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Dissemination plan

Youth for Democracy and Values - Youth4Values
Call: ERASMUS-YOUTH-2024-CB
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YOUTH4VALUES

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1. INTRODUCTION

One of the main “Youth for Democracy and Values - Youth4Values” objectives is to ensure dissemination and sustainability of the project results, and to ensure public awareness through active networking among local, organizational, and academic communities and stakeholders in the target and neighboring countries, to create a stimulating environment for experience exchange.

The purpose of this document is to serve as a plan for dissemination of the activities of the project “Youth for Democracy and Values - Youth4Values”. The plan will be a guide for the consortium of the project to maintain a joint path in the implementation of this project through the clear statement of its purpose and objectives as well as the philosophy upon which the project was built.

The plan will contribute to keeping track of the dissemination activities of all partners and provide insight into the outcomes and knowledge that will be gained through the project’s lifetime.

As a result, this document provides all the necessary information about the strategy that the consortium will follow to make the results of the project available to the stakeholders and the wider audience. This strategy will be followed by all partners and the dissemination activities must be implemented during the lifecycle of the project.

To conclude, this document will be used by all partners of the “Youth for Democracy and Values - Youth4Values” project to enhance their efforts of dissemination to maintain more sustainable results. The Dissemination Plan will be a document that will be reviewed and developed regularly to ensure the successful implementation of the project.



2. PROJECT SUMMARY

Project Youth4Values supports active citizenship and political participation of youth in partner countries, coming from 3 different European regions. As well as, the project will foster the development of social and intercultural competencies, critical thinking, and soft and transversal skills. The focus will be on raising awareness of and understanding the European Union context, European identity, and the importance of active participation in decision-making processes at the local level, especially among youngsters.

To strengthen the connection between democracy and active citizenship and active participation in the decision-making process at the local level, and recognizing that each is mutually dependent on the other, is the most important result of this project. We will achieve it through the enhancement of democratic governance and the rule of law by fostering a culture of active citizenship, promoting civic education, and empowering individuals with knowledge about their rights and responsibilities as citizens. We hope this project will help improve the quality and accessibility of NFE in partner countries by collaborating with youth organizations, educational institutions, and decision-making bodies, and help bridge the gap in the existing system.

Research indicates that participation in different forms may be on the increase, for example, pressure groups, civic initiatives, consultative organs, and so on. These forms of participation are just as important to the effective functioning of democracy as voter turnout at elections, if not more so. In Europe as well, even in the more traditional democracies, "people power" appears to have found a new lease of life: students have protested in many countries against moves by governments to impose fees on education. Trade unions have brought people onto the streets to protest about the impact of economic cuts.

This project Youth 4 Values is implemented by organizations with leading partners BRAVO (Bosnia and Herzegovina), Mojo de Caña (Spain), You in Europe (Greece) and PRONA (Montenegro).

