



play

Podcast Launched
At YOUTH



IO4: BEST PRACTICE MANUAL ON PROJECT DISSEMINATION



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1) INTRODUCTION

1.1 Why this booklet

Dissemination is a crucial aspect of any non-governmental organization (NGO) as it is the process through which the organization communicates its activities, achievements, and impact to various stakeholders. This includes government agencies, funders, media, communities, and the public at large. Effective dissemination helps organizations to increase their visibility and credibility, attract support, and share best practices.

In this manual, we will discuss the key principles of dissemination for NGOs and provide guidance on how to develop and implement an effective dissemination strategy. Whether you are just starting out or have been running your organization for a while, this manual will provide you with the tools you need to ensure that your message is heard by the right people at the right time.

The manual is divided into several chapters, each covering a different aspect of dissemination. We will start with a discussion of the importance of dissemination and its role in achieving an NGO's mission. Next, we will look at how to identify the right audience for your message and the most effective channels for reaching them. We will then discuss the creation of a dissemination plan, including the development of key messages and the creation of materials that will help you get your message across.

The manual will also cover the use of technology in dissemination, including social media, websites, and other digital platforms. We will also look at the use of traditional media, such as print and broadcast, and how to engage with the media to promote your organization and its work. Finally, we will provide examples of NGOs successfully implementing digital dissemination in their processes.

In conclusion, this manual will provide you with the information and guidance you need to develop and implement an effective dissemination strategy that will help your organization achieve its goals. Whether you are working in the field of health, education, human rights, or any other area, the principles of dissemination discussed in this manual will apply to your organization and help you communicate your message effectively.

1.2 About PLAY project

PLAY project is an innovative cooperation project aimed at improving podcast establishments for young people. The project is funded under the European Union's Erasmus+ programme and involves five partners from Italy, Greece, Portugal, Romania, and France.

The main objective of the PLAY project is to provide youth workers with the know-how for podcast planning and development. The partners aim to develop initiatives with young people that will improve their dissemination and communication skills. The project's implementation strategy is designed to increase the impact of dissemination activities carried out by youth operators across different sectors of activity.

The project has several goals, including increasing understanding of the project life cycle of youth exchanges, supporting participants in putting acquired learning into practice, and improving non-formal education methods, such as podcast production.

To achieve its objectives, the PLAY project will involve over 325 youth workers from the partner countries throughout the project. The project will provide them with a range of tools, support, skills, and experiences to enable them to implement their communication and dissemination strategies, both during and after the project.

The PLAY project is an exciting initiative that leverages the power of podcasts as a tool for engaging young people and promoting cooperation. The project's objectives are closely aligned with the Erasmus+ programme's focus on supporting educational and training initiatives across Europe.

The first objective, providing youth workers with the know-how for podcast planning, is crucial as it will equip them with the necessary skills to create engaging and effective podcast content. By improving their dissemination and communication skills, they will be better able to share the results of their projects with a broader audience, which is essential for achieving the desired impact.

The second objective, increasing the understanding of the project life cycle of youth exchanges, is also essential as it will enable youth workers to plan and implement more effective projects in the future. By deepening their understanding of different aspects of the project life cycle, such as needs analysis and learning evaluation, they will be better able to design projects that meet the needs of young people.

The third objective, supporting participants in putting acquired learning into practice, is critical as it will ensure that the skills and knowledge gained through the project are applied in real-life situations. By involving over 325 youth workers from the partner countries, the project will have a more significant impact, as these workers will be able to share what they have learned with their colleagues and apply it in their work.

Finally, the project aims to improve non-formal education methods, such as the production of podcasts, and to highlight their importance and recognition. This objective is crucial as non-formal education methods are becoming increasingly important in the education and training of young people, and it is essential to recognize their value.

1.3 Project Partners

The project is organized by 5 different partners, coming from different countries (France, Greece, Italy, Portugal, Romania).

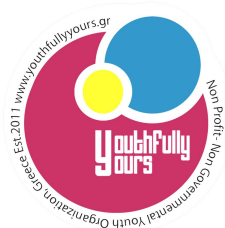
Solution: Solidarité & Inclusion (France)

It is an NGO based in Paris carrying out educational activities to promote social cohesion through non-formal education. The objective of the association is to boost social inclusion among young people by proposing several kinds of actions fostering creativity, intercultural dialogue, encouraging democratic participation among groups that are excluded from social dynamics, increasing young people's soft and hard skills, designing educational programs to open minds and strengthening fair dynamics between generations.



Youthfully Yours Gr (Greece)

The NGO was born in 2011 by a company of friends interested in Non-formal Education, Youth Work & European Mobilities from Thessaloniki (Greece), with activity on local, national & European Activity Level. It is interested in Arts, Environment, Democracy, Unemployment, Sustainability, Creativity and Entrepreneurship, Volunteering, European and Balkan culture as well as urban and regional activities. YYGR promotes friendship, peace, respect for human rights, and antiracism.



Associazione Agrado (Italy)

It is a local Italian organization which manages projects, activities and actions in order to promote personal development, skills and competences of Youth and Adults through Non-Formal Education. It works both at local level (running project about personal development, organizing national camps, workshops and Training Courses and creative/artistic projects and events), as well as at International level (organizing Youth Exchanges, Seminars, Training Courses and KA2 within the frame of Erasmus+ Programme).



Associação Check-IN – Cooperação e Desenvolvimento (Portugal)

It is a non-profit organization, founded in 2010, based in Beja, also operating in Lisbon, Portugal. It works in close cooperation with public and private entities, actively participating in quality-of-life improvement activities. The NGO mainly focuses on youth and adult mobility, non-formal education, cooperation and development of organizations and individuals, working regularly with other organizations, as well as municipalities, universities, and higher education institutions in Europe and all around the world, aiming at promoting lifelong learning opportunities as well as encouraging and promote social integration, education for sustainable development, and social entrepreneurship.



GAMMA - The Association Institute for Research and Study of Quantum Consciousness (Romania)

It is a non-governmental organization from Iasi (founded in 2011), whose purpose is the promoting, development, research and initiative for activities in the field of psychology, psychotherapy and mental health, in particular through training programs, workshops, psychological services and psychological assistance, counseling, psychotherapy and training of specialists; also, another aim is to facilitate the cooperation between Romanian specialists from the fields mentioned above and other specialists from international area.



2) DIGITAL TOOLS FOR DISSEMINATION

2.1 About “Dissemination”

Dissemination is a crucial aspect of education and the Erasmus+ program. In education, dissemination refers to the sharing of information, knowledge, and best practices to a wider audience, such as educators, students, parents, policymakers, and the public. It aims to promote understanding, raise awareness, and facilitate learning and innovation in the field.

In the context of the Erasmus+ program, dissemination refers to the process of communicating the results, outcomes, and impact of projects funded by the program to various stakeholders. This includes sharing project outputs, such as reports, guidelines, toolkits, and other materials, through different channels, such as websites, social media, events, and publications.

Dissemination is a mandatory requirement for all Erasmus+ projects, as it aims to ensure that the results of the projects are widely shared and have a lasting impact beyond the project's lifetime. Effective dissemination is also important for building partnerships, fostering collaboration, and promoting the European dimension in education and training.

To ensure effective dissemination in the Erasmus+ program, project coordinators are required to develop a dissemination plan that outlines the objectives, target audience, channels, and activities for disseminating project results. The plan should be tailored to the specific needs and context of the project and should include both online and offline dissemination activities.

For a considerable amount of time, The Making Waves booklet, which was created by Tony Geudens from the SALTO Inclusion Resource Centre, with inputs from various NAs, SALTO, NGOs, and Commission colleagues, has served as the primary reference material for dissemination in Erasmus+ projects. We acknowledge the need to adapt and evolve in the digital age and accept the challenge of expanding the scope of The Making Waves booklet to cover digital tools for dissemination in Erasmus+ projects, proposing new and innovative methods for sharing project outcomes and results with a wider audience, with a focus on podcasting.

