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DISSEMINATION

FIRE dissemination kit



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Dissemination plan

- Make the FIRE modules, Training Pills, guidelines, tools and support network known to the women and professionals they are made for, in Italy, Germany, Portugal and across Europe.
- Raise awareness of economic abuse as a form of violence against women, recognised in Directive (EU) 2024/1385.
- Bring trainers, social workers, adult educators, NGOs and support services into the support network and encourage them to use the materials in their own work.
- Keep the results in use after the project: the website and platform stay online for at least five years, and all materials are free to reuse with credit to FIRE.
- Reach the dissemination targets set in the application: at least 400 people and organisations reached; the modules and guidelines distributed to at least 200 individuals and 150 organisations; at least 50 local stakeholders involved by each partner; 20 NGOs and education organisations using the results; at least 1,000 website views.

Who	How
Women who have experienced or are at risk of economic abuse, and women who want more financial independence	Through trusted organisations rather than direct targeting: posters in services and community centres, partner social media, workshops, the Training Pills in short social formats. Always calm, non-blaming language, with help contacts and the quick exit mentioned.
Adult educators, trainers, social workers, counsellors and service providers	LinkedIn, EPALE, professional newsletters and mailing lists, the guidelines and educator kits, multiplier events and the final conference.
Local support services, NGOs, associations, SMEs and committees that support vulnerable groups	Direct contact by each partner (at least 50 local stakeholders per partner), the press releases, the support network and invitations to project events.
Policy makers, the media and the wider public	Press releases, blog posts, the Erasmus+ Project Results Platform, Europe Direct channels and the final conference in Hamburg.

Channels

- Project website and learning platform: fire.elnlab.eu
- Partner websites and newsletters, and the FIRE mailing list of stakeholders
- The FIRE social media page, managed by Never Give Up, and the partners' Facebook, Instagram and LinkedIn accounts, with project hashtags and monthly project posts
- FIRE newsletter (3 issues: M6, M12, M18)
- EPALE, the Electronic Platform for Adult Learning in Europe
- Erasmus+ Project Results Platform
- Local and national press
- Posters and printed handouts in services, libraries and community centres
- Multiplier events in Italy and Portugal and the final conference in Hamburg



- European networks: SALTO, Europe Direct, European Learning Network, European Inclusion Group, Euro-Net Afrika, WIDE, WAVE (Women Against Violence Europe), EWiD (European Women in Digital) and WIL Europe (European Network of Women in Leadership)

Rules

- Every item carries the 'Co-funded by the European Union' emblem and the EU disclaimer, with the project number.
- Write products in the present tense and activities in the past tense. Never describe the project in the future tense.
- Use only the sourced figures from the project facts, always with the source. Never invent numbers, names or quotes; event figures come from the reporting sheet.
- Trauma-informed language: 'women who have experienced economic abuse', not 'victims'. No graphic detail, no fear imagery, no photos of bruises or piles of cash.
- Every post aimed at women mentions that the site has a quick exit and that help is available (112 in an emergency).
- Photos of people only with written consent. No photos of pilot participants unless each woman has agreed in writing; never identify a woman as someone who has experienced abuse.
- Use the FIRE visual identity: navy #00309A and lime #C1FF72, the FIRE logo, and the partner logos at equal size.
- Log every dissemination activity in the reporting sheet within two weeks.



FIRE newsletter 1: the partnership at work

Welcome to FIRE

FIRE (Financial Resilience) is an Erasmus+ small-scale partnership in adult education. Informamentis Europa (Italy), EDUMANSHA (Portugal) and Never Give Up Förderverein (Germany) joined forces to create free training, tools and support for women facing economic abuse, and for the professionals who support them. The 18-month project started on 1 September 2025.

Kick-off in Lisbon

On 20 October 2025 the partners met in Lisbon for the kick-off meeting, hosted by EDUMANSHA. They went through the work plan, agreed roles, the timeline and quality standards, and planned the four training modules and the six Training Pills.

Four training modules

The partners developed four modules: Identifying economic abuse, Building financial independence, Your rights and resources, and Addressing the emotional burden. Each lesson includes practical exercises, case studies from Italy, Germany and Portugal, and a 'Where to get help' section.

Six Training Pills

The Training Pills are short microlearning units on financial literacy: taking control of your finances, budgeting, savings and a safety net, managing debt, safe financial practices including digital banking, and setting financial goals.

