



ADEDU

Accessible Digital EDUcation - ADEDU

D4.2 Campaign and Awards report

All Digital

Final version



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Abstract	This deliverable presents the results of the ADEDU awareness-raising campaign on accessible digital education for learners with learning disabilities, the Accessible Digital Education Awards, and the final project event. It highlights the main activities, outcomes, and impact achieved through these initiatives.
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1. Introduction

This document presents the outcomes of the AEDU awareness-raising campaign on accessible digital education for learners with learning disabilities, as well as the Accessible Digital Education Awards.

The awareness-raising campaign on learning disabilities was designed and developed by the two network organisations involved in the project, All Digital and EASPD. They identified the specific topics and messages to spread, multimedia contents, channels and editorial plan to reach both the AEDU target audience and the general public. All Digital and EASPD jointly designed and developed it and took advantage of their communication outreach and events to guaranteeing effectiveness, like the All Digital Weeks (annual pan-European digital empowerment campaign coordinated by All Digital targeted to digital competence centres, libraries, community centres and non-for-profits across Europe to stimulate active actions towards digital inclusion and digital transformation and benefit by learning new digital skills and developing an adaptive mindset). All project partners supported the roll-out of the campaign.

Creating an awareness-raising campaign on accessible digital education for learners with learning disabilities aims to educate the public, highlight the importance of inclusivity in digital education, and provide actionable steps for educators, institutions, and technology developers. This European awareness-raising campaign was linked to the All Digital Weeks and EASPD annual activities jointly and also looked for synergies with other existing projects and initiatives (such as DigitAll) working for similar objectives in order to increase the overall impact.

General aims of the campaign:

This initiative raises awareness about learning disabilities in digital education while promoting accessible tools and resources for learners and educators. It shares knowledge from AEDU and other projects via training and inspiring practices. The project engages stakeholders, including educators, learning centres, and the public, with events like webinars and All Digital Week activities.

2. Multimedia content

A variety of multimedia materials were developed to support the awareness-raising campaign and ensure consistent communication across different channels. These included ADEDU infographic (see image 1 below) designed to present key information on learning disabilities, digital accessibility, and inclusive education in a clear and engaging visual format, drawing on project deliverables and partners' expertise.

WHAT IS THE PROJECT ABOUT

The AEDU - Accessible Digital EDUcation project aims at **supporting educators, trainers and learning centres in upskilling and innovating their offers by including learners with learning disabilities and facilitating digital transition and overall inclusion of excluded target audiences.**

TARGET GROUPS

Educators and trainers

The staff of learning centres and stakeholders, policy makers and change makers

Learners with learning disabilities

OBJECTIVES

Empowering Inclusive Education

Digital Inclusion Training

Enhancing Digital Skills

Promoting Inclusive Education



RESULTS

Training course modules:

Module 1: Course Structure and Content

Module 2: Understanding Learning Difficulties in Adulthood,

Module 3: Practical Strategies for Tutoring Adults with Learning Difficulties,

Module 4: Addressing Specific Learning Challenges

Module 5: Feedback, Evaluation, and Continuous Improvement

Handbook for trainers

Guidelines on inclusive communication

Guidelines on inclusive platforms

Capacity building activities (webinars)

ACCESSIBLE DIGITAL EDUCATION

AEDU



ad-edu.eu

PROJECT WEBSITE

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Image 1: AEDU infographic

Promotional posters (see images 2 & 3 below) were also created to support the dissemination and uptake of the ADEDU training course.



REGISTER NOW — FOR FREE!

ADEDU
ACCESSIBLE DIGITAL EDUCATION

DEVELOPED RESOURCES:

- Educational Material & Guidelines for Inclusive Education
- Online Webinars with Specialized Topics
- Comprehensive Online Course available on the ADA Platform

REGISTRATION STEPS:

1. Visit: <https://platform.alldigitalacademy.eu/>
2. Select «Registration» and create an account
3. After login, go to the «MOOCs» section
4. Select the ADEDU course and click «Take this Course»

ADEDU
ACCESSIBLE DIGITAL EDUCATION

platform.alldigitalacademy.eu

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Image 2: ADEDU Course poster

REGISTER NOW — FOR FREE!

DEVELOPED RESOURCES:

-  Educational Material & Guidelines for Inclusive Education
-  Online Webinars with Specialised Topics
-  Comprehensive Online Course available on the ADA Platform



platform.alldigitalacademy.eu

 Co-funded by the European Union

REGISTRATION STEPS:

- 1 Visit: <https://platform.alldigitalacademy.eu/>
- 2 Select «Registration» and create an account
- 3 After login, go to the «MOOs» section
- 4 Select the AEDU course and click «Take this Course»



Image 3: AEDU Course poster 2

In addition, a collection of Canva templates (see images 4 & 5 below) was developed to facilitate the creation of social media content by project partners, ensuring visual consistency and enabling effective promotion of project activities and results.



