



D5.1

Communication Materials

December 2025

Project reference: 101185240



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Partnership

Lead Partner:

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Partners involved in the elaboration of the document:

Participant No	Organization's name	Short name	Specify if involved
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5			
6			

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1. Executive Summary

1.1 Objectives and scope of the report

This report provides an overview of the implementation of Work Package 5 (Communication, Dissemination and Mainstreaming) during the first 14 months of the THEO project. Its objective is to assess progress against the planned activities and objectives defined in the Grant Agreement, highlight key achievements, identify challenges encountered, and outline corrective measures and next steps. The scope of the report covers the planning, development, and initial implementation of communication and dissemination actions at local, national, and European levels, as well as coordination and cooperation among consortium partners.

1.2 Summary of key achievements during the first 14 months

The consortium established a solid communication framework, including a common visual identity, the launch of the project website, and activation of initial social media channels. Multilingual press and promotional materials were prepared. The THEO eBook was completed and released in all partner languages, and the videogame reached its final development stage. Preparations for dissemination and multiplier events were also carried out.

1.3 Main challenges and corrective measures

The main challenge encountered during the first reporting period was the limited volume of communication and dissemination activities implemented in the early project phase. While the project website and Instagram account were successfully launched, other planned channels, such as LinkedIn and YouTube, were not activated during this period. This was primarily due to the development timeline of the core educational outputs, as meaningful and impactful dissemination required the availability of the final eBook and videogame. Corrective measures include the planned activation of additional communication channels, the intensification of online and offline dissemination activities, and the strategic use of upcoming open-air and multiplier events as key dissemination moments.

1.4 Next steps for the second project period

Dissemination activities will be significantly intensified in the next phase of the project. The consortium will activate additional social media channels, promote the eBook and videogame widely, and implement open-air and international multiplier events. Mainstreaming actions will target educational, sport, animal-assisted, and public-sector contexts. Continued coordination will ensure consistency, quality, and sustainability of results.

2. Introduction and WP5 Overview

2.1 Background and rationale of THEO project

THEO (Exercise THERapy assistant dOGs) is an Erasmus+ Sport project that builds on the increasing recognition of the benefits of animal-assisted physical activity—particularly involving dogs—for enhancing both human and animal wellbeing. The project addresses contemporary challenges related to sedentary lifestyles, social exclusion, and the need to strengthen empathy and emotional awareness, while also promoting responsible and informed pet ownership. By integrating sport, educational methodologies, and digital tools, THEO seeks to transform physical exercise into an engaging, inclusive, and meaningful experience for children and families, encouraging lifelong healthy habits and positive human–animal relationships.

2.2 Work Package 5 structure and scope

This Work Package is structured to ensure a coherent, strategic, and well-coordinated approach to communication, dissemination, mainstreaming, and exploitation of THEO's results across the entire project lifecycle. It integrates complementary phases of planning, implementation, monitoring, and evaluation to ensure that communication actions are timely, targeted, and aligned with the project's objectives. By establishing a common framework for messaging and visual identity, the WP guarantees consistency and recognisability across all partner countries. Its scope encompasses both digital and face-to-face actions, enabling the project to reach a wide and diverse audience, including families, children and adolescents, educators, sport professionals, policy-makers, and stakeholders involved in animal-assisted activities, sport, health, and social inclusion.

In addition, the Work Package is designed to maximise impact, uptake, and long-term sustainability by embedding mainstreaming actions and multiplier events within local communities and institutional networks. Inclusive public events, accessible digital platforms, and targeted campaigns ensure active engagement rather than passive dissemination, encouraging stakeholders to adopt and replicate project outcomes in real-life contexts. High-visibility international multiplier events further amplify the project's reach and foster cross-sector dialogue at European level. The structure of the WP promotes close collaboration among partners through clearly defined leadership roles, shared responsibilities, and coordinated workflows, ensuring efficient implementation, quality control, and effective exploitation of results beyond the project's duration.

List of Tasks

- **T5.1 – Developing the Communication and Dissemination Plan**
 - Establishment of a structured plan covering pre-, during-, and post-project phases
 - Definition of target groups, key messages, tools, channels, and responsibilities
 - Development of a common visual identity (logo, brochures, posters)
- **T5.2 – Mainstreaming and Communication Activities**
 - Organisation of inclusive public events for participants with and without pets
 - Promotion of project aims, digital resources, and benefits of physical activity with dogs
 - Involvement of local associations and stakeholders
 - Preparation of a multilingual press folder
 - Creation and management of the project website and social media channels
 - Publication of results on the Erasmus+ Results Platform and other channels
- **T5.3 – Planning and Implementing Multiplier Events**
 - Design of creative and high-impact international dissemination events (one per country)
 - Development of visual dissemination materials with QR codes

- Printing and distribution of posters and flyers in strategic locations
- Organisation of open-air public multiplier events to maximise outreach

3. Communication and Dissemination Strategy

3.1 Consortium composition and partner roles

Work Package 5 ensures the effective communication, dissemination, and mainstreaming of the THEO project results at local, national, and European levels. The WP is coordinated by ACAL and implemented jointly by all partners, ensuring wide visibility, stakeholder engagement, and sustainability of outcomes.

