

D3.3 DISSEMINATION REPORT

A results-based account of dissemination, outreach, visibility and up-scaling
Work Package 3 - Dissemination and up-scaling

Field	Contractual / reporting information
Project	Women Engagement Boost in Technology - W.E.B. in TECH
Project number	101183056
Programme / call	Erasmus+ Capacity Building in VET - ERASMUS-EDU-2024-CB-VET
Work package	WP3 - Dissemination and up-scaling
Deliverable	D3.3 - Dissemination report
Lead beneficiary	Human Rights Research Center (HRRC), Georgia
WP lead / Coordinator	EURO MAMME ASD, Italy
Due date	Month 24 - December 2026
Reporting cut-off	20 August 2026
Dissemination level	PU - Public



**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.

EXECUTIVE DASHBOARD

Dissemination outcomes at 20 August 2026

The Grant Agreement defines D3.3 as the report illustrating the dissemination outcomes. This document therefore focuses on outcomes, evidence and transfer value rather than repeating the dissemination strategy. It reads the public communication ecosystem as a chain from **visibility** to **access**, from access to **learning participation**, and from participation to **professional opportunity and potential replication**.

80

unique participants documented

133.3%

of the original 60-participant target

13

modules in the online learning pathway

3

documented YouTube assets

Outcome statement

By the reporting cut-off, W.E.B. in TECH had established a durable dissemination infrastructure made of public project pages, downloadable results, partner articles, social-media content, audiovisual resources, an accessible online training pathway and direct support channels. The strongest result is the conversion of communication into continued access to learning and career-support opportunities.

Implementation boundary

T3.2 - International Dissemination Event: NOT IMPLEMENTED. D3.2, which contractually depended on that event and was intended to contain its webpage and highlights, is therefore not claimed as delivered. D3.3 reports only dissemination outcomes that can be evidenced independently of the event.

Contractual position. WP3 runs from M19 to M24. D3.3 is a PU - Public report due in M24 and led by HRRC. Its contractual description is concise: "Report illustrating the dissemination outcomes".

1 | PURPOSE AND REPORTING LOGIC

From a communication log to an outcome report

This revised D3.3 is structured around a simple evaluation question: **what did dissemination produce?** The answer is assessed across five outcome layers: visibility, access, engagement, conversion and transferability. This follows the audience journey already established in D3.1 - awareness, interest, engagement, use/adoption and amplification - while avoiding unsupported claims.

Outcome layer	What it means	Evidence logic
1. Visibility	Audiences encounter the project and its messages.	Articles, posts, videos, partner channels.
2. Access	Audiences can reach the project's substantive results.	Website, downloadable deliverables, training platform.
3. Engagement	Audiences interact with content or request further information.	Video viewing, course access, direct contact, webinar participation.
4. Conversion	Communication leads to a project-related action.	Training participation, certificate/evaluation pathway, career-support requests.
5. Transfer	Results remain usable by organisations and future learners.	Persistent resources, reusable training model, networking and follow-up.

The report uses a **cut-off approach**. Evidence is frozen at 20 August 2026 because the partnership is consolidating the project's final public documentation at that date. Where a target or activity cannot be demonstrated, the report does not infer completion from related work.

Data integrity rule

The 80-participant figure is a consolidated unique count derived from two complementary, equally meaningful records: women who registered and accessed the course and women documented through the post-training/certificate-evaluation pathway. The records are reconciled to avoid double counting.

2 | STRATEGIC ALIGNMENT

What D3.1 intended WP3 to achieve

D3.1 positioned dissemination as an impact mechanism rather than publicity alone. Its strategic purpose was to turn project results into reach, reach into engagement, and engagement into adoption of the training pathway by VET providers and Third Sector organisations, while increasing visibility and opportunities for the target group.

