INSPYRE

Inclusive Paths: Youth-Led Accessible Exploration in Thessaloniki

Dissemination & Advocacy

Project No: 2024-1-EL02-ESC30-SOL-000235532

www.inspyre-project.eu

INTRODUCTION

The INSPYRE project emphasizes the dissemination of outcomes and the promotion of advocacy to support inclusive urban environments. Its aim is to communicate findings to a broad audience, including local communities, public institutions, and private stakeholders, encouraging the adoption of evidence-based accessibility practices. The approach prioritizes public engagement, strategic communication, and sustainable partnerships, ensuring that lessons learned are integrated into community and institutional practices. Through workshops, digital media, videos, and the e-Handbook, the project fosters long-term awareness, participation, and commitment to inclusive and barrier-free urban mobility.

OBJECTIVES OF DISSEMINATION & ADVOCACY

1. Share project results with the community and key stakeholders

- Disseminate research findings, data, and lessons learned through community meetings, workshops, reports, and digital platforms.

- Ensure stakeholders including persons with disabilities, advocacy groups, local government, urban planners, and transport providers can access and use the project's insights.

- Strengthen transparency and foster collaboration by creating open channels for feedback and dialogue.

2. Increase awareness of urban accessibility challenges and solutions

- Highlight the physical, social, and systemic barriers that limit mobility and participation in urban life.

- Use advocacy campaigns, storytelling, and media outreach to humanize accessibility issues and bring them to the forefront of public discourse.

- Showcase innovative solutions, technologies, and design practices that have demonstrated positive impact.

3. Promote adoption of inclusive practices by local institutions and businesses

- Advocate for policy reforms, accessibility standards, and implementation of universal design principles in public and private spaces.

- Build partnerships with institutions, service providers, and the private sector to embed accessibility in their planning and operations.

- Provide training, guidelines, and practical toolkits to encourage organizations to make their services, spaces, and communications more inclusive.
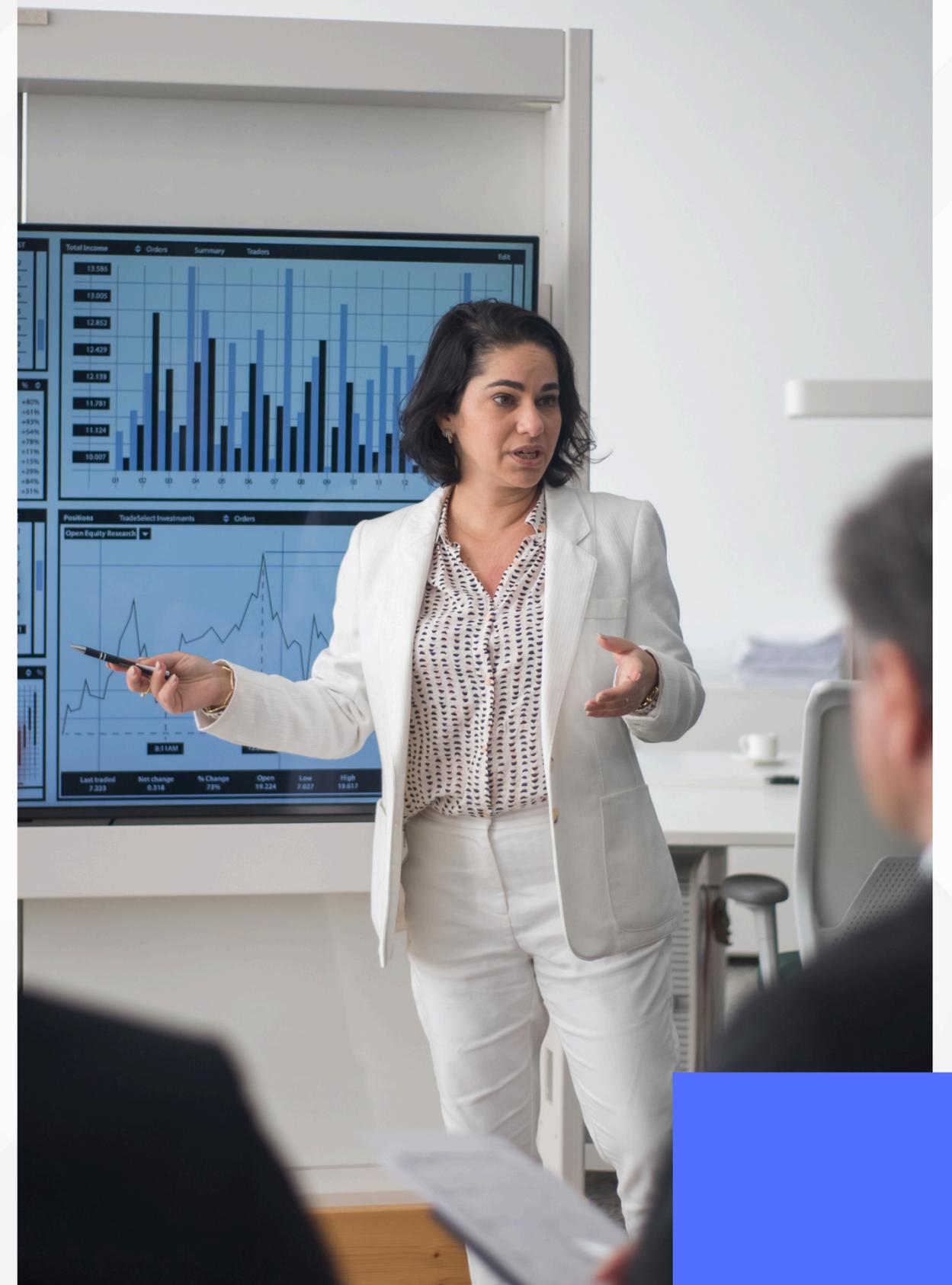
4. Encourage societal engagement in barrier-free mobility and inclusive planning

