



**DISSEMINATION REPORT**  
Period of the Report: project duration

Performed by: AEUCC

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# 1. Project Overview

“*wmn&ART - Integrated e-training & e-guiding for inactive women for transferring their art hobbies in to their future income*”, is a project co-funded by the Erasmus + programme of the European Union, under the Key Action 2 Cooperation for Innovation and the Exchange of Good Practices - Strategic Partnerships for vocational education and training.

The primary goal of *wmn&ART* is **to support inactive women in developing home-based micro enterprises**, with a particular focus on **art and craft** activities, increasing wealth in European society.

According to data collected by Eurostat, in 2017 20.3% of women in the EU aged 24-54 were inactive, and this percentage was 3 times higher in Turkey, where the same target of women being outside the labour market reached 56.3%. The primary reason for this situation was identified in women being bound to their home due to family assistance duties and responsibilities.

The project will therefore focus on the following **specific objectives**:

- Supporting inactive, art-talented women in transforming their hobbies into a remunerative home-based activity, encouraging self-employment with the aim of producing a regular income;
- Improving their mental health and family communication by involving their children and relatives in the activity;
- Provide further/specific professional training and business opportunities to women selected as “Art Mentors” with the task of empowering their peers by supporting their home-based art and craft activities.

These activities will produce the following project **outputs**:

- Art Mentors Needs' Verification, Curriculum Finalization & Users' Database;
- wmn&ART e-Course;
- wmn&ART Web Platform.

The actions foreseen in the framework of the project will be carried out by a well-balanced partnership composed by 9 partners from 5 different countries:

- ARU - Turkey - [www.ardahan.edu.tr](http://www.ardahan.edu.tr)

Ardahan University was established with the Law No. 5765 adopted by the Grand National Assembly on 22 May 2008 and took the first step towards becoming a world university. In the footsteps of art, science and knowledge, with the aim of illuminating the problems of the region and the country as well as the problems of the international community by seeking information, learning, producing and sharing, it continues to evolve with each passing day.

- GaleriM - Turkey - [www.mgaleri.com](http://www.mgaleri.com)

GaleriM Armada was founded in 2013 by the ceramic artist Meral Öztürk. GaleriM focuses on the Art-Life unity: in order to foster a sharing process with the audience, the GalleryM is located within the Armada Shopping Mall. The most important goal of GaleriM is to create a satisfying and aesthetic experience, bringing art lovers together with artists and art objects.

- MMH - Slovakia - [www.kastielmojmirovce.sk](http://www.kastielmojmirovce.sk)

Mojmírovce Manor House (MMH) was established in 1994. MMH has long term experiences from business running in areas concerning hospitality services as well as organizing art workshops and conferences for artists, trainings, seminars for women, youngsters and also disadvantaged groups for better adaptation to the society and better employability. Great deal of MMH activities are devoted to culture - especially visual art.



- POINT - Turkey - [www.pnt-grp.com](http://www.pnt-grp.com)

POINT is an engineering company operating in the sector since 1977 both in Turkey and overseas, following the philosophy that "Engineering is Mathematical Expression of Life & Improvement of Future". POINT activity range varies from small to medium sized contracts executed with both the government and with the private sector organizations. POINT is the technical partner of this project.

- CTCP - Portugal - [www.ctcp.pt](http://www.ctcp.pt)

*Centro Tecnológico do Calçado de Portugal* (CTCP) is a non-profit organization, founded in 1986. The main objectives are to provide technical and technological support to companies in the footwear sector and related or complementary sectors; to promote the technical and technological training of the human resources of companies; to promote the improvement of the quality of industrial products and processes; to prepare and disseminate technical information to the industry; to carry out and streamline research, development and demonstration work.

- TAKIDD - Turkey - [www.takidd.org](http://www.takidd.org)

*Tüm Avrupa Kadınları Kültürel İşbirliği ve Dayanışma Derneği* (TAKIDD) is a non-profit organization with the goal of reinforcing cultural interaction and exchange between Turkish and European women in social, economic and cultural areas.

- SPI - Lithuania - <https://www.facebook.com/socialiniuprojektuinstitutas>

The Social Projects Institute is based in Kaunas (Lithuania), it is a non governmental organization and its mission is: "Man is born not only to misery, but to enjoy life."

