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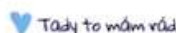


# Final Dissemination Report

**Project Name:** Inclusive Digital Education for Autistic People  
Learning (IDEAL)

**Release:** 07 March 2025

**Author:** Autism-Europe



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# 1. Introduction

The IDEAL (Inclusive Digital Education for Autistic People Learning) project was created to address the digital divide that autistic individuals encounter in vocational and educational training (VET) settings. Funded by Erasmus+, this initiative brought together a consortium of partners from across Europe to develop accessible digital tools, training resources, and methodologies aimed at enhancing learning opportunities for autistic students, educators, and caregivers. Acknowledging the difficulties in accessing digital education, IDEAL sought to provide inclusive solutions that empower autistic people to engage more effectively with technology and learning platforms.

This Final Communication Report offers an overview of the project's dissemination strategy, key activities, stakeholder engagement, and impact assessment. It details how the project effectively communicated its objectives and outcomes to a variety of audiences, including educators, policymakers, families, and autism organizations. Through a comprehensive and inclusive communication approach, IDEAL has played a significant role in raising awareness and promoting meaningful change in the realm of digital education for autistic people.

# 2. IDEAL Dissemination Strategy

The Dissemination Strategy for the IDEAL project focused on spreading awareness about the project, its results and outputs. The approach involved targeted communication with autistic people, family members, professionals, educators, policy-makers and the public. Various dissemination tools were used, including a dedicated project website, social media accounts, newsletters, and conference presentations.

Partners' involvement in the dissemination efforts was essential for the success of this strategy. Autism-Europe (AE) led the dissemination efforts, leveraging its extensive network across 38 countries to promote the project through high-visibility events, newsletters, social media channels, and policy advocacy. AE was responsible for creating and coordinating content, including press releases, newsletters and social media updates.

Other partners worked directly with autistic students, educators, and families, ensuring that the project's outputs were aligned with the needs of autistic people. They also organized national multiplier events, participated in research activities, and disseminated materials through their professional networks.

### 3. Goals Achieved

The IDEAL project achieved many important goals that ensured effective communication. A key success was the implementation of a multi-channel communication strategy that included a website with resources and news articles, social media outreach across all main platforms, and printed materials. Regular updates on Facebook, Twitter, and Instagram allowed for real-time engagement with the target group. Additionally, the project partners participated in international conferences, policy meetings, and local multiplier events, effectively positioning IDEAL as a reference point in discussions on digital education and inclusion.

### 4. Stakeholder Involvement

The IDEAL project actively engaged a diverse range of stakeholders to ensure broad dissemination, meaningful collaboration, and long-term impact. Stakeholders played a crucial role in shaping the project's outcomes, amplifying its reach, and supporting its sustainability beyond the project's lifespan.

The project identified and involved a variety of stakeholders, including:

- Autistic students.
- Educators & VET Providers.
- Families & Caregivers.
- Autism & Disability Organizations.
- Policymakers.
- Researchers.

## 5. Visual Identity

AE developed a cohesive branding strategy to enhance visibility and ensure consistent communication. The visual identity aimed to reflect the project's values of inclusivity, accessibility, and digital education for autistic individuals.

The project's logo was designed to symbolize the project's mission. The "i" in IDEAL was integrated into a circular design resembling a power on/off button, representing digital accessibility and empowerment. The project partners collectively decided on a blue colour scheme, reflecting trust and inclusivity. This consistent visual structure and logo were applied across all official materials, including brochures, reports, presentations, social media, and website content. The Erasmus+ and European Commission logos were included in accordance with funding guidelines, ensuring proper acknowledgement of support.





**IDEAL: INCLUSIVE  
DIGITAL EDUCATION  
FOR AUTISTIC PEOPLE  
LEARNING**

IDEAL is an Erasmus+ project that will provide a platform in 6 European languages – English, French, Spanish, Portuguese, Czech and Serbian – with accessible digital tools (Apps and other digital resources) for autistic people, their support networks and professionals.

Communication, education, social skills, health management, functional skills and entertainment will be some of the core areas of the platform. We are focusing on accessibility, inclusion, support and empowerment.

visit our website  
to find out more!

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## 6. IDEAL dedicated channels

The IDEAL project established dedicated communication channels to ensure the effective dissemination of its activities, resources, and results. These channels were designed to reach different target audiences, including autistic people, educators, caregivers, policymakers, and the general public while maintaining accessibility and engagement.

The IDEAL project ensured it measured the impact of its dissemination strategy by monitoring various metrics across Facebook, Twitter, and Instagram. Monitoring the number of subscribers of the newsletter was also crucial as well as tracking the number of visitors on the website.

