

# YOUTH POLICY REFORM THROUGH THE LENS OF A PODCASTS OBSERVATORY

## DISSEMINATION AND COMMUNICATION PLAN

Project Number: 101132175

2024



Co-funded by  
the European Union

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# INTRODUCTION

Effective communication and dissemination are critical components for ensuring the success and sustainability of the project. The Communication Strategy and Dissemination Plan serves to articulate how the project's goals, activities, and outcomes will be communicated to key stakeholders, target groups, and the broader public. This plan not only supports the visibility and transparency of the project but also ensures that its innovative methods and results are shared, applied, and further developed beyond the project's lifespan.

The primary aim of this dissemination plan is to ensure that the project's activities and results are effectively communicated to all relevant audiences, creating long-lasting impact. By engaging stakeholders at various levels — including educational institutions, community organizations, policy-makers, and the public — we aim to build a strong network of advocates who will champion the project's objectives and support its replication and sustainability in different contexts.

This dissemination plan sets out a clear roadmap to:

- Create visibility for the project's innovative approach and achievements.
- Engage diverse stakeholders to support and expand the project's activities.
- Foster partnerships that ensure the replication and sustainability of the project's outputs.
- Promote the role of Erasmus+, emphasizing its support in driving forward projects that address key societal and educational challenges.



# OBJECTIVES

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The communication and dissemination efforts aim to significantly elevate the visibility and impact of the project on both local and international levels. A core objective is to raise awareness among key stakeholders about the project's innovative approaches to education and civic engagement, ensuring that its mission and results are effectively communicated across multiple platforms. The strategy seeks to position the project as a leading initiative in addressing the educational and social needs of marginalized groups through accessible, inclusive, and replicable solutions.

A critical component of the plan is fostering deep engagement with a diverse range of stakeholders, including educators, students, local authorities, community organizations, businesses, and civil society actors. The aim is to actively involve these groups in the project's activities, encouraging collaboration that will help develop and implement solutions to the challenges faced in education and civic participation. By creating meaningful dialogues and opportunities for interaction, the project aims to empower stakeholders to contribute to its success and sustainability.

Moreover, the dissemination strategy focuses on promoting the best practices and innovative methodologies developed within the project. This includes the wide distribution of digital and educational tools, such as Community Service Learning (CSL) models, to educational institutions, policymakers, and other relevant actors across Europe. The project emphasizes knowledge-sharing and capacity-building, ensuring that its outputs are accessible to all, fostering a culture of innovation and replication among educators and decision-makers.

A close-up photograph of a hand with the index finger pointing upwards. The hand is wearing a black wristband. The word "VOTE" is overlaid in large, white, sans-serif capital letters across the upper part of the hand and the background. The background is a blurred blue-grey color.