Image 4: Canva template 1



Image 5: Canva template 2

Promotional videos

To increase engagement, two promotional videos were produced: a teaser video encouraging participation in the training course and a recap video showcasing the highlights and outcomes of the project's final event.

- **Training course promotion:** <https://youtu.be/eoOP1UfFazk>
- **Final event recap:** <https://youtube.com/shorts/x3mGaKz1qEo>

3. Awareness-raising Campaign

Creating an awareness-raising campaign on accessible digital education for learners with learning disabilities aims to educate the public, highlight the importance of inclusivity in digital education, and provide actionable steps for educators, institutions, and technology developers. This European awareness-raising campaign was linked to the All Digital Weeks and EASPD annual activities jointly, and it looked for synergies with other existing projects and initiatives working for similar objectives in order to increase the overall impact.

General aims of the campaign:

- Increase awareness: highlight the stories and challenges faced by learners with learning disabilities and their educators in digital education
- Promote inclusivity: accessible digital education tools and resources
- Provide resources: sharing ADEDU results and training, but also results from other projects and inspiring practices
- Engage stakeholders: involve educators, learning centres and general public in the conversation through organisation of different events (such as online events during the All Digital Weeks, capacity building webinars)

Overall campaign components

Educational content:

1. **Informative news articles on the project and partner's websites**
 focused on learning disabilities, digital accessibility and inclusion in digital education
 - **Project website:**
 - News: <https://ad-edu.eu/news/>
 - Webinars: <https://ad-edu.eu/webinar-recordings/>
 - **Partner websites:**
 - <https://all-digital.org/projects/accessible-digital-education-adedu/>
 - <https://easpd.eu/project-detail/adedu-accessible-digital-education/>
 - <https://daissy.eu/projects/adedu/>
 - https://www.mediaeducationcentre.eu/eng/?page_id=5259
 - <https://www.iasismed.eu/iasis/adedu-accessible-digital-education/?lang=en>

2. [Infographic](#)
3. **Webinars** - as a part of the capacity building activities, 10 webinars were organised to expand the learning effectiveness and raise awareness on learning disabilities and their impact on education.
 - List of organised webinars:
 - i. Understanding learning diversities
 - ii. Integrating technology into education
 - iii. Way forward for inclusive digital education
 - iv. Inclusive classroom management and conflict resolution
 - v. ADEDU Award winners share their inclusive digital education practices
 - vi. Understanding universal design for learning in digital education
 - vii. EASPD Membership café
 - viii. Test your digital accessibility
 - ix. Why words matter: inclusive language for educators
 - x. Harnessing AI and ICT for inclusive education for neurodiverse learners

Detailed information and description of webinars can be found in D3.2 Capacity building activity report.

4. **Promotional videos** – two promotional videos were created.

5. **Social media campaign**

- Project resources
- Tips and facts about digital accessibility and digital inclusion
- Testimonials, good practices and success stories

Awareness-raising campaign plan

First phase: Awareness-raising - The perspective of learners

Aim: Increase general awareness: highlight the stories and challenges faced by learners with learning disabilities in digital education

Duration: 6 months

Target groups:

- Trainers and educators from learning centres and/or working independently across Europe aimed at offering accessible educational activities to learners affected by learning disabilities.
- Non-teaching staff within learning centres, like managers, financial, communication and administrative staff.
- Decision makers, policymakers, change makers and experts across Europe focused on accessibility and inclusion, especially including digital education and transition.
- European citizens affected by learning disabilities.
- General public

Actions:

- Sharing the stories of learners with learning disabilities based on their experience in digital education settings and online learning activities
- Stories were shared on social media and ADEDU project website; dedicated templates were prepared on Canva to ensure consistency (see images 6 & 7 below).

Examples of social media posts:

- https://www.linkedin.com/posts/daissyresearchgroup_eap-hou-daissy-share-7295365031645384705--9Qb/?utm_source=share&utm_medium=member_desktop
- <https://www.facebook.com/photo/?fbid=1009511684540601&set=a.480013037490471>
- <https://www.facebook.com/100064308024503/posts/1014896917330566/?app=fbl>