## 6.1. IDEAL Website

A dedicated project website (<https://idealearning.eu/>) served as the central hub for all information related to IDEAL. It included details about the project's objectives, partners, milestones, events, and downloadable resources such as training materials and reports. The website also featured accessibility adaptations to ensure ease of use for autistic people and their families.

The website was translated into seven languages (French, Portuguese, Serbian, Spanish and Czech).



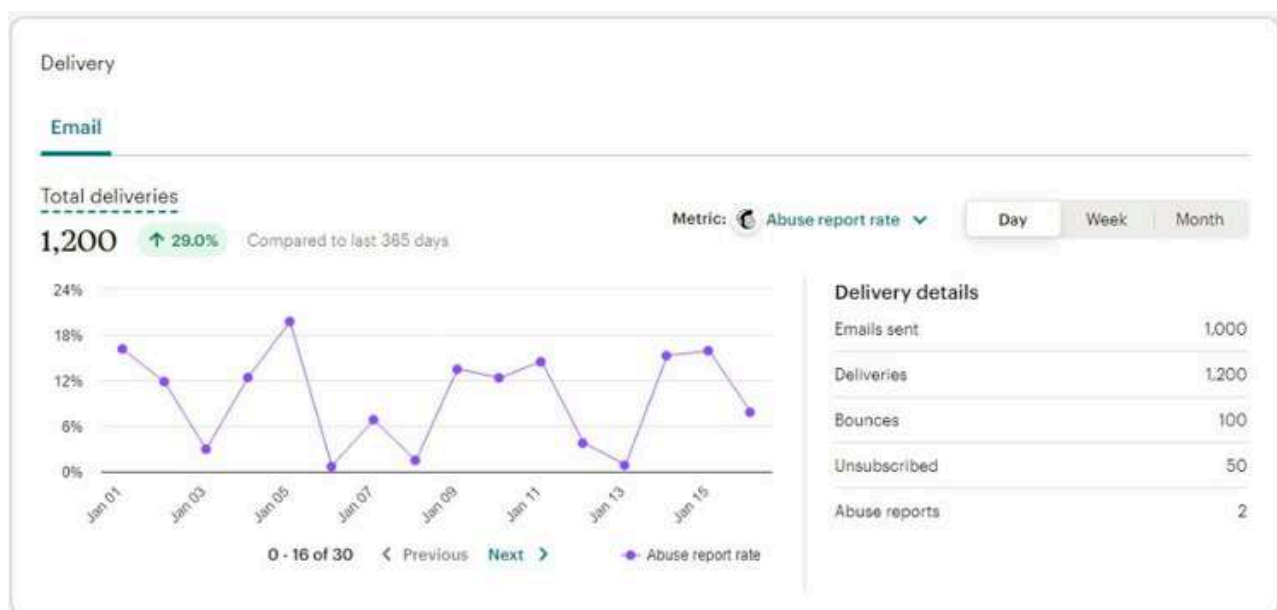
During a period of 10 days, the website received 382 visits and page views. This figure indicates the number of visitors who explicitly consented to the use of cookies.

## 6.2. IDEAL Newsletter

A biannual newsletter was developed and distributed via email to stakeholders, summarizing key achievements, upcoming events, and new resources. The newsletter helped maintain engagement with the project's audience and encouraged further dissemination.

The IDEAL newsletter counted seven issues and a total of 107 subscribers by the end of the project.

All seven issues can be found at the link: <https://us12.campaign-archive.com/home/?u=303d8c71b90236fbd5e2a4143&id=8752ce2fc8>





## Hello!

Welcome to the latest edition of our newsletter! The IDEAL project is coming to its final stretch. With the end of the project approaching, we are thrilled to share some updates with you from these past few months.

The IDEAL project started in 2022 to provide accessible online tools and training for professionals, autistic people, and their support networks on digital technology. IDEAL's mission is to address the digital gap experienced by all autistic people, regardless of their level of support and their environment, including at home, in vocational education, in school settings, and in rural areas.

We'd love to keep you updated on our final results. Don't forget to subscribe to our newsletter and follow us on social media to stay up to date!

Warm regards,  
IDEAL partnership

### IDEAL's team in Burgos once again

November was a very important month for us as we brought together our partners and amazing people for our Learning and Training activity. Professionals, families, and autistic people from Serbia, the Czech Republic, Portugal, and Spain joined us in Burgos for a week filled with discussions, shared experiences, and most importantly, testing our fantastic IDEAL Connect app!



Furthermore, partners shared the project's updates on their own newsletter. Autism-Europe shared updates on nine issues, reaching more than 2,600 subscribers per issue (e.g. [Autism-Europe's Newsletter #97](#)). FPDA mentioned the project in eight issues, reaching more than 1,700 subscribers by the end of the project (e.g. [#3 Newsletter da FPDA](#)).