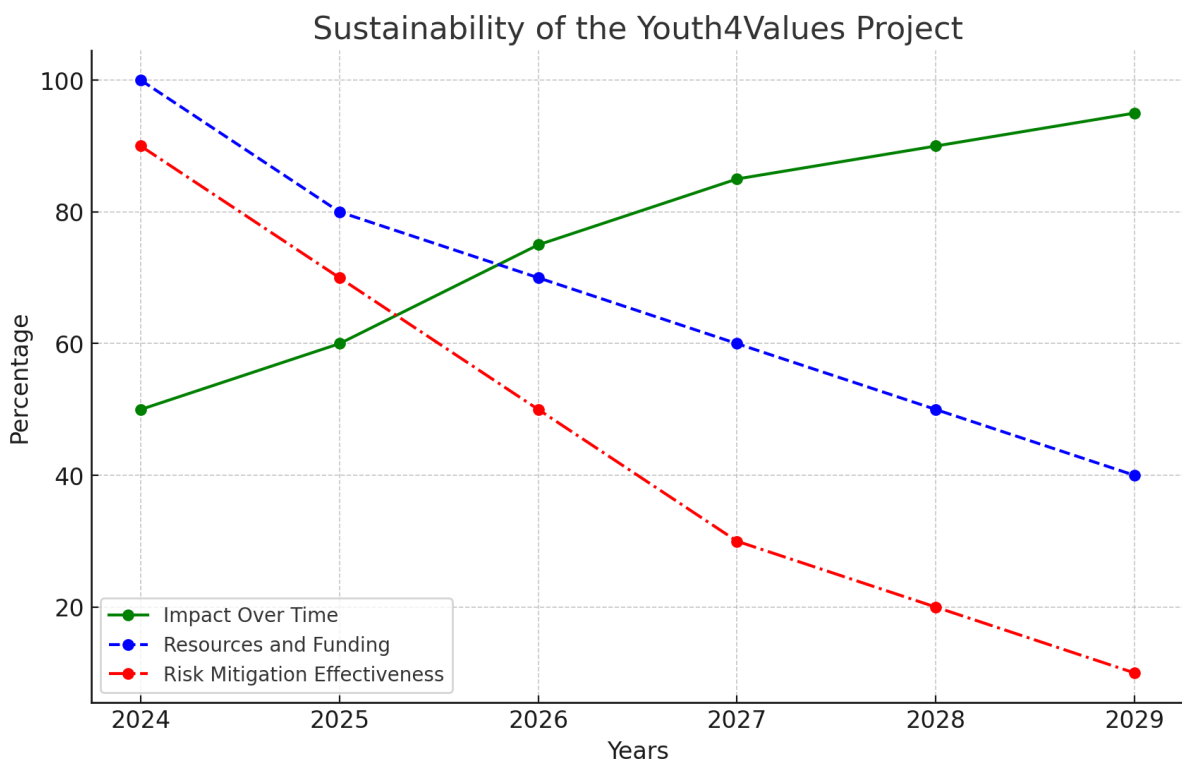


3. SUSTAINABILITY

When we talk about sustainability, "Youth for Democracy and Values - Youth4Values" will be ensured through planned and implemented dissemination activities that enable long-term visibility and use of project results.

Sustainability of the project will be reflected in the following things:

- Creation of a permanent profile on the social network INSTAGRAM and FACEBOOK;
- Creation of a special section on the website of the leading partner organization, where information on activities through the project will be shared;
- Through TV and media appearances, we will achieve the achievement of promoting the project and thus ensure its sustainability, where guest appearances will be shared on the social networks of the organizations involved in the project;
- Through project activities, we will create cooperation with stakeholders and in this way maintain and create even better sustainability of the project; The survey results will be used in other organizations' youth research;
- Using specific hashtags through posts on social networks;



4. DISSEMINATION STRATEGY

“Youth for Democracy and Values - Youth4Values” dissemination strategy aims to create awareness among various stakeholder groups of the project, its progress, and results. The dissemination strategy is part of the overall project implementation plan and explains how the visibility of the project outputs and outcomes could be maximized, and how the project results are shared with different target groups, stakeholders, relevant institutions, and organizations. Thus, the approach for dissemination is addressed to fulfill the project expectations and to ensure its post-implementation sustainability.

In that sense, this strategy contains a set of tools and channels that will ensure an effective implementation of the dissemination and outreach strategy of the project to reach the relevant stakeholder groups and national and international audiences in general. Project dissemination activities and tasks aim to promote the entire project, its objectives, findings, and results at the level of each country from which the project partners come, at the level of the European Union and beyond.

The main objective of the “Youth for Democracy and Values - Youth4Values” dissemination strategy plan is the need to support the project sustainability:

- Multiply the project outcomes, spreading the information about the project to groups of people or institutions directly and indirectly involved in the project to share the results, best practices, and lessons learned and possibly contribute to the solution of similar issues in a broader institutional, regional and national context;
- Gaining support from academic institutions and decision makers to generate potential positive decision-making process in the direction of adopting new or amending existing regulations at the local and the state level, to achieve results and sustainability of the project;
- Gaining acceptance and interest from the direct users/ target groups for the delivered services after the project ends and/or to potentially support the project’s sustainability.



5. TARGET GROUP AND STAKEHOLDERS

It is important to ensure that those who are direct beneficiaries of the project must be well-informed and own the project outcomes. For that reason, the project will be disseminated by all partners at a local, national & EU level. The project will also be disseminated to the staff of the project partners.

To better identify dissemination strategies, each partner will create a list of contacts who may be interested in the project for their national context, according to the following categories:

- High schools and Universities;
- Public authorities responsible for education and young at local, regional, national, and European levels;
- CSOs/NGOs, Association, and Organizations working with project topic;
- General audience, people who may not have professional interests in the project, but in terms of visibility result to be very important for the project.
- Voluntary clubs
- Youth workers

Key target groups:

One of the most important questions while setting a strategy for dissemination is to identify stakeholders that can be interested in the project's results. Disseminating a project means formulating messages to identified stakeholders and entering into dialogue with them. Moreover, it is important to understand that some target groups are to be addressed in different ways if they also represent potential exploiters.

The project stakeholders:

- High schools and Universities;
- Research and Development Centers;
- Public Institutions and Social Services;
- Local Authorities;
- Local Community Groups and Authorities;
- Youth Organizations;
- Civil Society Organizations;
- Policy Makers;



- International Organizations;
- EU Bodies;
- Young people;
- Professors who are active in this topic;
- Young people who are searching for a job;
- Media.