- Empower communities — especially persons with disabilities and marginalized groups — to actively participate in urban planning and decision-making processes.

- Mobilize citizen groups, schools, and professional associations to support accessibility as a shared social responsibility.

- Foster a culture of inclusion by promoting dialogue, volunteerism, and civic initiatives aimed at creating more accessible and welcoming urban environments.

MAIN ACTIVITIES AND ENGAGEMENT STRATEGIES

- Promotion of project achievements via events, social media, and publications

- Advocacy campaigns targeting local businesses, schools, and community organizations

- Public workshops to demonstrate inclusive urban planning principles

- Distribution of educational resources, including the e-Handbook, videos, and reports

SHOWCASING PROJECT OUTCOMES

- Highlight milestones such as refined accessible paths and participant engagement

- Share success stories and real-life experiences from the community

- Use multiple communication channels, including online platforms and local media

LEARNING THROUGH PROMOTION

- Demonstrates effective communication of project outcomes

- Encourages learners to present technical results in accessible formats

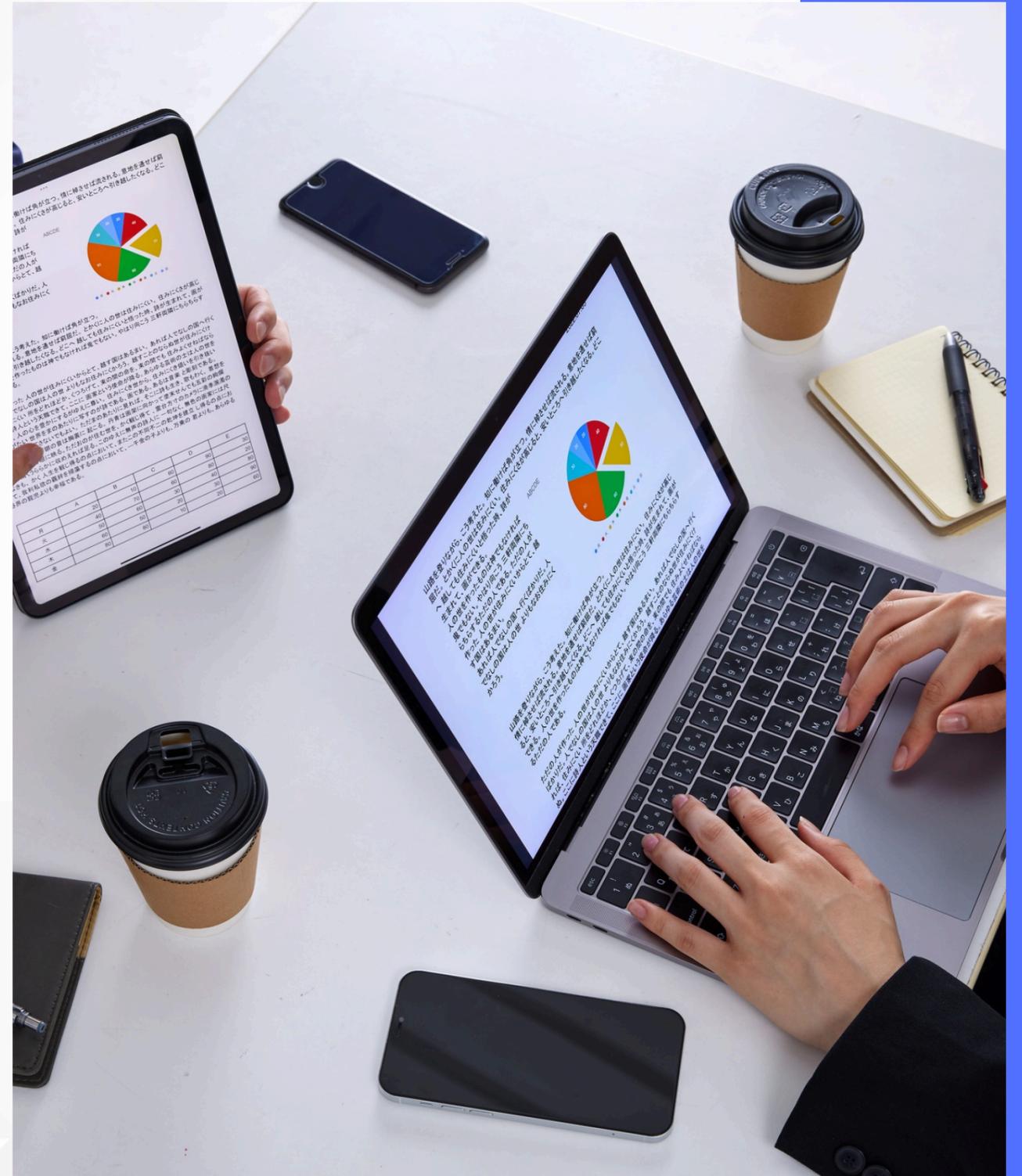- Shows how evidence-based advocacy can influence public perception and policy

