



“See Me, Hear Me” – SeHeMe

Project’s number: 2022-1-PT02-KA220-YOU-000087351

SeHeMe 1st Publicity Report

1/11/2022 – 1/11/2023



November 2023

SeHeMe's consortium

	NAME OF THE ORGANISATION	COUNTRY
1	COFAC	Portugal
2	DEFOIN	Spain
3	PADIL	Tunisia
4	Eurospeak Limited	Ireland
5	RESET	Cyprus
6	E- SCHOOL	Greece



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Introduction

The present document reports the publicity actions and initiatives carried out by SeHeMe partners to spread information about the project and advertise its results among their target groups and general public during the first year of project's implementation, covering the period **from 01/11/2022 to 1/11/2023**.

Following the indications included in the Publicity Plan and under the lead of Eurospeak during the first period of the project life-cycle, the 6 partners developed communication materials, such as:

- 1 e-bulletin
- 2 leaflets
- 2 Newsletters, which were all translated into partners' national languages.

All partners posted on their social media and on project's fb relevant news and developed articles that were published on SeHeMe's website. Some partners have organised also face to face promotion activities.

The main dissemination tools that have been used to disseminate information about the project's missions and results are:

- The project Facebook page, where information about latest activities, flyers, newsletters and e-bulletins were regularly posted: https://www.facebook.com/sehemeproject/?show_switched_toast=0&show_invite_to_follow=0&show_switched_tooltip=0&show_podcast_settings=0&show_community_review_changes=0&show_community_rollback=0&show_follower_visibility_disclosure=0
- The specific SeHeMe website, where thanks to the support of COFAC, all the news and events and articles related to SeHeMe project were published:
 - <https://www.seehearme.eu/news/>
 - <https://www.seehearme.eu/articles/>
- **1 informative e-Bulletin** was created in February 2023 English and it is available on social media and project website.
- **2 leaflets** were drafted in April 2023 and in September 2023 to advertise the project in general, its objectives, its deliverables and the Evaluation Toolkit for refugee and migrant representation in the media.
- **Newsletter 1 and Newsletter 2** were translated in all partners' languages and published on the social media and the SeHeMe website.

Evidences of the e-bulletin:

The See Me, Hear Me - SeHeMe project (Project Number: 2022-1-PT02-KA220-YOU-00008735) started in November 2022 and is currently in its month 4 (M4) of its implementation.

All partners are currently working on the development of the Evaluation Toolkit (WP2) based on the guidelines provided by RESET in order to identify the criteria of their research, which is the first stage of this Toolkit.

Partners have already met for the first time in the beautiful Lisbon, in Portugal in January 2023 and will meet again in Madrid, in Spain in November 2023. The final meeting will take place in Karditsa, in Greece in July 2024.

Objectives

- To provide language and media literacy education simultaneously to young immigrants and newly arrived young immigrants in a host country.
- To ease young immigrants' integration into their host country by giving them a voice through which they can express themselves and share their experiences.

Target Groups

- Direct target group:** young and newly arrived young migrants and/or refugees.
- Indirect target group:** youth organisations, language schools and VET centres.

Partnership

SeHeMe partnership is consisting of 6 organisations from 6 different countries:

1. COFAC from Portugal (Coordinator)
2. Eurospeak Limited from Ireland
3. E-SCHOOL from Greece
4. DEFOIN from Spain
5. RESET from Cyprus
6. PADIL from Tunisia

Logos: Defoin, E-SCHOOL EDUCATIONAL GROUP, eurospeak, PADIL, RESET.

the 2 leaflets:

1st Leaflet

SeHeMe's specific objectives are to:

- Provide language & media literacy education simultaneously to young immigrants and newly arrived young immigrants in a host country.
- Ease young immigrants' integration into their host country by giving them a voice through which they can express themselves and share their experiences.
- Establish an online magazine run entirely by migrants and refugees supported by language learning and media literacy educational tools tailored to their educational needs.
- Recognise and reject disinformation in the media.

In order to achieve the aforementioned objectives, the project will produce 4 results:

1. The Evaluation Toolkit for refugee and migrant representation in the media that will include a set of criteria to judge regions' representation of migrants in media.
2. The See Me, Hear Me case studies that will be developed in a form of a booklet, highlighting the stories of immigrants with positive impact on European society.
3. The Foreign language for Media Literacy e-course that will be designed so as to enhance young immigrants' linguistic skills.
4. The Home & Away online magazine that will give a voice to the target group.