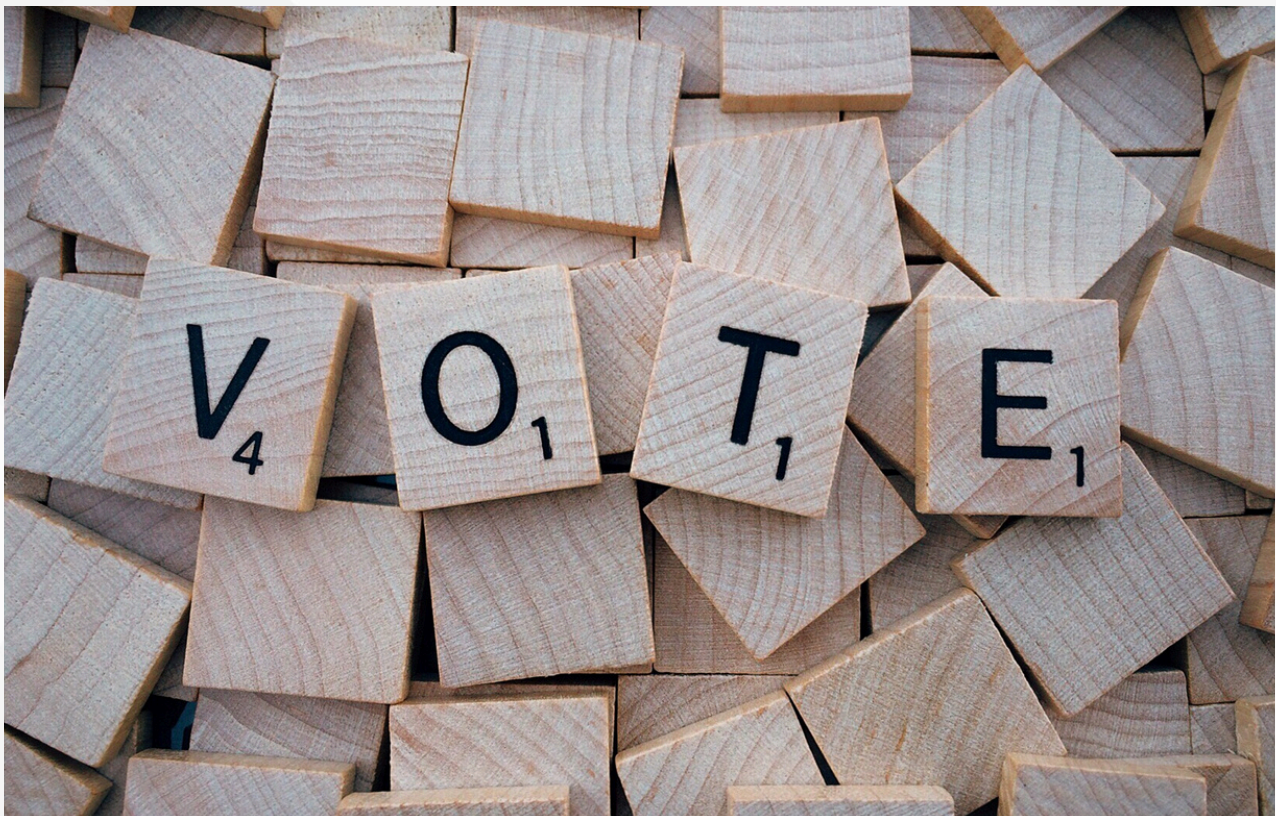
# VOTE



The plan also aims to strengthen long-term partnerships with both existing and new networks. By forging robust alliances with educational institutions, businesses, governmental agencies, and NGOs, the project seeks to extend its reach and deepen its impact. These partnerships will play a key role in amplifying the dissemination efforts and ensuring that the project's outcomes are integrated into broader educational and civic systems. Through these collaborations, the project aspires to enhance its network's capacity to continue benefiting from and contributing to the project's initiatives beyond its official duration.

A significant objective of the dissemination plan is to influence local, national, and European policy discussions. The project aims to use its findings to advocate for the inclusion of its innovative educational methods, such as CSL and digital tools for civic engagement, in formal and non-formal education settings. By engaging policymakers and educational leaders, the project seeks to contribute to the broader dialogue on improving adult and youth civic education and participation, thereby promoting systemic changes in educational and civic structures.

Sustainability is at the heart of the project's communication efforts. The goal is not only to achieve immediate success in terms of engagement and visibility but also to ensure that the project's impact endures long after its conclusion. This will involve creating a strategy for continuous stakeholder engagement, leveraging the partnerships and networks developed during the project to secure future support. The dissemination plan will prioritize the ongoing accessibility of resources, fostering an environment where the tools and methods developed remain relevant and useful to educators and community leaders.



An overarching objective of the dissemination efforts is to promote social inclusion and equity throughout the project. The communication plan is designed to reach underrepresented and marginalized groups, ensuring that their voices are heard and their participation is encouraged. By addressing social and educational inequities, the project seeks to provide equal access to its resources and activities, fostering a sense of belonging and empowerment among all participants.

The project aims to encourage digital literacy and innovation through its dissemination efforts. By leveraging digital platforms and tools, the project will expand its reach and engage with a broader audience. The promotion of digital tools not only enhances the accessibility of the project's outputs but also aligns with the modern need for technological fluency in civic engagement and education. This objective underscores the project's commitment to equipping participants with the digital skills necessary for active citizenship in a connected world.