2.2 Why digital?

Digital dissemination refers to the use of online platforms, software, and applications to share information, knowledge, and ideas with a wider audience. It involves the use of digital tools such as websites, social media, webinars, and e-learning modules and techniques to promote project outcomes, results, and activities, with the aim of reaching a larger audience and facilitating engagement and interaction.

There are several reasons why it is convenient to use digital dissemination in Erasmus+ projects:

- **Wider Audience Reach:** Digital dissemination allows project coordinators to reach a larger and more diverse audience, including people from different countries and backgrounds. This can help to increase the impact and sustainability of the project outcomes and results by making them more widely accessible.
- **Cost-Effective:** Digital dissemination can be a more cost-effective means of sharing information compared to traditional dissemination methods, such as conferences and workshops. It eliminates the need for physical travel and can be accessed at any time and from any location with an internet connection.
- **Real-Time Feedback:** Digital dissemination platforms, such as social media, webinars, and online surveys, can provide real-time feedback from stakeholders.

This can help project coordinators to understand the impact and effectiveness of their dissemination strategies and adjust them accordingly.

- **Enhanced Engagement:** Digital dissemination can facilitate engagement and interaction among stakeholders, allowing them to share ideas and collaborate on project-related activities. This can help to build partnerships and networks and foster a sense of community among stakeholders.
- **Sustainability:** Digital dissemination can contribute to the sustainability of the project outcomes and results by providing a means of sharing them beyond the project's lifetime. This can help to ensure that the project's impact continues to be felt in the long term.

2.3 Digital Tools ideas

The use of digital tools for dissemination in Erasmus+ projects includes a variety of different techniques and strategies to share information, raise audience engagement, and promote project outcomes and results. The next are the main channels and tools used nowadays.

- **Websites and Blogs:** Creating a dedicated website or blog to showcase project activities, outputs, and results can be an effective way to reach a wider audience and provide a central hub for project-related information.
- **Social Media:** Social media platforms, such as Twitter, Facebook, Instagram, and LinkedIn, provide an opportunity to engage with stakeholders, share project updates, and promote events and activities. Social media can also be used to create communities of practice around the project topic, fostering collaboration and knowledge.
- **Online Videos:** Creating videos to showcase project activities, outputs, and results is a good way to engage and show having a higher emotional impact on the audience..
- **Webinars and Online Events:** Hosting webinars and online events can be an effective way to engage with stakeholders and also can work as multiplier events especially in case of dissemination for a Training Course or to show and discuss Intellectual Outputs.
- **Online Surveys:** Online surveys can be used to collect data and feedback from stakeholders on project-related issues. Online surveys are an effective way of gathering information from a wide audience and can be easily distributed and analyzed.
- **Online Collaboration Tools:** Online collaboration tools, such as Google Docs, Trello, Asana, Slack and Notion can facilitate communication and collaboration among project partners and stakeholders, also helping in project management..

- Podcasts: Digital audio files that can be downloaded or streamed online, making them accessible to a wide audience and can be listened to everywhere in every occasion.

2.4 Podcasts as digital dissemination tool

Podcasts can be used to share project-related knowledge, insights, and experiences in an engaging and informative way. They can also provide a platform for project partners and stakeholders to share their perspectives and engage in dialogue on project-related issues.

Podcasts can be created on a wide range of topics, from project activities and outcomes to broader themes related to the project's goals and objectives. They can also be used to feature interviews with project stakeholders, experts, and other relevant individuals.

The lifespan of a podcast is typically much longer than that of a social media post or other types of digital dissemination activities. While social media posts may have a short lifespan and quickly get buried under newer content, podcasts can continue to be accessible and relevant for an extended period of time.

This longevity can be particularly valuable for Erasmus+ projects, as it allows the project outcomes and results to be shared and accessed by a wider audience over time. Additionally, podcast episodes can be downloaded or shared, making them available for listening at any time and from anywhere, further increasing their accessibility and potential reach.

3) PLANNING

3.1 About the importance of having a plan

When planning an Erasmus+ project, it is necessary to plan dissemination. This is obviously also true for any other type of project. Dissemination planning is done in several steps and covers several different topics. A part of the planning starts before the project starts, although changes and adjustments are made during the project. Lastly, a part of the dissemination planning is done only at the end of the project's lifetime. Dissemination planning will thus accompany you during the whole lifetime of the project according to its major milestones. In this chapter, we will try to address the key moments of dissemination planning as well as tips and methods to effectively plan the latter in the framework of the project.

First, it is important to explain what a dissemination is. It is basically making the results or products of your project visible, especially to the end-users of the project who are the target population, but also to key-actors that may implement the results created to maximize its impact. Its main role is to promote and raise awareness about the project. The dissemination *plan* is therefore the planning of

the most appropriate strategy to disseminate and reach the target population and/ or stakeholders, in order to best share and implement the results of your project. The planning phase of the dissemination strategy will help you reach out to people and successfully share the project results to your target population. It is thus important to take this step seriously in the project planning phase, and start early with it, as the results and the sustainability of the latter will greatly depend on it. But the dissemination strategy is not only addressed to the target population and external stakeholders: it also allows the project consortium, constituted from the project's partners, to have a common orientation and thereby to work together towards the same goals.

Since dissemination is a communication job, it is essential to have a solid understanding of the project in order to communicate in the most effective way possible. And vice versa, it is important to go into the project with a clear dissemination strategy in order to maximize the number of people the results will impact. The initial part of conceptualizing the project and the planning of dissemination are therefore closely linked and intertwined. A dissemination plan will first of all contain a detailed presentation of the project. This includes the name of the project, the time frame, the partners, the division of the main tasks (coordinators, dissemination leaders...), the planned results and outcomes, the population targeted, the way the project is aiming to target them and how the project is going to have a positive impact on them.

The dissemination plan will also include the dissemination strategy that is willing to be implemented for the specific project. The latter will need to be specified in the dissemination plan document. Dissemination is planned around two axes: vertical and horizontal dissemination. The vertical dimension of the dissemination activities focuses on reaching the target population of the project through face-to-face activities, but also possibly through media-based activities. The horizontal dimension of the project, on the other hand, is the communication between the project's partners in order to coordinate and harmonize the process of developing the results. It thus includes common communication tools like mailing lists, the establishment of a common workspace like a shared GoogleDrive folder, regular meetings to catch up and make sure of the direction the project is following, the establishing of a dissemination log to report the vertical dissemination activities made in the framework of the project. The latter is important and enables each partner to know what has been disseminated and what still needs to be.

Vertical dissemination activities can be multiple and include many different forms of communication. First, it involves regular posts on the platforms that are specific to the project and common to all partners. These posts can be related to the progress of the project, or can aim to raise awareness on the project topic, but it can also be the sharing of external articles directly related to the project. However, vertical dissemination is also done via the respective platforms of the partners. Thus, each partner will be required, during the project, to promote the project concerned through its very own channels, in order to reach their own community

and spread the information widely. The communication is done in a similar form to that done on the common platforms of the project. However, dissemination also includes "direct" communication activities: these are called multiplier events. For each project, the partners are each responsible for organizing at least one multiplier event on a local or national scale about the project's outcomes and results. The partners will have to invite relevant stakeholders and representatives of the target population at a broad level to guarantee a wide level dissemination of the project's results. Another important element to specify is that the language to be used for the posts of the specific project page is English, in order to offer a common space understandable by all. However, international partners are strongly advised to post on their channels in their native language, so that the dissemination reaches as many people as possible in all the shared languages of the partnership, and in the local communities where the partner organizations are implemented.

3.2 Staff and Roles for a good dissemination

In terms of logistics, it is essential to identify dissemination leaders within the project consortium. First, it is necessary to designate, during the preparatory phase of the project, the partner who will be in charge of the dissemination part. This partner will be the so-called dissemination leader. They will be in charge of coordinating the dissemination activities between all partners, and also to complete the dissemination reports in the name of the whole consortium. This last part is called dissemination monitoring. This person will also be able to publish on the common platform/ website in the name of the project. But in order to facilitate communication regarding the dissemination, it is advisable to also designate one referee in each partner organization that will be in charge of disseminating the activities to the organization's community, and also to report it on so-called dissemination logs. It is strongly recommended that the respective referees are designated during the kick-off meeting of the project.