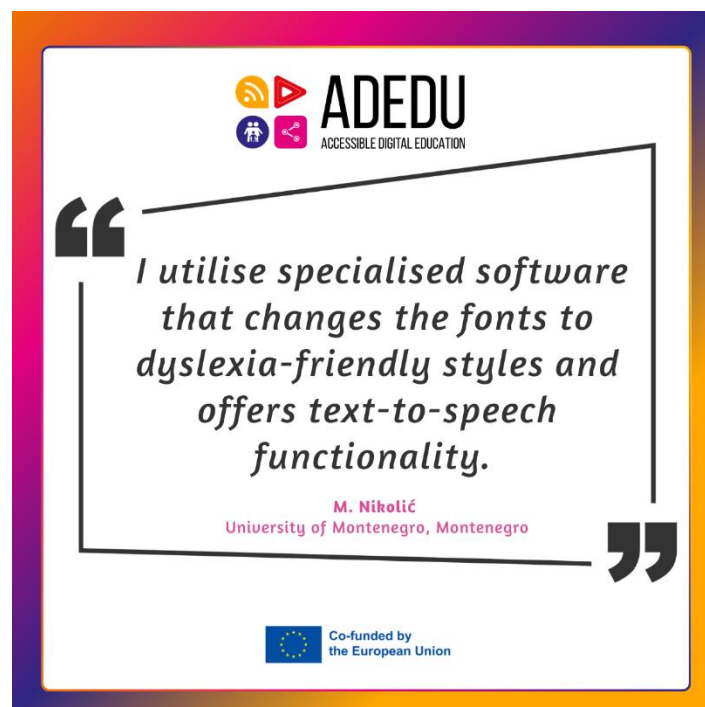


Image 6: Quote 1

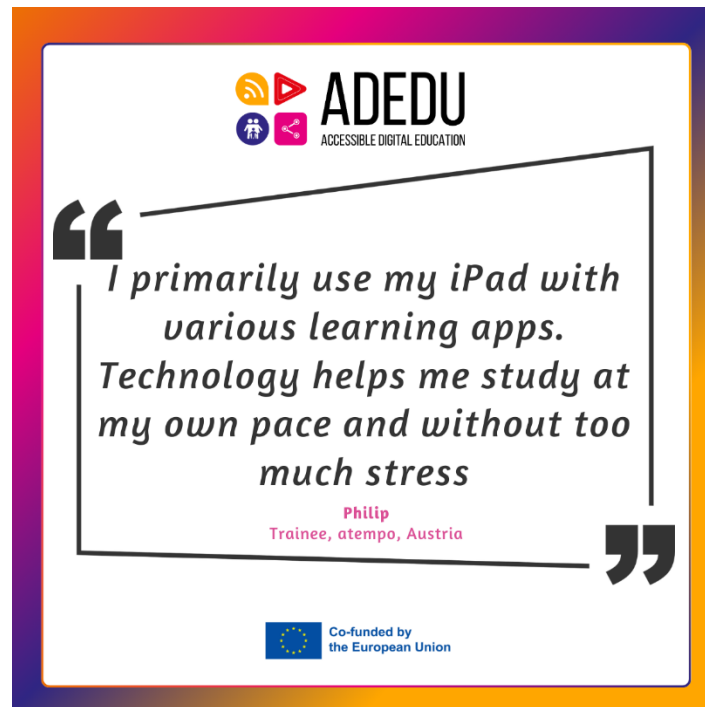


Image 7: Quote 2

Examples of news articles:

- <https://www.eap.gr/2024/05/15/i-ereunitiki-omada-daissy-tou-eap-proskalei-ekpaideytikoys-kai-epaggelmaties/>
- https://all-digital.org/wp-content/uploads/2011/03/ALL-DIGITAL-Newsletter-N.2_2024-Discover-the-latest-news-on-digital-skills-and-education.pdf

Second phase: Awareness-raising - The perspective teachers and educators

Aim:

- To highlight the difficulties faced by trainers and educators from learning centres when providing training to learners with learning disabilities in digital education (based on the WP2 scientific and desk research)
- To share the key messages of ADEDU's needs analysis (data collected, conclusions, etc).
- Engage with stakeholders to contribute to the ADEDU resources.

Duration: 6 months

Target Groups:

- Trainers and educators from learning centres and/or working independently across Europe aimed at offering accessible educational activities to learners affected by learning disabilities.
- Non-teaching staff within learning centres, like managers, financial, communication and administrative staff.

Actions:

- Sharing results from the desk research done in WP2
- Concrete call for action
- ADEDU capacity building activities

Examples of social media posts (also see images 8 & 9 below):

- https://www.linkedin.com/posts/less-than-a-week-left-to-register-for-the-share-7449830742408196096-UNPy/?utm_source=share&utm_medium=member_desktop&rcm=ACoAA CzjONkBmxXBB_Lwg_lcrofRyRg2SrII_Bo
- https://www.linkedin.com/posts/adedu-digitalinclusion-inclusiveeducation-share-7350510214397214723-JZoA/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAD WXMPUBXmKKIVKJge9VNAAt-EseGoMYyCos
- https://www.linkedin.com/posts/last-chance-to-register-we-are-meeting-tomorrow-share-7307330467714813952-rrd/?utm_source=share&utm_medium=member_desktop&rcm=ACoAACz joNkBmxXBB_Lwg_lcrofRyRg2SrII_Bo

- <https://www.facebook.com/groups/1078422452731805/posts/1756211371619573/>
- <https://www.facebook.com/groups/1078422452731805/posts/1855576278349748/>