## 6.3. Social Media Channels

The IDEAL project has achieved remarkable visibility on social media, with thousands of shares, likes, and comments from users across Europe, highlighting its widespread influence and engagement across its own social media channels, but also those of its partners, and institutional supporters (such as the European Economic and Social Committee).

- **Facebook Page:** With 43 posts, Facebook was used for sharing project updates and event announcements. Followers summed 120 people and the total reach was 5,667.
- **Twitter accounts:** One in English, managed by Autism-Europe, and another in Spanish, handled by the University of Burgos, ensuring multilingual outreach. The IDEAL partnership decided to create two separate Twitter accounts. Partners found that a separate account in Spanish is more efficient in communicating with the Spanish community. The total reach for the English account was 4,451.
- **Instagram:** Used for highlighting events and infographics. Instagram counted 35 posts with 285 likes total.

Furthermore, all partners shared over 202 posts about IDEAL across their own channels (c.f. Annex)

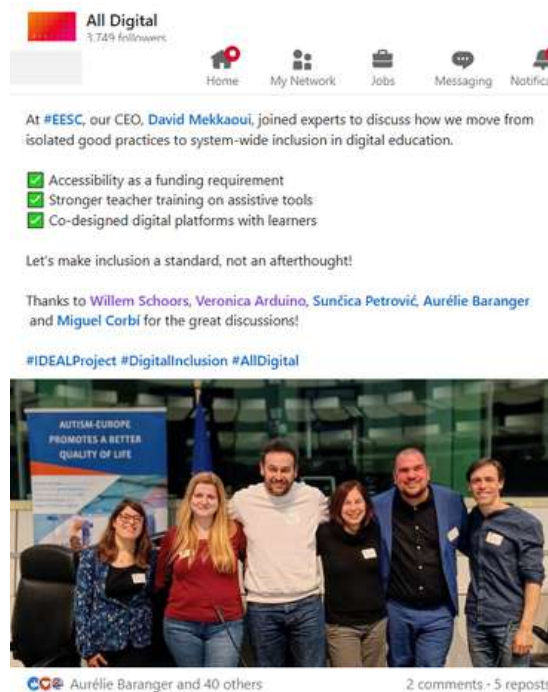
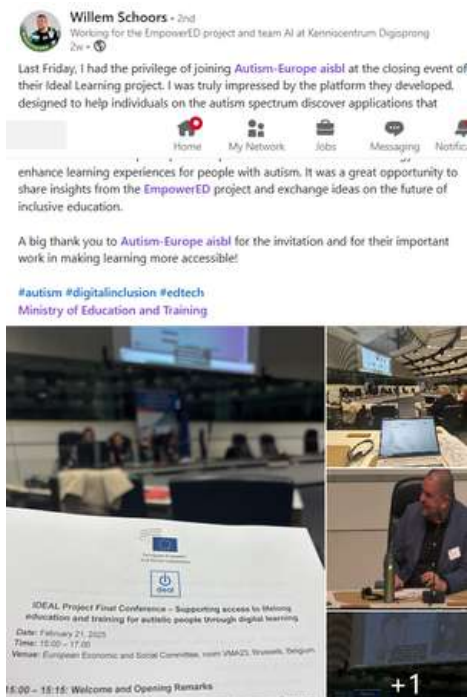
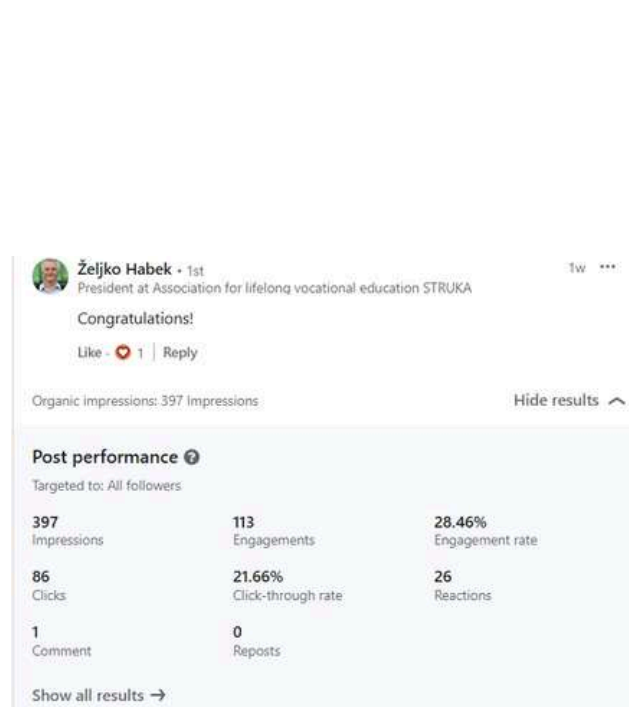
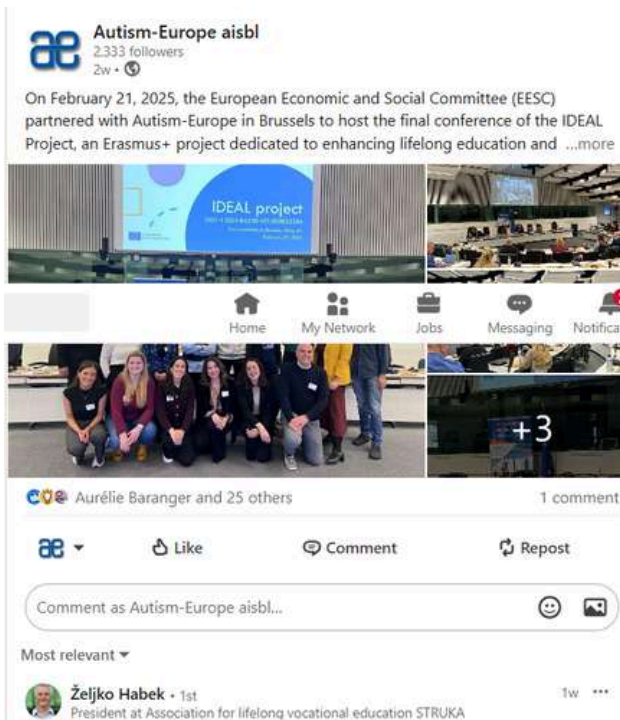