DRIVING INCLUSIVE PRACTICES

- Advocate for adoption of accessibility measures in schools, businesses, and public spaces

- Promote compliance with accessibility standards and guidelines

- Engage the community in co-creating solutions and providing feedback

IMPACT OF ADVOCACY EFFORTS

- Builds awareness of accessibility challenges across sectors, highlighting real-world barriers and the need for inclusive urban design

- Encourages the adoption of inclusive practices in workplaces, public services, and community spaces, promoting equitable participation for all citizens

- Strengthens community commitment to barrier-free urban mobility, fostering shared responsibility and long-term engagement in accessibility initiatives
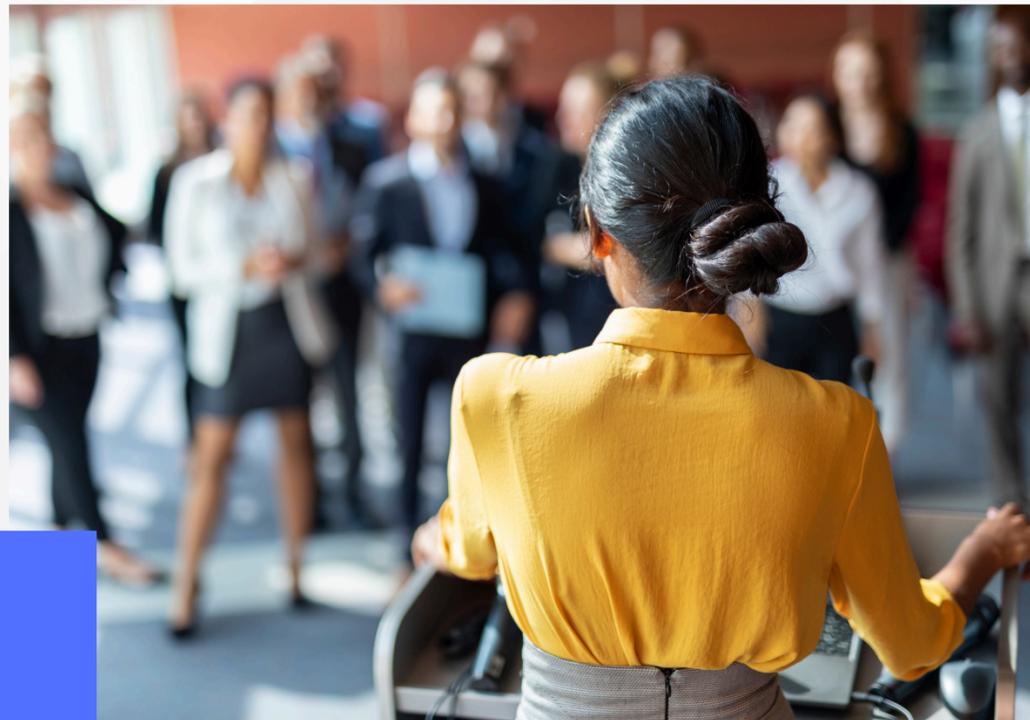
HANDS-ON COMMUNITY WORKSHOPS

- Facilitate the demonstration of accessible design principles and participatory planning methodologies, allowing participants to engage directly with inclusive urban practices.

