel (CAU). This international workshop will bring together K-12 teachers, pre-service teacher trainers, school managers, and education policymakers to explore practical approaches for integrating gender inclusion into STEM teaching. The event will focus on sharing insights gained from the project's international collaboration, highlighting successful strategies and examples developed through participatory design workshops.

Participants will engage in interactive sessions and discussions that connect research-based findings with classroom practice, promoting reflection and exchange among educators. In addition to strengthening local and national networks, the event will serve as a platform for showcasing the project's outcomes to a broader audience, including representatives from teacher education programs, NGOs, and gender equality initiatives.

The workshop will be promoted through CAU's institutional channels and social media platforms, ensuring high visibility and encouraging participation from educators across Germany. By hosting this event, CAU aims to foster long-term collaboration among stakeholders and reinforce the BBC project's commitment to advancing gender equity in STEM education at the K-12 level.

Open Educational Resources (OERs)

The BBC project will develop and share a range of Open Educational Resources (OERs), including teaching materials, guidelines, and tools designed to promote gender inclusion in K-12 STEM education. All materials will be published under Creative Commons licenses, allowing educators, schools, and organizations to freely access, adapt, and reuse them in their local contexts.

These resources will be made available on the BBC project website and the eTwinning platform, ensuring open access and long-term availability. By providing adaptable and high-quality materials, the BBC project aims to support teachers in creating more inclusive and equitable classroom environments across Europe and beyond.



Monitoring and Evaluation of Dissemination

Monitoring and evaluation will be integral to the BBC project's dissemination strategy to ensure that communication activities are effective, consistent, and impactful. Key performance indicators such as website visits, social media engagement, participation rates, and downloads of materials will be tracked throughout the project. Partners will contribute to regular reporting, and findings will be discussed in consortium meetings to assess progress and refine dissemination strategies where needed. This ongoing reflection will help ensure that the project remains responsive to stakeholder needs, strengthens its outreach, and maximizes its overall visibility and sustainability.

Accessibility

Accessibility is a core value guiding all communication and dissemination activities within the BBC project. All project outputs—including reports, teaching materials, videos, and online content—will be designed and published in line with EU accessibility standards (WCAG 2.1) to ensure that they are inclusive and usable by diverse audiences. This includes providing clear language, alternative text for images, readable formatting, and subtitles for video materials. Where feasible, key resources will be translated into partner languages to increase accessibility for educators, schools, and policymakers across Europe.

The project website and eTwinning platform will also be structured to support easy navigation and open access to all published materials. By embedding accessibility principles into every stage of dissemination, the BBC project aims to ensure that its outcomes can be effectively used, adapted, and shared by all stakeholders, regardless of language, background, or ability.

Dissemination Management Structure and Tools

The dissemination activities of the BBC project will be coordinated through a clear and collaborative management structure designed to ensure efficiency, accountability, and coherence across all communication efforts. Kiel University (Germany) who is The Work Package leader for Dissemination and Communication will oversee the development, implementation, and monitoring of the dissemination strategy, ensuring alignment with the overall project objectives. Each partner organization will designate a dissemination representative responsible for carrying out national-level activities and contributing updates to the shared communication plan.

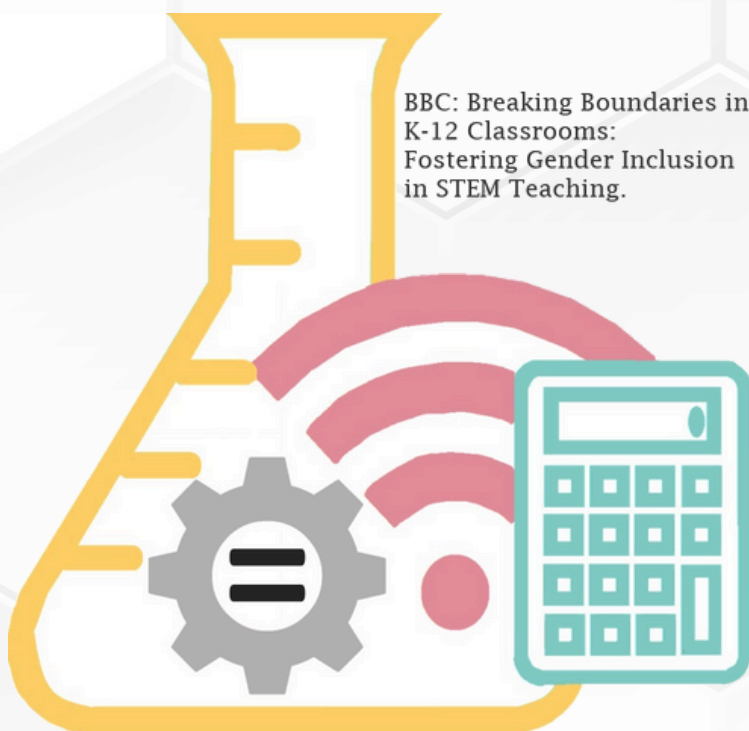
Coordination will be supported by common dissemination tools, including standardized templates for press releases and social media posts, a shared reporting form for tracking activities, and cloud-based platforms for storing and sharing materials. Regular online meetings and progress reviews will facilitate information exchange and help evaluate the reach and effectiveness of dissemination actions. This structured and transparent approach will ensure that all partners contribute actively and consistently to the visibility and impact of the BBC project.



Project Brand

The BBC project brand will serve as a unifying identity that ensures all communication and dissemination materials are visually consistent, professional, and easily recognizable.

A clear visual identity will be developed, including the project logo which is shown below, color palette, and graphic templates for documents, presentations, and promotional materials. These branding elements will reflect the project's core values of inclusion, collaboration, and innovation in K-12 STEM education. All partners will use the shared branding guidelines across their communication outputs to maintain coherence and strengthen the project's visibility at both national and European levels. The brand will also be prominently featured in all public-facing materials, accompanied by the Erasmus+ Programme logo and acknowledgment of EU funding, in accordance with official communication guidelines. By establishing a strong and consistent brand, the BBC project aims to build credibility, foster recognition, and enhance the overall impact and sustainability of its dissemination efforts.



Project Logo

STEM GOLD	F99D470
EQUALITY GRAY	B7B7777
INCLUSION CORAL	E98B8E
DIGITAL TEAL	8DD1C3
WHITE	FFFFFF
CHARCOAL TEXT	333333

Color Palette



Partners

Role	Institution	Country	Website
Coordinator	Linköping University	Sweden	https://liu.se/en
Partner	Kiel University	Germany	https://www.uni-kiel.de/de/
Partner	Abdelmalek Essaadi University	Morocco	https://www.uae.ac.ma
Partner	Università della Svizzera italiana	Switzerland	https://www.usi.ch/it
Partner	The University of Applied Sciences and Arts of Southern Switzerland	Switzerland	https://www.supsi.ch
Partner	Yeditepe University	Türkiye	https://yeditepe.edu.tr/tr
Partner	ISTEK Acıbadem Schools	Türkiye	https://www.istek.k12.tr/acibadem-kampusu



Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.