Visits and follows from Facebook.



Number of views and reach on AE's Facebook page.

On **LinkedIn**, posts performance had a high Engagement Rate. We have also successfully reached a diverse range of stakeholders, including various civil society organizations, showcasing the project's broad impact and engagement across different sectors.

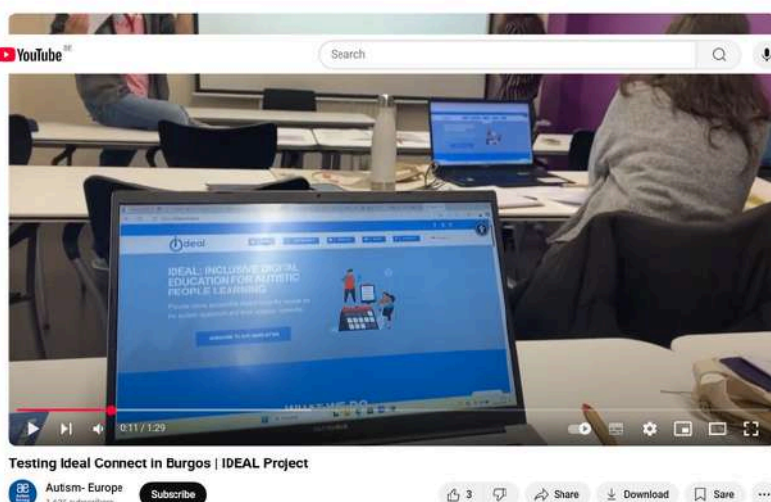


IDEAL project partners have played a crucial role in amplifying the project's reach by actively disseminating its results through their own communication channels. Their efforts have extended the project's visibility beyond its official platforms, engaging a wider audience that includes educators, policymakers, and civil society organizations. Additionally, partners have encouraged other relevant stakeholders to share project-related content, further reinforcing IDEAL's impact (c.f. Annex).

## 6.4. IDEAL dissemination videos

To further enhance the multimedia aspect of our dissemination strategy, this subsection various videos contents have been created for the IDEAL project, for example in conjunction with the Erasmus days. These videos have been instrumental in reaching a broader audience, providing engaging and visually compelling narratives about the project's goals, achievements, and impact. By leveraging various social media platforms, these videos have increased visibility and engagement, drawing thousands of views and interactions from users across Europe and beyond.

- Learning Activity: <https://www.youtube.com/watch?v=Ooo90hUJFP4>
- Meet the IDEAL project: <https://www.youtube.com/watch?v=1OihBhf5qS4>
- IDEAL #ErasmusDay: <https://www.youtube.com/watch?v=C8V1NtuAQpk>



**José Luis Cuesta,**  
Universidad de Burgos, Spain

This project was created as a response to the lockdown that arose from the pandemic

Meet the IDEAL project

Autism- Europe  
1.63K subscribers

7 | Share | Download | Clip

New Technologies

Limitations

Benefits

Accessibility

Value

Barriers

deal

IDEAL #ErasmusDays: testimonies from autistic people using digital tools

Autism- Europe  
1.63K subscribers

1 | Share | Download | Clip

## 7. IDEAL in the press

The IDEAL project garnered significant attention, appearing in numerous media outlets across Europe, including:

- Newspaper El Mundo, Spain, June 2022.
- El Correo de Burgos, Spain, May 2024.
- Vive! Castilla y León radio program, May 2024.
- Cadenaser, February 2025 (e.g. [Burgos lidera la inclusión digital de las personas con autismo mediante el proyecto europeo IDEAL | Sociedad | Cadena SER](#)).
- La de Burgos, February 2025 (e.g. [Burgos lidera la inclusión digital de las personas con autismo - La de Burgos TV](#)).
- Burgos TV, February 2025 (e.g. [Burgos lidera la inclusión digital de las personas con autismo a través del Proyecto Europeo IDEAL - BurgosTV](#)).
- Burgos Noticias, February 2025 (e.g. [Actualidad Burgos: Burgos lidera la inclusión digital de las personas con autismo a través del Proyecto IDEAL](#)).
- Interview with Marta Arroyo and Miguel Corbí for La 8 Magazine, February 2025 (e.g. [Entrevista a Marta Arroyo y Miguel Corbí - Proyecto IDEAL en La 8 Magazine \[Fundación Miradas\] - YouTube](#)).

4 INNOVADORES

EL MUNDO DE CASTILLA Y LEÓN / AÑO VI / MARTES 7 DE JUNIO DE 2022

> BURGOS

### La ventana 'online' de los TEA

El proyecto IDEAL busca eliminar la brecha digital que padecen las personas autistas con niveles cognitivos más bajos, facilitando el acceso autónomo e igualitario a las tecnologías digitales. **E. Lera**

Comprender a las personas con trastornos del espectro autista (TEA) es una carrera de fondo. Un entendimiento que está avanzando gracias a los especialistas en terapia de conducta, al tesón de las familias, a la investigación y a la sociedad. No obstante, todavía queda mucho camino por recorrer. Un camino que empieza poniendo las primeras piedras, y estas se ubican sobre los cimientos de conocer qué es el autismo.

Se trata de un trastorno del neurodesarrollo que se caracteriza por la presencia de dificultades o déficits en la comunicación y en el procesamiento de los estímulos sociales. En la actualidad no existen marcadores biológicos que permitan el diagnóstico, por lo que se realiza en base a la observación conductual de alteraciones comunicativo-sociales y la existencia de patrones rígidos o restrictivos de pensamiento o conducta y alteraciones sensoriales. El autismo se manifiesta en las primeras etapas de desarrollo y acompaña a la persona durante toda su vida.

La variabilidad individual y dependiente de otros factores personales y de interacción con el contexto hace de la expresión de este trastorno algo muy diverso, por lo que las estimaciones en Europa son en torno al 1% de la población, aunque datos como los del Centro de Prevención de enfermedades de Atlanta hablan de una persona por cada 44. La ratio es de tres varones por cada cuatro personas diagnosticadas. **Para su revisión con la revisión.**



Equipo participante en el proyecto europeo IDEAL. **EL MUNDO**

Burgos (UBU) Sonia Rodríguez. En general se admite más trabajo

de aislamiento que pueden darse en situaciones temporales o normativas.

adaptará a las características propias de las personas con autismo

para llegar a un nivel alto de usabilidad se diseñará y seleccionarán más.



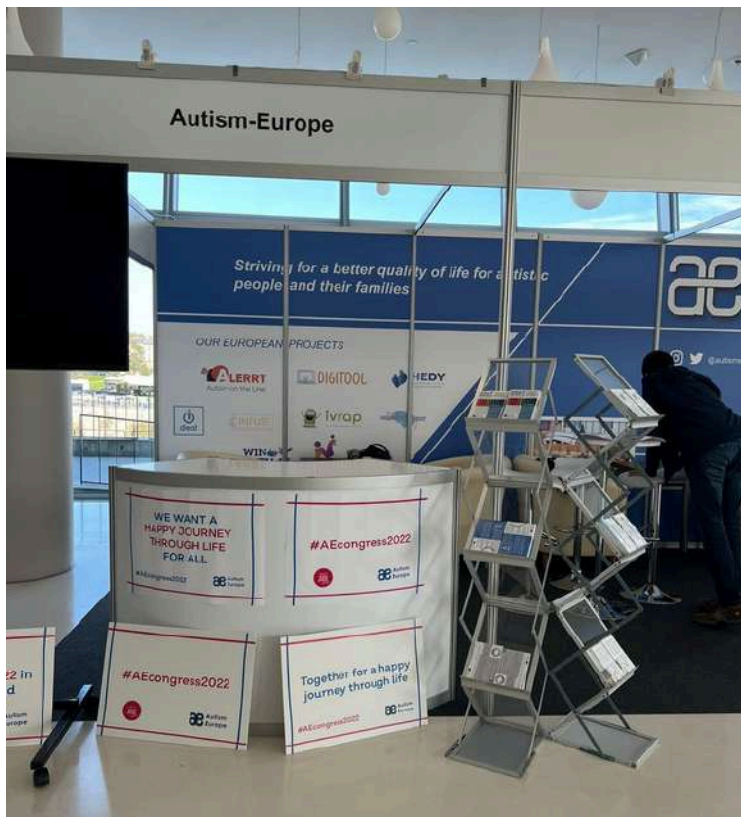
Interview with Marta Arroyo and Miguel Corbí for La 8 Magazine.

