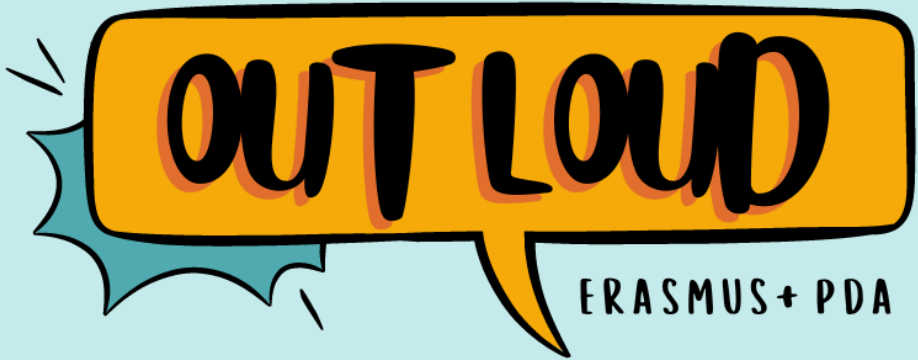




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RESOURCES & ACTIVITIES BOOKLET

Associazione InCo - Molfetta APS



Associazione InCo

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ABOUT THE PROJECT



The main activity within the project is a Professional Development Activity (PDA) developed within the Annual Project 2024 of InCo-Molfetta and funded through the Accreditation Erasmus+ Programme of the European Union.

A **5-day international training** for **Youth Workers** who are working daily on the promotion, impact and dissemination of their Erasmus+ projects.

The training focused on the main dilemma “dissemination of projects vs. promotion” of the Erasmus+ programmes and exploring the new trends of communication in order to reach young people and institutions at the same time.

The activities consisted of a number of workshops and tools which aimed at improving participants’ knowledge and competences in relation to promotion, communication and dissemination.

Participants and partners played an important role in this project, as they shared an activity, tool or best practice about promotion, dissemination or communication that they use in their organization.

It was indeed among the objectives of this **Professional Development Activity** to provide participants with opportunities to exchange experiences, methodologies and strategies about communication, promotion and dissemination to improve the quality of their projects and the management of their organizations.

PROJECT PARTNERS



PSI

France

Volunteering organization

solidariteinternationale.org



Poenta

Serbia

Volunteering organization



DRONI

Georgia

Youth Ngo

droni.org



ÉRHANGJA

Érhangja Egyesület

Romania

Youth Ngo

palyazatok.erhangja.ro/hu



E-Unity

The Netherlands

Youth Ngo

e-unity.webflow.io



UnityEcho

France

Youth Ngo

unityecho.org



Aiki En

Croatia

Youth Ngo

aiki-en.hr



Young Folks LV

Latvia

Youth Ngo

youngfolks.lv



HYP

Greece

Youth Ngo

hellenicyouthparticipation.com



Pas Alternativ

Romania

Socio-cultural Ngo

salto-youth.net



GAIA

Kosovo

Youth Ngo

www.gaiakosovo.org

ACTIVITIES & TOOLS BY INCO-MOLFETTA

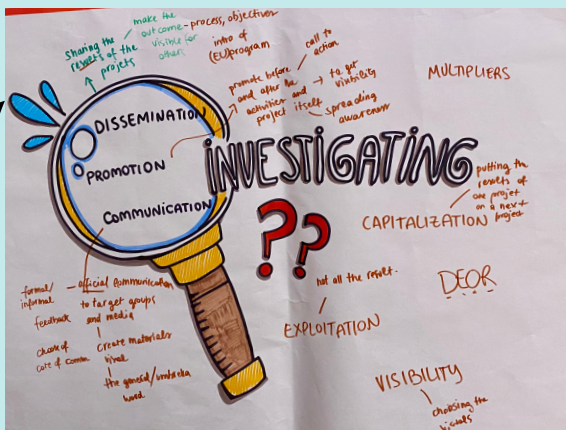
Investigating D.P.C.