## **TARGET GROUPS**

The target group for this project represents a richly diverse and dynamic cohort of young individuals, primarily between the ages of 18 and 35, who, despite their potential, often face barriers to active political and civic participation. This group includes those who may feel marginalized or disinterested in conventional political processes—whether due to socioeconomic, cultural, or institutional obstacles. Through this project, young people across various backgrounds, including those from rural areas, economically disadvantaged communities, and marginalized groups, will find a supportive framework that recognizes their unique perspectives and fosters their active engagement in democratic life.

A central focus is on youth who are often excluded from the policy-making landscape but whose voices can drive impactful change when empowered with the right tools. These young individuals will be equipped to step into roles as community decision-making ambassadors, helping to bridge the gap between local communities and political institutions. By instilling essential skills in leadership, critical thinking, and public engagement, the project aims to transform these young people into proactive advocates, fostering a generation of engaged, knowledgeable, and empowered citizens.

Moreover, the project will actively involve local authorities, NGOs, educational institutions, youth councils, and partner organizations in building a supportive ecosystem that extends beyond the youth themselves. These stakeholders will work alongside youth to facilitate meaningful dialogue, support knowledge-sharing, and provide resources that ensure young voices are heard in both local and EU policy discussions. In this way, the project establishes a multi-layered approach that not only supports youth but also strengthens the capacity of community partners and organizations to cultivate environments that encourage sustained civic engagement.

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The inclusion of EU policymakers, civic leaders, and other decision-makers is pivotal, as it enables young people to engage directly with influential stakeholders, creating open channels of communication that extend the project's impact. By fostering a community-wide commitment to youth involvement, the project aims to lay a foundation for ongoing collaboration, transforming disengagement into active, informed participation in the democratic process. This collective effort will not only empower young participants but also provide them with a strong sense of belonging and influence, as they come to see themselves as vital contributors to the democratic fabric of both their local communities and the European Union as a whole.

## PROJECT IDENTITY

A strong and consistent project identity is critical to enhancing the visibility, professionalism, and impact of the project. It serves as the face of the project, conveying its values and objectives to all stakeholders, participants, and the general public. The project identity encompasses visual elements, tone, and messaging, ensuring that all communications align with the project's mission.

### Project Branding

**Logo:** The logo is the cornerstone of the project's visual identity. It should represent the core themes of the project, including innovation, education, community service, and active citizenship. The logo should be simple yet memorable, ensuring it can be easily recognized across various platforms and materials. It will be used on all project-related documents, websites, presentations, and promotional materials.

### Visual Identity Guidelines

**Color Scheme:** The color scheme should be consistent across all project materials. A defined primary and secondary palette will ensure a unified look. The primary color (e.g., blue) may be used for main headers, backgrounds, and major highlights, while secondary colors (e.g., yellow) can be used for accents, call-to-actions, and complementary visuals.





## PROJECT LOGO



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



Co-funded by  
the European Union

## HEADER

A proposal of header for written documents is the following:



Co-funded by  
the European Union

*Project logo on the left*

*Co-funded logo on the right*

## FOOTER



*left*



*Co-funded logo on the right*  
Co-funded by  
the European Union

## DISCLAIMER:

FUNDED BY THE EUROPEAN UNION. VIEWS AND OPINIONS EXPRESSED ARE HOWEVER THOSE OF THE AUTHOR(S) ONLY AND DO NOT NECESSARILY REFLECT THOSE OF THE EUROPEAN UNION OR THE EUROPEAN EDUCATION AND CULTURE EXECUTIVE AGENCY (EACEA). NEITHER THE EUROPEAN UNION NOR THE GRANTING AUTHORITY CAN BE HELD RESPONSIBLE FOR THEM.