Image 8: Webinar visual 1

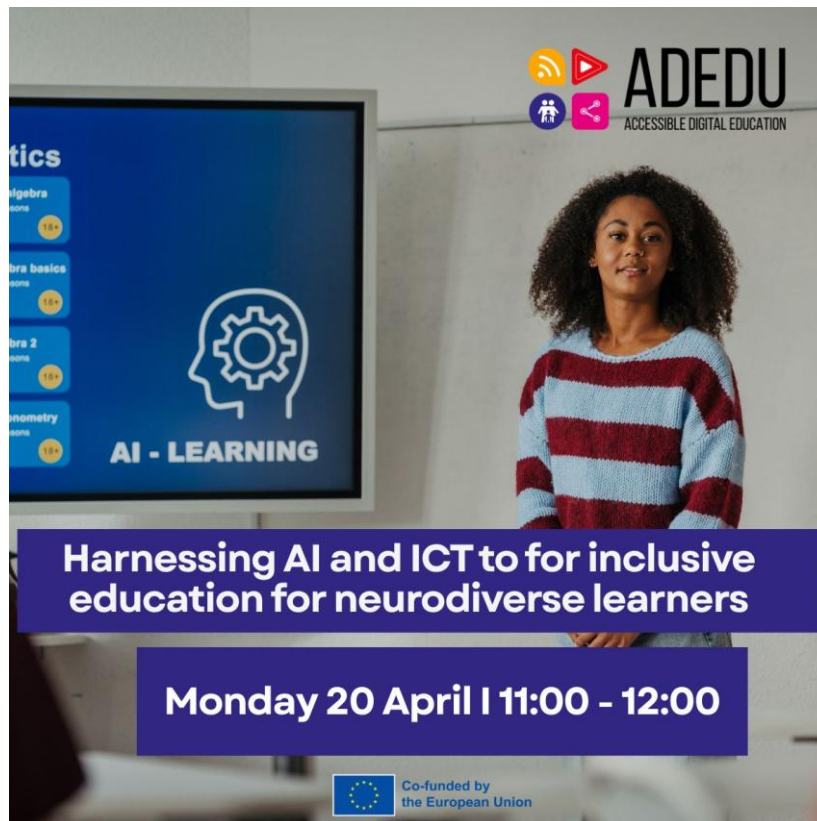


Image 9: Webinar visual 2

Examples of news articles:

- <https://ad-edu.eu/news/insights-from-the-deliverable-guidelines-for-inclusive-education/>
- <https://ad-edu.eu/news/webinar-1-understanding-learning-diversity-in-a-classroom/>
- <https://ad-edu.eu/news/inclusive-classroom-management-and-conflict-resolution/>
- <https://mailchi.mp/easpd/easpd-newsletter-may-ii-4884882>
- <https://ad-edu.eu/news/accessible-digital-education-the-importance-of-adedu-project/>
- <https://easpd.eu/news-detail/understanding-learning-diversity-in-a-classroom/>

Post on All Digital's members platform:

ADEDU Guidelines for inclusive communication and dissemination

Member networking Learning opportunities adedu-project



15 Jan



Dear All Digital members,

On behalf of the other **ADEDU** project partners too, I am pleased to share the **Guidelines for Inclusive Communication and Dissemination**, prepared as part of WP2 of the project:

[D2.3_Guidelines for Inclusive Communication and Dissemination_ADEDU.pdf](#) (11 MB)

ADEDU project supports educators, trainers, and learning centres in upskilling and innovating their **digital education** offers, making them more inclusive and better tailored to **learners with learning disabilities**.

With these Guidelines partners aim to explore the multifaceted landscape of learning disabilities, focusing on their types, educational implications, and inclusive strategies to support individuals with learning disabilities across their lifespan.

ADEDU partners highlight the need for improved educator training, better resource allocation, and innovative, holistic approaches to fully address the diverse needs of these learners and pave the way for a more inclusive and supportive educational environment.

Thank you for your consideration. We hope you find the Guidelines useful for your ongoing and future educational initiatives.

We would also very much welcome any feedback or reflections on them.

Kind regards,

1 ❤️ 🗨️ ... ↩️ Reply

Image 10: AD members' platform screenshot

IASIS mailing list

iasismed

Campaign: IASIS | DECEMBER 2025

Sent to: GREEK SPEAKERS TEST, FINAL GREEK SPEAKERS FINAL, Έλληνες Speakers(List)

Sent on: Dec 10, 2025 11:18 AM EET

Send by: iasisngo@iasismed.eu

REPORT SUMMARY

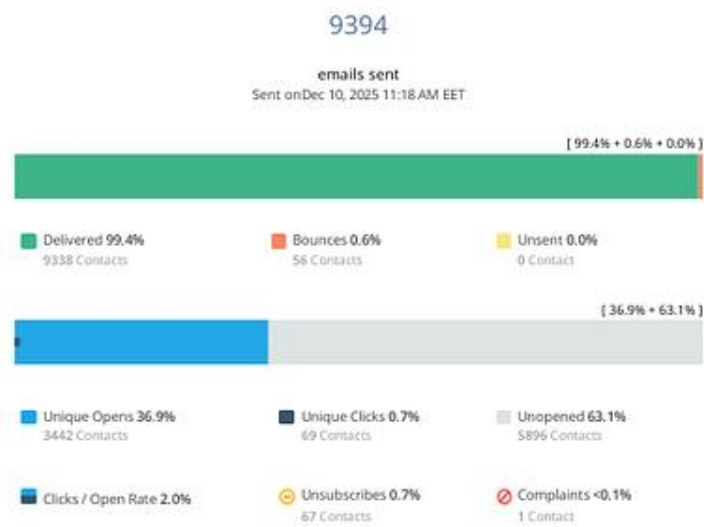


Image 11: IASIS mailing list screenshot

Third phase: Empowerment - Tools and resources

Aim: Promote accessible digital education tools and resources.