- Involve participants in practical exercises utilizing INSPYRE tools, enabling experiential learning and the application of theoretical concepts in real-world contexts.

- Provide structured forums for discussion, reflection, and collaborative problem-solving, fostering critical thinking, knowledge exchange, and co-creation of solutions for accessibility challenges.

LEVERAGING LEARNING TOOLS

- Distribute e-Handbook, videos, and reports to schools, community centers, and institutions

- Offer training for educators, municipal staff, and local business owners

- Support learning, advocacy, and replication of inclusive practices

DIGITAL OUTREACH AND ENGAGEMENT

- Share project achievements, accessible paths, and community stories online

- Engage audiences beyond Thessaloniki through social media and websites

- Encourage dialogue and feedback to strengthen advocacy initiatives

PARTNERING WITH LOCAL ENTERPRISES

- Promote practical accessibility measures in shops, restaurants, and services

- Provide guidance on implementing inclusive practices

- Recognize businesses actively improving accessibility through features or awards

PARTICIPANT CONTRIBUTIONS AND AMBASSADORS

Participants actively share their personal experiences and insights, serving as ambassadors for accessibility within their communities. By providing authentic perspectives, they enhance the credibility and impact of advocacy efforts, reinforce community engagement, and contribute to the co-creation of inclusive urban solutions. Their involvement ensures that project outcomes remain grounded in real-world experiences and responsive to the needs of diverse stakeholders

BUILDING PARTNERSHIPS AND NETWORKS

Establishing collaborations with municipalities, schools, businesses, and non-governmental organizations enables the facilitation of knowledge exchange and joint initiatives, while simultaneously strengthening the long-term capacity for inclusive urban planning. Such networks create sustainable frameworks for the adoption and maintenance of accessibility practices, ensuring that inclusive urban mobility is supported both institutionally and within the community.

BARRIERS TO EFFECTIVE DISSEMINATION

- Engaging diverse audiences with heterogeneous levels of awareness presents a significant challenge, requiring tailored communication strategies to ensure comprehension and relevance.

- Sustaining stakeholder engagement over time can be difficult, particularly when competing priorities and resource limitations affect continuous participation.

- Translating technical findings into accessible and actionable messages necessitates careful adaptation of complex information, ensuring that outcomes are understandable, applicable, and conducive to informed decision-making by varied audiences.

OVERCOMING CHALLENGES AND STRATEGIES

- The use of multimedia tools facilitates engaging and relatable content, enhancing comprehension and retention of key accessibility concepts among diverse audiences.

- Integrating in-person workshops with online campaigns allows for broader reach and more inclusive participation, ensuring that dissemination efforts are not limited by geographical or logistical constraints.

- Actively involving participants in communication and advocacy activities promotes co-creation, strengthens stakeholder engagement, and ensures that messages are grounded in authentic experiences, thereby increasing credibility and impact.

LESSONS LEARNED FROM DISSEMINATION

- Effective public engagement serves to enhance the scope and impact of project outcomes, facilitating the transmission of findings to diverse audiences and fostering active community participation.

- Integrating the authentic perspectives of participants enhances the credibility and validity of the project, as experiential insights provide evidence-based support for accessibility interventions.