# DISSEMINATION TOOLS

The communication tools selected to effectively engage with all target audiences include:

- Dissemination Plan
- Visual Identity Guidelines
- Official Project Web Page
- Official Project Hashtag: #EUPULSE for easy tracking and engagement on social media platforms.
- Additional Hashtags: Including #YouthTogether #Europe4Youth #YouthPolicyMakers #EuropeanYearOfYouth #YouthEuropeanCitizenship #YouthEuropeanCitizenship
- Project Posters, Banners, Leaflets, and Roll-ups
- Articles and Press Releases
- Photographs of Events and Activities
- Newsletters
- Partners' Mailing Lists, Newsletters, and Websites
- Standard Presentation: Developed in a branded PowerPoint template for promoting the project's message across partner countries during meetings and public events.
- Video Testimonials
- Short Videos
- Multiplier Events

# INTERNAL COMMUNICATION TOOLS

- Contact List: A comprehensive list containing the names and email addresses of all project partners.
- Shared Google Drive: A centralized Google Drive for storing and sharing all project-related documents.
- WhatsApp Group: A dedicated WhatsApp group for emergency communications and urgent inquiries requiring quick responses.
- Online Meetings: Scheduled online meetings every two months to provide updates on the project's progress.
- Transnational Project Meetings: In-person meetings organized throughout the project to enhance collaboration and engagement among partners.

# COMMUNICATION GUIDELINES FOR THE PROJECT PARTNERS

To ensure the effective implementation of the project's communication plan, it is crucial to adopt a decentralized and collaborative approach among all partners. Therefore, we will ask each project partner to follow these guidelines:

1. Display the EUPULSE logo on their website and provide a link to the project website.
2. Adhere to the visual identity guidelines in all materials produced.
3. Engage with and share content from the EUPULSE social media profiles.
4. Regularly contribute updates, news, and best practices for dissemination.
5. For joint activities, designate a partner to take responsibility for specific tasks, with roles rotating among partners. These tasks include: a. Capturing photos or screenshots, b. Creating brief summaries of various activities and sessions.

## DISSEMINATION AND COMMUNICATION APPROACH BY PROJECT PARTNER

### Fifty-Fifty

- Act as Lead Beneficiary (LB) for Work Packages 1 and 3, managing both managerial and administrative responsibilities
- Organize local roundtable discussions titled "Voter = Activist: Young people need to feel useful when they vote" under Pillar 1
- Design the concept, methodology, and proposed content for Pillar 2: Get Involved
- Organize a "MOOC Elections Day" to promote online civic learning and engagement
- Develop the Youth Podcasts' EU Elections 2024 Observatory, accessible via platform and digital app
- Host a European Elections Youth Festival to showcase Youth Podcasts and promote youth engagement
- Organize a Youth Voting Closing Breakfast in Thessaloniki as a closing event to encourage youth voting participation
- Develop and maintain a comprehensive project website portal
- Conduct a local dissemination event to share project results and promote youth participation outcomes
- Organize a Final Conference and Closing Meeting in Thessaloniki to conclude the project and showcase achievements

## EFID

- Clarify the Conceptual Terminology
- Structure the European Youth Engagement Strategy for the Democratization of Young Voters in EU developing
- Design the Concept, Methodology, and proposed content of the Pillar 1: “Get Informed”
- Organize a local Round Tables entitled “Voter = Activist: Young people need to feel useful when they vote”, under Pillar 1
- Host and organize the Interim Project Meeting

## CYA

- Act as Lead Beneficiary (LB) for Work Package 2, focusing on the European Youth Engagement Strategy: Democratization of Young Voters
- Structure the European Youth Engagement Strategy to support and encourage youth participation in EU elections
- Organize local roundtable discussions titled “Voter = Activist: Young people need to feel useful when they vote” under Pillar 1
- Define policy and strategy recommendations for enhancing youth engagement and participation
- Organize a Digital Youth Activism Campaign to connect online engagement with real-life political participation, utilizing social media channels for the EP Elections 2024

## CCCF

- Development of Dissemination and Exploitation Strategy
  - Create a comprehensive strategy for disseminating project results and maximizing exploitation opportunities.
- Design of Pillar 1: “Get Informed”
  - Conceptualize and develop the methodology for the “Get Informed” pillar.
  - Propose relevant content to effectively engage young participants.
- Local Round Tables
  - Organize local round tables titled “Voter = Activist: Young people need to feel useful when they vote.”
  - Facilitate discussions that empower youth and encourage active participation in voting.
- Transnational Youth Open Debate
  - Host a transnational youth open debate in Denmark focusing on the theme “European Parliament Elections: Lessons powered by active youth citizens.”
  - Encourage cross-border dialogue among young people to share insights and experiences related to the European Parliament elections.