Why economic abuse matters

Economic abuse controls, restricts or exploits a woman's access to money. In research by WeWorld and IPSOS in Italy (November 2023), 49% of women surveyed said they had experienced economic violence at least once. Directive (EU) 2024/1385 recognises economic violence across the EU.

Stay in touch

Follow FIRE on the partners' social media channels and visit fire.elnlab.eu. If you work with women in vulnerable situations, contact us at europeanlearningnetwork@gmail.com to join the support network.



FIRE newsletter 2: [title, e.g. testing the materials]

Focus groups in three countries

In [month and year], the partners ran focus groups in Italy, Germany and Portugal with [number] adult educators, service providers and women with lived experience. Participants reviewed [which materials]. Their main suggestions were [two or three points], and the partners [what changed in the materials].

Training for adult educators in Italy

On [dates], [number] adult educators from Italy, Portugal and Germany took part in a two-day training in [city], hosted by Informamentis Europa. They worked with the modules and Training Pills, practised delivering a Pill and [other highlight]. [Optional quote from a participant, with written consent.]

The FIRE platform

The FIRE modules, Training Pills, tools and guidelines are free at fire.elnlab.eu in English, Italian, German and Portuguese. [One or two new features or resources to highlight.]

Pilot sessions

[If started:] In [month], the pilot sessions with women began in [countries]. [Number] women took part in [format]. [Describe without identifying any participant.]

Get involved

Educators and organisations can use the FIRE materials free of charge and join the support network. Contact: europeanlearningnetwork@gmail.com. [Upcoming event, written as a date and place only.]



FIRE newsletter 3: [title, e.g. what FIRE achieved]

Pilot sessions with women

Between [month] and [month], [number] women took part in the FIRE pilot sessions in Italy, Germany and Portugal, with at least eight hours of blended learning each. [Number]% completed the programme. The questionnaires showed [main change in knowledge or confidence, from the evaluation report].

Multiplier events in Italy and Portugal

On [date] in [city], Informamentis Europa held a hybrid multiplier event with [number] participants, [number] in person. On [date] in [city], EDUMANSHA held a hybrid multiplier event with [number] participants. [Highlights.]

Final conference in Hamburg

On [date], Never Give Up Förderverein hosted the FIRE final conference in Hamburg, with [number] stakeholders from [types of organisations]. [Highlights, speakers with their consent.]

The FIRE results

FIRE offers four training modules, six Training Pills, guidelines for educators and service providers, interactive tools and an online support network, free in four languages at fire.elnlab.eu. [Figures from the reporting sheet: downloads, network members, people reached.]

Thank you

The partners thank [associated partners, focus group members, educators, the women who took part and everyone who shared FIRE]. The website and materials stay online and free to use.



PRESS RELEASE

Free training helps women recognise economic abuse and rebuild financial independence

FIRE (Financial Resilience), an Erasmus+ partnership of organisations from Italy, Portugal and Germany, offers free training, tools and support for women facing economic abuse and for the professionals who work with them. All materials are available at fire.elnlab.eu in English, Italian, German and Portuguese.

Economic abuse is a pattern of behaviour that controls, restricts or exploits a woman's access to money and economic resources: withholding money, controlling finances, sabotaging work or blocking access to education. In research by WeWorld and IPSOS in Italy (November 2023), 49% of women surveyed said they had experienced economic violence at least once. Directive (EU) 2024/1385 recognises economic violence across the European Union.

FIRE offers four training modules: Identifying economic abuse, Building financial independence, Your rights and resources, and Addressing the emotional burden. Six Training Pills explain money skills in short videos, infographics and handouts. Interactive tools help women build a budget, plan savings, make a safety plan and find support services in their country. Learners receive free certificates.

For adult educators, social workers and service providers, FIRE offers guidelines on recognising the signs of economic abuse, responding to a disclosure and connecting women with services, together with session plans and a practice scenario.

The platform is designed for safety: a quick exit button on every page, private tools that run in the browser, and help contacts on every learner page. An online support network, moderated by trained professionals, connects women and professionals.

FIRE is coordinated by Informamentis Europa (Caserta, Italy), with EDUMANSHA (Lisbon, Portugal) and Never Give Up Förderverein e.V. (Hamburg, Germany). The project (2025-1-IT02-KA210-ADU-000354693) is co-funded by the Erasmus+ programme of the European Union through the Italian National Agency INDIRE.