- ZARIF - Slovakia - [www.zarif.eu](http://www.zarif.eu)

The *Association of Active and Talented Women Targeting Potent Careers* (ZARIF) is a non-profit organization whose purposes are mainly addressed to the promotion of self development of women, including disadvantaged women, for better employability and for their career development, by providing informal and non formal training opportunities.

- AEuCC - Spain - [www.aeucc.eu](http://www.aeucc.eu)

*Agrupación Europea de Cooperación Territorial Ciudades de la Cerámica* is a European Grouping of Territorial Cooperation created in 2014 that groups together the Associations of Cities of Ceramics in Europe, based in Italy (AiCC), France (AfCC), Spain (AeCC), Romania (ArCC) and Czech Republic (AczCC).

## 2. General Communication, Dissemination and Exploitation goals

The main goal of the Communication and Dissemination activities is to spread the projects' results in order to perform an efficient promotion of the project development and its achievements, giving it visibility and resonance. The aim is in fact to ensure the maximum impact of the project at a European and transnational level.

Communication, Dissemination and Exploitation are deeply intertwined areas that are usually difficult to treat as separate instance:

- **Dissemination** has to be intended as a series of activities carried out in order to reach the identified target groups and relevant stakeholders, with the aim to inform them about the project, its goals and its expected results;
- **Exploitation** consists in the measures designed and put in place with the goal of maximizing the projects' results, by capitalizing and transferring them to other contexts with similar characteristics and needs, in order to ensure the project sustainability outside the project partnership and after its lifespan.
- **Communication** consists of information and promotion activities aimed at raising awareness and give visibility to the project, and includes the measures put in place to disseminate and exploit the projects' results.

Ultimately, according to what stated by the Erasmus+ programme and in relation to the specific characteristics and addressed needs of the wmn&ART project, the general goals of the communication/dissemination/exploitation activities can be set out as follows:

- Spread the project results;
- Defining the best activities and approaches to be implemented;
- Involve target groups and relevant stakeholders in the project activities;
- Stimulating innovation and sharing of good practices.



### 3. Project Specific Communication Dissemination and Exploitation goals

As for the specific Communication, Dissemination and Exploitation goals of the project, the delineated activities aim at:

1. Enhancing improved entrepreneurial skills of inactive women with art and crafts talents;
2. Supporting womens' home-based business activities by promoting them on social media platforms and mainstream communication channels;
3. Implementing a marketing and dissemination strategy in order to help women selling their art;
4. Involving relevant stakeholders and decision-makers active in the field of women empowerment so to better disseminate and exploit the project results, as well as to transfer the project activities to other geographical contexts in order to support the establishment of other women-led business.

## 4. Target groups

wmn&ART aims at targeting groups and relevant stakeholders both at local/regional/national level and at a European one, counting on the exploitation of the wide network of cities, organizations and institutions offered by its varied and balanced partnership.

The project works with direct beneficiaries, women mentors and mentees, who are:

- Technical and/or Arts oriented; bearing a capacity and background to develop themselves in Art Mentor and/or CHME;
- Professional in what they are doing and already carrying out talent as well as elements of being an Art Mentor and/or CHME;
- Well integrated in their daily business and/or social life, through women associations or by any other means;
- Not employed in any of the related field for a long time but never thought about being an Art mentor or CHME.

Further target groups at all levels are:

- Women oriented NGOs (such as ZARIF and TAKIDD) also active in "gender gap"; "women in work" and "women self-development" issues, umbrella organisations, "women entrepreneur" supporters, "women to women business angel" initiators;
- Employment centers, organisations, companies, state institutions;
- National level policy makers/regulators on women dimensions, those who promote the employability of women by aiming to fight gender gaps in every employment issues.

Together with the before-mentioned ones, other target groups will be directly involved and affected by project activities:

- Families of the women taking part in the activities, in order to improve mother-child relationship and the overall communication with partners and relatives;
- General public, interested in the project mission, activities and results.



## 5. Project website

A dedicated website describes the activities of the project and publishes the news.

AEuCC implemented the project website, structured as follows:

- **Homepage**, with a slideshow, a brief description, the latest news and the links to social media, besides the main menu on top;
- **News**, with information about the project development;
- **Target groups**, with a description of Art mentors and mentees;
- **Objectives**, explaining the goals of the project;
- **Partners**, with a description and the link to the partners' websites;
- **Training**, linking directly to the online training platform (<http://wmnart.pnt-grp.vet/index.php?lang=en>);
- **Press**, gathering press releases and press materials.