Timeline: 6 months

Target groups:

- Trainers and educators from learning centres and/or working independently across Europe aimed at offering accessible educational activities to learners affected by learning disabilities.
- Non-teaching staff within learning centres, like managers, financial, communication and administrative staff.

Activities:

- ADEDU capacity building activities
- Launch of ADEDU training: <https://platform.alldigitalacademy.eu/>
- Releasing [the guidelines for inclusive communication](#)
- Social media sharing of the key resources
- Direct mails to those who registered to the training
- Promotion of Accessible Digital EDUcation Award

Examples of social media posts:

- https://www.linkedin.com/posts/digitalinclusion-accessibility-inclusiveeducation-share-7346452439249657856-FjCV/?utm_source=share&utm_medium=member_desktop&rcm=ACoAADWXMPUBXmKKIVKJge9VNAAt-EseGoMYyCos
- <https://www.facebook.com/DAISSyResearchGroup/posts/pfbid022xYhUXVR1Uq7XHcg8fzKpBEJA5sBhv4N5YMNRdZHeLadvfTEmxXsyx187xcF6ESkl>
- https://www.linkedin.com/posts/inclusiveeducation-ai-edtech-share-7450121007207452672-WEID/?utm_source=share&utm_medium=member_desktop&rcm=ACoAADeWC9gB6_Dm2w0EOBIbEDifgRUuFXTJmSQ
- https://www.linkedin.com/posts/adedu-adedu-adedu-share-7440034501956792320-Abp-/?utm_source=share&utm_medium=member_desktop&rcm=ACoAADeWC9gB6_Dm2w0EOBIbEDifgRUuFXTJmSQ
- <https://www.linkedin.com/feed/update/urn:li:activity:7391085764815564800/>
- https://www.linkedin.com/posts/daissyresearchgroup_%CF%84%CE%B5%CE%BB%CE%B5%CF%85%CF%84%CE%B1%CE%AF%CE%B1-%CF%80%CF%81%CF%8C%CF%83%CE%BA%CE%BB%CE%B7%CF%83%CE%B7-%CE%B1%CF%80%CF%8C-%CF%84%CE%B7%CE%BD-daissy-%CE%B5%CE%B1%CF%80-%CE%B3%CE%B9%CE%B1-share-7439330941174456320-IPvp/?utm_source=share&utm_medium=member_desktop&rcm=ACoAABe-ajlBZhL73Cc2AhfTbKXuBskDYCC1wy0

Examples of news articles:

- <https://ad-edu.eu/news/why-words-matter-inclusive-language-for-educators/>
- <https://ad-edu.eu/news/ad-edu-award-winners-share-their-inclusive-digital-education-practices/>
- <https://all-digital.org/event-recap-accessible-for-all-turning-universal-design-for-learning-into-practice/>
- <https://daissy.eu/news/milestone-guidelines-for-inclusive-digital-education-platforms-of-ad-edu-project/>
- <https://ad-edu.eu/news/ad-edu-goes-to-malta-all-digital-awards-2025/>
- <https://daissy.eu/el/news/final-call-by-daissy-hou-to-the-accessible-digital-education-online-course/>

Posts on All Digital's members platform:

Last call - join the Accessible Digital Education online course! Registrations are closing soon



1
23d

Dear members,

Following the workshop on **Accessible for All: Turning Universal Design for Learning into Practice**, we would like to invite you to deepen your knowledge by joining the ADEDU courses on All Digital Academy Platform.

There is still time to join the ADEDU course!

How to join?

1. Visit the platform: <https://platform.alldigitalacademy.eu/>
2. Select "Registration" and create an account
3. After logging in, go to the "MOOCs" section
4. Select the ADEDU course and click "Take this Course"

Upon successful completion of the course, you will receive a **certificate of completion** in electronic format.

In addition to the course content, the partners have worked on:

- Guidelines for inclusive communication
- Series of webinars (recordings available through the course)
- Guidelines on Inclusive Digital Education Platforms

You can find all these results on the project website: <https://ad-edu.eu/results/>

Questions? Feel free to get in touch!