Media contact: europeanlearningnetwork@gmail.com. Website: fire.elnlab.eu.



PRESS RELEASE [TEMPLATE: FILL IN THE BRACKETED FIELDS]

[Title, e.g. FIRE final conference in Hamburg shares tools against economic abuse]

Hamburg, [date]. On [date], [number] professionals from [types of organisations] met in Hamburg for the final conference of FIRE (Financial Resilience), an Erasmus+ partnership on economic abuse against women, hosted by Never Give Up Förderverein e.V.

Participants [what they did: explored the FIRE modules and Training Pills, discussed the guidelines, took part in workshops on ...]. [Optional quote from a speaker or participant, with written consent and attribution.]

Over 18 months, the partners [developed / tested] four training modules, six Training Pills and guidelines for educators and service providers. [Number] adult educators took part in a two-day training in Italy, and [number] women took part in pilot sessions in Italy, Germany and Portugal. [Main finding from the evaluation report.]

All FIRE materials are free at fire.elnlab.eu in English, Italian, German and Portuguese. The website stays online for at least five years.

FIRE is coordinated by Informamentis Europa (Caserta, Italy), with EDUMANSHA (Lisbon, Portugal) and Never Give Up Förderverein e.V. (Hamburg, Germany). The project (2025-1-IT02-KA210-ADU-000354693) is co-funded by the Erasmus+ programme of the European Union through the Italian National Agency INDIRE.

Media contact: [name, organisation], europeanlearningnetwork@gmail.com.



BLOG

When money becomes a means of control

Module 1 helps women recognise economic abuse: what it is, the tactics abusers use, the signs and who is most at risk.

Economic abuse is a pattern of behaviour that controls, restricts or exploits a woman's access to money and economic resources. It can look like an allowance that is never enough, a partner who checks every receipt, a job lost because of constant interruptions, or a loan taken out in her name.

Because it often happens slowly, many women do not recognise it at first. Module 1 of FIRE, Identifying economic abuse, explains the forms it takes and the tactics abusers use, from controlling bank access to sabotaging work and education.

The module uses case studies from Italy, Germany and Portugal, and short exercises that help women tell care from control. Reflections are private and optional: share only what you wish to.

A companion tool, Is this OK?, offers a private list of everyday situations to reflect on. It never gives a score or a label, and it ends with the help contacts for each country.

Economic abuse is never the woman's fault. Module 1 is free at fire.elnlab.eu.



BLOG

Building financial independence, one step at a time

Module 2 covers financial literacy, budgeting, generating income and setting goals for long-term security.

Financial independence starts with small, practical steps. Module 2 of FIRE, Building financial independence, covers the foundations of financial literacy in plain language.

Learners compare three ways to budget, including the 50/30/20 method and zero-based budgeting, and try them in the Budget builder tool with an example household in euros.

The module also looks at income: the skills women already have, including unpaid work such as caring, organising and languages, and routes into training and paid work. The Skills to income tool suggests options that fit her time, childcare and transport.

The last lesson turns wishes into SMART goals with first steps for the coming month, and explains why a small safety net matters.

Module 2 is free at fire.elnlab.eu, with a workbook and a certificate.



BLOG

Knowing your rights is a source of strength

Module 3 explains rights in law, property, work and credit rights, support services and how to seek help.

Many women facing economic abuse do not know what the law says, or where to start. Module 3 of FIRE, Your rights and resources, explains legal protection in plain language, including Directive (EU) 2024/1385, which recognises economic violence across the EU.

The module covers rights to property, work and credit, the support and counselling services available, and practical steps for seeking help and advocating for yourself.

The Know your rights tool shows plain-language information for Italy, Germany and Portugal by situation, such as a bank account, housing, work or separation, each with its legal source. The Find support tool lists free, confidential services and explains what to expect when you call.

Module 3 is free at fire.elnlab.eu.



BLOG

Caring for yourself while you rebuild

Module 4 addresses the emotional impact of economic abuse, coping and self-care, confidence and lasting resilience.

Economic abuse affects more than a bank balance. It can bring stress, shame, isolation and self-doubt. Module 4 of FIRE, Addressing the emotional burden, recognises these feelings and offers practical ways to cope.

The module includes simple breathing and grounding exercises, self-care ideas that cost nothing, and activities that help women see their own strengths.