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[HOMEPAGE](#)

[NEWS](#)

[TARGET GROUPS](#)

[OBJECTIVES](#)

[PARTNERS](#)

[TRAINING](#)

[PRESS](#)



Here is a list of the news published by AEuCC on the project website:

31/01/2020 - kick off meeting: <https://www.wmn-art.eu/kick-off-meeting/>

19/05/2020 - dissemination in progress: <https://www.wmn-art.eu/dissemination-in-progress/>

09/09/2020 - dissemination materials: <https://www.wmn-art.eu/wmnart-dissemination-materials/>

09/12/2020 - online meeting: <https://www.wmn-art.eu/online-meeting-the-manuals/>

22/06/2021 - online meeting: <https://www.wmn-art.eu/online-meeting/>

30/06/2021 - training platform: <https://www.wmn-art.eu/the-training-platform-is-work-in-progress/>

12/07/2021 - video courses: <https://www.wmn-art.eu/video-courses-in-7-languages/>

10/08/2021 - training platform: <https://www.wmn-art.eu/the-wmnart-training-platform/>

Activity description : Website of the project

Date : From January 2020

Type : Official Website

Place : Website

Target group(s) : Ceramists, general public

Number of people : 500-1000

Impact of the activity : Promoting and disseminating the project's developments and results, give access to the training platform

Explanations : A Web page with official information, news, photos and links

Links/scanned pictures which have published our project news are below:

<https://www.wmn-art.eu/>

## 6. Social media pages

AEuCC set up the social media pages of the project.

### Facebook



Besides normal Facebook posts, the wmn&ART page presents photo albums:

Kick off meeting

<https://www.facebook.com/media/set/?vanity=wmn.and.art&set=a.126695885543311>

Online meetings

<https://www.facebook.com/media/set/?vanity=wmn.and.art&set=a.390097812536449>

Training

<https://www.facebook.com/media/set/?vanity=wmn.and.art&set=a.390084189204478>

Communication

<https://www.facebook.com/media/set/?vanity=wmn.and.art&set=a.390083232537907>



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Activity description : Facebook page of the project

Date : From January 2020

Type : Official Facebook Page

Place : Facebook

Target group(s) : Ceramists, general public

Number of people : 500-1000

Impact of the activity : Promoting and disseminating the project's developments

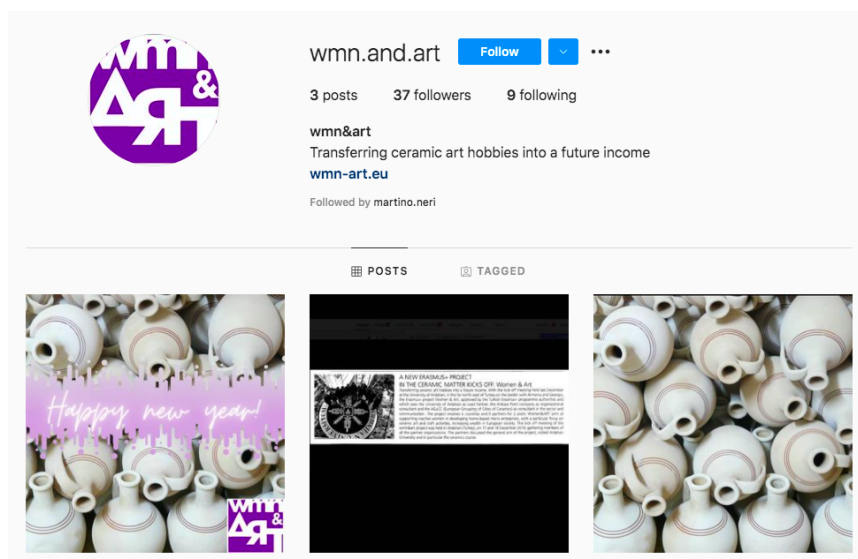
Explanations : A Facebook page with official information, news and photos

Links/scanned pictures which have published our project news are below:

<https://www.facebook.com/wmn.and.art/>



## Instagram



Besides normal Instagram posts, the wmn&ART account presents Highlighted stories:

Meetings

<https://www.instagram.com/stories/highlights/17894815874250814/>

Training

<https://www.instagram.com/stories/highlights/17891788898210987/>

Communication

<https://www.instagram.com/stories/highlights/17914034650912293/>

Activity description : Instagram page of the project

Date : From January 2020

Type : Official Instagram Page

Place : Instagram

Target group(s) : Ceramists, general public

Number of people : 100-200

Impact of the activity : Promoting and disseminating the project's developments

Explanations : A Instagram page with news, photos and stories

Links/scanned pictures which have published our project news are below:

<https://www.instagram.com/wmn.and.art/>

## 7. AEUCC own website

AEuCC promotes the wmn&ART project through a permanent page on its website and through blog posts to update the subscribers with the project developments.

Wmn&ART web page on AEUCC website: <http://www.aeucc.eu/projects/women-art/>



**AEuCC** European Grouping of  
Territorial Cooperation  
"Cities of Ceramics"

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### Women & Art

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**Programme: ERASMUS+**  
**Project: Women & Art**  
**Duration: 2 years (started December 2019)**  
**Project website: [www.wmn-art.eu](http://www.wmn-art.eu)**

Activity description : News on AEUCC website

Date : 11/02/2020

Type : Internet news

Place : Internet (internet news websites and related platforms)

Target group(s) : Ceramists, Cities of ceramics, general public

Number of people : 100-200

Impact of the activity : Dissemination of the project among members and stakeholders of AEUCC

Explanations : Publication AEUCC official website

Links which have published our project news are below:

<http://www.aeucc.eu/2020-wmnart-kick-off/>



Co-funded by the  
Erasmus+ Programme  
of the European Union



Activity description : News on AEUCC website

Date : 19/06/2021

Type : Internet news

Place : Internet (internet news websites and related platforms)

Target group(s) : Ceramists, Cities of ceramics, general public

Number of people : 100-200

Impact of the activity : Dissemination of the project among members and stakeholders of AEUCC

Explanations : Publication AEUCC official website

Links which have published our project news are below:

<http://www.aeucc.eu/wmnart-women-and-art-project/>

## 8. Press

AEuCC spread a press release, in Italian and English, to present the project in its opening phase:

Press release in English

[https://www.wmn-art.eu/wp-content/uploads/2020/03/wmnART\\_Press-release-n-1-english.pdf](https://www.wmn-art.eu/wp-content/uploads/2020/03/wmnART_Press-release-n-1-english.pdf)

Press release in Italian

[https://www.wmn-art.eu/wp-content/uploads/2020/03/wmnART\\_Comunicato-stampa-n-1-italiano.pdf](https://www.wmn-art.eu/wp-content/uploads/2020/03/wmnART_Comunicato-stampa-n-1-italiano.pdf)

### 03/2020 - article on “New Ceramics”



#### A NEW ERASMUS+ PROJECT IN THE CERAMIC MATTER KICKS OFF: Women & Art

Transferring ceramic art hobbies into a future income. With the kick-off meeting held last December at the University of Ardahan, in the far north-east of Turkey on the border with Armenia and Georgia, the Erasmus+ project Women & Art, approved by the Turkish Erasmus+ programme authorities and which sees the University of Ardahan as Lead Partner, the Ankara Point company as organizational consultant and the AEuCC (European Grouping of Cities of Ceramics) as consultant in the sector and communication. The project involves 5 countries and 9 partners for 2 years: Women&ART aims at supporting inactive women in developing home-based micro enterprises, with a particular focus on ceramic art and craft activities, increasing wealth in European society. The kick off meeting of the wmn&art project was held in Ardahan (Turkey), on 17 and 18 December 2019, gathering members of all the partner organizations. The partners discussed the general aim of the project, visited Ardahan University and in particular the ceramics course.