In order to coordinate dissemination, given the diversity of partner organizations and dissemination activities to be conducted, a posting schedule is planned at the very beginning of the project, and post dates are assigned to each partner at particular times for publishing newsletters, doing animation on social networks, identifying interesting already developed resources to share on social networks... The planning of this schedule is essential and must take into account the important moments of the project's life to allow partners to communicate well at strategic moments. Programs exist to facilitate the publication of a content at a specific time: Facebook has a scheduling tool, where you just have to enter the post and the date and time you want it to be posted, and it will be done automatically. Some softwares also exists for twitter, like DayCause.

The dissemination plan will also need to contain a description of the dissemination tools that are willing to be used throughout the project. This can include the creation of Facebook/ Instagram/ Tik Tok/ Twitter accounts for the project, in which case the plan will need to describe how and what they are going

to be used for. It is also advisable to create a posting schedule in the dissemination planning phase in order to ensure the regularity of the posts. It is important that the partners concur with each other to decide on the template for the communication. For example, they can agree in the dissemination plan on what hashtags they want to use on each dissemination activity/ post. Also, the visual identity can be defined at the same moment to have a harmonized rendering of all communication posts of the project. The creation of the logo of the project is part of the creation of the visual identity. The latter also obligatory contains the official logo of the European program funding the project (Erasmus+ for instance).

3.3 Exploitation strategy: Define your Goals, Plan your Outcomes

As the dissemination strategy has been detailed in the previous paragraphs, we now need to consider the exploitation strategy. While the main part of the dissemination strategy is done at the very beginning of the project, the exploitation strategy will only be discussed and designed at an advanced stage of the project's lifetime: often 6 months before the end of the project. Indeed, as it concerns the dissemination strategy, not of the project itself but of the actual produced results, one must have a clear idea of the concrete results in order to decide how to disseminate them and maximize their implementation. The exploitation strategy will thus care for the sustainability of the project, as it will help advertising the results and thereby implementing the latter. Erasmus+ funded projects often decide to maintain the project's website/ online platforms for at least 5 years after the project's end. This ensures a durable and sustainable access to the resources for everyone, as the results are free of use for all. It is thus advised to plan the exploitation phase for the end of the project's lifetime as well as for upcoming years after the end of the project. To this extent, you will need to assess the material produced and plan the specific population it will target, and possibly adapt the strategy if the targeted population will not be the same as the one you were originally targeting. You will therefore need to reexamine the goals you want the results to achieve at that point of the project's lifetime. Taking this sustainability aspect into account, partners of a project also decide to publish the results of the project on their own communication channels and keep them visible and available for any interested stakeholder.

3.4 Do and Don'ts (Tips and Tricks)

Use planning tools to know, at a glance, when an activity is required

Regarding this topic, we recommend creating a dedicated Gantt chart to clearly mark when dissemination activities are due. Indicated clearly the delivery of newsletters, press releases, articles etc.

Also, as indicated above, a posting schedule for social media animation is a great tool. It has to be made available to all partners (stored on the shared work space for instance).

Implement reporting tools

The creation of a dissemination log to allow an easy reporting of dissemination is strongly recommended. It will make the reporting work much more fluid.

Harmonize the actions

The creation of a dissemination plan is necessary, it will become your reference document during the project's implementation phase.

You can create a standard project's presentation that partners will translate in the national language. It will ensure that all information regarding the project is delivered in the same way in all partner countries.

Easy identification of your project

Create a strong visual identity for your project: a logo is of course needed, as well as template (Word, PPT etc.). These templates must comply with the programme's requirements (use of the European logo, disclaimer etc.).

When creating the project's website or social media pages, make sure that the name of your project is easy to remember (maybe think about using the acronym instead of the full title of the project).

You can also create dedicated hashtags for social media.

4) DEFINE THE DISSEMINATION ACTIONS

4.1 Before the Project

In European projects, the term "dissemination" indicates the set of actions and strategies aimed at disseminating information on the results of the project to maximize its impact on individuals, entities, and communities. This is essential as it facilitates the transfer of results and their use by a wider audience.

Dissemination is a well structured process, so it is working as a project itself inside your main project. That's why, needs to have the key points of a project, starting with aim, specific objectives, target group, concrete actions, timeline, evaluating and monitoring the results. What does all these mean, specifically on the dissemination process?

- Objectives: What do you want to achieve, for example, raise awareness and understanding, or change practice? How will you know if you are successful and made an impact? Be realistic and pragmatic.
- Target group/ Audience: Identify your audience(s) so that you know who you will need to influence to maximize the uptake of your research or project - commissioners, beneficiaries, clinicians, charities or any other stakeholders. Think who might benefit from using your findings, activities or results.. Understand how and where your audience looks for/receives information. Gain an insight into what motivates your audience and the barriers they may face.
- Timeline: When will dissemination activity occur? Identify and plan critical time points, consider external influences, and utilize existing opportunities, such as upcoming conferences. Build momentum throughout the entire project life-cycle; for example, consider timings for sharing progress or draft activities or results.

- Resources that you need for a good dissemination: Think about the expertise you have in your team and whether you need additional help with dissemination. Consider whether your dissemination plan would benefit from liaising with others. What funds will you need to deliver your planned dissemination activity? Include this in your application (or talk to your funding programme).
- Strategy:
 - Partners / Influencers: think about who you will engage with to amplify your message. Involve stakeholders in project and dissemination planning from an early stage to ensure that the evidence produced is grounded, relevant, accessible and useful.
 - Messaging: consider the main message of your project and results. How can you frame this so it will resonate with your target audience? Use the right language and focus on the possible impact of your project on their practice or daily life.
 - Channels: use the most effective ways to communicate your message to your target audience(s) e.g. social media, websites, conferences, traditional media, journals. Identify and connect with influencers in your audience who can champion your project activities and results.
 - Coverage and frequency: how many people are you trying to reach? How often do you want to communicate with them to achieve the required impact?
 - Potential risks and sensitivities: be aware of the relevant current cultural and political climate. Consider how your dissemination might be perceived by different groups.

4.2 During the Project

Once the dissemination plan is done, answering all the previous questions and having a timeline regarding the concrete actions you consider to be appropriate to be done, you need to proceed on some actions. During the implementation of the project it is appropriate to tell others how the activities are taking place, what are the positive aspects encountered and what emotions the experience is arousing in the participants; What is very important during the project are the methods you can use for the dissemination process.

There are a variety of ways to share the developed content. Regular and ongoing contact with program partners and community members within the service area can support dissemination of messages.

Common methods of dissemination include:

- Publishing program or policy briefs
- Publishing project findings in national journals and statewide publications
- Presenting at national conferences and meetings of professional associations
- Presenting program results to local community groups and other local stakeholders
- Creating and distributing program materials, such as flyers, guides, pamphlets and online content/digital content
- Creating toolkits of training materials and curricula for other communities

- Sharing information through social media or on an organization's website
- Summarizing findings in progress reports for funders or community members/ followers/ stakeholders
- Disseminating information on an organization's website
- Discussing project activities on the local radio
- Publishing information in the local newspaper
- Issuing a press release
- Hosting different events on the project topic

4.3 After the Project

The end of a project is the time to look back. The project produced results and most of the objectives were met. It was time to look at the "big picture" and unfold the exploitation of the results.

At the end of the project actions, a long-range and long-lasting dissemination of the results must be carried out, through which to highlight the positive implications that the project had on all the subjects involved (students, teachers and schools of origin or any other target group that you had in mind when you developed the project).

What can you do after the project?

- develop ideas for future cooperation;
- evaluate the results and impact;
- Prepare an assessment video
- contact the relevant media;
- contact policymakers if relevant.

4.4 Do and Don'ts (Tips and Tricks)

What to do in order to have a successful dissemination of your project?