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Logos: Defoin, eurospeak, E-SCHOOL EDUCATIONAL GROUP, UNIVERSIDADE LUSÓFONA, PADIL, RESET.

For more news follow the project's SeHeMe's website: <http://www.seehearme.eu/>

2nd Leaflet

Almost one year has passed since the **SeHeMe** project started. In August 2023, partners have entered the research phase of the **SeHeMe** case studies, which belong to the third Work Package. Upon the guidance of the coordinator, the Lusofona University, each partner has conducted 4 interviews with young migrants or refugees. Currently, partners are writing down the stories derived from the interviews. By the end of this month, 24 stories in total would have been collected by the coordinator.

In the meanwhile, the final English version of the Evaluation Toolkit for refugee & migrant representation in the media has been translated into the 4 partners' languages: Portuguese, Greek, Arabic and Spanish. Moreover, SeHeMe's website has been updated with 11 interesting articles, related to the thematic of the project, which can be read [here](#).

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QR code linking to the project website.

For more news follow the project's SeHeMe's website: <http://www.seehearme.eu/>

and the 2 Newsletters:

Newsletter 1

SEE ME, HEAR ME NEWSLETTER 1
January 2023

The **See Me, Hear Me** - SeHeMe Project (Project Number: 2022-1-PT02-KA220-YOU-00087351) has several objectives, namely to provide language and media literacy education simultaneously to young immigrants and newly arrived young immigrants in a host country, to ease young immigrants' integration into their host country by giving them a voice through which they can express themselves and share their experiences.

Urban, Portugal

The project combines language education with media literacy and aims to give voice to the marginalised community of young migrants and refugees. Lusófona University had the pleasure to host the first TPM of this Project on the 23rd and 24th of January 2023 in Lisbon and as the coordinator, it welcomed the representatives of the other five partners, namely **DEFOIN** (Spain), **E-SCHOOL** (Greece), **Eurospeak** (Ireland), **PADIL** (Tunisia), and **RESET** (Cyprus) for two days of intense work.

The first day started with the presentation of the partner institutions by their representatives followed by a general introduction to the project by the coordinator.

The second day of the meeting was divided into two parts: the morning session dedicated to a discussion of WP2 and a guided visit to the Jerónimos Monastery, one of the most beautiful and important monuments in Lisbon, which marvelled everybody.

Group photo of the consortium

The partners presented several plans that are part of WPI, namely the Management Plan (by Lusófona University), the Quality and Evaluation Plan (by RESET), the Greenkeeping Plan (by DEFOIN), the Publicity Plan (by Eurospeak) and the Sustainability Plan (by PADIL) and feedback was given about some details in the plans, and some adjustments were made accordingly. The afternoon was dedicated to the discussion of the work to be developed for the Evaluation Toolkit.

The consortium visiting the Jerónimos Monastery

This was the perfect end for this 2-day meeting, which was also the opportunity for the partners to meet in person and get to know each other. This is extremely important for the work to be developed under the project. Everybody is very enthusiastic about the project and looking forward to working together!

The next Transnational Project Meeting will be held in Madrid, Spain, in November 2023 and it will be hosted by DEFOIN.

The SeHeMe project will produce the following:

- An **Evaluation Toolkit for refugee and migrant representation in the media** that will include a set of criteria to judge regions' representation of migrants in media.
- A **booklet** highlighting the stories of immigrants with positive impact on European society that will include **See Me, Hear Me case studies**.
- A **Foreign language for Media Literacy e-course** to enhance young immigrants' linguistic skills.
- The **Home & Away** online magazine that will give a voice to the target group.

Newsletter 2

SEE ME, HEAR ME NEWSLETTER 2
June 2023

We are thrilled to provide you with the **latest update** on the SEHEME project, an initiative aimed at promoting fair representation of refugees and migrants in the media and enhancing media literacy.

WP2 combines a multitude of activities that are essential to integrate migrants through the teaching of media and improving linguistic skills. The activities were thoroughly discussed in January 2023 in Portugal on the firsts partners meeting.

The first activity of WP2 will be held and lead by RESET in Cyprus.