Activity description : Article on specialized press

Date : May/June 2020

Type : Bimonthly ceramics magazine

Place : New Ceramics

Target group(s) : Ceramists, ceramic artists, ceramic professionals, general public

Number of people : 1000+-

Impact of the activity : Presenting the project to a selected audience interested in the topic of artistic ceramics

Explanations : Specialized press in English and German, distributed in Europe

Links/scanned pictures which have published our project news are below:

<https://www.wmn-art.eu/wp-content/uploads/2020/05/200506102503.pdf>

### 06/03/2020 - online article on “Contemporary Italian Ceramics”





# CONTEMPORARY ITALIAN CERAMICS

CIC

HOME - BLOG - CHI SIAMO - CONTATTI

## PARTE UN NUOVO PROGETTO ERASMUS+ IN MATERIA CERAMICA: WOMEN&ART

PARTE UN NUOVO PROGETTO ERASMUS+  
IN MATERIA CERAMICA: Women&ART

Trasformare l'hobby dell'arte ceramica in una futura fonte di reddito. Con il kick-off meeting tenutosi nel dicembre scorso presso l'Università di Ardahan, nell'estremo nord-est della Turchia ai confini con Armenia e Georgia, ha preso avvio il progetto Erasmus+ "Women&ART", approvato dalle autorità turche del programma Erasmus+ e che vede come Lead Partner l'Università di Ardahan, come consulente organizzativo la società Point di Ankara e come partner consulente di settore e della comunicazione l'AEuCC (Gruppo Europeo Città della Ceramica).

- CIC -

Dedicato al mondo della ceramica, con uno sguardo alle tradizioni ma soprattutto alle nuove correnti artistiche del panorama Italiano e non, nasce: **Contemporary Italian Ceramic - CIC** - il primo blog di ceramica diffuso.

- ARTICOLI RECENTI -

ONE TWO THREE TASTE, la mostra personale di Giulio Polloniato a Grottaglie (TA)

Activity description : Online publication on "Contemporary Italian Ceramics"

Date : 06/03/2020.

Type : Internet news

Place : Internet (internet news websites and related platforms)

Target group(s) : Ceramists, general public

Number of people : 100-500

Impact of the activity : Dissemination of the project among people (ceramists and public) interested in the topic of artistic ceramic.

Explanations : Publication on a specialized online Italian portal.

Links which have published our project news are below:

<https://contemporaryitalianceramic.com/2020/03/06/parte-un-nuovo-progetto-erasmus-in-materia-ceramica-womenart/>

## 17/03/2020 - online article on “Infoceramica”



The screenshot shows the homepage of the website 'infoceramica'. The header includes the site logo, navigation links (Inicio, Directorio, Galerias de socios), and a search bar. A main banner for the '18th International Festival of Ceramics of Montblanc' is visible, dated 24, 25, and 26 de setembre 2021. Below the banner, there is a section for 'Women & Art Project' with a sub-header 'BY INFOCERÁMICA ON 17 MARZO, 2020' and a date 'EVENTOS'. The main text of the article begins with 'La reunión de presentación de este proyecto se celebró en Ardahan (Turquía) a finales del pasado año, reuniendo a miembros de todas las organizaciones asociadas, que discutieron el objetivo general del proyecto'. On the right side, there is a 'ÚLTIMAS NOTICIAS' section with a list of recent articles, including 'Exposición de Antonia Carbonell Galiana', 'Exposición "Éxodo, migraciones y conflictos bélicos"', and 'Exposición "3NOUS"'. Each article entry includes a date (26 JULIO, 2021 or 25 JULIO, 2021) and a small image.

Activity description : Online publication on “Infoceramica”

Date : 17/03/2020.

Type : Internet news

Place : Internet (internet news websites and related platforms)

Target group(s) : Ceramists, general public

Number of people : 100-500

Impact of the activity : Dissemination of the project among people (ceramists and public) interested in the topic of artistic ceramic.

Explanations : Publication on a specialized online Spanish portal.

Links which have published our project news are below:

<https://www.infoceramica.com/2020/03/women-art-project/>

## 9. Newsletter

AEuCC spreads a newsletter with more than 4.000 recipients, promoting the wmn&ART project in these issues:

Activity description : Newsletter  
Date : 03/04/2020.  
Type : Internet news  
Place : Internet (internet news websites and related platforms)  
Target group(s) : Ceramists, general public  
Number of people : 4.000

Impact of the activity : Dissemination of the project among people (ceramists and public) interested in the topic of artistic ceramic.

Explanations : AEUCC and AiCC newsletter

Links which have published our project news are below:

<https://buongiornoceramica.voxmail.it/user/j3r0c3t/show/zudlhl? t=aee31f62>

Activity description : Newsletter  
Date : 04/06/2020.  
Type : Internet news  
Place : Internet (internet news websites and related platforms)  
Target group(s) : Ceramists, general public  
Number of people : 4.000

Impact of the activity : Dissemination of the project among people (ceramists and public) interested in the topic of artistic ceramic.