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Image 12: AD members' platform screenshot 2

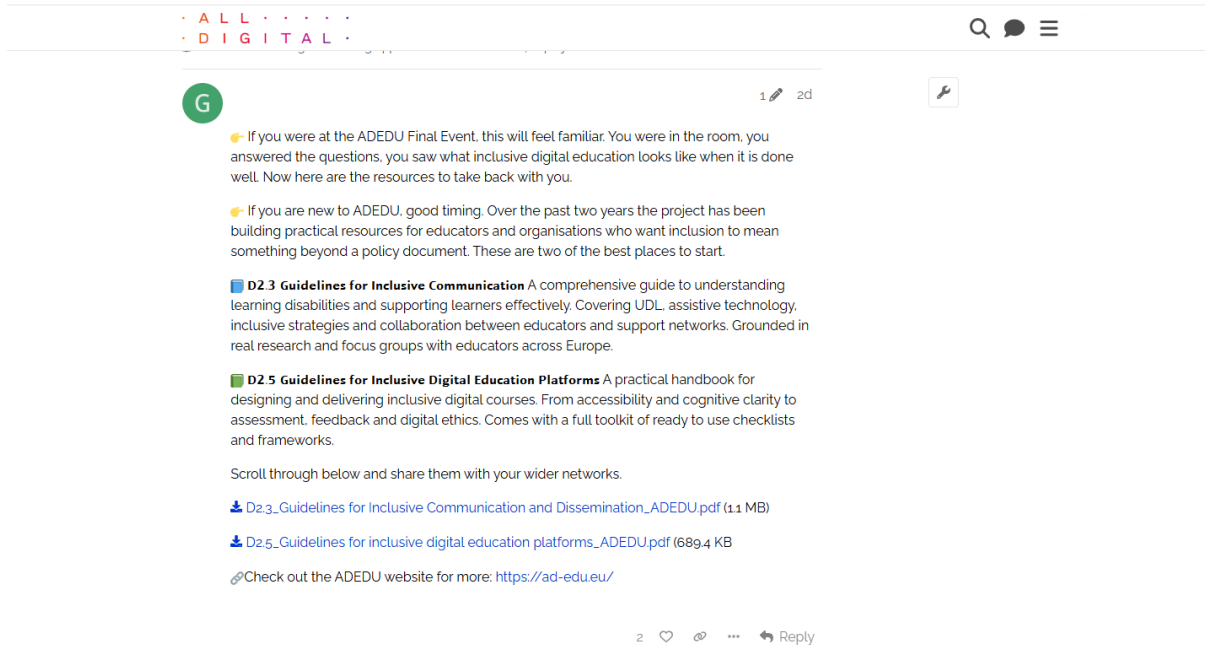


Image 13: AD members' platform screenshot 3

4. ADEDU Awards

The All Digital Summit provided the opportunity to launch and present the Accessible Digital EDUcation (ADEDU) Award, which recognises learning centres and educators innovating to make education more accessible and inclusive. As part of the annual Summit, the All Digital Awards celebrate teachers, trainers, and changemakers who empower citizens to thrive in the digital age through meaningful digital inclusion initiatives. In 2025, the award categories were aligned with All Digital's key focus areas: Access to Digital, Digital Upskilling, AI & Emerging Technologies, Digital Well-being, and Digital Skills Policy. Within this framework, the ADEDU Award was recognised under the Access to Digital category, highlighting outstanding inclusive educational practices that use accessible technologies in adult learning, with particular attention to supporting learners with disabilities and promoting the inclusion of marginalised and excluded groups.



Image 14: AD Awards visual

AEDU Award 2025



Image 15: AEDU Awards winner 1

The AEDU Award 2025 was given to Ioana Crihana (see images 15 & 16). In her capacity of CEO of ANBPR Romania with multiple leadership commitments in competitive sectors such as government institutions, media organisations, software integrators and national library networks, Ioana plays an essential role in promoting digital inclusion and non-discriminatory access to the benefits of technology. Her work has focused on expanding access to digital resources and skills and introducing AI-based solutions into library operational processes. Concerned with introducing modern technologies into knowledge institutions at national and regional levels and creating opportunities for sustainable evolution for vulnerable and underserved communities and passionate about democratizing access to digital resources and tools, Ioana Crihana continues to promote innovation, partnerships and organisational capacity building programs that empower libraries to act as inclusive hubs of knowledge, technology and innovation. The awards ceremony was attended by over **190 participants**.



