



DIGITAL STEPS FOR THE SOCIETAL AND POLITICAL INTEGRATION OF MOBILE EU YOUTH

DISSEMINATION PLAN

Project Number: 101090099

www.adapt-youth.eu



European Center for Research and
Regional Development



Co-funded by
the European Union

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INTRODUCTION

The ADAPT Dissemination Plan defines the work that will be done for the purposes of DISSEMINATION AND COMMUNICATION activities throughout the project duration. It describes the target groups, key messages, and outlines, as well as the communication and dissemination tools and channels to be used.

OBJECTIVES

1. Develop structured cooperation between different youth organizations.
2. Involve youth organizations in initiatives to encourage youth to participate in the democratic processes and generally in society.
3. Debate on their connection to the EU, its values and democratic foundations.
4. Promote participation of under-represented groups of youth in civil society.
5. To support personal and social development of youth, to promote their active participation in all spheres of social life, to increase the quality of youth work.
6. To increase public awareness and support for volunteering, to improve the fundamental rights and conditions of the volunteers, to develop the capacity of voluntary organizations and promote volunteering.

Through the dissemination ADAPT will manage to:

1. Display the efforts they will dedicate to this project.
2. Share the results of the project.
3. Highlight the support of the Erasmus+ Programme;
4. Raise the profiles of the partner organizations.
5. Inform other actors in the society of their efforts to promote the causes of the project and the open access to this work in case they want to repeat it with their own audiences.
6. Extend the project and its results.
7. Develop new partnerships.

TARGET GROUPS

ADAPT work is relevant for the following target groups:

1. youth professionals (youth workers/ youth trainers/ facilitators, mentors of ESC volunteers,
2. public and private institutions active in the field of social inclusion,
3. actors from different sectors such as national and international civil society organizations,
4. policy makers,
5. researchers and academics,
6. all the associated partners of the project partners,
7. the media,

PROJECT IDENTITY

A project identity and graphic charter will be developed to establish a common and recognizable brand ID, which will be used for all project communications, both at European and local levels. The project identity relates to the appearance and visibility of a project for the external stakeholders. This includes a logo selected by the project partners, and templates for project deliverables and PowerPoint presentations.

PROJECT LOGO

The logo designed represents the main idea of the project: the use of digital art to facilitate social inclusion of young adults with fewer opportunities and disadvantaged backgrounds.



ADAPT LOGO

Project dissemination elements should include the project logo, together with the Erasmus+ logo and the co-funded one.



HEADER

A proposal of header for written documents is the following:



Project logo on the left



ERASMUS+ logo on the right

FOOTER

A proposal of header for written documents is the following:



Project logo on the left



ERASMUS+ logo on the right

DISCLAIMER

The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

DISSEMINATION TOOLS:

The following communication tools are chosen to effectively communicate with all our target audiences:

- A Dissemination Plan for internal use
- Visual identity guidelines
- Official project web page:
- Official project hashtag- #ADAPT
- Other hashtags - #GOErasmus #ADAPT #SocialInclusion
- Social media accounts(Facebook):
- Project posters, leaflet, and roll-up, for the Multiplier Events
- Articles and press releases, after important project milestones
- Publishing of photographs of events and activities
- Newsletters during the project implementation period
- Partners' mailing lists
- Partners' Newsletters (if any)
- Partners' websites
- Short videos will be produced within the project activities to tell the story of the project.

INTERNAL COMMUNICATION TOOLS

- 1.Contact List with names and emails from each project partner.
- 2.Shared Google Drive to share all the documents related to the project.
- 3.WhatsApp group which will be only used in case of emergency and in need of quick answers.
- 4.Online meetings for updating the evolution of the project every two months.
- 5.Transnational Project Meetings.



COMMUNICATION GUIDELINES FOR THE PROJECT PARTNERS

For the success of the communication plan of the project, we consider it essential that it is carried out in a decentralized and cooperative way among all members. That is why all project partners will be asked to follow the following guidelines:

1. Include the ADAPT logo on their website as well as a link to the project website.
2. Follow and respect the visual identity guidelines in any generated material.
3. Share and interact on social networks with the posts generated by ADAPT profile.
4. Provide content, news, and best practices on a regular basis for publication.
5. During the joint activities a partner responsible for the following tasks will be designated. These roles will rotate.

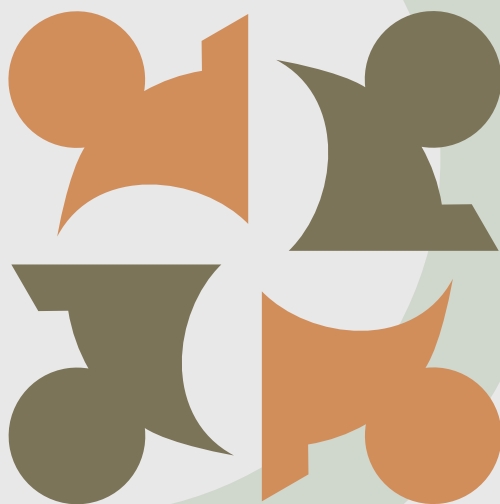
a. Taking pictures or screenshots

b. Making brief summaries of the different activities and sessions.

CREATION OF ADAPT DIGITAL EDUCATION PLATFORM

The consortium will develop a dedicated online Open Educational Platform which will track the progress of the project, bringing videos, pictures and descriptions of the work, news about new engagement tools, FAQs, and the activities carried out the summit events in the project planning.





ADAPT



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