RESET, will be responsible for selecting and appropriating a form of guideline that can comprehensively evaluate various intersections that are present in presenting migrants in the media.

An **evaluation toolkit** has been developed to assess the representation of migrants in the media. This toolkit provides a comprehensive set of criteria to evaluate how different regions portray migrants. By establishing these criteria, we can identify both commonalities and differences in media representation across partner countries. Portugal, Spain, Cyprus, Greece, Ireland and Tunisia.

"The Evaluation Toolkit for refugee and migrant representation in the media includes a set of criteria to judge regions' will be in a digital form"

Media representation can vary significantly from one region to another due to cultural, social, and historical factors. Therefore, the evaluation toolkit will be designed to capture these nuances and shed light on the diverse perspectives surrounding migrant representation.

Stay tuned for more!

All the aforementioned promotion materials have been published on SeHeMe's website on the "News and events" section and can be found [here](#).

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Publicity activities and impact

The communication actions carried out by the project partners in the first year of SeHeMe's implementation allowed to reach consistent results in terms of number of members from the target group, general public and stakeholders:

- **26 articles** related to SeHeMe were published on the project's website and were promoted via partners' social media.
- **62 posts** about relevant news related to the project topics, information about the project and latest news about SeHeMe have been published on the project's and partners' Facebook page.
- **20 posts** related to SeHeMe project have been promoted on partners' organisations websites.
- **28 posts** about SeHeMe's progress have been posted on partners' Linked In pages.
- **8 posts** about SeHeMe's updates have been published on partners' Instagram.
- **8 posts** about SeHeMe project have been posted on partners' twitter.
- **6 face-to-face** promotion activities regarding SeHeMe project have been organised in Tunisia by PADIL.
- **12073 persons** have been reached between month 1 and month 12 of SeHeMe thanks to the publicity actions carried out online and offline by the partners.

SeHeMe's Facebook page

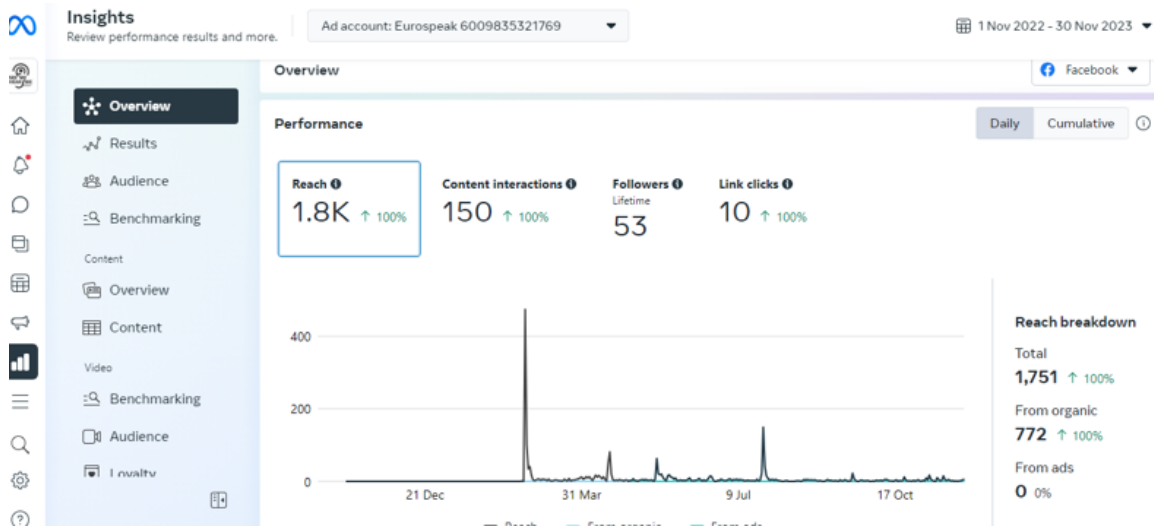
Regarding the Facebook page of SeHeMe, since the beginning of the project **44 people like** the SeHeMe's Facebook page and **54 people followed** the page:



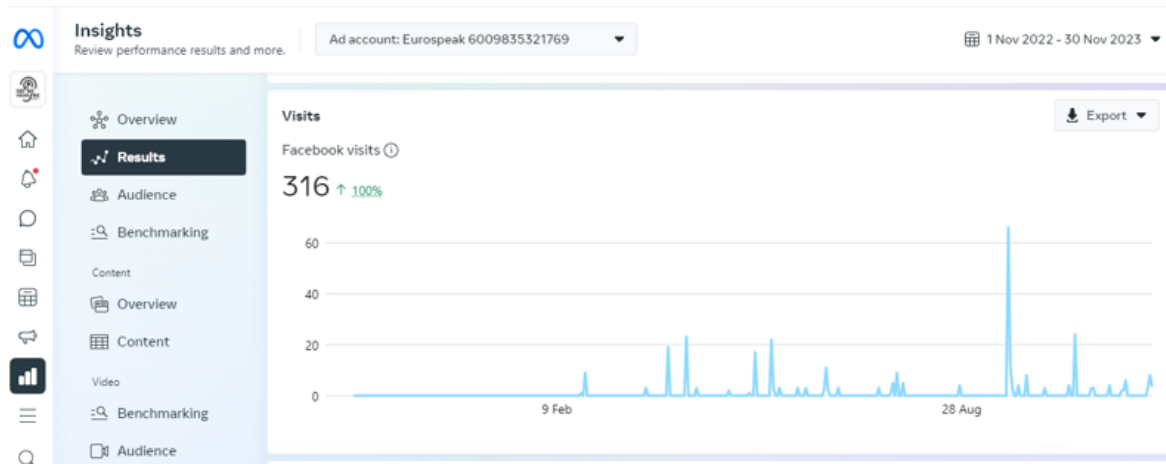
Here below are reported the **statistics of the Facebook page**.

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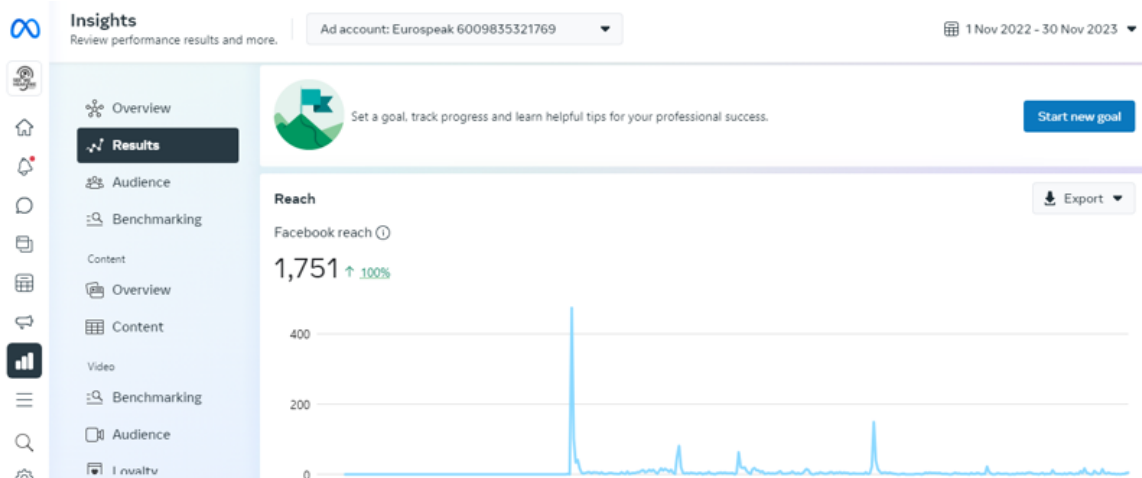
SeHeMe's fb insights overview:



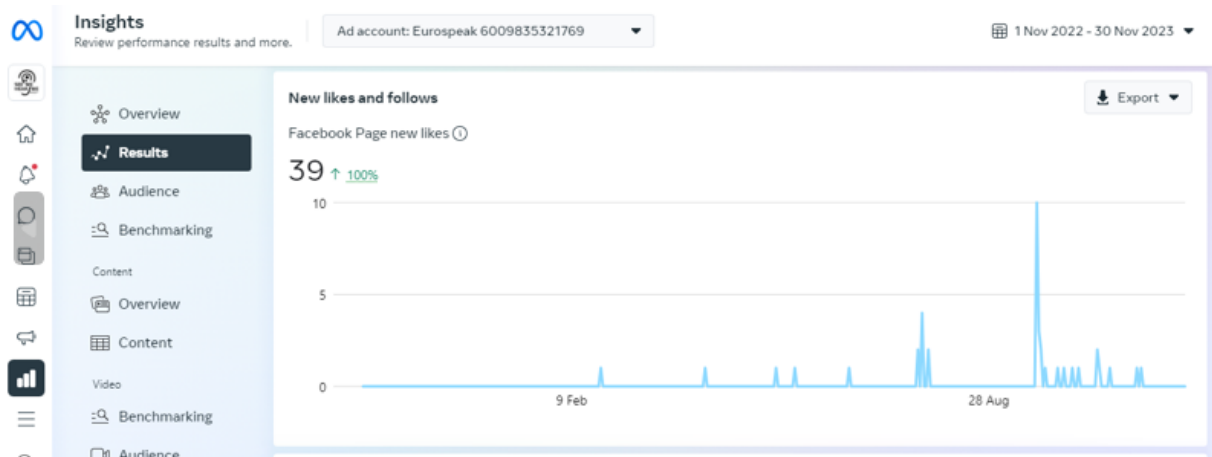
Visits on the page:



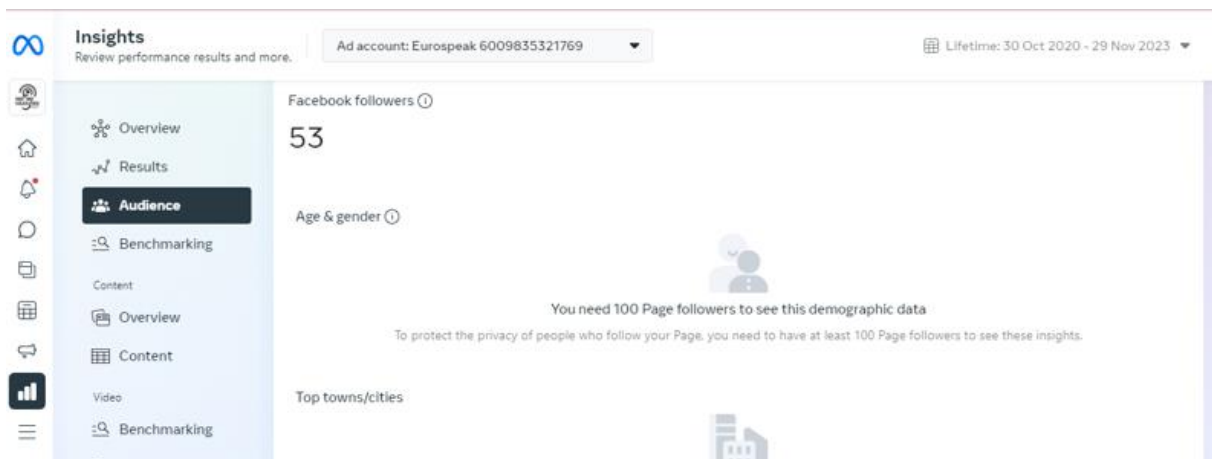
Data reached through SeHeMe's fb page:



New likes and follows:



Followers:



Report of Partners Dissemination Activities

All the evidences of these activities carried out by the partners on Facebook together with the other promotion activities on partners' websites, social media and also the face -to face activities, are reported in partners' overall dissemination log for the 1st reporting period on project's google drive, which can be found [here](#).

SeHeMe's website

Regarding the **project website**, statistics will be provided at a later stage from the University of Lusofona, the coordinator, as they are responsible for SeHeMe's website and they will be included in the next Publicity Report.

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Articles published on SeHeMe's website

Since the creation of SeHeMe's website 26 articles have been developed by all partners and have been published on SeHeMe's website.

The distribution is as follows:

- 6 articles developed by the coordinator, COFAC – University of Lusofona,
- 4 articles developed by RESET,
- 4 articles developed by DEFOIN,
- 4 articles developed by Eurospeak,
- 4 articles developed by PADIL and
- 4 articles developed by E-SCHOOL.