- It's very loud out there! There's so much information out there that it's overwhelming. This means that people are pretty immune to any new information, so you have to be very precise in delivering the right message to the right people at the right moment. If it doesn't work, no problem! Try again! Try in a different way! It's so loud out there that it might take a while to be noticed.
- Offer a solution! And... don't speak about yourself! So many presentations and information materials start with "we are X and Y, we propose Z". No one cares! You need to come up with a solution that your target audience is interested in, and you should demonstrate how this solution will help them change their business / lives / work, etc.! It's like being on a date! If you want to start a relationship... No one likes people who are constantly saying "me, me, me"! Don't make the same mistake!
- Answer all the Ws & H! Whatever you do, try to answer all the important questions: Who? Why? When? What? How? Of course, the order depends on what and where you're communicating. In any case, don't forget to include the

answers to all these questions and, if possible, provide a link to a resource with more information...

- Create an amazing website! By amazing website, I don't mean that it should be expensive or technically complicated. It just has to be modern, easy to use and relevant to what you do! There are plenty of information sources that will help you to design a great website for your organization or project.
- Select your social media carefully! Everyone says that you have to be on social media. But you need to carefully select which social media you're going to use and how you will communicate. It's possible that for some organizations or projects social media is more useful for listening to what others are saying than posting promotional material. Of course, you need to post something, but again, think of "Why should anybody care?" and "So what?!"
- Create more videos! Videos are trending at the moment. People prefer to see video content! Even if you can't create video content all the time, try to plan it from time to time, especially if you're communicating on social media. Also, videos about specific technologies and services are popular on YouTube. If you create one, make sure that you include all the important keywords so that people who are looking for this content can find it.
- Make sure your content works on all devices! You have to make sure that your website or other communication tools that you create are working on all devices – laptops, smartphones, tablets. Non-responsive design of the website or other content that you publish can spoil all your communication efforts.
- Use tools to monitor the success of your communication. There are many different tools that you can use to monitor if your communication activities are performing well, who the interested parties are, etc. so you can adjust and improve your activities in order to reach better results. Use Google Analytics to analyze the traffic on your website, use the statistics proposed by social media, use the link shorteners with statistics to see which pieces of content are performing better, etc.

Common mistakes on dissemination - What you shouldn't do?

- Overlooking your audience
- Don't misuse declarative phrases. Never presume a fact is obvious or clear... obviously
- Poor presentation of data - make sure that the important data are not lost into irrelevant content or less important one; make sure to make visible what you want to underline
- Failing to discuss the broader impact of your project and project's results and activities

5) DURING THE PROJECT

5.1 What can you do?

Time flies by quickly once the project takes off so you need to follow the plan you have already created beforehand while leaving some margin for adjustments.

However, it is important to have a predefined dissemination strategy, as already explained earlier in this booklet.

Once you meet the participants and get a first impression of the group dynamics, you can finalize the channels / platforms you want to use for dissemination, to what end and for which audience. It would be even smarter to interact a bit with the participants and ask them what kind of social media platforms they are mostly on and if they would be comfortable using them to spread the word about the project. In this way you involve them in the process and let them come up with some dissemination ideas themselves.

Other important players in the dissemination process are the participating organizations. Even if the coordinators might not be present at the project, it would be practical to schedule a daily email with some nice pictures and/or videos of the activities in case they want to diffuse them in their digital channels. However, always make sure you include a short caption of the material you're sending so that the content and the image of the project remain consistent and everybody gets the information straight.

Then, it is important to incorporate and be consistent about dissemination in the daily activity programme throughout the project. Make sure that your team sticks to their roles and they know who's in charge of doing what (taking pictures, videos, interviews) and when. It would be useful to have a quick daily meeting at the end of the activities with the team responsible for dissemination (photographer, content creator etc.) so that you all select the materials to be published together.

5.2 Content harvesting

There are many different possibilities for content harvesting and here we will focus mostly on outlining some of them with a particular focus on digital formats. Photos are undoubtedly a powerful medium to aim for. Except for the "official" photographer you have assigned for the full duration of the project, you can ask the participants to create their own photo calendar, with a picture that best represents each day of the project individually or in groups, and then share some of them on your website or social media accounts.

Newsletters are also something easy and interesting to consider. You can turn them even more user friendly and appealing by using online digital tools, like mailchimp, in order to incorporate videos or links. You can start by building a database with contacts (emails) you already have, then remember to update them regularly and ask new partners to subscribe to your newsletter.

You could also reserve a part of the day, towards the end of the project, to record some video or audio interviews with the participants. If you want to take a step further, try to think of interesting questions that go further than "what do you

think about the project?” but still be relevant. Recording videos throughout the project is definitely a good idea, as it gives an even more impactful insight of the project. As obvious as it might be, always take into consideration the quality of the sound and eliminate background noises.

If you want to combine real-life and digital dissemination, you could organize a “moving info kiosk” during the project in order to reach different parts of the town/city in which the project takes place. Leave your traces (in a respectable and environmentally friendly way) by leaving a poster or stickers to the places you visit (schools, town halls, markers, town/city info boards). At the same time, you can also organize a radio or web radio broadcast during the event, which will multiply the impact even more and further.

Podcasts can be an equally valuable tool but in this case you have to come up with an effective strategy so as to avoid creating one podcast episode only. This is still meaningful and creative but lacks sustainability and long-term impact. Alternatively, you could arrange to be featured in a podcast you find coherent with the topic of your own project.

Social media are possibly the most effective and low cost medium for instant and continuous dissemination while your project is taking place. Here are three general tips on how to use social media effectively: take advantage of the scheduling tools for your posts, you can reuse content on different platforms by making necessary adjustments, involve others by using hashtags and tags.

Below you can find a brief description of the main social media channels you can use. We chose to avoid long descriptions and rather include keywords that are more memorable and facilitate the selection process depending on the goal you’ve set each time.

Facebook	<ul style="list-style-type: none"> ➤ Individuals and other NGOs (target group) ➤ Longer descriptions ➤ Possibility to share texts, videos and photos ➤ Older users on average ➤ The posts stay on your profile
Twitter	<ul style="list-style-type: none"> ➤ Fast-moving, interactive platform ➤ Possibility to reach a wide audience ➤ Use of hashtags is key ➤ Keep an eye on trending topics
Instagram	<ul style="list-style-type: none"> ➤ Younger users on average ➤ Sharing videos or photos with short descriptions ➤ Stories are important to master

	<ul style="list-style-type: none"> ➤ For a longer “life” of your content use the highlights tool ➤ Try the collaboration tool in order to harmonize posts with partner organizations ➤ Possibility to tag people and organizations on your stories and posts
LinkedIn	<ul style="list-style-type: none"> ➤ The most professional out of the rest of the platforms ➤ Users are mainly around 30 years old and above ➤ Effective for networking
TikTok	<ul style="list-style-type: none"> ➤ The audience is the youngest compared to all other social media channels ➤ Video is central ➤ The content has to be dynamic and engaging

5.3 How to organize the dissemination material collected

The person in charge of organizing the materials should first of all check that all the materials that are going to be sorted and shared with other stakeholders are of high quality and already edited (logos added, colors enhanced etc.) The rest should be deleted or kept in an internal, private folder.

The most effective step you need to take is to create shared folders, on Google Drive or Dropbox in case of GDPR issues, for example. Even better would be to organize your materials in different folders and then decide which ones are the most relevant to share with the members of your own organization, which ones with the partner organizations and which with the participants. This way you are in control of who has access to what according to their needs and roles in the project. The materials can be stored in folders by date (day 1, day 2 of the project etc.) or by type (photos, videos, interviews etc.)

Another criterion could be to organize the materials based on the platforms you want to publish them on (websites, social media or other) and the target audiences you want to address. Also remember to adjust the format and dimensions of the photos accordingly (Facebook post format, Instagram story or post format etc.)

5.4 Do and Dont's (Tips and Tricks)

- Picture selection: the link between the pictures and the projects should be clear.

