



Education and Culture DG  
Lifelong Learning Programme  
Grundtvig

POTENS Dissemination Plan

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**Psychodrama on the Educational Stage  
POTENS**

Multilateral Grundtvig Project  
October 2008 – September 2010

**Dissemination Plan**

**Prepared by EST Education Centre  
October 2008**

## Contents

	<b>Page</b>
<b>I. Introduction</b>	<b>3</b>
<b>II. Purpose</b>	<b>4</b>
<b>III. Message</b>	<b>4</b>
<b>IV. Audience</b>	<b>5</b>
<b>V. Method</b>	<b>7</b>
<b>VI. Indicators and Timing</b>	<b>8</b>
<b>VII. Dissemination supporting materials</b>	<b>10</b>

## I. Introduction

The purpose of the document is to provide a clear framework for the POTENS partnership to disseminate the project results in adult education community across Europe. An outline of the plan was presented to the partners at the kick-off meeting in Bielsko-Biała in October 2008 and its written full version is based on the commonly agreed scenario. The plan takes into account the procedures and indicators defined in the approved proposal, however it specifies them in more detail. It is believed that such a specification will help all those involved in the dissemination campaign grasp the scope, targets and challenges of the actions envisaged. The dissemination plan explains the following:

### **Why – the purpose**

First we must think about what we want to achieve – each course of action has to have a purpose. Do we just want to inform or do we expect others to engage? Is raising awareness the primary goal or shall we go further, capitalising on the initial results and building a larger network of POTENS actors.

### **What we plan to disseminate – the message**

The project is a pilot initiative at the interface of psychodrama and adult education and it relates to a number of issues which come up in the course of training disadvantaged adult students. The proposal plans various actions and events and mentions a number of results to emerge from the initiative. However, if we want to inform a wider community of educators and psychodramatists of the project results and engage new partners in further work we have to know clearly which results we want to share, what message we want to communicate.

### **To whom – the audience**

We have to get the right message to the right audience. Efficient communication has to be a focused effort if it is to succeed in an environment flooded by useless information. We should think carefully which individuals and organisations to approach if we want to get the message across.

### **How – the method**

The project proposes a very ambitious plan of organising an international Grundtvig seminar as well as producing a documentary film and publishing a handbook in addition to more straightforward promotional means. All these various dissemination methods need to be coordinated if they are to bring the expected results.

### **To what extent and when – indicators and the timing**

We have to decide when the planned dissemination activities will be most relevant in cases where the project does not specify the timeframe. Setting deadlines for specific assignments is an important mechanism to ensure the feasibility of the actions undertaken.

## II. Purpose

The project has the ambition of establishing a platform of cooperation between adult educators and psychodramatists whose expertise so far is separate in practice and working out together a set of training techniques to support and improve teaching/learning processes of adult students taking part in lifelong learning courses. The value of the pedagogy is seen in this cooperation of actors representing two different fields of expertise, psychodrama and adult education. The project dissemination strategy follows from this recognition:

- it plans to inform a broader community of educators and psychodramatists of the experiences gathered in the course of the POTENS pilot workshops and share the pedagogical results with them
- it goes even further beyond the mere information campaign and ventures to engage a larger network of actors in the use and development of the POTENS methodology

The following chapters specify what has to be done, in what way and when in order to achieve the above goals in accordance with the approved project objectives. The dissemination aims should be translated into hard targets expressed in concrete quantitative indicators which we have to meet in order to fulfil our commitments.

## III. Message

Before summarising the hard numbers to achieve given in the proposal we should first realise what message we want to communicate to a larger audience. The POTENS initiative expresses a conviction that psychodrama is a technique which can facilitate personal growth, and integration of an individual on cognitive, affective, and behavioural levels; it increases emotional and social well being and enhances learning and creativity. Although psychodrama is mainly recognised as a powerful technique in therapy, it has many applications in other disciplines concerned with personal and social growth. As a technique affording participants a safe, supportive environment in which to practice new and more effective roles and behaviors, it has a particular relevance for training key competences in lifelong learning. AE trainers are in constant search of appropriate and effective ways to empower their students with competences essential for participating in social and working life, organizing their own learning and expressing their ideas, experiences and emotions. The need to train these three competences is particularly acute in case of learners disadvantaged in society because of their educational, behavioral and psychological shortcomings. In short, the interface between the fields of psychodrama and adult education is worth exploring to raise professional qualifications of AE trainers who teach transversal competencies of creative expression, learning to learn and social skills, in particular to those students who are at a disadvantage in their societies. This is an innovative approach, fostering both the teachers' and their students' creativity.