ACAL (Spain) is the leader of WP5 and is responsible for the overall coordination of communication, dissemination, and mainstreaming activities. ACAL leads the development of the Communication and Dissemination Plan (T5.1), ensuring compliance with Erasmus+ visibility rules and coherent project messaging. ACAL also coordinates mainstreaming and communication activities (T5.2) and supports the organisation and promotion of multiplier events (T5.3).

KEAN (Greece) is the leader of Task 5.3 (Multiplier Events) and is responsible for planning, coordinating, and implementing the events to ensure wide dissemination of project results. KEAN also contributes to communication planning (T5.1) and mainstreaming activities (T5.2), especially in the field of social inclusion.

ESDP (Spain), as Project Coordinator, ensures alignment between WP5 activities and the overall project objectives, quality standards, and timeline

INU (Türkiye), SPELL (Türkiye), Coda di Lupo (Italy), USMA (Italy) and Lousada Municipality (Portugal) contribute to WP5 by supporting the development of dissemination content, providing academic, educational, and practice-based expertise, and promoting project results through their professional and institutional networks.

All partners actively participate in mainstreaming activities and contribute to the organisation and implementation of multiplier events to ensure wide visibility and impact of the project results.

3.2 Overall Communication Objectives

The communication and dissemination strategy of the THEO project is designed to maximise the visibility, accessibility, and long-term impact of the project's results at local, national, and European levels. Communication activities support the project's overarching mission of promoting physical activity with animals—particularly dogs—as a means of enhancing physical health, mental well-being, social inclusion, and empathy.

The specific objectives of the communication strategy are to:

- **Raise awareness** of the benefits of exercising with animals for children, families, and communities.
- **Promote responsible** dog ownership and positive human–animal interactions.
- **Support the adoption** and effective use of the project's key outputs, namely the THEO Video Game and the THEO eBook.
- **Engage** a wide range of **stakeholders** throughout the project lifecycle and encourage feedback and collaboration.
- **Facilitate the dissemination** of workshops, training sessions, pilot activities, and multiplier events.
- **Ensure the sustainability** and mainstreaming of project results beyond the project's lifetime.

3.3 Target Groups and Key Messages

The communication strategy identifies three main target groups, each addressed through tailored key messages, tools, and communication channels in order to maximise relevance, engagement, and impact. By differentiating communication approaches, the project ensures that information is accessible, meaningful, and actionable for each audience, while supporting the overall objectives of promoting physical activity, wellbeing, inclusion, and responsible interaction with dogs.

- Families and Dog Owners

This primary target group includes families with children, adolescents, and individuals who own dogs or regularly interact with them. Communication actions targeting this

group aim to increase awareness of the physical, emotional, and social benefits of exercising with dogs, while promoting responsible dog ownership, animal welfare, and safe human–animal interactions. Materials and messages are designed to be accessible, inclusive, and age-appropriate, using clear language and practical examples. Emphasis is placed on encouraging active lifestyles, strengthening family bonds, fostering empathy towards animals, and providing concrete guidance that can be easily applied in daily life, both at home and in community settings.

- Animal Associations, Veterinarians, Shelters, Sports Clubs, and Educators

This target group includes professionals and organisations that act as key multipliers for the project’s results. Their involvement is essential to extending THEO’s reach and embedding its outcomes into existing educational, sporting, and community-based practices. Communication efforts focus on presenting evidence-based benefits, practical tools, and adaptable resources that can be integrated into training programmes, educational activities, and awareness-raising initiatives. Opportunities for collaboration, knowledge exchange, and feedback are actively promoted, enabling these stakeholders to contribute to the refinement, dissemination, and long-term adoption of the project’s methodologies and outputs.