## 8. International Events

Besides the multiplier events, IDEAL was presented at a wide range of events across Europe, some of them with an international scope, reaching out to attendees from around the world, including:

- **The XIII Autism-Europe International Congress in Krakow** (Poland) between 7-9 October 2022, where more than 1500 participants joined. Leaflets about the project were disseminated at the stand.
- **AE's photo exhibition at the European Parliament** in the context of World Autism Awareness Day in April 2023.
- Lecture on autism for relatives of autistic people, friends, and members of the educational community, as part of the **International Day of People with Disabilities**, 3 December 2024.

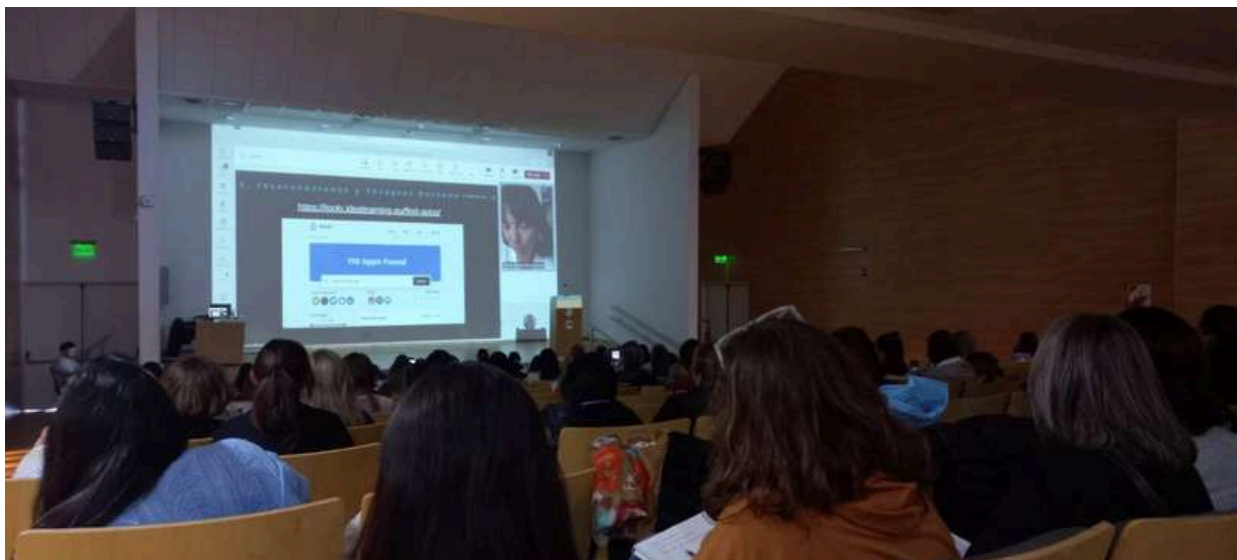
- **International Autismo Burgos Conference in May 2024**, where 400 participants joined.
- **Jornada Internacional sobre Autismo**, Desafios actuales y calidad de vida, organised by the Wernicke Neuroeducation Center in Cordoba, Argentina.



The XIII Autism-Europe International Congress in Krakow (Poland)

Over **1800 participants** attended the events, training sessions and lectures where IDEAL was presented (c.f. Annex).





Jornada Internacional sobre Autismo, Desafíos actuales y calidad de vida, Argentina.

## 9. Multiplier Events & Final Conference

Multiplier events played a crucial role in the IDEAL project's dissemination and stakeholder engagement strategy. These events were designed to share the project's outcomes, foster discussions, and encourage the adoption of its tools and methodologies among key audiences. They provided opportunities for educators, autistic individuals, caregivers, policymakers, and researchers to learn about the project's impact and contribute to its sustainability.

Several national and international multiplier events were organized throughout the project:

- **Spain:** "Educación Digital Inclusiva para el Aprendizaje de Personas con Autismo," took place on Tuesday, February 4, at the Estación de la Ciencia y la Tecnología de Burgos. Organized by Fundación Miradas as part of the IDEAL project, this event was a major success in expanding the project's reach beyond Europe. With over 350 participants joining both in person and online, the event had a significant international impact, attracting professionals from Chile, Mexico, Argentina, Bolivia, Honduras, Colombia, Venezuela, Uruguay, Ecuador, and Paraguay.