Code	D3.1 objective	Outcome by cut-off	Assessment
O1	Coherent digital information hub	Live project/training pages and downloadable resources	Evidenced
O2	Stable direct audience	Newsletter/direct-contact infrastructure referenced in D3.1	Earlier monitoring evidence
O3	Measurable social visibility	Social campaign and analytics screenshots	Evidenced
O4	Media-style visibility	Press releases and final-results articles	Evidenced
O5	Direct engagement with organisations	Informal/network outreach and earlier WP activities	Qualitative evidence
O6	Third Sector decision-makers/employers	Organisational relationships supporting opportunity pathways	Qualitative evidence
O7	Potential future learners	Public platform, articles, social/video calls to action	Evidenced
O8	Replication/adoption by VET providers	Reusable model exists; no unsupported adoption total claimed	Potential / not quantified
O9	Access to project results	Public PDFs, course and web resources	Evidenced
O10	Inclusive blended conference	T3.2	NOT IMPLEMENTED
O11	Document and sustain dissemination	D3.1 + D3.3 + public results ecosystem	Evidenced, except D3.2

3 | AUDIENCE REACH MODEL

Who the dissemination ecosystem was designed to move

Audience	Need / motivation	Channels actually available	Desired response
Young women and mothers	Flexible learning, confidence, employability, digital skills	Training platform; social; articles; webinar; direct support	Access learning and request support
VET providers	Tested/adaptable learning pathway	Deliverables; training materials; direct outreach	Assess potential replication
Third Sector organisations	Digital capacity, talent, social-impact skills	Web content; networking; learner-related outreach	Refer, host, collaborate, offer experience
Employers / social enterprises	Visibility of skills and employability potential	Career-guidance pathway; networking	Engage with participants and opportunities
Wider public / media	Understand project relevance and EU added value	Articles; press releases; social/video content	Amplify awareness

A key qualitative outcome is that dissemination did not end at awareness. The project created a **direct pathway to action**: public content points users toward the training platform and, where appropriate, toward career-guidance support through email and WhatsApp. This makes dissemination operational rather than merely promotional.

4 | DISSEMINATION ECOSYSTEM

A persistent, multi-channel public infrastructure

Channel / asset	Role	Dissemination outcome
Project web presence	Narrative, documentation and public results	Persistent access / transparency
Training platform	13-module learning pathway and practical resources	Learning access / future use
Partner websites	Articles and result amplification	Credibility / network reach
Instagram / social media	Visual awareness and calls to action	Discovery / amplification
YouTube	Project story, platform promotion, career-guidance content	Long-form engagement / reuse
Email + WhatsApp	Direct route to career guidance and pre-placement support	Conversion / personalised support
Downloadable deliverables	Formal evidence, methods and results	Transferability / audit trail
Stakeholder networking	Relationships with organisations open to participant experience	Opportunity creation / up-scaling

Why persistence matters

A one-off event creates a peak of visibility. A persistent digital ecosystem creates repeated opportunities for discovery, access and reuse. The online platform, videos, articles and deliverables therefore constitute the central sustainability value of WP3.

5 | FINAL DIGITAL CAMPAIGN

Turning project results into accessible public messages

The final campaign concentrated on two complementary narratives: **what W.E.B. in TECH achieved** and **what remains available to women now**. This distinction is important because dissemination at closure must document results while still enabling uptake of the training pathway.

Narrative	Core message	Function
Results narrative	Digital skills, empowerment and new professional opportunities	Explain the project's value and documented achievements
Platform narrative	Training remains accessible online	Convert visibility into learning access
Career narrative	Self-promotion, communication, strengths and digital presence	Connect training with employability
Institutional narrative	EU-funded cooperation and reusable project outputs	Support transparency, transfer and replication

Two final-results articles were published on the coordinator/partner web ecosystem on 20 August 2026, reinforcing the public record of the project and directing readers toward the training opportunity.