Explanations : AEUCC and AiCC newsletter

Links which have published our project news are below:

<https://buongiornoceramica.voxmail.it/p/zudlhl/c-6c2a0f31>



Activity description : Newsletter  
Date : 30/07/2020.  
Type : Internet news  
Place : Internet (internet news websites and related platforms)  
Target group(s) : Ceramists, general public  
Number of people : 4.000  
Impact of the activity : Dissemination of the project among people (ceramists and public) interested in the topic of artistic ceramic.  
Explanations : AEuCC and AiCC newsletter  
Links which have published our project news are below:  
<https://buongiornoceramica.voxmail.it/p/qrmaw5/c-b08b46c2>

Activity description : Newsletter  
Date : 02/10/2020.  
Type : Internet news  
Place : Internet (internet news websites and related platforms)  
Target group(s) : Ceramists, general public  
Number of people : 4.000  
Impact of the activity : Dissemination of the project among people (ceramists and public) interested in the topic of artistic ceramic.  
Explanations : AEuCC and AiCC newsletter  
Links which have published our project news are below:  
<https://buongiornoceramica.voxmail.it/p/qj000g/c-1cd9299d>



Activity description : Newsletter  
Date : 11/11/2020.  
Type : Internet news  
Place : Internet (internet news websites and related platforms)  
Target group(s) : Ceramists, general public  
Number of people : 4.000  
Impact of the activity : Dissemination of the project among people (ceramists and public) interested in the topic of artistic ceramic.  
Explanations : AEuCC and AiCC newsletter  
Links which have published our project news are below:  
<https://buongiornoceramica.voxmail.it/p/qfdesl/c-9dd6686b>

Activity description : Newsletter  
Date : 17/12/2020.  
Type : Internet news  
Place : Internet (internet news websites and related platforms)  
Target group(s) : Ceramists, general public  
Number of people : 4.000  
Impact of the activity : Dissemination of the project among people (ceramists and public) interested in the topic of artistic ceramic.  
Explanations : AEuCC and AiCC newsletter  
Links which have published our project news are below:  
<https://buongiornoceramica.voxmail.it/p/yldfxt/c-58fd147c>



Activity description : Newsletter  
Date : 25/02/2021  
Type : Internet news  
Place : Internet (internet news websites and related platforms)  
Target group(s) : Ceramists, general public  
Number of people : 4.000

Impact of the activity : Dissemination of the project among people (ceramists and public) interested in the topic of artistic ceramic.

Explanations : AEuCC and AiCC newsletter

Links which have published our project news are below:

<https://buongiornoceramica.voxmail.it/p/yqhl1t/c-223e5a2d>

Activity description : Newsletter  
Date : 09/05/2021  
Type : Internet news  
Place : Internet (internet news websites and related platforms)  
Target group(s) : Ceramists, general public  
Number of people : 4.000

Impact of the activity : Dissemination of the project among people (ceramists and public) interested in the topic of artistic ceramic.

Explanations : AEuCC and AiCC newsletter

Links which have published our project news are below:

<https://buongiornoceramica.voxmail.it/p/kv5074/c-cc2d2ef9>



# 10. Multiplier event

Multiplier events are aimed at promoting the project and sharing its intellectual outputs and results with a wider audience. A multiplier event has been organized by AEuCC in Italy, in order to present and disseminate the project outcomes.

Activity description :

Date : .....

Type : Oral/Audio/Video/PPT/Speech presentation

Place : .....

Target group(s) : .....

Number of people : .....

Impact of the activity : .....

Explanations : .....



## 11. Partner's Overall Activity Description

AEuCC started by setting up the website and social media pages for the project.

The second step was the preparation of a press release in English and Italian to communicate basic information about wmn&ART, the partners, the objectives and the start date, which provided visibility in Italy and Spain thanks to the publication on two online portals specialized in the ceramic field.

During the whole duration of the project, AEuCC updated the website and social media pages with news about the project developments, achieving a publication on New Ceramics, one of the most important Ceramic magazines in Europe.

The project was also disseminated by AEuCC-AiCC newsletter, which almost every month mentioned the project developments.

Finally, AEuCC organized a multiplier event in Italy, to disseminate the project results among potential ART mentors and mentees.



## 12. Outcomes and Achievements