Interactive tools support each step: the Calm toolkit, the Strengths inventory and My resilience plan, which brings together goals, a support circle and next steps.

Asking for help is a strength. Module 4 is free at fire.elnlab.eu.



BLOG

Six Training Pills: money skills in five minutes

The FIRE Training Pills are short microlearning units on financial literacy, for self-study, workshops and social media.

Not everyone has hours to spare for a course. The six FIRE Training Pills explain key money skills in a few minutes each.

The topics: understanding and taking control of your finances; budgeting for financial stability; protecting your savings and building a safety net; managing debt and financial recovery; safe financial practices, including digital banking and online safety; and setting financial goals to rebuild your future.

Each Pill comes as a short video, an infographic, a 60-second vertical video, a social carousel and a printable handout, with a three-question quiz.

Educators can use the Pills to open a workshop session, and organisations can share the social formats on their own channels. All are free at fire.elnlab.eu in four languages.



BLOG

Guidelines for educators: recognising and supporting women facing economic abuse

The FIRE guidelines help adult educators and service providers notice the signs, respond to a disclosure and connect women with services.

Adult educators, trainers and social workers are often among the first people a woman talks to. The FIRE guidelines give them practical, trauma-informed guidance in six sections.

The sections cover identifying the signs of economic abuse, recognising the indicators in participants, responding appropriately to disclosures, providing emotional support, connecting women with services and local resources, and assessing immediate and long-term safety.

Each section has key points, examples of what to say and what to avoid, a short scenario and a checklist. A branching practice scenario lets professionals try out their responses to a disclosure.

The guidelines are free at fire.elnlab.eu as an interactive web version and as downloads in English, Italian, German and Portuguese.



BLOG

Private tools for budgeting, planning and safety

FIRE offers 17 interactive tools, from a budget builder to a safety plan, designed to be private and safe to use.

Learning is easier when you can try things out. FIRE offers interactive tools linked to the modules and Training Pills: a budget builder, a savings planner, a debt plan, a SMART goal maker, a safe money check, a calm toolkit and more.

Safety comes first. The most personal tools, such as the signs reflection and the safety plan, run only in the browser. Nothing is sent to a server unless the learner logs in and chooses to save, and one click clears everything.

Every page has a quick exit button, and the Browse safely page explains private browsing, clearing history and checking a phone for tracking apps.

All tools are free at fire.elnlab.eu, work on a phone and produce a printable result.



BLOG

FIRE begins: kick-off meeting in Lisbon

The FIRE partners met in Lisbon on 20 October 2025 to launch their work on financial resilience for women.

On 20 October 2025, the FIRE partners met in Lisbon for the project's kick-off meeting, hosted by EDUMANSHA.

Partners from Informamentis Europa (Italy), EDUMANSHA (Portugal) and Never Give Up Förderverein (Germany) went through the work plan together and agreed roles, the timeline and quality standards.

The partnership also planned the four training modules and the six Training Pills, the first results of the project.

FIRE is an Erasmus+ small-scale partnership in adult education, co-funded by the European Union. Its materials are free at fire.elnlab.eu.



BLOG [TEMPLATE: FILL IN THE BRACKETED FIELDS]

[Title, e.g. Adult educators trained in Italy to deliver FIRE]

[One sentence: the two-day training for adult educators in [city], [dates].]

On [dates], [number] adult educators from Italy, Portugal and Germany met in [city] for a two-day training hosted by Informamentis Europa.

On the first day, 'Understanding economic abuse and building the skills to address it', participants [highlights: the modules, recognising the signs, teaching budgeting, legal education, stress management].

On the second day, 'Supporting women through adult education and financial literacy', participants practised delivering a Training Pill, gave each other feedback and [planned the pilot sessions / other highlights].

[Optional quote from a participant, with written consent.]

[What happened next, written in the past tense once it has taken place.] The FIRE materials are free at fire.elnlab.eu.



BLOG [TEMPLATE: FILL IN THE BRACKETED FIELDS]

[Title, e.g. FIRE final conference in Hamburg]

[One sentence: the final conference in Hamburg on [date] with [number] stakeholders.]

On [date], Never Give Up Förderverein e.V. hosted the final conference of FIRE in Hamburg, with [number] participants from [types of organisations].

[Programme highlights: presentations of the results, workshops, discussions.]