[EuroMamme - W.E.B. in TECH: competenze digitali e nuove opportunità per donne e madri](#)

[SOS Europa - competenze digitali, empowerment e nuove opportunità professionali per le donne](#)

[Instagram campaign evidence](#)

6 | AUDIOVISUAL DISSEMINATION

Three complementary video functions

Asset	Public URL	Communication purpose	Outcome layer
Project story	https://youtu.be/Ep4nkc0x0gw	Explains W.E.B. in TECH, project identity and achieved pathway	Awareness + institutional memory
Training platform promotion	https://youtu.be/t3dRCWmZnes	Shows that the learning pathway remains accessible	Conversion to training access
Career guidance webinar	https://www.youtube.com/watch?v=7oP6jPW2JmU	Practical employability content: learning how to promote yourself	Skills reinforcement + career support



23th April - 14:30-16:30
ONLINE WEBINAR
Empower to Communicate
*Discover Your Strengths,
Build Your Strategy*



Career Guidance & Pre-placement Support

The webinar “**Learning how to promote yourself: theory and practice**”, delivered with Life Coach Francesca Ciaralli, strengthened the link between digital learning and employability. The session focused on identifying strengths, improving communication skills, presenting oneself online and strengthening digital presence.

This content is particularly valuable for dissemination because it is simultaneously **evidence of implementation** and a **reusable public learning resource**.

[Watch the webinar](#)

7 | DISSEMINATION-TO-LEARNING CONVERSION

The training platform as the core exploitation asset

The online course is the strongest bridge between WP2 and WP3. It allows dissemination to produce an immediate user action: a woman who encounters a project post, article or video can move directly to learning. The platform therefore performs four functions: public result, learning service, dissemination destination and sustainability asset.

[Access the W.E.B. in TECH online training platform](#)

Stage	Mechanism	Result
Discovery	Post, article, video or partner communication	User understands the opportunity
Access	Training-platform link	User reaches the course
Learning	13 modules, videos, materials and practical tools	User develops digital/employability competences
Recognition / feedback	Post-training certificate/evaluation pathway where used	User documents completion / provides feedback
Support	Email and WhatsApp career-guidance channel	User can request personalised help

Participation outcome

80 unique participants are documented across the consolidated participation records, compared with the original target of 60. This equals 133.3% of the participant target. The figure is not presented as a social-media reach metric; it is a project participation outcome that demonstrates the conversion capacity of the overall recruitment, training and dissemination ecosystem.

8 | DOCUMENTARY DISSEMINATION

Press releases, project pages and downloadable evidence

Ref	Asset	Dissemination value	Link
D1.3	WP1 Press Release and Official Website	Communication foundations and public project presence	OPEN
D2.3	WP2 Press Release	Training implementation communication and evidence	OPEN
D3.1	Dissemination Strategy	WP3 objectives, audiences, channels, governance and KPI logic	OPEN
D4.2	Final Impact Evaluation Report	Impact and sustainability evidence informing final messages	OPEN
D4.3	Project Termination and Future Steps	Closure narrative and future-use communication	OPEN

This documentary layer improves auditability and transferability: dissemination is not only a sequence of promotional messages but also the organised public availability of substantive outputs that other organisations can inspect and reuse.

9 | STAKEHOLDER OUTREACH AND UP-SCALING

From awareness to relationships

A significant part of outreach took place through informal or partner-mediated contacts, including contacts developed during WP2 that led to relationships with organisations willing to consider experience opportunities for participants. These actions are relevant to T3.3 because outreach is not limited to public events: it includes targeted relationship-building around the use of project results and participant pathways.

Mechanism	What happened / function	Up-scaling value
Partner-mediated outreach	Use existing organisational networks to present project opportunities	Trust-based access to stakeholders
Direct organisational contacts	Explain training results and participant competences	Potential referrals / experience opportunities
Career-support interface	Allow women to request support directly	Lower barrier between training and employability
Reusable digital resources	Enable organisations to inspect the model without attending an event	Potential replication / future adoption
Final web campaign	Keep results visible at project closure	Long-tail discovery and continued access

Evidence discipline

The report does not translate informal networking into an invented number of organisations reached or into formal adoption commitments. It records the pathway and the evidence that exists, while reserving quantitative adoption claims for cases supported by specific records.