Objective: To explore the terminology around dissemination, promotion and communication, and to allow participants to clarify missing information before other activities

Instructions: Participants are guided in a brainstorming session in plenary, in which they propose their own words around **Dissemination**, **Promotion** and **Communication**. They explore and try to understand their meaning. Other words to bring into the brainstorming are: Capitalization, Visibility, Exploitation and DEOR. In the end, the facilitator shows the official definition of each mentioned word. During the brainstorming, the communication and visibility rules expected by the EU are mentioned and clarified.

Curious about the definitions and handouts?

Then, click here!



The Cauldron of DEOR Strategies



Objective: To share experiences and best practices among partners, and to keep track of the best strategies used by partners

Instructions: In the first part of the activity, participants present a pitch about the current communication and DEOR strategies used within their organizations. In the second part of the activity, the group summarizes in a mindmap in plenary the most commonly used and useful strategies that were pointed out during the pitches. As a result, the cauldron shows a more complete and organized way to communicate about projects. This moment favored the exchange of ideas and mutual learning.



Diving into Theory

Objective: To provide participants with resources and guides on the subject, and to explore the existing manuals for dissemination and communication

Instructions: Participants are provided with a toolbox of resources and manuals from SALTO-Youth, National Agencies, other organizations and project results. At this point, they are divided into groups and given time for “expert talks”, in which they could read and explore together these resources and discuss their achievements from the previous days. Later, they shared in the plenary the core ideas and outcomes of their discussions. As a closure session, participants gave feedback for their achievements and their learning outcomes.

*Want to check these resources? **Here they are.***

Creating a common strategy

Objective: To guide participants in creating a common strategy that collects all the methodologies and best practices for effective communication and dissemination of their projects

Instructions: According to their choice, participants are divided into 4 work-groups: KA1, KA2, ESC, and Promoting EU programmes in the local community. In each group they focus on creating a checklist and putting into practice their learning outcomes and ideas for the creation of the “Out Loud Manual”. This is the moment in the project in when participants work on the actual result and its dissemination too.

*The result? **Find it on page 15 of this booklet.***



Dissemination tracker

Purpose: To keep track of the dissemination online links

Short description: The dissemination tracker is a spreadsheet that collects all the links and the information on the publications about a project. Each partner contributes to it by filling it with the links and information of all the publications they have made on the project. The dissemination tracker is really useful in a long-term project as it is able to collect all the visibility activities that are present online by each partner, and it can be linked or copy-pasted in the final report of the project. It requires very little effort by each partner and it has a great outcome for all. It can be used for any project, with adaptations too.

[Click here for our example](#) *(with all dissemination links from Out Loud!)*



EnEnWomen Website

Purpose: An effective communication/dissemination tool

Short description: The website is a successful tool and outcome and a good dissemination example. It contains all the results of the project and the activity summary. It represents a clear outcome of the project and it is easily adaptable for experts and general audience too.

[Click here](#) *to find out how to encourage women's participation!*



EXPERIENCES AND TOOLS PRESENTED BY PARTNERS



Social Media Identity & Branding Strategy

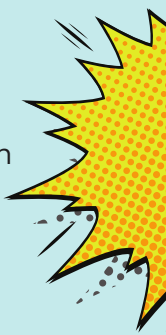
Purpose: To promote organizational/project activities

Short description: It is important to develop a brand concept with specific designs, colors, and a poster/story style for our social media platforms. This establishes a recognizable identity for the beneficiaries and partners. Project results and announcements are shared using this branding concept. Additionally, sub-styles for different project types are very useful, such as templates for reports and announcements. Staff involved in our organization receive special training on how to manage and maintain this branding strategy.

Want to learn more? **Here is the link to their cool presentation.**



Presented by:
Youth Association
DRONI



Valuing a project



Purpose: To create an event to promote an international solidarity project

Short description: PSI coordinates yearly international solidarity projects that involve a group of 8 young participants. The projects not only offer young people the opportunity to actively engage in meaningful community development abroad but also empower them to develop essential skills. Upon their return, participants are tasked with creating an event to highlight the missions accomplished during the project and to share the cultural experiences they encountered in the host country. This event serves multiple purposes:

- to inform the local community about global issues such as social inequality, access to education, or environmental sustainability.
- to present the culture of the host country through interactive activities such as food tasting, music, dance, and storytelling.
- to inspire other young people to consider participating in future international solidarity initiatives, fostering a sense of global citizenship.
- to strengthen connections between PSI and its community partners.