- Local Authorities, Policymakers, Associations, and the General Public

Communication actions targeting this group aim to raise awareness at institutional, community, and policy levels about the social, educational, and health-related value of physical activity with dogs. Messages focus on the project’s contribution to active lifestyles, social inclusion, wellbeing, and responsible citizenship. By engaging local authorities, policymakers, and civil society organisations, the strategy supports the mainstreaming of THEO’s principles into local strategies, public programmes, and decision-making processes. Communication with the general public further enhances visibility and acceptance, fostering a supportive environment for the continuation and scaling up of project results beyond the project’s lifetime.

Across all communication channels, the project conveys a coherent set of core messages:

- Physical activity with animals contributes to improved physical health, mental well-being, and social inclusion.

- Positive and responsible interaction with dogs fosters empathy, emotional development, and civic values, particularly among children.
- Innovative educational tools that combine storytelling, digital engagement, and experiential learning can effectively promote healthy lifestyles.
- THEO provides accessible and adaptable resources that can be used by families, educators, and organizations across Europe.

3.4 Communication Channels and Tools

To ensure broad outreach and effective engagement across different target groups, the project adopts a diversified and complementary mix of communication channels. This multi-channel approach allows the project to combine wide visibility with direct interaction, ensuring that information reaches stakeholders in accessible, relevant, and impactful ways.

- **Digital channels:**

The project will make extensive use of digital tools to ensure continuous visibility and easy access to information. These include a dedicated project website serving as the central repository for news, outputs, and downloadable resources; active social media presence on platforms such as Instagram, YouTube, and LinkedIn to share updates, visual content, videos, and campaign messages; as well as newsletters and targeted email campaigns to maintain regular contact with stakeholders, partners, and interested audiences.

- **Offline and hybrid channels:**

Face-to-face and blended communication activities play a key role in fostering engagement and dialogue. These channels include workshops, training sessions, conferences, multiplier events, and local community outreach activities, enabling direct interaction with participants, hands-on experiences, and real-time feedback. Hybrid formats will be used where appropriate to extend participation beyond physical locations and reach wider audiences.

- **Print materials:**

A range of high-quality printed materials will support visibility at local, national, and international levels. These include posters, brochures, banners, fact sheets, and press releases, all prepared in the languages of the partner countries to

ensure inclusiveness and local relevance. Print materials will be strategically distributed at events, public spaces, educational and sports facilities, and through partner networks to reinforce key messages and direct audiences to the project's digital resources.

4. Communication Materials Developed

4.1 Communication materials overview and scope

During the reporting period, the consortium concentrated on establishing a robust and coherent communication framework to support the project's visibility and outreach objectives. Key achievements include the development of the project's visual identity, the launch of the official project website, the activation of social media channels, and the production of both digital and printed promotional materials.

At this stage, communication results are primarily qualitative and preparatory in nature. Notable outcomes include the creation of a strong and consistent online presence, the availability of multilingual communication materials, and the initial engagement of key stakeholders through partner dissemination networks.

Overall, the project has successfully implemented its foundational communication actions, encompassing the launch of the project website, activation of social media accounts, development of branding and visual assets, preparation of press and media materials, and dissemination of initial announcements via partner channels. These activities lay a solid foundation for more extensive communication and dissemination efforts in subsequent reporting periods.

- **Project Website**

The official project website was launched by ACAL, and is publicly accessible at <https://theoproject.eu>, representing a significant milestone in the implementation of the project's communication strategy. Serving as the central hub for communication and dissemination, the website offers clear and well-structured information on the project's objectives, activities, consortium members, and anticipated outcomes. Its development fully reflects the project's visual identity and adheres to EU funding communication and visibility requirements, including the display of the EU emblem and appropriate funding acknowledgements.

The site has been designed with a user-friendly layout and accessibility principles at its core, ensuring intuitive navigation and clear presentation of content for a wide range of audiences, such as stakeholders, policymakers, researchers, and the public. Where relevant, multilingual content has been incorporated to promote inclusiveness and extend the project's reach across diverse geographical and linguistic contexts. Dedicated sections for news, updates, and project outputs enable regular content refreshes and fosters ongoing engagement throughout the project's lifecycle. The launch of the project website establishes a strong and credible online presence, enhances transparency and knowledge sharing, and provides a sustainable foundation for future dissemination and outreach activities.

- **Instagram Account**

As part of the project's outreach activities, the official THEO Instagram account (<https://www.instagram.com/theo.erasmus.sport/>) was established and put into operation during the reporting period. The platform functions as a dynamic communication channel aimed at the general public, enabling the project to convey its key messages in a concise and visually engaging format. Although it addresses a broad audience, the widespread use of Instagram among younger users enhances the project's capacity to reach children and families, which are central to THEO's objectives.