10 | KPI SCORECARD

Targets, evidence and defensible conclusions

Indicator	Target	Evidence at cut-off	Conclusion
O1 Digital hub	1	Public project/training pages available	ACHIEVED
O2 Newsletter audience	>=300 + monthly	D3.1 contains earlier mailing/reach monitoring; no new final export inserted here	EVIDENCED IN EARLIER MONITORING
O3 Social visibility	~1,000 views; avg 20 likes/post	D3.1 monitoring snapshot recorded 2,238 views and 58 likes	VIEW TARGET EXCEEDED IN SNAPSHOT
O4 Press releases	4	Press-release / article assets documented across project phases	SUBSTANTIAL DOCUMENTARY EVIDENCE
O5 Infodays	12	Formal total not verified in this D3.3	NOT CLAIMED
O6 Third Sector stakeholders	>=30	Networking/outreach evidenced qualitatively; no final verified total	NOT QUANTIFIED
O7 Women reached	>=600	80 unique participants documented; broader reach not equated with participants	TARGET NOT CLAIMED
O8 VET providers	>=18	Reusable model available; no verified final provider count	NOT QUANTIFIED
O9 Result access	>=300 downloads/views	Public assets available; no consolidated final file-analytics export	NOT QUANTIFIED
O10 Final event	100 participants / 60 positive comments	T3.2 not implemented	NOT IMPLEMENTED
O11 Documentation	D3.2 + D3.3	D3.3 completed; D3.2 not implemented	PARTIAL

The scorecard is intentionally conservative. It distinguishes **availability** from **measured reach**, and **qualitative outreach** from **verified stakeholder counts**. This protects the credibility of the final technical record.

11 | GAP ANALYSIS

What was achieved, what was not, and what remains valuable

WP3 component	Status at cut-off	Assessment
T3.1 Dissemination strategy implementation	Implemented through digital communication, public results, platform promotion and evidence consolidation	Strong
T3.2 Dissemination event	Not implemented	Gap
T3.3 Outreach activities	Implemented through web/social/video dissemination and stakeholder/network outreach	Substantial
D3.1 Dissemination Strategy	Completed	Complete
D3.2 Webpage and Highlights from final event	Not implemented because the underlying event was not implemented	Gap
D3.3 Dissemination report	This report	Complete

The absence of T3.2/D3.2 must not erase the value of the dissemination work that was completed. At the same time, completed digital activities cannot be used to relabel the missing event as delivered. The correct final narrative is therefore one of **substantial dissemination implementation with a clearly identified event-related gap**.

Management lesson

The project demonstrates the value of maintaining multiple dissemination routes. When a major planned event is not implemented, persistent digital channels can still preserve access, transparency and long-term use of project results - but they remain complementary evidence, not a contractual substitute for the missing event.

12 | QUALITY, INCLUSION AND EU VISIBILITY

Responsible communication with the target group

Principle	Application in D3.3
Empowering representation	Women are presented as learners, creators and professionals, not through deficit-based narratives.
Data protection	Participant identities and sensitive circumstances are not exposed merely to create dissemination evidence.
Accessibility	Clear language, readable layouts, mobile-accessible web resources and audiovisual formats support wider access.
Evidence-based claims	Quantitative statements are tied to records or clearly labelled monitoring snapshots.
Visual consistency	Project identity and EU funding acknowledgement are used across formal outputs.
Sustainability	Priority is given to searchable, reusable and downloadable assets that remain accessible after intensive implementation.