- Make sure you have permission in advance before publishing pictures in which participants appear directly. You can include a section for this purpose in the participation form.
- Choose mostly pictures with people in them. You can use photos of the training room or some specific decorations but only if there is a concrete message delivered through them, reinforced also by a caption.
- Use photos with 1-3 people in them, standing quite close to each other and from a close-up perspective.
- If possible try to include a project identifier in the picture, like a logo or the name of the project on a cap, T-shirt, banner in the background. Place some particular focus on making logos and funding sources visible, either in a more discreet or more explicit way, depending on the circumstances. For example, this may vary depending on if it's a big event or a shot during a daily activity.
- The background of the picture should be interesting and appealing. If possible, provide some cultural indications about the location of the project.
- Choose pictures of people in action rather than just sitting.
- When taking pictures of people working, make sure they are concentrated in what they're doing instead of looking at the camera.
- Try to create the "story" of the project through the pictures you choose and show the progress with a special focus on important events.
- Shoot both vertical and horizontal pictures to be used on different kinds of publications with high quality resolution.
- The resolution of digital pictures should be high enough for high quality print. Usually they should be at least more than 500kb. You can always downscale the resolution for use on the web, but not the other way around.
- Don't hesitate to invite the media to some main events that you think would be newsworthy. But keep in mind the identity of your project and the identities of your participants in order to make sure you contact the right type of media or journalist. Inform the participants of the potential presence of journalists or camera crews during an event.

6) AFTER THE PROJECT

6.1 How to guarantee the visibility of the results

[https://docs.google.com/document/d/1NsYUeHu3qpE5alJymDDzuacOYJeQKqaWWSoldA__auM/edit translations of the graphic tables]

In order for a project to achieve notable success, there are a number of factors to be considered. Having the right visibility is a critical factor for the success of the project; at the same time, ensuring the visibility of project results over time is one of the main challenges in terms of dissemination.

How to maintain and increase the visibility of a project after its conclusion? There are several options that can also be taken simultaneously.

A) Keep communication alive

Establishing and maintaining relationships with all stakeholders is a crucial aspect that needs to be considered in the dissemination plan. Communication needs to continue even after the project, providing detailed and useful information for all the stakeholders, direct and indirect target groups and potential users, keeping them updated and able to easily get to the project results

B) Share your success story

It is important to celebrate the milestones and share the results with all those who have been involved and influenced during the project. Through the creation of articles, creation of posts, development of videos, it is possible to highlight the results of the project: these materials will then be published on the websites or social networks of all the partners and other organizations involved in various capacities throughout the duration of the same.

C) Request Feedback

Receiving feedback allows you to maintain the target group (direct and indirect) and all potential users attracted by the project itself, in a process of constant learning and growth. Even at the end of the project, it is important to occasionally request feedback (also anonymously) on the materials produced and developed, receiving valuable responses and making them feel part of the project itself. For example, quizzes, surveys, organize feedback meetings, and product reviews can always be made according to your project and audience requests. Inspiring people to contribute, sharing their opinions and suggestions can be an important way to allow visibility of the project results even after the end. The results of the various feedback can be shared on social networks and other platforms.

D) Ease of access to results

In the planning phase of the project, it must be established in detail where the results will be placed, on which platforms and how to make them usable by all potential interested parties. If it is essential to produce excellent results, it is equally important to make them easily accessible to everyone, in the shortest possible time.



Table no.1: Ideas to guarantee the visibility of your project

6.2 Platforms where to share the project results

With reference to the different ways to promote the project (once concluded), several possibilities emerge which we list below:

A) The Erasmus+ Project Results Platform is the dissemination platform developed by the European Commission for Erasmus+, that provides a comprehensive overview of projects funded under the programme and highlights best practice. The platform is a useful tool in disseminating the outcomes of your project and makes available any tangible resources, products, deliverables and outputs which have resulted from funded projects. You can take a look at the following website:

<https://erasmus-plus.ec.europa.eu/projects?amp;>

B) SALTO-YOUTH: another option is to share the project results on the platform SALTO-YOUTH. This is a network of seven resource centers working on European priority areas in the youth field, which also provides non-formal learning resources to youth workers and youth workers as well as organizing training and outreach activities.

C) EPAL: This is a European, multilingual and open community of adult learning professionals, including adult educators and trainers, guidance and support staff, researchers and academics and policy makers and is part of the European Union's strategy to promote more and better learning opportunities for all adults. You can find tons of resources of various types within this platform, so it is a great choice to share the results of your project too.

D) Project Website: It would be great to create and develop a project website, which will be constantly updated. Even if there is no such a possibility, it is essential to have sections available on the websites of all partners involved. Once the project is finished, you can continue posting events related to the project topic, provide interesting examples and useful related tools. In this way, a wider dissemination of the results is promoted.

E) Platforms where E+ projects are promoted: there are some platforms (developed through some E+ projects - e.g. <https://www.socialeu.eu/>) which hosts some groups that aim to promote good practices and results developed in the various European projects. This is an important contact point where you can share your materials with other organizations and potentially interested users, where you can also develop future partnerships.

6.3 How to exploit materials created during the project

Once the results foreseen by the project have been produced, it is essential to proceed with their exploitation, which must be made usable and easily accessible. What is meant by exploitation of project results? The main objective of the exploitation plan is to use the results for social, scientific, financial or even political purposes.

Project partners are the first to exploit the project results themselves, either with their own efforts or to facilitate exploitation by others (e.g. by making the results available under open licenses). This can be done through actions of innovation

management, copyright management, data management plan and stakeholder/user involvement, among others.

To reach as many people as possible, it is advisable to translate communication materials and project products into as many languages as possible. In this way, the results of the project can also be exploited locally by a target group that does not have a good knowledge of the English language. For this, a great option is to translate the results into all the languages of the partnership (including English too).

There are different ways to spread and exploit the results, which we list below:

A) The websites of the project or the one of the involved organizations could host a section dedicated to the results, providing options and proposals of how to use them in the various fields

B) Organization of informative sessions, working groups, seminars (online), training courses, performances: within these events, you can share the results of the project, using them as examples of good practices and as part of training material.

C) Articles in the specialized press: aiming to spread the results in the reference sector is an excellent opportunity to allow their exploitation, reaching secondary target groups.

D) Events in schools, Universities: many materials developed during the project can be very important in the development of a university thesis, in the research phase, in phd. An excellent option is to organize events in these areas and advertise results directly in schools and universities.

E) Public events with other NGOs: participation in training events where you can share good practices with other colleagues, who can use these materials in their training activities.

F) Local & regional Networks: the development of partnerships at local and regional level, which allow the diffusion at various levels of the results developed at the design level, is always an added value. These entities will then use the results in their activities.



Table no. 2: Exploitation of project results

6.4 How digital tools can help in the dissemination of the results

Over the last few years, many apps and virtual tools have been developed that can be used as a valid support in local activities.

Here are some ideas that can be developed using these tools.

A) Quiz development

You can organize a local activity which aims at testing one of the project results. Its evaluation could be done through a quiz prepared on a digital platform (for example, Kahoot). Using these tools, you can create a questionnaire with targeted questions, to evaluate the inputs received from the participants and take note of interesting details and feedback.

B) Digital Brainstorming

At the beginning of a face-to-face activity, it could be an excellent idea to use a digital platform where you can group ideas, suggestions and advice on a specific topic. A great example of this typology is provided by Mentimeter.com. This is a platform that allows you to create interactive presentations and obtain feedback with interactive elements such as questions, research, cloud of words and much more. Participants can use their smartphones to view presentations and interact, answer questions or research related to your project results.

C) Online games

It could be a great idea to share multiple project results during your offline activity through an interactive game. For example, using Gather, you can create several rooms and place the participants in a different room, where they can analyze a given project output, providing feedback and suggestions.

D) Platform

During a local activity, you can work on a platform where everyone can collaborate and provide insights for follow-up. Participants have the ability to connect and interact with sticky notes, polls, emojis, live reactions, and icebreakers. Whether teams connect via a video call or sit in the same room, they can come together in Miro. Through this platform it is possible to work on different parts and documents at the same time, interacting with sticky notes, surveys and other activities, providing ideas and suggestions on a bulletin board.



Table no. 3: Example of digital tools to be used in the offline events

7) GOOD PRACTICES OF DISSEMINATION

Effective dissemination strategies and tools can help youth organizations to reach a broader audience and increase the impact of their projects.