This concept has to be translated into concrete educational scenarios if it is to raise interest in psychodrama among adult educators. The project, which is an ongoing initiative with its results being developed, proposes to communicate its message in two stages:

- During the first phase of the project before the “hard results” are produced the partnership will gather data and practical observations on the practice of psychodrama in their countries. This is mainly connected with the therapeutic domain, still at least some of the techniques are of interest to adult educators running courses with similar objectives, e.g. in the field of social and personal development. As such, the techniques can and should be shared with a larger community of educators through information campaign, presentations and discussion. The purpose of these efforts is to raise awareness of existing practice in a field which is not easily accessible to educators (high psychodrama course fees, therapeutic focus of the training run for psychologists and psychotherapists). The campaign will build a network of parties interested in the POTENS methodology which is to be developed in the second phase.
- The pilot workshops for educators run by psychodramatists will help to develop a set of educational scenarios to be presented in the project handbook and documentary film. The POTENS pedagogy will include concrete teaching techniques already tested in practice, which will help the trained teachers to implement them in their own courses. At this stage the partners will have at their disposal two concrete educational products to propagate the POTENS concept on the national scale and further through a European network of contacts. In addition, it is planned to organise an international seminar of psychodramatists and educators which will be an excellent opportunity to share the project results with experts in these two fields.

The following question which arises here refers to the specific target audience which might be interested in the above findings.

### **IV. Audience**

The project refers to two major groups of beneficiaries: adult educators working with vulnerable social groups in AE centres, second chance or remedial education providers, organisations working with migrants and ethnic minorities, centres for guidance and counselling, experts in the field of adult education as well as psychodrama trainers. This is the short term target group on which the dissemination campaign has to focus. The other, long term target group of beneficiaries, includes adult students from vulnerable social groups. Although these learners are the direct beneficiaries of the project the information campaign is not aimed directly at them: the students will benefit from the project through the higher quality and relevance of the courses in which they take part and not through a direct acquaintance with the POTENS methodology.

The project dissemination campaign takes into account all the various networks of contacts in which the partners work. It is therefore reasonable to list the complementary educational contexts represented in the partnership in order to assign realistic dissemination tasks to all of us:

- Teatr Grodzki is a renowned NGO specialising in arts education of the disadvantaged. It is an association of artists and educators with an extensive network of contacts established at the local, national and transnational level. Accordingly, the organisation is well suited to propagate the POTENS results in the community of educators running arts-based courses for adult students, in particular theatre workshops. Through its previous publications and train-the-trainers courses the association has already gained an international audience for its educational materials, which provides a firm basis for the POTENS promotional campaign.
- J.L. Moreno Psychodrama Society is a national professional association of psychodramatists. It has substantial experience in running courses and seminars in psychodrama techniques at all levels. It is also an organiser of international conferences in a network of European psychodrama institutes and a prospective publisher of a common psychodrama journal. Accordingly the society is particularly suited to share the developed applications of psychodrama in adult education with the accredited trainers. This holds out the prospect of an increased participation of educators in courses run by psychodrama institutes in Europe.
- Cyprus Adult Education Association is an NGO promoting lifelong learning particularly in the fields of cultural and intercultural education. As a national umbrella organisation it acts as a consultant for other adult education institutions throughout Cyprus and cooperates with national and regional authorities. CAEA is also active in transnational networks: it is a member of the International Council for Adult Education and of the European Association for Adult Education having already organised two general assemblies of the EAEA. The association is thus the key project partner in the task of communicating the POTENS pedagogy to actors of adult education at European level, both trainers and administrators.
- SPI works in three main areas: training, R&D projects and consulting. Especially the first two fields are relevant for the POTENS dissemination needs. Regarding the training area, SPI is accredited by the national Institute for Quality in Training and has the authority to propagate the developed pedagogy among Portuguese adult educators. In the R&D sector SPI has an impressive record of achievement and cooperation in EU projects resulting in innovative training methodologies. In the last five years SPI has participated in 32 European projects which helped to establish an extensive network of contacts with other educational institutions. These contacts will be used to spread the POTENS pedagogy in Europe.
- EST Education Centre is a provider of non-formal courses mainly to adults at a disadvantage in the society. For the last few years the centre has been concentrating on the ESF funded projects as well as the European cooperation within the Leonardo and Grundtvig partnerships. Hence the dissemination campaign run by EST should focus on the communication of the POTENS project results to other Polish organisations involved in the ESF programmes as well as networking in other European countries facilitated by the transnational consortia.

The above outline of the dissemination target groups is primarily based on the partners' previous work and experience. However, each partner is expected to go beyond the established networks of contacts and extend their audiences. The following section defines the key mechanisms which will facilitate this task.