The account is used to share selected project-related content, including key milestones, thematic messages, and awareness-raising material on animal-assisted physical activity, wellbeing, social inclusion, empathy, and responsible dog ownership. Through visual storytelling and short-form content, the channel supports the project's ambition to present physical exercise as an inclusive and meaningful activity. The Instagram account adheres to the project's visual identity and Erasmus+ visibility requirements and complements other dissemination tools by strengthening public engagement and recognition of the project.

- **Press Folder and Template**

To ensure coherent, accurate, and compliant external communication, a common press release template was developed by ACAL during the reporting period. The template was designed to guarantee consistency in messaging across all partner

countries and to fully comply with Erasmus+ communication and visibility requirements, including appropriate references to EU funding. The template provides a structured framework for presenting the project's rationale, objectives, planned activities, key results, and expected impact.

Following its development, each project partner translated and, where necessary, contextually adapted the press release into their respective national languages to ensure relevance and accessibility for local audiences. The press releases are disseminated through partners' institutional communication channels, national and local media outlets, and relevant online platforms, thereby supporting broad outreach and increasing public awareness of the project. This coordinated approach strengthens the project's external visibility while allowing for targeted dissemination at national and local levels.

- **Promotional Materials**

Although workshops and pilot sessions are scheduled for later stages of the project, preparatory promotional materials have already been developed. These include posters, flyers, cards and QR codes which will be adapted to each national context and target audience.

4.2 Communication actions

At the current stage, communication results are mainly qualitative and preparatory. Achievements include the establishment of a strong online presence, availability of multilingual communication materials, and initial engagement of stakeholders through partner networks.

- **Project website content:** The website presents core project information, objectives, partnership details, and key messages. It also hosts project outputs, such as the e-Book and other available deliverables.
- **Project Instagram content:** Six posts, reaching 76 views, have been published to disseminate project updates and thematic content, supporting awareness-raising and public engagement.
- **Partner's social media dissemination:** Partners also shared project-related content through their institutional social media channels to further expand reach and engagement. This included three Instagram posts, generating 127

views, seven Facebook posts, reaching 115 reactions and 3 LinkedIn posts displaying 15 reactions.

- **Partner's communication activities:** Four posts were published on partners' institutional websites, one article in local news media, and a newsletter on local media. In advance, the project was presented at an international academic congress.
- **Press release:** Preparation and publication of a project press release to present the project's objectives and to effectively communicate and promote the launch of the e-Book to relevant stakeholders and the wider public.

4.3 Challenges and Proposed Improvements

During the reporting period, the implementation of WP5 remained overall in line with the objectives, timeline, and planning defined in the Grant Agreement. No major deviations affecting the achievement of project objectives or the delivery of planned outputs were identified. However, operational challenges were encountered, mainly related to the timing and sequencing of communication and dissemination activities.

The main challenge during the reporting period concerned the limited level of communication and dissemination actions implemented so far. While the project website and Instagram account were successfully launched, other planned dissemination channels, such as YouTube and LinkedIn, have not yet been activated. This is primarily linked to the development timeline of the project's core educational outputs, the eBook and the videogame, since their completion was a prerequisite for launching more structured and impactful communication activities. For this reason, dissemination actions in the initial phase were limited to avoid premature communication without the availability of final project results.

To address the above-mentioned challenges, several corrective and improvement measures have already been planned and are currently being implemented:

- The **LinkedIn** and **YouTube channels** will be launched in the coming days and will serve as key platforms for disseminating the educational tools, promoting the open-air events, and increasing the project's visibility among professional, educational, and institutional stakeholders.

- **Communication and dissemination activities** will be significantly intensified in the next period, now that the eBook and videogame are fully completed and ready for use.
- The upcoming **open-air events** will act as major dissemination moments, supported by targeted online communication through all available channels.
- **Existing communication materials** will be actively deployed and further adapted to ensure coherent and effective messaging across platforms.

All minor operational adjustments related to dissemination and communication activities were discussed and jointly agreed upon during consortium meetings, ensuring a coordinated and coherent approach among partners. This collaborative decision-making process allowed the consortium to adapt dissemination timelines and channels in line with the availability of project outputs. The simplified management structure has proven effective in supporting dissemination activities, as it reduced administrative burden and enabled timely coordination, rapid information exchange, and consistent communication across all partners and dissemination platforms.

5. Conclusions and Next Steps

In conclusion, Work Package 5 has been implemented in line with the objectives, scope, and quality standards defined in the Grant Agreement, successfully establishing a solid and coherent communication and dissemination framework for the THEO project. During the reporting period, the consortium focused on laying the necessary foundations for effective outreach, including the development of a common visual identity, the launch of the project website and initial social media channels, the preparation of multilingual press and promotional materials, and the coordination of communication efforts across all partner countries. These actions ensured consistency, compliance with Erasmus+ visibility requirements, and readiness for broader dissemination.