Multiplier Event in Spain

- **Czech Republic:** On Friday, January 24, 2025, a multiplier event was held at Impact Hub Brno, Czech Republic, bringing together stakeholders in a collaborative and engaging environment. With 46 participants, a friendly and interactive atmosphere marked the event, where participants actively engaged in discussions and hands-on workshops focused on inclusive digital education for autistic learners. A key highlight of the event was the interactive workshop, where attendees explored and provided constructive feedback on the IDEAL Learning Management System (LMS).



Multiplier Event in Czech Republic



- **Portugal:** The IDEAL Multiplier Event in Lisbon took place on February 14, 2025, at the António Arroio Art School, organized by FPDA to highlight the role of digital inclusion in autism education. With 50 participants, the event began with a welcome address by school director Carla Garcia Monereo and FPDA's vice-president Cláudia Maia, emphasizing the need for accessible digital tools. Sandra Nunes (FPDA) provided an overview of autism and how technology supports learning, followed by Cláudia Gonçalves (FPDA), who presented the IDEAL Project's objectives and research process before conducting a live demonstration of the IDEALConnect platform, guiding participants through its features.
- **Belgium:** On February 21, 2025, the IDEAL Project Final Conference was hosted at the European Economic and Social Committee (EESC) in Brussels and welcomed by Mr. Christophe Lefevre, President of the EESC Permanent Group on Disability Rights. The high-level event brought together experts, policymakers, and advocates from various European countries. With 32 participants attending on-site and as many attending online, the event highlighted key steps toward lifelong education access.

The conference concluded with a panel discussion moderated by Autism-Europe, featuring key experts from relevant sectors in relation to digital learning, lifelong learning and inclusion. Participants included Willem Schoors (Flemish Ministry of Education and EMPOWERED ED Project), Veronica Arduino (Life Long Learning Platform), David Mekkaoui (All Digital), Sunčica Petrović (Fondacija Hiljadu Zelja), and Miguel Corbi (Universidad de Burgos). The panel discussion highlighted critical strategies for advancing inclusive digital education, including:

- Embedding accessibility requirements into education funding policies.
- Enhancing teacher training on assistive digital tools.
- Co-designing digital learning platforms with autistic individuals to better meet their needs.

The IDEAL Project Final Conference underscored the transformative potential of digital education for autistic individuals. The event reinforced the necessity for ongoing collaboration between policymakers, educators, and digital innovators to ensure equal access to education. As part of the project's legacy, Autism-Europe and its partners will continue advocating for inclusive policies and expanding the reach of the IDEAL platform.

The EESC highlighted the event across its social media platform, such as its LinkedIn account, which has reached over 80K followers. A report including the conclusions will be transmitted to the EESC.

To enhance reach, the video recording of the final event was also made available on the YouTube channel of AE and will be widely disseminated. As for previous AE events, it is expected that several hundred additional viewers might benefit from it:

<https://youtu.be/EamBDcBnrMQ>.



EESC LinkedIn post after the event for its 80K followers.



IDEAL Final Conference in Brussels, Belgium

## 10. Planned dissemination beyond the project lifetime

To ensure the long-term impact and sustainability of its results, the IDEAL project has crafted a post-project communication strategy that will continue to promote digital inclusion for autistic individuals even after the project officially wraps up.

A key part of this strategy is keeping the IDEALConnect platform and its resources available online. This way, educators, families, and autistic individuals can continue to access valuable tools and training materials. Our partners, including Autism-Europe (AE), will weave IDEAL's findings into their ongoing advocacy and educational efforts, sharing insights through policy recommendations, reports, and academic publications.

Moreover, the project's website and social media channels will remain active for an extended period, providing updates on new developments, research, and success stories. We also plan to collaborate with other Erasmus+ projects, international autism organizations, and vocational training networks to further disseminate our work. IDEAL's methodologies and digital education framework will be showcased at future conferences, webinars, and professional training events, ensuring that our findings continue to shape educational policies and practices across Europe.

## 10.1. Networking strategies

We need a thoughtful approach to sharing knowledge and building connections to ensure the IDEAL Project has a lasting impact and remains sustainable. Our project team is dedicated to ongoing outreach efforts aimed at educators, policymakers, therapists, caregivers, researchers, and the general public. Our strategy is centred around three main pillars:

- **Multiplier Events and Conferences:** We'll host hands-on sessions that allow participants to experience the IDEAL platform firsthand while encouraging meaningful interactions with key stakeholders.
- **Academic and Industry Publications:** We plan to share our research and best practices through journals, professional networks, and various digital platforms, making our findings accessible to a wider audience.
- **Collaboration with International Networks:** By partnering with organizations, research institutions, and policymakers, we aim to weave IDEAL's methodologies into global digital education frameworks.