**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.

13 | SUSTAINABILITY AND EXPLOITATION VALUE

What remains after the campaign

Legacy asset	Long-term value	Recommended continuation
Online training platform	A continuing entry point for women who discover the project later	Maintain access and periodically verify links/resources
13-module curriculum	Reusable learning architecture	Use/adapt in future VET and Third Sector training
Video library	Evergreen explanation, promotion and career-support content	Embed in future outreach and learning
Public deliverables	Transferable methodology and evidence	Keep downloadable from project/partner pages
Partner articles / project pages	Searchable institutional memory	Maintain hosting and cross-links
Stakeholder relationships	Foundation for referrals and future cooperation	Follow up selectively on concrete opportunities
Direct support channels	Low-threshold route for women seeking guidance	Keep active while organisational capacity allows

This legacy is consistent with the up-scaling pathway set out in D3.1: **discover -> assess -> adapt -> deliver -> sustain**. By the cut-off, the project strongly supports the discover and assess stages through public access to results; adaptation and repeated delivery by external providers should only be reported when future evidence confirms them.

14 | PUBLIC EVIDENCE REGISTER

Clickable verification layer

ID	Evidence	Verification
E01	D3.1 Dissemination Strategy	OPEN PUBLIC EVIDENCE
E02	W.E.B. in TECH online training platform	OPEN PUBLIC EVIDENCE
E03	EuroMamme final-results article	OPEN PUBLIC EVIDENCE
E04	SOS Europa final-results article	OPEN PUBLIC EVIDENCE
E05	Instagram dissemination post	OPEN PUBLIC EVIDENCE
E06	Project storytelling video	OPEN PUBLIC EVIDENCE
E07	Training-platform promotional video	OPEN PUBLIC EVIDENCE
E08	Career Guidance & Pre-placement webinar	OPEN PUBLIC EVIDENCE
E09	D1.3 WP1 Press Release and Official Website	OPEN PUBLIC EVIDENCE
E10	D2.3 WP2 Press Release	OPEN PUBLIC EVIDENCE
E11	D4.2 Final Impact Evaluation Report	OPEN PUBLIC EVIDENCE
E12	D4.3 Project Termination and Future Steps	OPEN PUBLIC EVIDENCE

15 | FINAL ASSESSMENT

Dissemination outcomes and closing statement

D3.3 confirms that W.E.B. in TECH produced a broad and reusable dissemination footprint by 20 August 2026. The project is publicly documented; its learning pathway remains accessible; final results have been translated into web, social and audiovisual communication; career-support content is available online; and the project has created stakeholder relationships capable of supporting continued referrals and professional opportunities.

The dissemination result is strongest where it creates **continued utility**. The project's value is not confined to impressions or one-time visibility: a future learner can still access the course; an organisation can still inspect project outputs; a stakeholder can still understand the model; and the partnership can continue to use the content in follow-up activities.

The report also records the implementation gap transparently. **T3.2 was not implemented and D3.2 is not claimed**. No event attendance, event feedback, event presentations, event recordings or event highlights are fabricated or substituted by unrelated digital activity.

Ref.	WP3 component	Final status
D3.1	Dissemination Strategy	COMPLETED
T3.1	Dissemination strategy implementation	IMPLEMENTED
T3.2	International Dissemination Event	NOT IMPLEMENTED
D3.2	Webpage and Highlights from the final event	NOT IMPLEMENTED
T3.3	Outreach activities	IMPLEMENTED THROUGH DOCUMENTED DIGITAL AND NETWORKING ACTIONS
D3.3	Dissemination report	COMPLETED - REPORTING CUT-OFF 20 AUGUST 2026

Final outcome

W.E.B. in TECH leaves a credible dissemination legacy built on public access, practical learning, employability-oriented content, documentary transparency and reusable digital assets. The project's strongest dissemination achievement is the creation of a pathway through which communication can continue to generate learning access and future opportunity beyond the intensive implementation phase.

END OF DELIVERABLE D3.3

Women Engagement Boost in Technology - W.E.B. in TECH | Project 101183056 | WP3 Dissemination and up-scaling