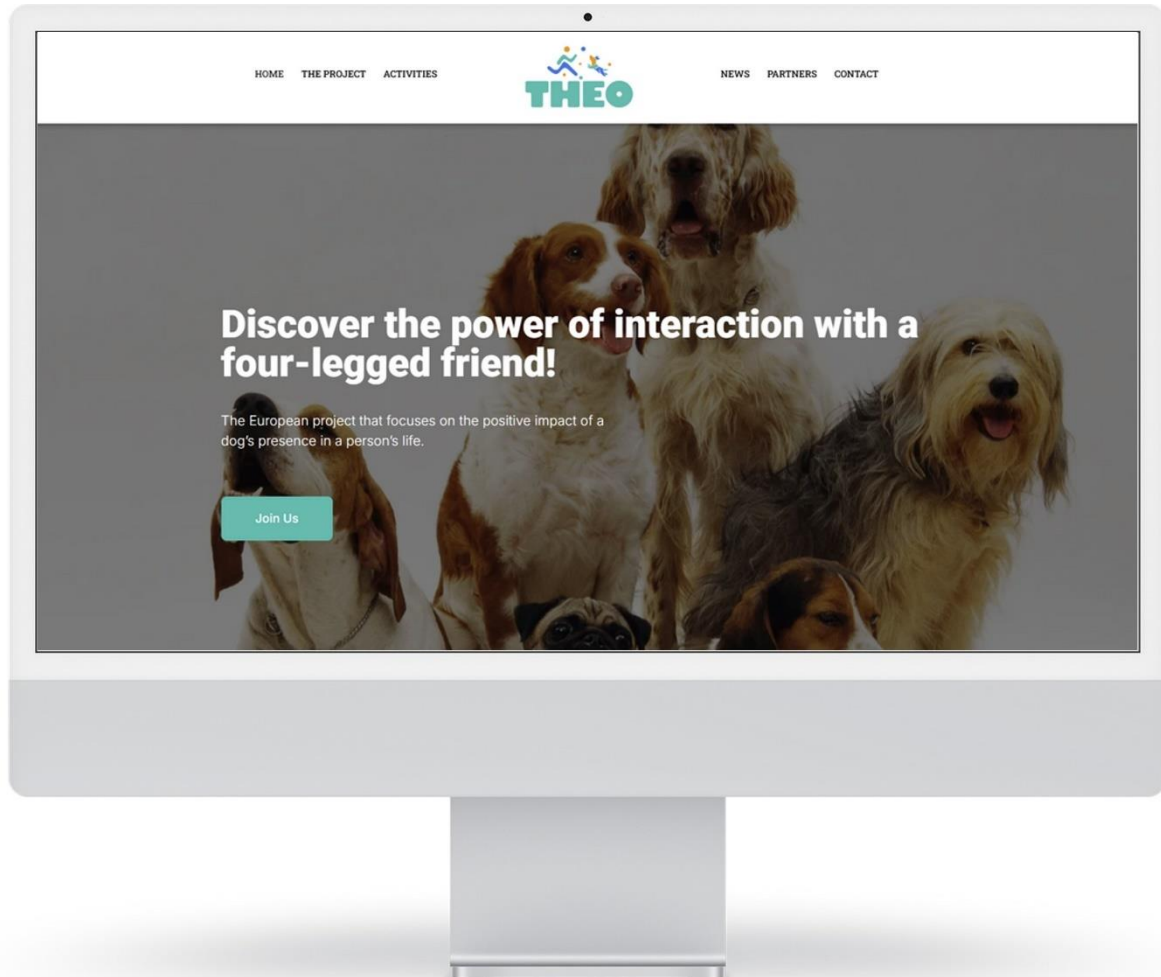
Although communication activities were limited due to the strategic prioritisation of the project's core educational outputs—the eBook and the videogame—this approach allowed the consortium to ensure that dissemination actions are meaningful, content-driven, and impactful. With the eBook now released in all partner languages and the

videogame in its final stage of completion, the conditions are in place for a significant intensification of communication, dissemination, and mainstreaming activities in the next phase of the project. In the coming period, the consortium will jointly focus on expanding and strengthening communication and dissemination efforts at local, national, and European levels. Planned next steps include the activation of the LinkedIn and YouTube channels, increased publication of multimedia and educational content, and the systematic promotion of project outputs through partner networks. Open-air multiplier events will represent key moments for stakeholder engagement, providing opportunities to actively showcase the eBook and videogame, gather feedback, and foster uptake of project results in real-life contexts.