Examples of Activities are photo exhibitions documenting the project journey, workshops or testimonials to share personal experiences, interactive presentations on the Sustainable Development Goals (SDGs) addressed during the project, and cultural performances or demonstrations inspired by the host country.



Presented by: PSI

Good practices from the YE “Reducing Food Waste 4 Local Communities”

Purpose: To share the dissemination activities from the project and to promote the results

Short description: Within the project, we developed various activities for dissemination such as articles, a booklet, testimonials, a website, presentations, posters, local campaigns, daily reports, and follow-up events.

The dissemination strategy aims to:

- Raise awareness: Educate local communities, especially youth, on food waste reduction and sustainable practices.
- Encourage action.
- Foster collaboration.



Click below for the link to the presentations and results:

Booklet • Articles • Website



Presented by: Asociatia Pas Alternativ

Educational short reels

Purpose: To share project results with a wider public

Short description: Short reels created as part of project visibility and dissemination. The theme is reconnection with nature through centering and mindfulness practices, as part of the organization's expertise. We produced materials throughout the duration of the project, and posted them on social networks as created. This contributed to the visibility of the project itself, but also of our organization, which led to the recognition of our activities in the wider local community and to new engagement for sharing this knowledge. This strategy is very easily applicable to all projects or workshops oriented towards outdoor activities, and is also adaptable to all others.

[Click here to get those videos!](#)

More references: **[Booklet](#)** • **[Project info](#)**



Presented by: Aiki En



Digital way to simplify dissemination: Canva & Meta

Purpose: To educate participants on effectively using Canva for visual content/design tools and Meta's platforms for dissemination/social media strategy

Short description: Participants learn how to use Canva and Meta's Business Suite to make content creation and social media management easier. Canva lets you quickly design eye-catching visuals with simple tools. With Meta's Business Suite, it is possible to manage your Facebook and Instagram in one place - scheduling posts, creating ads, and tracking engagement. Our presentation equips you with practical skills to produce and share the content.

To learn more, don't miss the full presentation [here!](#)



Presented by: UnityEcho



The power of Inclusive Language

Purpose: To ensure that the communication in projects or organizations reaches its target group and remains respectful and inclusive

Short description: By using language that avoids bias, stereotypes, and assumptions, we create a more open and accessible environment that attracts individuals from varied backgrounds, including different genders, abilities, ethnicities, and socioeconomic statuses. When inclusive language is integrated into project communication, it signals a commitment to diversity, encouraging a broader range of people to engage in the opportunities offered by Erasmus+ initiatives. Participants are divided into six groups, with each group exploring a distinct topic related to inclusive language. Each group identifies the key issues and analyzes the challenges of fostering inclusive communication. Afterward, the groups share their insights with the larger audience, contributing to a collective understanding of inclusive language and its importance.

Here you'll find the text samples!



Presented by:
Stichting E-Unity



YES!

OUT LOUD MANUAL: HOW TO COMMUNICATE & DISSEMINATE LIKE A PRO



**A CHECKLIST DEVELOPED BY
THE EXPERT PARTICIPANTS TO
ENSURE A SUCCESSFUL
COMMUNICATION AND
DISSEMINATION.**

BEFORE YOU START:



Identify your target groups among:

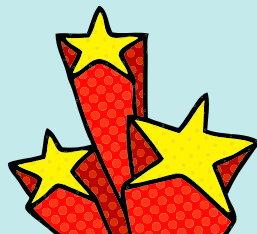
- **Young people** (13+) who are interested in travel, skill development, and exploring new opportunities, especially young people with fewer opportunities.
- **Educational organizations** (schools, teachers, universities).
- **Youth organizations** (youth clubs, NGOs, youth foundations).
- **Policymakers**, local politicians, and decision-makers.

Then develop clear, impactful messages for each audience.



Prepare your team and assign responsibilities:

- Make sure specific team members are responsible for creating and disseminating these messages across various platforms.





Select the appropriate communication channels and partners:

- **Online and digital communication:** Social media (TikTok, Instagram, LinkedIn, YouTube), local news, local radio and tv, campaigns.
- **Cooperation and involvement with local partners, participants, and activities:** connect with experienced participants and newcomers, local NGOs, municipalities, youth councils, education centers, educational visits, influencers, etc. Maintain ongoing communication with partner organizations.
- **Join activities and events:** NGO desk/stand on the festivals, organize both online and offline events (local workshops, festivals, thematic evenings) to raise awareness within the communities.