Partners kept the schedule as presented on the Dissemination Calendar below:

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Dissemination Calendar

Partner responsible	Month
COFAC	11/2022
RESET	12/2022
E-School	1/2023
Eurospeak	2/2023
PADIL	3/2023
DEFOIN	4/2023
COFAC	5/2023
RESET	6/2023
E-School	7/2023
Eurospeak	8/2023
PADIL	9/2023
COFAC	10/2023
DEFOIN	11/2023

In detail, the articles on SeHeMe's website are listed below:

1. « [See Me, Hear Me – SeHeMe project](#) » by Anabela Mateus and Ana Cunha from Lusófona University published on the 9th of November 2023
2. « [THE SEHEME CASE STUDIES BOOKLET](#) » by Anabela Mateus and Ana Cunha from Lusófona University published on the 16th of November 2023
3. « [Breaking Language Barrier: The crucial role of Integration for Migrants](#) » by Eleni Kyrillou from RESET published on the 7th of December 2023
4. « [Representation Gaps for the Under-represented Minorities in the European Media](#) » by Eleni Kyrillou from RESET published on the 21st of December 2023
5. « [Are migrants represented by the media ?](#) » by Maria Kotrotsiou from E-SCHOOL published on the 11th of January 2023
6. « [Media Representation of Refugee Women and Children](#) » by Maria Kotrotsiou from E-SCHOOL published on the 25th of January 2023
7. « [Narratives of migration in Ireland](#) » by Emma Barker from Eurospeak Limited published on the 6th of February 2023
8. « [Voice of migrants and asylum seeking in Ireland](#) » by Artemis Driva from Eurospeak Limited published on the 14th of February 2023
9. « [The SeHeMe Project in Tunisia: National Magazine Coverage](#) » by Ines Mansouri from PADIL published on the 7th of March 2023
10. « [The SeHeMe in Tunisia: Radio Outreach](#) » by Ines Mansouri from PADIL published on the 21st of March 2023
11. « [Spain: from migration to immigration](#) » by Belén González de la Parra from DEFOIN published on the 21st of April 2023
12. « [Bureaucracy: the European obstacle to integration and inclusion](#) » by Max Rapa from DEFOIN published on the 28th of April 2023
13. « [Assessing the \(lack of\) visibility of migrants and refugees in the media of the host countries](#) » by Anabela Mateus and Ana Cunha from Lusófona University published on the 18th of May 2023
14. « [Good practices in integration of migrants in Portugal](#) » by Anabela Mateus and Ana Cunha from Lusófona University published on the 29th of May 2023

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15. « [Migrants Representation in Cyprus](#) » by Eleni Kyrillou from RESET published on the 2nd of June 2023
16. « [Evaluation Toolkit For Refugee and Migrant Representation in the Media](#) » by Eleni Kyrillou from RESET published on the 14th of June 2023
17. « [The contribution of social media and digital media in the migrants' journey](#) » by Maria Kotrotsiou from E-SCHOOL published on the 7th of July 2023
18. « [How immigrants' negative portrayal on social media creates hostile environment in their new countries](#) » by Maria Kotrotsiou from E-SCHOOL published on the 28th of July 2023
19. « [The challenges asylum-seekers and refugees face in Ireland](#) » by Ru Yi Wong from Eurospeak Limited published on the 15th of August 2023
20. « [From registered nurse to living in direct provision in Ireland: how fleeing her country has led her to be treated as a second-class citizen in the country](#) » by Ru Yi Wong from Eurospeak Limited published on the 29th of August 2023
21. « [Through a migrant's eye: SeHeMe Project Case Studies in Tunisia](#) » by Ines Mansouri from PADIL published on the 5th of September 2023
22. « [Navigating the Shores of Hope: Migrants and the SeHeMe Project in Tunisia](#) » by Ines Mansouri from PADIL published on the 19th of September 2023
23. « [The Portuguese experience in preparing the SEHEME Case Studies stories](#) » by Anabela Mateus and Ana Cunha from Lusófona University published on the 10th of October 2023
24. « [What some migrants in Portugal told us...](#) » by Anabela Mateus and Ana Cunha from Lusófona University published on the 13th of November 2023
25. « [A world in conflict and its consequences: the escalation of refugees](#) » by Belén González de la Parra from DEFOIN published on the 13th of November 2023
26. « [Ulysses Syndrome: What is it?](#) » by Belén González de la Parra from DEFOIN published on the 27th of November 2023