In this chapter, we will explore different examples of dissemination strategies and tools that youth organizations can use to effectively disseminate information about their projects. In addition to discussing dissemination strategies, we will also examine the different tools that youth organizations can use to facilitate dissemination.

Now let's delve into the best practices for a good dissemination coming from 5 European countries and we will explain how the tools have been used and what impact they produced.

7.1 France

France 1

Size of your organization	Medium 4-8 persons
My organization works on	International Projects (Erasmus+, ESC,...)
Do you have a dissemination strategy in your organization?	Yes
If yes, does this involve youth?	Sometimes
What characteristics do you think that a dissemination tool/strategy should have, in order to have impact, and motivate youngsters to follow?	<ol style="list-style-type: none"> 1. Rely on media used by young people 2. Be not too long (favorize nanolearning approach) 3. Issued on a regular basis to keep them engaged 4. Done in local languages 5. Be interactive

Tool 1

Description of the tool	Social media:
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	<p>The social network of an organization can be a valuable tool for disseminating its activities and reaching a wider audience. By leveraging social media platforms like Facebook, Twitter, Instagram, and LinkedIn, organizations can share information about their work, connect with potential partners, engage with followers, and generate buzz around their events and initiatives. Social media allows organizations to easily and quickly share news, updates, and photos with their followers, and also provides a way to interact with their audience by responding to comments and messages. By building a strong social media presence, organizations can increase their visibility, credibility, and impact.</p>
Eventual channel	Facebook and Instagram
Target group	Youth educators and young people
Impact	Instagram 191 followers, Facebook 411 followers
Link to some examples of your dissemination	Association Solution's social networks: Facebook Instagram

Tool 2

Description of the tool	<p>Organization's blog - News section: By regularly publishing articles, updates, and news on their website or blog, organizations can showcase their work, attract new supporters, and build their reputation as experts in their field. Websites can also offer a platform for multimedia content such as videos, photos, and podcasts. Blogs can also engage with their audience through comments and feedback, and can be easily shared on social media platforms to reach a wider audience. Additionally,</p>
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	a well-designed website can be a valuable resource for donors, volunteers, and partners, providing information on how to get involved or support the organization's mission.
Eventual channel	Website
Target group	Any stakeholder interested in the organization's activities
Impact	n.a.
Link to some examples of your dissemination	Association Solution's blog

France 2

Size of your organization	Small 1-3 persons
My organization works on	Local level and projects
Do you have a dissemination strategy in your organization?	Yes
If yes, does this involve youth?	Yes
What characteristics do you think that a dissemination tool/strategy should have, in order to have impact, and motivate youngsters to follow?	<ol style="list-style-type: none"> 1. Target a specific population 2. Visual (using pictures, videos, etc) 3. Avoid long texts 4. Engaging 5. Mobile-friendly

Tool 1

Description of the tool	Video has become an increasingly popular and effective tool for organizations to disseminate their message and promote their activities. By leveraging the power of visuals, sound, and storytelling, video can
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	<p>engage viewers in a way that text and images alone often cannot.</p> <p>An organization can use video to showcase its activities, events, and projects, giving viewers an inside look at the work it does and the impact it has. This can be especially powerful for organizations that work in areas that are less familiar to the public, or that deal with complex or abstract concepts. Video can also be used to tell an organization's story, highlighting its mission, values, and impact. By creating a compelling narrative that connects with viewers on an emotional level, an organization can build awareness and support for its cause.</p>
Eventual channel	Vimeo
Target group	Young actors
Impact	n/a
Link to some examples of your dissemination	https://vimeo.com/featureprod

Tool 2

Description of the tool	<p>An organization can leverage Instagram for dissemination purposes by creating engaging visual content, using hashtags and geotags to increase discoverability, collaborating with influencers or partners, running ads or promotions, and using Instagram Stories and Live to provide behind-the-scenes glimpses and interactive experiences. By utilizing these features, an organization can effectively reach and engage with its audience on Instagram and increase its impact.</p>
Eventual channel	Instagram
Target group	Relevant stakeholders in the media production field
Impact	156 followers

Link to some examples of your dissemination	https://www.instagram.com/featureprod
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7.2 Greece

Greece 1

Size of your organization	Medium 4-8 persons
My organization works on	Both Local and International
Do you have a dissemination strategy in your organization?	Yes
If yes, does this involve youth?	Sometimes
What characteristics do you think that a dissemination tool/strategy should have, in order to have impact, and motivate youngsters to follow?	<ol style="list-style-type: none"> 1. The tool has to be widely known in order to reach as many people as possible (i.e. social media platform). 2. Include a call to action 3. The language has to be calibrated to the target audience and the channel used. 4. It should include visuals (photos, videos) of good quality. 5. The info provided should be explained (coherence in the message).

Tool 1

Description of the tool	<p><u>Canva</u> is a digital graphic design platform that we often leverage to design the communication material of an upcoming event we are going to implement at national level, either physically or virtually.</p> <p>We have used Canva for designing and preparing a series of useful dissemination materials for three hackathon events we implemented last year as part of We4Change project, an</p>
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	Erasmus+ KA2 project in which we have participated as Greek partners during the last two years.
Eventual channel	Social media accounts, mainly Facebook and LinkedIn page.
Target group	Students, youth population, teachers, formal and non-formal education providers, social entrepreneurs, members or employees of NGOs from Greece and abroad.
Impact	Generally, the appeal of our activities and of our work is verified also by our subscribers and followers in our social media accounts. On our Facebook page, our followers are 1.298 and on LinkedIn they are around 1.147.
Link to some examples of your dissemination	<p>https://www.facebook.com/watch/?v=484098256801995 (promotion of our 1st Changemaker event in Facebook via a flyer we created in Canva – 2.187 people reached) Promotion of a video in our Facebook page before the 2nd Changemaker event: https://www.facebook.com/watch/?v=1363897171039722 (537 people reached) Dissemination of the registration form for the 2nd event: https://www.facebook.com/Stimmuli/posts/pfbid05B7jBrnPLIcagRzP1ANF2eKaCwwLtsraANnUGW4fDEboSvJSkjWSRRNEqhe4A1d3I (196 people reached) Promotion of the 3rd event's agenda in our Facebook page: https://www.facebook.com/Stimmuli/posts/pfbid02nFrwkSh34Yz8NeyzuKLAUSZkxQwxDg1KDm3UpsF7WMC05sooiTS3bWLcyByccCaBI (236 people reached)</p> <p>Here are some examples of our designed material for We4Change project through the Canva platform:</p>

	<p>https://www.canva.com/design/DAE_88R9Gn4/jSHYTXRnaO3r3bHn3OG1Mw/edit (creation of a flyer for the promotion of our 1st Changemaker hackathon event – May 2022)</p> <p>Creation of the 1st event’s agenda in Canva: https://www.canva.com/design/DAFBbqhCLvo/dMFxxldzq7l5huZrLyLddg/edit</p> <p>Creation of a flyer in Canva for the 1st We4change changemaker hackathon event: https://www.canva.com/design/DAE_88R9Gn4/jSHYTXRnaO3r3bHn3OG1Mw/edit</p> <p>Creation of a video in Canva for promoting the 2nd Changemaker event: https://www.canva.com/design/DAFLqJ9EIY0/lmXUgUBlj5xCBTeJCyChuA/edit</p> <p>Creation of the agenda for our 2nd hackathon event in Canva: https://www.canva.com/design/DAFNOLfB3PE/prODb2-YCLfNYka2QnIG1A/edit</p>
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Tool 2