DURING THE PROJECTS:



Combine channels for maximum reach:

- **Use Meta Business Suite** for scheduling and multiply promotion across all channels.
- **Cross-promotion:** Use collaboration, tags, and hashtags to maximize reach and increase visibility.
- **Encourage partners** to promote via their own networks.



Leverage existing networks to amplify reach:

- **Join** SALTO-Youth conferences, Europeans networks, National Agency events & networks
- **Participate in local NGO events**, partner websites, social media pages, online groups and existing platforms.
- **Engage** with national and European youth worker associations to share the project outcomes.
- **Collaborate** with influencers and digital content creators to promote the project on social platforms.
- **Use local and international events**, such as Erasmus+ seminars or conferences, to showcase the project's results.
- Make use of **International Days** to repost the outcomes of your project.
- **Display a poster** in your stakeholders' headquarters so everyone can see and learn about the projects.
- **Join other conferences**/big events/promo activities of other NGOs that tackle the priorities of your project.



Encourage audience engagement:

- Create a **personalized social media campaign**, with hashtags related to the project's themes to engage with the audience.
- **Organize digital challenges** where participants or the audience share tips and stories online.
- **Host online workshops** with interactive elements like breakout sessions or peer-to-peer discussions.
- **Regularly update audiences** via social media stories, asking questions or requesting feedback to keep them involved.
- **Choose in-trend formats:** reels, vlogs, memes, infographics, carousels, quizzes, etc.
- **Poll about the date of an event** you are planning, so the public is engaged in the decision making on a small scale.



Monitor and Evaluate your Communication & Dissemination:

- **Track your progress** and regularly monitor the success of your dissemination efforts by reviewing your KPIs, such as engagement rates, partner involvement, and feedback collected.
- Collect all the online and offline communication and dissemination elements in a spreadsheet, as shown in the **Dissemination tracker**.
- **Use metrics** (engagement rates), testimonials, and feedback surveys to assess dissemination effectiveness.
- **Be ready to make necessary changes** based on the results and feedback to improve future dissemination efforts.



AFTER THE PROJECTS:



Plan the sustainability, Capitalization and Long-Term Impact:

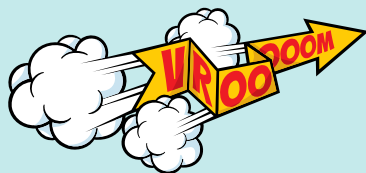
- **Create ongoing visibility** via local activities that continue after the project ends. Develop online platforms for sharing resources and information.
- **Create reusable content** like case studies, social media posts or workshop materials that can be reused and capitalized on to keep the project message alive.
- **Continue to feed the social media** platforms created within your project and by participants.
- **Organize a series of workshops** to include Erasmus+ or ESC learning and project results into local programs.

TIPS FOR PROMOTING EU PROGRAMMES FOR YOUTH IN YOUR LOCAL COMMUNITY



Focus on the messages and contents:

- **Highlight the main benefits** of Erasmus+ and ESC in the message: such as improving soft skills, language communication competences, boosting self-confidence, and promoting intercultural understanding.
- Express that the participation in the programmes is **free**, open to everyone, and how much the opportunity is valuable, unique and life changing. (Do not post that Erasmus+ is only about free travel, focus on educational/social impact)
- **Choose engaging formats** like videos, stories, infographics, memes, quizzes, and polls to create excitement.

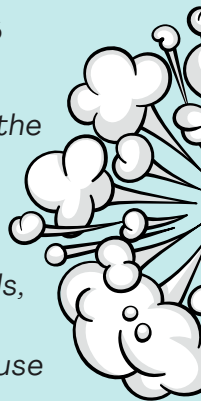


TIPS FOR YOUR YOUTH MOBILITY PROJECTS



Focus on the messages and contents:

- **Focus on the main outcomes** and benefits of the project: soft skills, peer learning, networking, language skills, digital competencies, cultural enrichment, etc.
- **Involve participants**, use personal testimonials, storytelling.
- **Ensure content is engaging and memorable**: use humor, trends, subtitles and relevant music.
- **Anticipate potential challenges and misinformation**, disbelief that programs are free touristic trips, stereotypes.