#### FAJUB

- Design the Concept, Methodology, and proposed content of the Pillar 1: “Get Informed”
- Organize a Transnational Youth Lab will be implemented entitled “You(th)Europe Academy”

#### ED

- Design the Concept, Methodology, and proposed content of Pillar 2: Get Involved
- Organize a Participatory Workshop on strengthening public policy making skills
- Raise Awareness with video storytelling: Connecting #11 Youth Goals with EP Elections 2024’s contribution
- Organize a local Round Tables entitled “Voter = Activist: Young people need to feel useful when they vote”, under Pillar 1

#### E-Juniors

- Host the Kick Off Meeting in Paris
- “Let’s mobilize our communities and contribute to fair democratic EU elections
- Minority Youth and the EU Elections in 2024”
- European Youth Citizens of Diaspora Election Forum
- Organize a local Round Tables entitled “Voter = Activist: Young people need to feel useful when they vote”, under Pillar 1

All PPs will be involved in all managerial, financial and administrative activities, as well as the dissemination activities, helping using their network to disseminate and capitalize this effort, and organize Local Dissemination Event for their country.

## CREATION OF EUPULSE WEBSITE

The project’s website acts as the primary venue for presenting its accomplishments and activities. The website’s objective is to provide a community gathering place, a way to connect with a larger audience, and a way to share the project’s accomplishments via documents, newsletters, and other online content.

Website Link: [www.eupulse.eu](http://www.eupulse.eu)

Facebook Page: <https://www.facebook.com/profile.php?id=61559435973007>

## EVALUATING DISSEMINATION ACTIVITIES

The evaluation of dissemination activities is crucial for assessing the effectiveness of communication strategies in reaching target audiences. The primary objectives of the evaluation include measuring the impact of these strategies on raising awareness of project outcomes, identifying strengths and areas for improvement, and enhancing future initiatives. By focusing on these objectives, the project can ensure that its dissemination efforts are both meaningful and impactful.

To evaluate dissemination activities, several criteria will be employed. Reach will be assessed by tracking the number of participants engaged in events, social media interactions, and visits to the project website. Engagement will be analyzed through the level of interaction with content shared across communication platforms, including likes, shares, and comments. Additionally, feedback will be collected from participants using qualitative and quantitative methods, such as surveys and interviews, to gauge their perceptions of the project and its relevance. Finally, the output quality of communication materials—such as publications, social media posts, and videos—will be evaluated based on audience understanding and engagement.

Various data collection methods will be utilized to gather insights. Online surveys will be distributed to participants after events and activities to gather feedback on their experiences. Social media analytics will be monitored to assess engagement metrics and audience reach. Follow-up interviews with key stakeholders and participants will provide qualitative insights into their perceptions. Additionally, the effectiveness of the Open Educational Resource (OER) platform will be evaluated by tracking usage statistics and gathering user feedback. The results of the evaluations will be compiled into a comprehensive report that summarizes successes and areas for improvement. This report will be shared with all project partners to foster collaboration and mutual learning. Insights from the evaluation will inform adjustments to future dissemination strategies, ensuring continued engagement with target audiences.

To facilitate continuous improvement, a feedback loop will be established to incorporate evaluation findings into ongoing dissemination efforts. Regular meetings among partners will be organized to discuss evaluation results and strategize for future activities. Communication tools and methods will be adapted based on insights gained from evaluations to ensure they remain effective and relevant. By systematically evaluating dissemination activities, the project can enhance its efforts to engage target audiences, raise awareness, and foster active participation in civic and democratic processes among youth.