Image 16: AD Awards ceremony

ADEDU Award 2026

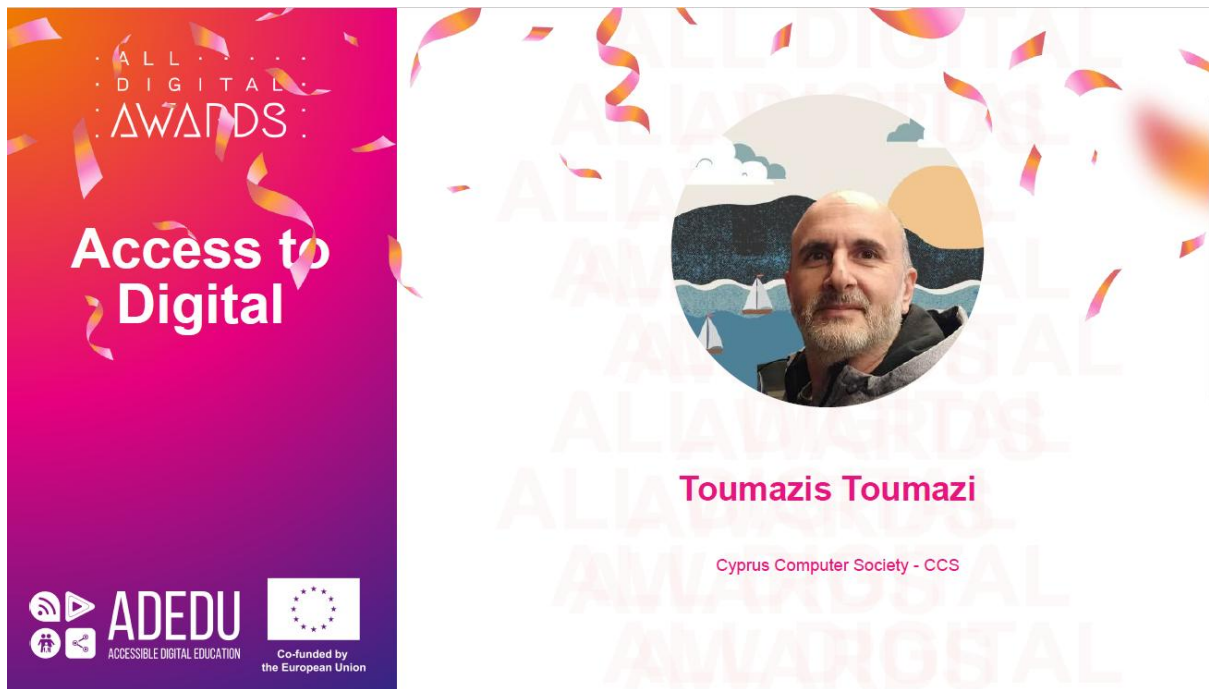


Image 17: : AD Awards winner 2

In 2026, the ADEDU awards was given as part of the All Digital Weeks campaign. The winner of 2026 edition was Toumazis Toumazi and the initiative "Coding Our Future" (see image 17 above). As during the Summit 2025, the ADEDU award was given as part of the 'Access to Digital' category. This award was first announced during the closing event of the All Digital Weeks campaign, on 1 April 2026. The event was attended by 71 participants.

"Coding Our Future" began in 2016 as a volunteer effort to promote digital skills in Cyprus. Today, it is a national initiative offering free hands-on workshops in coding, robotics, and computational thinking to students for primary through secondary education. Through the use of tools such as Bee-Bots for an introduction to algorithmic thinking, mBots for graphical programming, and the BBC micro:bit for physical computing, we have managed to touch the lives of over 16,000 children. The goal is to turn curiosity into skill, fostering interest in STEM fields. Finally, their work doesn't stop with the students. The teachers participating in the workshops have the opportunity to learn about modern teaching approaches. In line with the principles of the ADEDU project, this initiative help them understand how to adapt their methods to create inclusive digital learning environments. Together, teachers and the CCS trainers, we are working to ensure that digital education is accessible to everyone, including individuals with learning difficulties.

The winner of the award joined the ceremony via a recorded video message, in which he provided further insight into the initiative.

5. Final event

The final event was organised on 7 May 2025. The event brought together educators, trainers, learning professionals, and stakeholders to reflect on project achievements and explore practical approaches to inclusive digital education. A total of **66 participants** attended the event in person. The event was also made available online, and the streaming link was distributed to 6 registered participants in advance. However, online participation was limited, and the event objectives were achieved through the in-person attendance and engagement.

The event began with an interactive quiz. Each question was rooted in real scenarios that educators and course designers are likely to face, from how to handle a learner who struggles to express their understanding in writing, to what to do when a digital course overwhelms rather than teaches. The format gave participants a chance to test their own knowledge but, more importantly, to learn something new through practical, recognisable situations. Through a gamified approach, the quiz introduced key themes addressed by the ADEDU project, including learning disabilities, assistive technologies, accessible course design, feedback practices, digital ethics, and inclusive learning environments. A prize winner was also announced at the end of the quiz, receiving a book on inclusive design in digital spaces, which further sparked informal conversations among participants that continued beyond the project event.