TIPS FOR COOPERATION PARTNERSHIPS PROJECTS



Focus on the long term process of the project and the broader cross-sectorial involvement:

- A cooperation partnership project is a long term project, so it can have **dedicated social media pages and a project website**, to share all resources, updates, and disseminate project documentation and results.
- **Regularly post** on social media showcasing project updates, stories, and resources.
- **Create engaging and interactive content**, such as live Q&A sessions, polls, and feedback forms to increase participation.
- **Video ideas**: Short interviews with project participants sharing their personal stories and project benefits.
- **Infographics**: Visually appealing data showing the project's impact, such as the number of youth workers trained or tools developed.





Disseminate the results to experts and people who can make best use of it:

- **Organize online Workshops/Webinars** to present the project results and facilitate knowledge exchange among youth workers.
- **Utilize the Erasmus+ Project Results Platform** to ensure the project's visibility within the broader Erasmus+ community.
- **Use the periodic newsletters** sent to the project's mailing list with updates and final results.

TIPS FOR YOUR VOLUNTEERING PROJECTS (ESC)



Share the changes and impact in:

- **Volunteer's life** (Professional and personal development, Intercultural learning, Self confidence, making valuable connections, personal or professional, competence development).
- **Coordinating/Hosting organization** (fresh ideas, energy, projects, long-term cooperation).
- **Local community** (Interaction of local people with other cultures, Intercultural learning and improved language skills, different outcomes from projects where ESC volunteers were engaged).



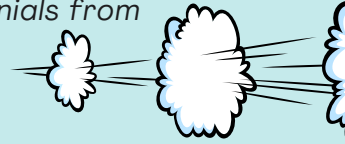
Plan interesting content and formats:

- **Video idea:** interviews with volunteers sharing their personal experiences and insights.
- **Develop a dedicated website page or blog** for the project to centralize all information, updates, and resources, including blogs, galleries, and all the materials. Write a project article every month. Publish a periodic article with volunteer experiences, and important developments.



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- **Create a periodic social media challenge** related to the project theme, encouraging participants to create content and use the project's hashtag, templates, stickers and specific colors.
- **Produce a podcast series** where volunteers, partners, and community members discuss various aspects of the project and share their experiences.
- **Compile an eBook** that documents the project, including creative works and testimonials from volunteers or the participants.



Organize cultural public events:

- **Organize a "Human Library"** event where volunteers and local people can share their stories and experiences in person, breaking down stereotypes.
- **Host a cultural event** to show the diversity of the project, featuring music, food, dance performances or books from different countries involved. Another option is a community event involving local residents and volunteers, where they can participate in activities and learn more about the project.
- **Create a proper multiplier event** where partners and the community can learn about the project outcomes and future plans.
- **Curate an exhibition** showcasing photos and videos of the project, with a short description, and invite the local community to participate.
- **Host creative workshops** where volunteers can share the skills they developed during the project, such as art, photography, or cultural activities.
- **Present the project to school students**, include them in creative activities to inspire them to take part in similar initiatives.

ABOUT ASSOCIAZIONE INCO - MOLFETTA APS

InCo Molfetta is a non profit association, born in 2016, thanks to a group of members moving back to Apulia region after several years of mobility experience abroad. The members decided to establish a new local organization in Apulia in order to provide local youngsters the same opportunities as they had benefited.

InCo is an acronym standing for "Interculturality and Communication" because the main aim of the association is to put in contact different cultures. In addition that InCo promotes and supports mobility abroad, contacts, exchanges and meetings at the international level; it promotes mutual tolerance and intercultural sensitivity among young people and adults; supports the informal process of European integration in the local community; contributes at the recognition of the youth work and enhances its quality at local and national level.

InCo Molfetta's activities are addressed to create intercultural abilities and non formal competences for all the participants.

CONTACTS & SOCIAL



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Associazione InCo (Molfetta)





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Project number: 2024-1-IT03-KA151-YOU-000196300

Activity dates: October 6th - 12th, 2024

DISCLAIMER

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