

ArtMINDS: Minorities Inclusion via Digital Storytelling KA210-ADU-29A21E50

Project management

Sustainability Plan

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Document information

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Executive summary

Sustainability describes the use of the project results during and after the project duration. It reflects to what extent the results are used by the partner organisations and stakeholders. If the project results are used in a sustainable way, policies can be improved and societal problems can be tackled.

This sustainability plan outlines strategic actions to ensure the long term effectiveness and legacy of our adult focused diversity, culture and minority promotion ArtMINDS project. Building on the collaborative experience of the project consortium, the plan prioritises capacity building, professionalisation, and knowledge sharing among European NGOs, adult organisations, culturalists and historians. It details how developed tools, methods, and materials will be continuously utilised and disseminated, how digital engagement and practices promoting interculturality will be strengthened, and how participants will be empowered. Through sustained communication, ongoing partnerships, and integration of project outcomes into daily practices, the plan ensures continued impact, institutional growth, and greater understanding of learning opportunities and digital transformation in shaping a more resilient society.

The aim of this sustainability plan is to ensure that the project results are sustainable and are used also in the future after the closure of the project - not only from our target group but from whomever is interested in the ArtMINDS topic - digitalisation and interculturality.

1. Introduction to the ArtMINDS project

The main objective of the project is to equip adult education with new methods for the inclusion of ethnic minorities (e.g. Roma, refugees and migrants) by emphasizing intercultural exchange and cultural heritage through various methods of digital storytelling.

The main objectives are:

- Promoting intercultural exchange
- Strengthening the social inclusion of minorities through the development of digital skills
- Enhancing the self-efficacy and self-confidence of minorities through the valorization of their cultural heritage
- Improving the skills of educators
- Intercultural learning approaches and digital storytelling

Project results:

- Establishment of an online platform with 30 digital stories as a "museum" of the positive impact of minorities on the cultural landscape.

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- Strengthening social cohesion through the inclusion of minorities in the project.
- Members of minorities gain self-confidence and develop a stronger sense of belonging through the appreciation of their cultural heritage.
- Pedagogues can improve their intercultural and digital skills, creating a more inclusive learning environment.

2. Target audience and key stakeholders

The ArtMINDS project targets the following target groups:

- Educators (Adult, lifelong and continuing education centers)
- NGOs, policy makers and cultural institutions
- Teachers and trainers working with minority communities
- Targeted minority groups
- European networks and wider communities for intercultural dialogue

In order to effectively measure the impact and ensure short-term as well as long-term sustainability we can divide key stakeholders on short-term and long-term stakeholders:

Short-term key stakeholders: individuals and organisations directly involved in the project activities during its implementation phase. Their engagement is crucial for the project's immediate impact, success and effectiveness. Those are: adults participating in the research, individuals, groups and experts participating in the creation of digital stories and those disseminating the project result, and lastly partners organisation's staff members and volunteers/ interns.

Long term key stakeholders: individuals and organizations that will continue to benefit from or be impacted by the project's results long after the project has ended. They play a crucial role in ensuring the sustainability of the project's impact. Those are: adults, educators, trainers, cultural mediators, cultural workers and historians, all those who have close connections with diverse groups of people from various backgrounds, sustaining the project's impact on a larger scale. The consortium partners will remain key stakeholders, continuing to integrate the tools, methodologies, and knowledge gained from the project into their ongoing or future initiatives ensuring long-term sustainability. Nevertheless, educational institutions, NGOs, public sector representatives or others, will integrate project methodologies into their curricula or extracurricular activities, ensuring the longevity of the project's educational impact. The public sector is important for ensuring that the project's findings and outcomes influence future policies, adult engagement, promotion of diversity and respect and the importance of interculturality for the continuation of the building of the national cultural heritage. And lastly, the wider community of adults that benefits from digital transformation, the use of digital skills.



As part of the sustainability strategy, selected stakeholders will be invited to join an informal network or mailing list to ensure continued engagement beyond the project's lifetime. Aligned with ArtMINDS' ambition to generate impact at local, national, and European levels, this network will serve for sharing updates, resources, and new opportunities for collaboration that build on the project's outcomes.