<p>Description of the tool</p>	<p>Google forms and agendas as tools for communicating multiplier events: Forms and agendas can be useful tools for communicating information about multiplier events and disseminating their activities to a wider audience. Forms can be used to collect information about participants, such as their contact details, interests, and feedback on the event. Agendas can provide a clear outline of the event, including information about the topics covered, speakers, and timings. By sharing forms and agendas with participants before and after the event, organizations can provide important information and ensure that everyone is on the same</p>
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	page. This can help to promote engagement, increase attendance, and provide a way for participants to follow up after the event.
Eventual channel	Facebook
Target group	Students, youth population, teachers, formal and non-formal education providers, social entrepreneurs, members or employees of NGOs from Greece and abroad.
Impact	Generally, the appeal of our activities and of our work is verified also by our subscribers and followers in our social media accounts. In our Facebook page, our followers are 1.298 and in LinkedIn they are around 1.147.
Link to some examples of your dissemination	<ul style="list-style-type: none"> ● 1st Changemaker event ● Promotion of our last multiplier event for We4Change (156 people reached) ● Video that was designed in Canva ● Last post for dissemination of the agenda of our multiplier event for We4Change (120 people reached) ● Agenda created in Canva ● Registration forms of the 3 events (as Google forms): <ul style="list-style-type: none"> ○ 1st event (04-05.06.2022) ○ 2nd event (15-16.10.2022) ○ 3rd event (17-18.12.2022)

Greece 2

Size of your organization	Medium 4-8 persons
My organization works on	Both Local and International
Do you have a dissemination strategy in your organization?	Yes

If yes, does this involve youth?	Sometimes
What characteristics do you think that a dissemination tool/strategy should have, in order to have impact, and motivate youngsters to follow?	<ol style="list-style-type: none"> 1. Include a clear and to the point message 2. The strategy should be planned having the target group in mind and the goals of the dissemination 3. Include elements of originality and innovation 4. Have a good proficiency in the use of the tool 5. Include the identity of the organization and a contact link

Tool 1

Description of the tool	<p>For the closing event of the REMEDIO Interreg program, we decided to create two interactive events within the concept of "Park(ing) Day". The REMEDIO Interreg program examined one of the biggest avenues in the city of Thessaloniki and suggested ways to reduce the carbon dioxide emissions due to traffic. In the proposed ways pedestrians, bicycles, buses and automobiles all co-exist in an optimal way. Together with the Major Development Agency Thessaloniki (MDAT S.A.) , we sought the most effective way to promote the results of the REMEDIO Interreg program to the society (impact dissemination) by implementing 2 "Park(ing) Day" together with the Municipality of Thessaloniki and the Municipality of Kalamaria.</p> <p>The methodology being used: The PARK(ing) Day is held every third Friday of September and it is a worldwide event where parking spots are transformed into temporary public parks. It first started in San Francisco in 2005. Urban inhabitants worldwide recognize the need for new approaches</p>
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	to reshaping the urban landscape, and realized that converting small segments of the automobile infrastructure—even temporarily—can alter the character of the city.
Eventual channel	Online: Facebook and Instagram. Offline: local stores in which we put posters of the event.
Target group	Citizens of the residential area of the center of Thessaloniki and the neighborhood of "Kalamaria"
Impact	Inspired by the Park(ing) Day, we wanted to present the results of the REMEDIO Interreg program, not in the form of a traditional conference model, but in a more interactive way, in order to engage the local habitants and to create an actual change in their neighborhood. In this 2-day event, more than 330 citizens approached the parks we created, asked about the program and how they could support or participate in future similar actions.
Link to some examples of your dissemination	Blog post

Tool 2

Description of the tool	We used video to present the context and shots from the "Voltápw" event in Thessaloniki, an event to raise awareness around the environment and alternative sources of energy when it comes to transportation.
Eventual channel	Instagram
Target group	People of all ages mostly in Greece and with less information around issues of sustainability in transportation.
Impact	230 projections on Instagram

Link to some examples of your dissemination	https://www.instagram.com/tv/CkYMMx1sMle/?igshid=YmMyMTA2M2Y%3D&fbclid=IwAR0U9UAjsCnltxZZtPVnsRPzA2LiEQcN4wXBqdoOk9ldhIbRm1ObfzTj5SI
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7.3 Romania

Romania 1

Size of your organization	Medium 4-8 persons
My organization works on	International Projects (Erasmus+, ESC,...)
Do you have a dissemination strategy in your organization?	Yes
If yes, does this involve youth?	Sometimes
What characteristics do you think that a dissemination tool/strategy should have, in order to have impact, and motivate youngsters to follow?	<ol style="list-style-type: none"> 1. The message should be clear and built according to the target group. 2. The message should be accompanied by a photo/video to attract visual attention. 3. Creating a flow between posts. 4. Distributing the message on several channels (social networks, media, oral etc.). 5. Using some keywords.

Tool 1

Description of the tool	InShot - The Inshot apps are designed for editing video and photos. Using the Inshot app, you can add music, text, and stickers to a video. The app supports flipping and rotating videos, as well as merging them. It also comes with fast/slow motion features. By using the InShot editor; you can crop and export videos without losing quality; by clicking a single button, you can share on social media and edit them to add music and videos. Inshot offers various tools and
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	filters for creating, editing, and personalizing phone videos in its free version. In inshot, you can also make your video more fascinating by adding additional effects.
Eventual channel	Facebook, Instagram
Target group	Youth, Adults
Impact	Facebook: 3861 followers, 7815 posts impact in the last 28 days Instagram: 298 followers, 2329 posts impact in the last 30 days
Link to some examples of your dissemination	Facebook post - 951 views Instagram post - 296 views

Tool 2

Description of the tool	Google Forms can be used in dissemination activities by creating surveys, quizzes, and feedback forms to gather information and opinions from the target audience. By customizing the forms with the organization's branding and embedding them on the website or social media platforms, an organization can engage with its audience and gain valuable insights that can inform its activities and strategies.
Eventual channel	Facebook
Target group	Youth
Impact	Facebook: 623 followers
Link to some examples of your dissemination	Facebook post 1 Facebook post 2

Romania 2

Size of your organization	Small 1-3 persons
My organization works on	Both Local and International

Do you have a dissemination strategy in your organization?	No specific strategy is running at this moment, but from time to time we share materials for dissemination
If yes, does this involve youth?	Sometimes
What characteristics do you think that a dissemination tool/strategy should have, in order to have impact, and motivate youngsters to follow?	<ol style="list-style-type: none"> 1. the message should be clear and grammatically correct 2. colorful and attractive graphics 3. the association with something already very well known and appreciated 4. explicit and coherent information 5. distribution of materials in several languages

Tool 1

Description of the tool	Canva - Canva is an Australian global multinational graphic design platform that is used to create social media graphics and presentations. The app includes readymade templates for users to use. Creating an account and using Canva is free, although the majority of high quality elements will need to be paid for in order to download one's project. The app also offers paid subscriptions such as Canva Pro and Canva for Enterprise for additional functionality. In 2021, Canva launched a video editing tool. Users can also pay for physical products to be printed and shipped. Examples of products that can be made on Canva include yard signs, business cards, chore charts, album art, ebooks, infographics, menus and invitations.
Eventual channel	Facebook, Instagram
Target group	Youth, Adults
Impact	681 subscribers
Link to some examples of your dissemination	Facebook post

Tool 2

Description of the tool	InstaStory - Instagram Stories is where users and businesses share short-form videos and vertical images that disappear after 24 hours. They are designed to be fast, memorable and fun. With story ads, you can increase your brand visibility, drive traffic to your website, or even tag products for easy shopping, right from within the app.
Eventual channel	Instagram, Facebook
Target group	Youth, Adults
Impact	66 followers
Link to some examples of your dissemination	Instagram post

7.4 Portugal

Portugal 1

Size of your organization	Medium 4-8 persons
My organization works on	Both Local and International
Do you have a dissemination strategy in your organization?	Yes
If yes, does this involve youth?	Sometimes
What characteristics do you think that a dissemination tool/strategy should have, in order to have impact, and motivate youngsters to follow?	<ol style="list-style-type: none"> 1. Be relevant 2. Be engaging 3. Be actual 4. Be creative 5. Use a language that youngsters can understand and relate to