Through continued close cooperation, shared responsibility, and coordinated implementation, the consortium is confident that WP5 will achieve its full potential in maximising visibility, impact, and sustainability. These actions will support the long-term mainstreaming of THEO's results, ensuring that the project's contribution to physical activity, wellbeing, social inclusion, and responsible human–animal interaction extends well beyond the project's lifetime.

6. Annex

6.1 Project Website




theoproject.eu

6.2 E-Book released across all partner languages




This storybook aims to encourage empathy towards animals, particularly dogs, while educating readers about the benefits and responsibilities of dog ownership. It emphasizes good practices related to play and physical exercise, showing how these activities contribute to the well-being of both dogs and their human companions. 'THEO and the Magic Pawprints' promotes inclusion through dog-assisted activities, supporting emotional well-being and fostering social interaction among readers of all backgrounds. In addition, it highlights the vital role of therapy and assistance dogs in improving lives, demonstrating the powerful bond between humans and animals. At the end of the story, readers will find a series of engaging activities designed to strengthen their understanding and connection with dogs. These activities provide practical examples of ways to interact positively with dogs and highlight the physical, emotional, and social benefits that such interactions bring.

 [Download THEO's eBook In English](#)

 [Descargar eBook de THEO en Español](#)

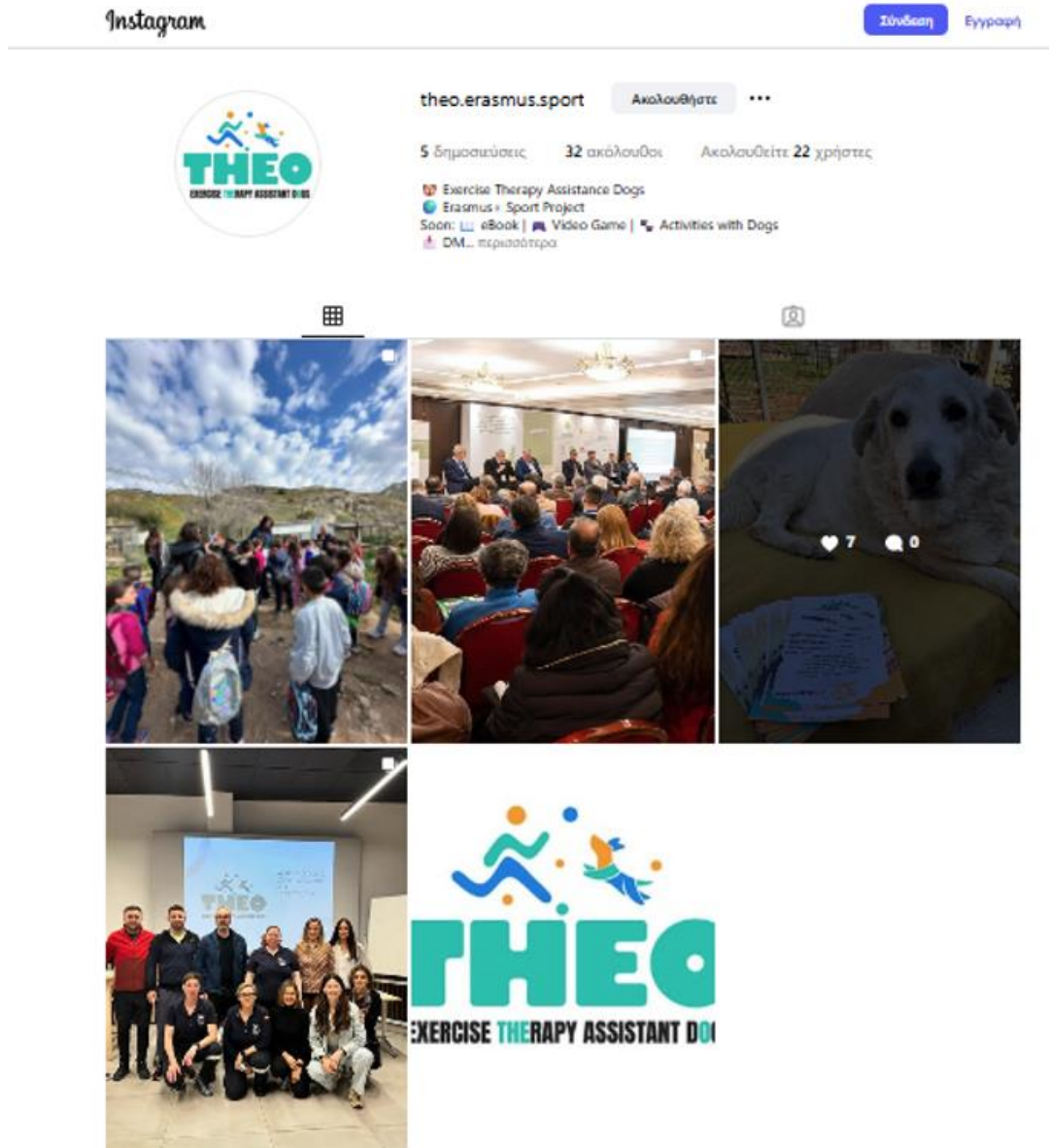
 [Κατεβάστε το eBook του THEO στα Ελληνικά](#)