- Employing a multi-channel dissemination strategy, including workshops, digital media, reports, and audiovisual materials, optimizes comprehension and encourages the uptake of inclusive practices, thereby promoting the sustainability and institutionalization of project results.
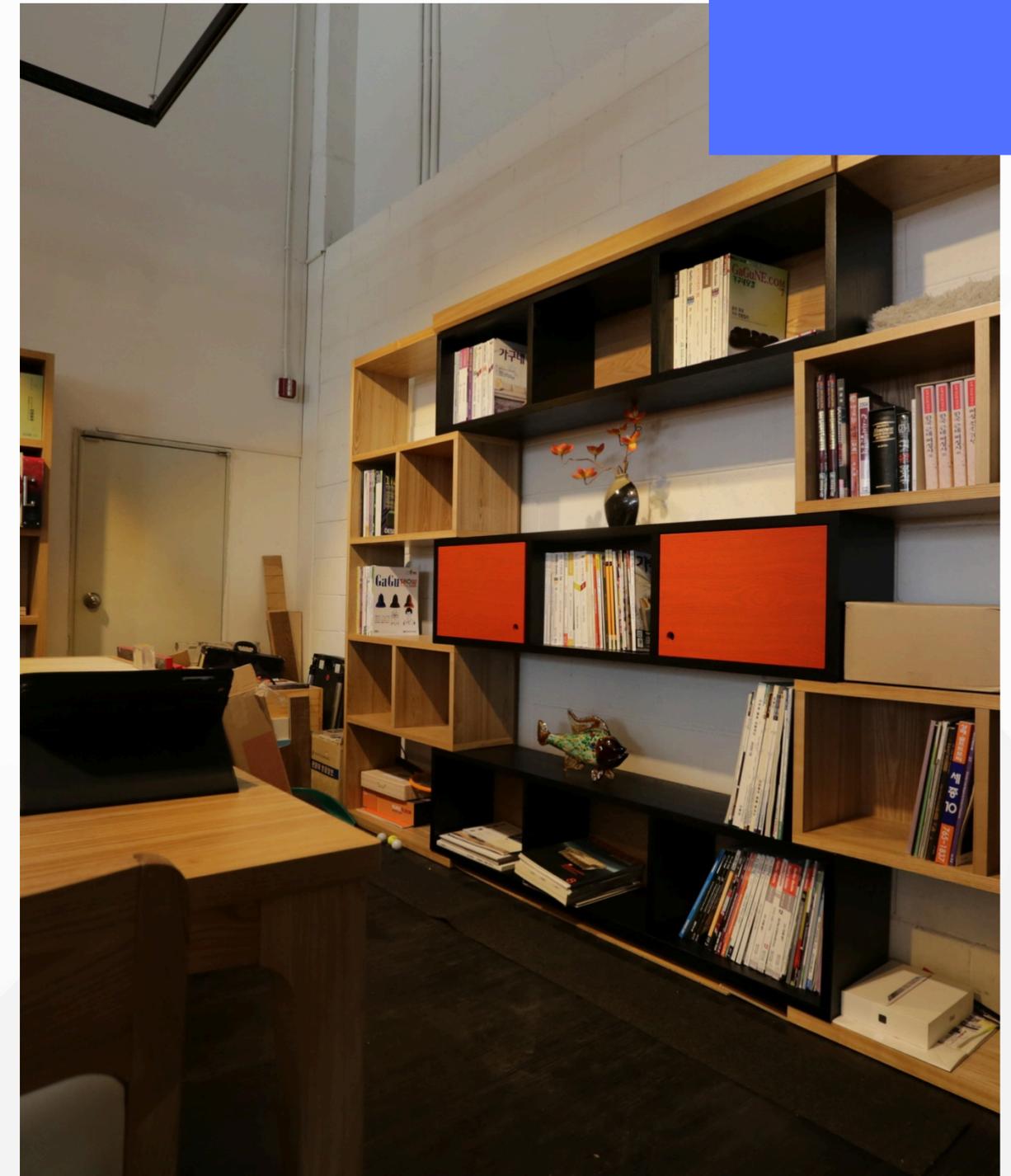
PROJECT ACHIEVEMENTS AND COMMUNITY IMPACT

- The project has contributed to increased community awareness of accessibility issues, helping residents, organizations, and stakeholders better understand the barriers faced by people with disabilities.

- Local businesses and institutions have begun adopting inclusive practices, reflecting the influence of advocacy campaigns and engagement efforts.

- Educational resources, including the e-Handbook, videos, and reports, are actively used for training, awareness-raising, and advocacy, ensuring that knowledge and best practices are widely disseminated and applied in real-world contexts.

LEARNING OUTCOMES AND SKILLS DEVELOPED

- Participants gain hands-on experience in advocacy and public communication, learning how to convey complex accessibility concepts to diverse audiences effectively.

- They develop skills to act as change agents for inclusion, understanding how individual and collective actions can influence policies, practices, and community behaviors.

- Learners also gain insight into the role of dissemination in sustaining social and institutional impact, recognizing that effective communication and resource sharing are essential for long-term adoption of inclusive practices.

CONCLUSION & NEXT STEPS

INSPYRE is actively extending its impact, aiming to make accessibility a sustained, shared priority across the community. Moving forward, the project will focus on strengthening collaboration with the Thessaloniki Municipality to embed inclusive planning into official strategies. At the same time, outreach efforts will be broadened to engage schools, community centers, and other local stakeholders, fostering greater participation and awareness. The project will continue to leverage educational and advocacy tools, such as the e-Handbook, videos, and reports, to support learning, public engagement, and the long-term adoption of inclusive practices. Through these coordinated actions, INSPYRE seeks to ensure that accessibility and barrier-free urban mobility are maintained as integral, community-driven priorities.

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