[Results from the reporting sheet and evaluation report: pilot participants, educators trained, people reached. Only confirmed figures.]

[Optional quotes from speakers or participants, with written consent.]

All FIRE materials stay free at fire.elnlab.eu in English, Italian, German and Portuguese.



Economic abuse and adult learning: free FIRE resources for educators

Economic abuse controls, restricts or exploits a woman's access to money and economic resources. Directive (EU) 2024/1385 recognises economic violence across the EU, and the European Institute for Gender Equality estimates that gender-based violence costs the EU about €366 billion a year, 79% of it from violence against women.

Adult educators are often well placed to notice the signs. FIRE (Financial Resilience), an Erasmus+ KA210-ADU partnership of Informamentis Europa (Italy), EDUMANSHA (Portugal) and Never Give Up Förderverein (Germany), offers free resources for this work.

The resources include four training modules for women (identifying economic abuse, building financial independence, rights and resources, the emotional burden), six Training Pills on financial literacy, and guidelines for educators and service providers on responding to disclosures and connecting women with services.

Everything is trauma-informed and safe by design, with private tools and a quick exit on every page. Session plans, facilitator notes and questionnaires support group delivery.

All materials are free in English, Italian, German and Portuguese at fire.elnlab.eu. Educators and organisations are welcome to use them with credit to FIRE and to join the moderated support network.



EPALE [TEMPLATE: FILL IN THE BRACKETED FIELDS]

[Title, e.g. What we learned from piloting FIRE with women in three countries]

Between [month] and [month], the FIRE partners ran pilot sessions with [number] women in Italy, Germany and Portugal, using the four modules and the six Training Pills in [number] hours of blended learning.

[What worked: two or three findings from the evaluation report and the trainer and learner evaluations.]

[What the partners changed in the materials after the pilots.]

[Advice for educators who want to run similar sessions: safe spaces, support needs, trauma-informed facilitation.]

The improved materials are free at fire.elnlab.eu in four languages.



FIRE in one minute

Audience	Women
Length	60 seconds, vertical (9:16) and landscape (16:9)

#	Visual	On-screen text	Voice-over
1	A woman at a kitchen table with a phone and a few bills, calm light	Your money. Your life. Your choice.	Who decides how your money is spent?
2	Close-up of hands sorting receipts into a notebook	Economic abuse is never your fault	When someone controls, restricts or exploits your access to money, that is economic abuse. It is a form of violence, and it is never your fault.
3	Screen recording of the FIRE home page and a lesson on a phone	4 modules · 6 Training Pills · 17 tools	FIRE offers free, private learning: four modules, six short Training Pills and practical tools for budgeting, savings and safety.
4	The Leave this site button and the language switcher	Quick exit on every page · EN IT DE PT	Every page has a quick exit. Learn at your own pace, in English, Italian, German or Portuguese.
5	FIRE logo on navy, lime circle	fire.elnlab.eu · In danger now? Call 112	Start free at fire.elnlab.eu. If you are in danger now, call 112.

End card

FIRE logo, partner logos, the 'Co-funded by the European Union' emblem, the EU disclaimer and the project number.



FIRE for educators and support services

Audience	Adult educators, trainers, social workers and service providers
Length	90 seconds, landscape (16:9) with captions

#	Visual	On-screen text	Voice-over
1	An adult education group session around a table	Recognise economic abuse. Respond with confidence.	Adult educators, trainers and social workers are often among the first people a woman talks to about money worries at home.
2	Pages of the FIRE guidelines	Guidelines in six sections	The FIRE guidelines explain how to notice the signs of economic abuse, respond to a disclosure, offer emotional support, connect women with services and assess safety.
3	The disclosure practice scenario on a laptop	Practise responding to a disclosure	A branching scenario lets you practise what to say, with feedback based on the guidelines.
4	Session plans, facilitator notes and Training Pill handouts on a desk	Ready for your sessions	Four modules, six Training Pills, session plans, facilitator notes and questionnaires are free to use in your own work, with credit to FIRE.
5	Partner logos and the EU emblem	fire.elnlab.eu/educators	FIRE is an Erasmus+ partnership of Informamentis Europa, EDUMANSHA and Never Give Up Förderverein. Find all resources at fire.elnlab.eu/educators .

End card

FIRE logo, partner logos, the 'Co-funded by the European Union' emblem, the EU disclaimer and the project number.



Dissemination reporting sheet

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