3. Sustainability strategy

The aim of the sustainability strategy is to ensure the long-lasting impact of the ArtMINDS project, focusing on how project activities will continue to resonate with target groups and stakeholders beyond the project's completion. This methodology outlines the approach for assessing and communicating the project's effectiveness and its continued impact on adult digital development and social inclusion.

The ArtMINDS project sustainability strategy is composed of several components which help to reach sustainability goals of the project:

- Free and accessible digital material.
- Language diversity (the research is available in all languages), English version of digital stores ensures wider accessibility throughout the EU and broader.
- Stakeholders engagement - the use of various methods ensures the reach of a wide audience.
- Content relevance - feedback gathering the project team ensured measured how relevant and useful the developed content was and or which parts required changes.
- Strong partnerships play a strategic part of the sustainability plan, well established partnerships have potential of establishing contact with key stakeholders.

1. Defining long-term impact

Throughout the project we aim to reach the project's target audience which is also the audience that will keep, use and disseminate the project results after its completion. Adults, marginalised adults - from minority groups, migrants, Roma people, educators and trainers or institutional workers who aim to reach those adults, NGOs, schools and other institutions of the public sector.

2. Methods for assessing the project impact

First and foremost, we will continually monitor and evaluate the participation at events, training and evaluate participants' and stakeholders' feedback to measure the success of the activities, measure shifts in attitudes, behaviors, and knowledge, and analyse social media metrics to assess broader outreach and engagement. We will also consider informal discussions, and digital tools to allow for immediate adjustments and ensure alignment with participants' needs. Last but not least, we will acknowledge and document success stories of participants involved.

As for long-term tracking, we will use the social media profile of each partner organisation that will serve as an online network in order to maintain connections with participants and track their continued involvement in the topic the project ArtMINDS promotes. Together with already involved stakeholders and participants we will continue to disseminate the project and its results in the relevant environments.

Last but not least, the printed material has been spread around the local and national stakeholders and will remain in their premises also during the project duration. All project partners will also keep the project information on their respective websites and social media. environmental or social initiatives.

3. Communication strategy for tracking the impact and promoting results

Internal and external communication will ensure regular communication with various stakeholders. Regular updates through partner's social media posts and newsletters on project milestones, key findings, and success stories will be shared with all stakeholders (youth participants, partner organizations, local community leaders) to ensure consistent engagement. The reports will be done regularly to track the progress, feedback and impact of the project progress.

Communication with local media will ensure engagement with local/ national or international wider audiences (newspapers, podcasts, radio) to share key findings and project results. The stakeholders and wider audience will be also reached at the end of the project through final dissemination events.

4. Ensuring sustainability and long-term engagement

Partner organizations will work with local organisations, initiatives and civil societies to ensure that the tools, methods, and findings from the project are integrated, widely spread and perhaps integrated into their cultural or intercultural programs. Also, partner organizations will remain involved in EU initiatives related to the promotion of diversity and interculturalism. **Where possible, partner organizations will integrate the developed methodologies into their regular training offers, staff development programs, and community engagement activities. This helps embed the project results into long-term institutional practice.**

On the other hand, the project will continue to build the capacity of organisations and educational institutions offering education and training, resources on engaging marginalized adults into digital skills development. This will ensure that the digital skills promoted and diversity celebrated throughout the project remain embedded in the organizations involved. Last but not least, all project tools, including digital resources and methods developed during the project, will remain available on partner websites and other relevant platforms, including EPAL and Erasmus+ Project Results platform to ensure ongoing use and adaptation in future projects. **In addition to integration in current structures, the consortium will explore opportunities for follow-up funding at**



local, national, or EU level. This may include new Erasmus+ applications or other relevant grants to further develop or scale up ArtMINDS activities.

The online platform and project website with digital stories will remain accessible for at least three years following the project's conclusion. Partner organizations will jointly define a basic maintenance plan to ensure hosting, accessibility, and periodic updates.