Image 18: Final event 1

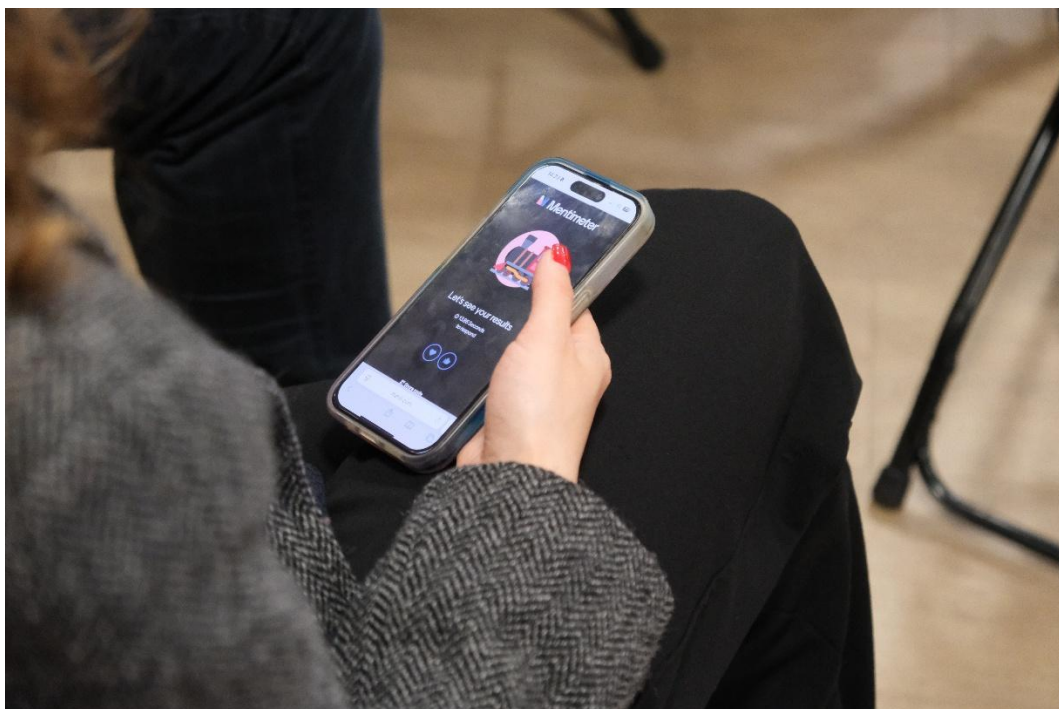


Image 19: Final event 2

A workshop on **Universal Design for Learning (UDL)** was delivered by UDL expert. The session introduced participants to the origins of Universal Design

and its application within educational contexts. Participants explored the three core UDL principles:

- **Multiple Means of Representation** – providing information in different formats to accommodate diverse learning preferences and needs.
- **Multiple Means of Action and Expression** – enabling learners to demonstrate their knowledge and skills through different methods while maintaining the same learning outcomes.
- **Multiple Means of Engagement** – fostering learner motivation and participation through flexibility, relevance, and choice.

The workshop emphasised that UDL is not about lowering academic standards but about removing unnecessary barriers to learning and participation.



Image 20: Final event 3

Participants subsequently worked in groups using the CAST framework to evaluate digital learning tools from an inclusivity perspective. Discussions focused on how digital tools can support learners with diverse needs, including learners with disabilities, those studying in a second language, individuals with limited digital skills, and those at risk of cognitive overload. The exercise encouraged participants to critically assess whether digital tools genuinely facilitate equitable access and engagement.



Image 21: Final event 4



Image 22: Final event 5

The event concluded with the AEDU Awards Ceremony, which recognised outstanding practice in inclusive digital education.

The final event served as an opportunity to disseminate project results, showcase practical applications of inclusive digital education, and reinforce the importance of designing accessibility and inclusion into digital learning environments from the outset. The discussions and activities highlighted the continued relevance of the AEDU project's resources and methodologies in supporting educators to create learning experiences that are accessible, engaging, and equitable for all learners.

6. Key results of awareness-raising campaign

Social media

Project partners promoted project activities and news on their own social media channels. A total of **167 social media posts were created between February 2024 and May 2026**. Overall, the project social media and the partners' social media (Facebook, LinkedIn, Instagram, X) reached **more than 35,938 interactions** (reach, impressions, views, likes, shares, and comments across platforms).

ADEDU Project website

The website received a total of 5739 page views, with 2897 active users.

Partners' websites

All project partners published information about the project, including webinars, and ADEDU course promotion. In total, **43 website publications** were documented, resulting in **over 6,000 views**.

Newsletters

7 newsletters were created and shared by EASPD and AD including information about the ADEDU project, training of trainers and webinars. In total, these newsletters were sent to **over 10,000** recipients.

In addition, one dedicated [project newsletter](#) was prepared to showcase the work done and highlight the project results and achievements over the whole project duration.

Events

As reported by the project partners, ADEDU was present at **7 external events** (apart from the capacity-building activities and the project final event) with total of **over 560 participants**.

7. Conclusions

Overall, the awareness-raising campaign increased the visibility of the ADEDU project, its focus and key messages on accessible digital education. Through coordinated social media activity, website publications, newsletters, external events, webinars and the ADEDU Awards, the consortium managed to reach a broad audience of educators, learning centres, disability service providers and stakeholders across Europe. These results support the long-term exploitation of the project results and contribute to the wider promotion of accessibility in digital education.

The campaign showed that dissemination and communication through established networks and targeted professional communities was particularly effective in reaching educators and stakeholders. At the same time, the campaign confirmed the need for repeated and accessible messaging when promoting inclusive digital education topics to wider audiences.

The materials developed during the campaign will remain available through the project website and partner channels. This ensures that the campaign outputs continue to support awareness-raising and training uptake beyond the project lifetime.



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