# DISSEMINATION INDICATORS

- To effectively evaluate the success of dissemination activities, specific indicators will be established to measure performance across various dimensions. These indicators will provide both quantitative and qualitative data, allowing for a comprehensive assessment of the project's reach, engagement, and overall impact.
- Reach indicators will focus on measuring the extent to which the project reaches its target audience. This includes tracking the total number of participants engaged in dissemination events, such as local round tables and transnational debates. Additionally, website traffic will be monitored, specifically looking at unique visits and page views on the project website and the Open Educational Resource (OER) platform. Social media reach will also be assessed by measuring the growth of followers on platforms such as Facebook and Instagram, alongside the number of impressions and reach of individual posts.
- Engagement indicators will evaluate how actively the target audience interacts with the project. Event attendance rates will be tracked to compare actual participation against registration numbers, giving insights into the level of engagement. Social media interactions will be analyzed, focusing on likes, shares, comments, and retweets of project-related posts. Furthermore, content engagement on the OER platform will be evaluated through metrics such as the number of downloads, video views, and course completions.
- Feedback indicators will capture participants' perceptions and satisfaction with the dissemination activities. Pre- and post-event surveys will be conducted to gather feedback on participants' knowledge gained and overall satisfaction. Qualitative feedback will be collected through testimonials and interviews with participants, stakeholders, and partners, providing deeper insights into their experiences. Implementing a Net Promoter Score (NPS) survey will also allow for measuring participants' likelihood of recommending the project to others.
- Output quality indicators will assess the effectiveness of communication materials produced during the project. The clarity, relevance, and design of publications and communication materials will be evaluated through participant feedback and expert reviews. Media coverage will be monitored to assess both the quantity and quality of coverage related to the project, including articles, interviews, and press releases. Additionally, the usage of OER materials and other educational resources will be tracked to evaluate their effectiveness and relevance to the target audience.
- Finally, long-term impact indicators will measure the sustainability of the project's outcomes. This includes assessing the number of policy proposals or recommendations influenced by the project's results and any follow-up actions taken by policymakers. The sustained participation of individuals and stakeholders in civic and democratic activities following the project's conclusion will also be evaluated. Community impact will be assessed by measuring changes in engagement levels and youth participation in democratic processes, ultimately reflecting the effectiveness of the dissemination efforts.



# POLICY INFLUENCE AND LONG-TERM IMPACT

The project aims to create a lasting influence on policy frameworks by actively engaging with local, national, and European decision-makers. By fostering discussions around civic participation, particularly among young people, the initiative will highlight the importance of integrating youth perspectives into policy-making processes. Through organized events such as local Round Tables and the Transnational Youth Open Debate, the project will facilitate dialogue between youth participants and policymakers, emphasizing the significance of their voices in shaping democratic processes. These discussions will serve as a platform for young citizens to express their concerns, share their experiences, and propose actionable solutions to enhance civic engagement. To ensure the project's findings and recommendations reach the relevant authorities, a comprehensive dissemination strategy will be implemented. This will include targeted communication efforts aimed at policymakers, utilizing publications, policy briefs, and best practices e-books that summarize key insights from the project.

By providing evidence-based recommendations and case studies on effective youth engagement strategies, the project will equip policymakers with the necessary tools to foster inclusive and participatory governance. The project's outputs will be made accessible through various channels, including the project website, social media, and dedicated platforms such as the Open Educational Resource (OER) portal. The long-term impact of the project will be assessed through the establishment of ongoing partnerships and networks among participating organizations, local stakeholders, and policymakers. By creating a coalition of committed individuals and organizations, the project will facilitate the exchange of best practices and innovative approaches to civic engagement beyond its lifespan. Additionally, the project aims to empower young people to become active advocates for their rights and the rights of their peers, equipping them with the skills and confidence necessary to influence policy decisions.

Moreover, the project will contribute to the broader objectives of the EU Youth Strategy by aligning its activities with the European Youth Objectives. By addressing pressing issues faced by youth, such as social exclusion, unemployment, and civic disengagement, the initiative will support the EU's commitment to promoting active citizenship and social inclusion. Through continuous engagement with stakeholders and policymakers, the project will strive to ensure that the voices of young citizens are heard and considered in the development of future policies. Ultimately, the project aspires to create a sustainable impact that extends beyond its immediate activities. By influencing policy discussions and fostering a culture of civic engagement among youth, the project will contribute to a more inclusive, democratic society where young people feel empowered to participate actively in shaping their futures. The legacy of the project will be reflected in the strengthened capacity of youth organizations, the development of new engagement tools, and the ongoing dialogue between young citizens and decision-makers.

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