 [Scarica l'eBook di THEO in Italiano](#)

 [Baixar o eBook do THEO em Português](#)

 [THEO'nun e-Kitabını Türkçe İndir](#)

6.3 Project Instagram Account



[instagram.com/theo.erasmus.sport/](https://www.instagram.com/theo.erasmus.sport/)

6.4 Instagram posts shared on partners' accounts



[Link](#)



[Link](#)

6.5 Facebook posts shared on partners' accounts

Δημοσίευση του χρήστη KEAN-Κύτταρο Ευαλακτικών Αναζητήσεων

KEAN 16 Αυγούστου

🌍 Διεθνής Ημέρα Αδέσποτων Ζώων 🐾
 📅 Σήμερα θυμόμαστε όλα τα αδέσποτα που χρειάζονται αγάπη, φροντίδα και μια δεύτερη ευκαιρία.

👉 Στο KEAN, μέσα από το ευρωπαϊκό πρόγραμμα THEO, δημιουργούμε δράσεις που φέρνουν τους νέους πιο κοντά στα ζώα, καλλιεργώντας την υπευθυνότητα, την κατανόηση και τον σεβασμό απέναντι σε κάθε μορφή ζωής.

👉 Στο πλαίσιο του προγράμματος συνεργαζόμαστε με την εθελοντική ομάδα **Φοβισμένα Αδέσποτα & Νεόπολις**, και οργανώσαμε δράσεις που στόχευαν στην επαφή των μαθητών με τα ευάλωτα ζώα του κατασυγείου.

👉 Ας γίνουμε όλοι η φωνή και η στήριξη που χρειάζονται τα αδέσποτα. Κάθε μικρή μας κίνηση μπορεί να τους χαρίσει ένα καλύτερο αύριο.

📌 Μάθε περισσότερα για το πρόγραμμα THEO και πώς μπορείς να συμμετέχεις:
<https://theoproject.eu/>

#internationalstrayanimalsday #strayanimals #animalrescue #AdoptDontShop #RescueLove #animalwelfare #SaveStrays #Strayanimalrescue #SecondChancePets #streetanimals #petadoption #GiveThemAHome #loveforanimals #helpstrayanimals #EndAnimalCruelty #foreverhome #FromStrayToStay #animalrights #KindnessToAnimals #RescuesLove

[Link](#)

Δημοσίευση του χρήστη Município de Lousada

Município de Lousada 24 Ιανουαρίου

Reunião do Projeto Theo
 O Município de Lousada está a participar na primeira reunião do Projeto Theo, financiado pelo Programa Erasmus.

O encontro teve início na quarta-feira, dia 22, e termina hoje, 24 de janeiro, em Mália, Espanha.
 #municipiodelousada #erasmus #THEO