Our project partners are committed to a variety of activities, including in-person training sessions, annual conferences, and digital outreach through newsletters, social media, and research publications. This approach ensures that IDEAL's tools, methodologies, and platform remain accessible and continue to evolve over time.

## 10.2. Multiplier Events and Conferences

Multiplier events and conferences are vital opportunities for showcasing the IDEAL platform. Each project partner is dedicated to organizing or participating in these events, ensuring that IDEAL gains visibility across various sectors and regions.

- **Federation Portuguesa de Autismo (FPDA, Portugal)** will present IDEALConnect at the FPDA National Seminar in October 2025. This event will introduce the platform to mainstream schools, vocational institutions, private education centers, and autism-focused NGOs. Additionally, an online public session will be held to reach an even broader audience.

- **Autism-Europe (AE, Belgium)** plans to feature IDEAL at significant industry and advocacy events, including its Annual General Assembly in 2025, the European Disability and Autism Conferences, and the European Day of Persons with Disabilities (EDPD).
- **A Thousand Wishes Foundation (ATWF, Serbia)** will host demo days in both special and mainstream schools, along with annual lectures at the University of Belgrade. These sessions will integrate IDEAL into discussions about technology-mediated practices for autistic individuals.
- **Fundación Miradas (FM, Spain)** will promote IDEAL during Erasmus Days, supported by social media campaigns and YouTube videos that explain the platform's functionalities.
- **Tady to mám rád (TTMR, Czech Republic)** will introduce IDEAL at its Annual Festival in April, targeting autistic individuals and their families with printed leaflets and banners. TTMR will also participate in Erasmus Days in October with digital campaigns to further promote the platform.
- **Universidad de Burgos (UBU, Spain)** will incorporate IDEAL into lecture sessions, Erasmus Days, and other Erasmus+ multiplier events, ensuring that the platform receives widespread academic and research exposure.

These events will be strategically scheduled throughout the project's sustainability period, ensuring that IDEAL remains visible, relevant, and continuously engaged with key stakeholders.

### 10.3. Publications

To ensure a lasting presence in research and professional networks, IDEAL partners are dedicated to publishing in academic journals, professional magazines, and digital repositories:

- **Autism-Europe (AE, Belgium)** plans to publish an article in LINK magazine, a prominent resource for autism-related initiatives. Additionally, they will submit an abstract on IDEAL for presentation at their upcoming Congress, aiming to engage a global research audience.



- **Federation Portuguesa de Autismo (FPDA, Portugal)** will incorporate IDEAL into its "Autismo na Escola: Recursos para a Inclusão" project. This initiative will develop a national and European database of educational resources that features IDEAL's tools and tutorial guides.
- **A Thousand Wishes Foundation (ATWF, Serbia)** will leverage its website blog to share testimonies, professional articles, and video tutorials. This content will highlight insights from educators, professionals, and families who are using the IDEAL platform.
- **Universidad de Burgos (UBU, Spain)** will promote IDEAL through stakeholder networks such as the Life Long Learning Platform and All Digital, broadening its reach within European education and technology communities.

Through these efforts, IDEAL partners aim to enhance the visibility and impact of the project within academic and professional circles.

## 10.4. Collaboration with International Networks

To maximize impact and ensure ongoing development, IDEAL partners are forming strategic partnerships with international organizations, research institutions, and advocacy groups:

- **Autism-Europe (AE, Belgium)** will promote IDEAL through related projects and publications, such as Empower, broadening its reach to autism professionals and educators.
- **Fundación Miradas (FM, Spain)** plans to introduce IDEAL to participants in its international training program for professionals from Chile, thereby expanding its global presence.
- **Tady to mám rád (TTMR, Czech Republic)** will collaborate with Masaryk University to host a workshop on utilizing the IDEAL platform as part of Education Day, fostering hands-on learning and engagement.
- **Federation Portuguesa de Autismo (FPDA, Portugal)** will promote IDEAL to both autism-focused and broader NGOs, enhancing its visibility within diverse advocacy and education communities.

A significant milestone for long-term visibility is IDEAL's inclusion in Plena Inclusión's online repository of best practices, which positions it as a leading model for digital accessibility in education.

By integrating long-term platform maintenance, fostering public-private partnerships, implementing structured knowledge transfer, and maintaining continuous engagement through events and research, IDEAL is set to become a lasting resource for inclusive digital education across Europe and beyond.

## 11. Annex

This annex includes a detailed listing of all dissemination activities.

IDEAL Dissemination reporting:

<https://docs.google.com/spreadsheets/d/1R0Cstepbr40IA9G0ZkKLnVveGV4BtNovYmFTzLliJFA/edit?usp=sharing>