## V. Method

The project envisages a number of dissemination methods and the most important of them are listed as the key project deliverables. They can be summarised as follows:

- The project website aimed at raising awareness of the initiative among adult educators and psychodramatists from the very beginning of the project, even before concrete results start emerging. The website should be updated regularly in order to keep an interest of visitors in the progress of the project. It should also include relevant information on the actors involved in the programme, the content of the POTENS methodology, coming events and guidelines on the participation procedures. The partners' websites will also include relevant sections in their national languages.
- The POTENS handbook will include a presentation of the psychodrama techniques applied in adult education, pedagogical guidelines for educators and a description of the pilot workshops run in the four countries of the partnership. The purpose of the publication goes beyond mere promotion and awareness raising: it will attempt to communicate the developed techniques to teachers who are expected to use the training material in their own workshops. The partners stress the actual use of the methodology and the involvement of new POTENS actors as the main goals here. Thus the dissemination campaign overlaps with the measures aimed at the exploitation of the project results.
- The POTENS documentary film will supplement the handbook and provide insights into actual workshops run in different national and cultural contexts. Psychodrama techniques are based on a firm conviction that visualisation is a way to understanding hence the film is an appropriate measure in this respect and follows logically from the project's main assumptions. It will be distributed along with the handbook and the above dissemination goals apply here as well.
- An international Grundtvig seminar will be organised for the exchange of experiences and observations based on the pilot workshops. External experts in psychodrama and adult education will be invited to take part in the seminar and discuss specific aspects of the developed methodology, its applications in the pilot workshops and a potential for further development and use. Especially the latter is relevant for the dissemination goals. The seminar will be entered in the Grundtvig database to attract an interest in the POTENS pedagogy among adult educators across Europe.
- The POTENS project will be presented at conferences and seminars organised by other consortia. These events are important opportunities to communicate the developed pedagogy to the experts in the field of adult education and psychodrama. Each partner is expected to make such presentations through conference papers and poster sessions.
- Every opportunity should be taken to publish articles about the project. This should be done at two levels at least: through writing for the general audience in local papers to attract interest in the project in the partners' community; also through publishing in journals in the relevant field in order to secure peer review of the developed methodology. Especially electronic newsletters seem an

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appropriate way to share the project findings in a broad community of adult education in Europe.

- Leaflets and posters will be used as supplementary supporting means to facilitate all the dissemination activities. In order to allow for flexibility, only templates/ examples have been provided for the partners in the dissemination plan. Each of us can use the common graphical design to communicate their own message in the relevant language to different audiences at chosen national and international events, either in paper or electronic version (in the PDF format).

The above mechanisms have to be defined now in terms of concrete indicators in order to set specific tasks for all of us in an agreed timescale.

### **VI. Indicators and timing**

The following table distributes the dissemination tasks to the partners and defines indicators of result against which to measure the efficiency of the campaign.

## POTENS Dissemination Plan

Method	Who is responsible	Target level to be achieved	Timescale
Website	Teatr Grodzki – host  All the partners – sections on their websites in national languages	Number of website visitors: at least 1000 visitors	Operating throughout the project and beyond  target level of visitors to be achieved by the end of the project
Handbook for educators	Teatr Grodzki – publisher  Contributions from all the partners	Number of distributed copies: 3000 (600 copies per language)	1500 copies to be distributed V – IX 2010  further 1500 copies to be distributed after the project completion
Documentary film	Teatr Grodzki – producer  Contributions from all the partners	Number of distributed copies: 3000 (national languages + subtitles in English)	1500 copies to be distributed V – IX 2010  further 1500 copies to be distributed after the project completion
Grundtvig seminar	Teatr Grodzki – organiser  Contributions from all the partners	Number of participants: 15 – 20 from at least 5 EU countries	In Grundtvig training database I 2010 To be organised in Krakow VI 2010
Participation in seminars/conferences	All partners	Number of conferences/seminars attended with the information on the POTENS project communicated to their audience: at least 6	VIII 2009 – IX 2010
Articles/ other publications	All partners	Number of articles published: at least 5	VIII 2009 – IX 2010

## **VII. Dissemination supporting materials**

The following templates are designed to facilitate the dissemination campaigns run by all the partners through their networks of contacts. Because of different requirements in terms of the content, target groups, timescale and languages the material should be taken as an example, the graphical layout can be used to publish different messages.

1. POTENS leaflet: recruitment of participants for the pilot workshops, Grundtvig seminar and other local events
2. POTENS poster: announcing major events, project visualisation in the partners' offices, poster sessions at conferences