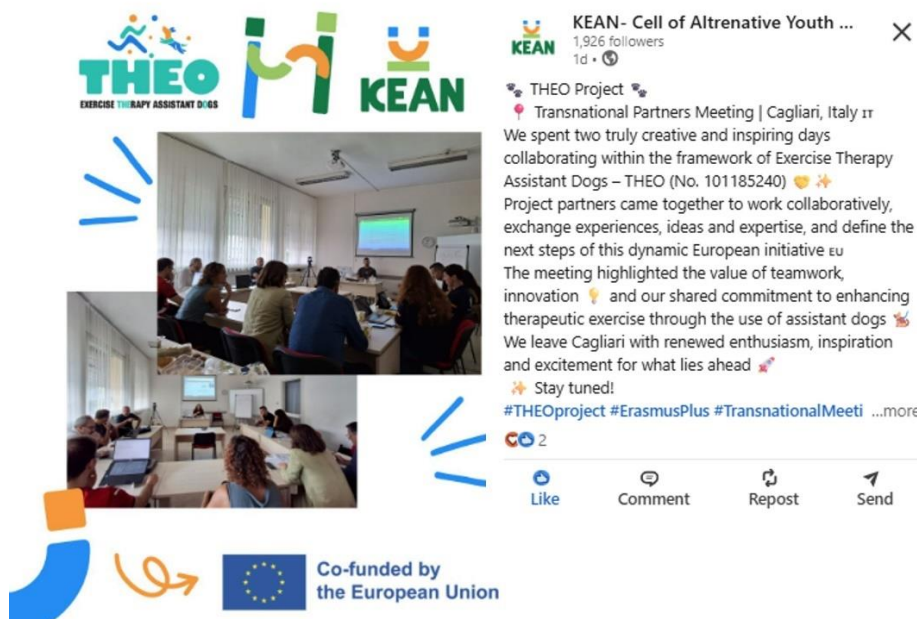
Δείτε τη μετάφραση

[Link](#)

6.6 LinkedIn posts shared on partners' accounts

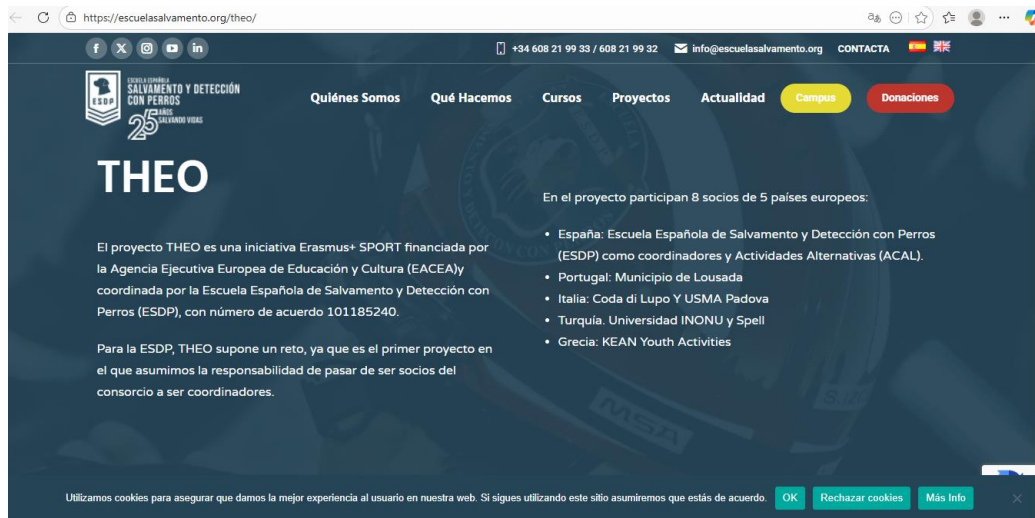


[Link](#)



[Link](#)

6.7 Content shared on partners' websites



[Link](#)



[Link](#)

6.8 Templates for reporting

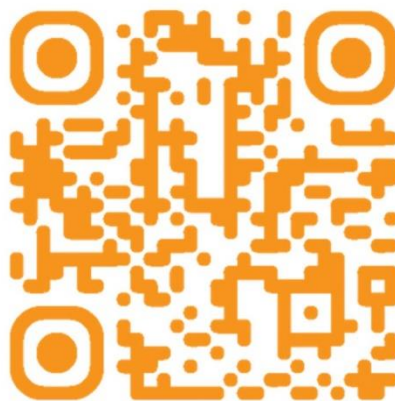


6.9 Communication Materials

- Cards



- Website QR code



- Flyers Templates



THEO

PARTNERS



ESCUELA ESPAÑOLA
SALVAMENTO
Y DETECCIÓN
CON PERROS



município de
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- Certificate of Attendance Template



6.10 Presentation in congress



6.11 Press release template



 **Summary**
Add the summary here

Introduction

Context of the research, such as why it was done and the conditions of the market when the study was carried out, goes here. Here's an example:
Savvy Marketing sought to understand evolving consumer behavior in the e-commerce space and identify emerging digital marketing trends that would support Studio Agatho's marketing strategies. With the shift toward digital platforms, it became essential to explore how consumers interact with brands and what marketing techniques are most effective.

Objectives

Context of the research, such as why it was done and the conditions of the market when the study was carried out, goes here. Here's an example:
Savvy Marketing sought to understand evolving consumer behavior in the e-commerce space and identify emerging digital marketing trends that would support Studio Agatho's marketing strategies. With the shift toward digital platforms, it became essential to explore how consumers interact with brands and what marketing techniques are most effective.



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