Tool 1

Description of the tool	<p>Facebook:</p> <p>A Facebook page can be a valuable tool for an organization to disseminate its activities and reach a wider audience. Facebook is one of the most popular social media platforms, making it an effective way to connect with supporters, partners, and stakeholders.</p> <p>Organizations can use their Facebook page to share updates about their work, events, and initiatives, as well as engage with their audience through comments and messages. Facebook's features such as live streaming, events, and groups, can also provide additional ways to interact with followers, build communities, and promote campaigns. By leveraging Facebook's advertising options, organizations can also target specific audiences to increase visibility and engagement.</p>
Eventual channel	Facebook
Target group	Young people
Impact	around 2000 people reached
Link to some examples of your dissemination	Facebook post

Tool 2

Description of the tool	<p>Instagram:</p> <p>An Instagram channel can be a powerful tool for disseminating the activities of an organization and reaching a wider audience. Instagram is a popular social media platform that focuses on visual content, making it ideal for showcasing photos and videos of the organization's work, events, and initiatives. By using hashtags and engaging with followers, organizations can increase their visibility and attract new supporters. Instagram stories and live streams can also provide a way to share behind-the-scenes glimpses of the organization's activities,</p>
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	as well as provide real-time updates and engage with followers in a more personal way.
Eventual channel	Instagram
Target group	Youngsters
Impact	Around 2000 people reached
Link to some examples of your dissemination	Instagram post

Portugal 2

Size of your organization	Small 1-3 persons
My organization works on	Both Local and International
Do you have a dissemination strategy in your organization?	Yes
If yes, does this involve youth?	Sometimes
What characteristics do you think that a dissemination tool/strategy should have, in order to have impact, and motivate youngsters to follow?	<ol style="list-style-type: none"> 1. be original 2. be current and relevant 3. being modern 4. have informative content 5. presented in an informal way

Tool 1

Description of the tool	<p>Podcast promoting the local region and ESC project:</p> <p>Promoting a podcast on YouTube can offer several benefits for dissemination. YouTube is the second largest search engine in the world and has over 2 billion monthly active users, which can help organizations reach a wider audience. In addition, YouTube provides a visual element to the podcast, such as a video recording of</p>
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	the podcast episode, which can enhance engagement with the audience. Promoting a podcast on YouTube also allows for cross-promotion of the organization's content and channel to existing YouTube subscribers, driving traffic to its website and other social media channels.
Eventual channel	YouTube
Target group	Youngsters
Impact	60 subscribers
Link to some examples of your dissemination	Youtube video

Tool 2

Description of the tool	<p>Workshops Learning Sharing: Hosting a local event with workshops can provide an organization with several opportunities to further its dissemination activities. By hosting such an event, an organization can engage directly with its audience, building relationships and fostering face-to-face interactions. Workshops offer a platform for organizations to showcase their expertise and provide valuable educational content to attendees. Furthermore, local events offer networking opportunities, connecting individuals and organizations with shared interests and values, and potentially leading to new partnerships. A successful local event can generate positive word-of-mouth marketing, creating buzz and raising awareness of an organization's mission and activities. Finally, local events can also provide content creation opportunities, such as video or photo content, which can be shared on the organization's website or</p>
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	social media channels, further increasing visibility and reach.
Eventual channel	Offline local event
Target group	Youngsters
Impact	Online: around 50 persons Offline: n/a
Link to some examples of your dissemination	Blog post

7.5 Italy

Italy 1

Size of your organization	Small 1-3 persons
My organization works on	Both Local and International
Do you have a dissemination strategy in your organization?	No specific strategy is running at this moment, but from time to time we share materials for dissemination
If yes, does this involve youth?	Sometimes
What characteristics do you think that a dissemination tool/strategy should have, in order to have impact, and motivate youngsters to follow?	<ol style="list-style-type: none"> 1. Be visual 2. Be short and impactful 3. The message must be easy to understand 4. The dissemination must be repeated in time to fix the concept 5. The multimedia material should be with good quality and with a colored vibe

Tool 1

Description of the tool	<p>Video of some Agrado Erasmus+ projects (recorded and edited by Orme Radio)</p> <p>A video of a European youth exchange can serve as a valuable tool for an organization's dissemination activity.</p>
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	<p>Through visual storytelling, videos provide a powerful medium for capturing the experience and impact of the exchange, engaging audiences in a way that text or photos may not. Such videos can showcase the diversity of participants, the intercultural learning, and the overall experience of the youth exchange, which can generate interest and encourage others to participate in similar initiatives. Video content can also be easily shared on various platforms, such as social media, the organization's website, or other video-sharing websites, helping to increase visibility and reach a broader audience. Overall, a well-produced video of a European youth exchange can be an effective means of promoting the exchange, encouraging participation, and generating interest in the organization's mission and activities.</p>
Eventual channel	Youtube
Target group	Youth, Youth workers, Educators
Impact	147 viewers
Link to some examples of your dissemination	Youtube video

Tool 2

Description of the tool	<p>Podcasts from Youth Exchanges Agrado done by Orme Radio</p> <p>A podcast about a European youth exchange can serve as a valuable tool for an organization's dissemination activity, allowing for the sharing of experiences and stories related to the exchange. Through the use of audio storytelling, podcasts can engage listeners and provide a more personal and intimate perspective on the youth exchange. Such podcasts can</p>
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	feature interviews with participants, organizers, or stakeholders, highlighting their unique experiences and insights. Furthermore, podcasts offer a flexible and accessible medium, allowing listeners to consume content on-the-go, during their commute, or while performing other tasks.
Eventual channel	Google Drive can be used in dissemination activities by sharing and collaborating on documents, presentations, and spreadsheets with partners, stakeholders, and the target audience. By utilizing the sharing and commenting features, an organization can work together with others to create and improve its materials, while also disseminating its message and increasing its reach.
Target group	Organization members and followers
Impact	n/a
Link to some examples of your dissemination	Video Podcast

Italy 2

Size of your organization	Big more than 8
My organization works on	Local level and projects
Do you have a dissemination strategy in your organization?	No
If yes, does this involve youth?	No
What characteristics do you think that a dissemination tool/strategy should have, in order to have impact, and	1. self-promoting(viral) 2. The content should give an added value to the audience or tells a story

<p>motivate youngsters to follow?</p>	<p>3. Be clear and specific (if there are many things to highlight it is better to do one things per time) 4. Be multi-platform and multi-media 5. Be emotional, motivating, inspiring</p>
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Tool 1

<p>Description of the tool</p>	<p>Orme Academy Podcast is a podcast produced by high school students as a final work of a project of civic education about communication and digital tools promoted by Orme Radio at the local high-school "Liceo Il Pontormo" in Empoli (Italy). In this project the students produce a live radio show on a variety of different topics that they decide during a 6 hours workshop. The live show is then recorded and published as a podcast on Spotify, Google Podcast and Apple Podcast so it can be used as a memory for the students, as a final work to be evaluated by the professors and a multimedia product very useful in the dissemination strategy of the project and of the organization itself. At the end of the project a video slideshow is realized by collecting all the pictures and social media posts created by the students.</p>
<p>Eventual channel</p>	<p>Podcast (Spotify, Google Podcast and Apple Podcast). Social Media (Instagram). Twitch (video live show)</p>
<p>Target group</p>	<p>High School students, student's families, professors</p>
<p>Impact</p>	<p>Impact is evaluated taking into account mainly the listeners and the plays of the podcast's episodes, the reach of the posts the students post on Instagram and the views of</p>

	Twitch live streaming. 1074plays - 289 Listeners
Link to some examples of your dissemination	Podcast Page Youtube video

Tool 2

Description of the tool	Bankomat Sessions - To promote the activity of Orme Radio, a local web radio, it has produced an audio format / mixtape called "bankomat sessions". The idea was to raise the notoriety of the web radio, gifting the audience with free selected content, both in digital and analog way. That's also serving as a loyalty booster and engagement of the audience. The content of this audio was available both as an mp3 download from Orme Radio's website and as a physical gadget in the form of a musicassette. The audio itself was both a selection of music and audio bootlegs of live concerts of bands coming to play at Orme Radio's studios.
Eventual channel	Orme Radio's website and merchandise stand.
Target group	Local music lovers, widely spread audience
Impact	Download of the digital files, demand of the physical musicassettes
Link to some examples of your dissemination	Not available anymore.

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