6. GUIDELINES FOR DISSEMINATION AND COMMUNICATION

6.1. Dissemination activities

This section will explain in which way the “Youth for Democracy and Values - Youth4Values” consortium intends to use the different dissemination tools and channels:

- Developing the project website and social media pages;
- To regularly update information on the project website assign a responsible person;
- Make a plan of partners and who is in charge of the development of the website (sharing content/preparing posts etc.);
- Posting on social media about the project events and activities;
- Creating a database of e-mail addresses of selected partner contacts and creation of a mailing list for the news about the project, and news from the world related to the topics discussed;
- Preparing presentations for dissemination events; and
- Preparing and publishing brochures/ leaflets/ flyers about the project output;

Each Partner needs to support dissemination activities by:

- Introduce and disseminate the project information, results, and outcomes to their network of contacts and relevant stakeholders;
- To ensure that all posts on all social media accounts, publications, articles, press releases, etc. are bilingual, they will use English and their native language to reach a wider audience. Also, all dissemination materials will have the official EU/Erasmus+ logo and funding disclaimer;
- Report about all dissemination actions carried out in a period of every four months, both in physical and digital format;



- Share, promote, and repost daily activities, all publications, press releases, newsletters, and all relevant content not only through the official profiles of organizations but also through their private profiles which will significantly increase the visibility of this project. This includes project participants, volunteers, project staff, youth workers, etc;
- Record at least 5 short testimonial videos - short stories of participants where they will share their experience in a mobility activity and how this project affected their lives. All these short videos will be published on all dissemination channels;
- To issue at least one press release per country and distribute in each of the partner countries;
- Schedule of local sustainability activities and dissemination of the project results (the schedule should be developed by the local coordinator);
- Producing and distribution of promotional materials and project outputs (flyers, posters, leaflets, etc.);
- Organizing, conducting, and participating in events (conferences, workshops, seminars, meetings);
- Developing a database of organizations interested in the project;
- Managing its internal inter-organizational dissemination issues;
- Monitoring the implementation of the local dissemination plan, assessing the dissemination activities results, and adjusting the plan as needed.

The overall goal of dissemination activities is to ensure wide-reaching impact, uptake, and use of project deliverables among the identified target audience.

6.2. Dissemination channels

“Youth for Democracy and Values - Youth4Values” will perform its dissemination activities on a wide range of channels, to maximize impact and to reach all target audiences.

The following dissemination channels will be used to target each of the target groups with a specific aim:

- Website;
- Social Media;
- Leaflets, Flyers, Posters, Presentations;
- Synergies with the local, regional, and national Media and Press;
- Journal Articles;
- Newsletters



- Workshops; and
- Conferences and Events.

The partners will take the opportunity on various occasions to inform about the aims and the progress of the project and to disseminate the results and outcomes.

The “Youth for Democracy and Values - Youth4Values” website will be the main dissemination channel of the project, where the audience will be pulled with interesting information and where project-specific information will be presented. The website will be maintained and regularly updated will be used to inform about the project activities and progress and will provide the links to relevant tools. The website will be free for access to all interested bodies.

Social media accounts will play a pivotal role as a promotional channel for the project activities and improve visibility to a wide range of audiences. The consortium will be asked to write a blog or a report after every attended event or workshop on the topic, and to update their colleagues once a month about their work in “Youth for Democracy and Values - Youth4Values”.

Conferences, workshops, and events on thematic areas relevant to the project will be carefully tracked down by each “Youth for Democracy and Values - Youth4Values” partner, and upon availability, the consortium will prepare reports and presentations to be made to them.

6.3. Dissemination materials

PROJECT LOGO



The logo was unanimously approved during the first Kick-off Meeting and officially adopted by all the consortium partners. The Logo must be used in all the related communication of the project.



EU LOGO



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The European logo will be presented together with the Project in all the documents, presentations, and dissemination materials prepared during the project's lifetime.

THIS DISCLAIMER HAS TO BE PUT ON ALL PUBLISHED ELECTRONIC MATERIALS, PRODUCED IN THE FRAMEWORK OF THE PROJECT

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7. PROJECT WEBSITE

A special page on the project website will be opened on the lead partner's website <https://bravo-bih.com/current-projects/youth4values/> where we will upload news about the project.

Also, another partner organization will use information about the project for their own website.

Websites of organizations:

- BRAVO: <https://bravo-bih.com/>
- MOJO DE CANA: <https://www.xn--mojodecaa-s6a.org/>
- YOU IN EUROPE: <https://youineurope.gr/en-us/>
- PRONA: <https://prona.me/>

8. DISSEMINATION INDICATORS

Qualitative indicators:

- Improved skills of youth workers, staff members, volunteers, and participants in project activities;
- Networking and cooperation - creating long-term partnerships between local organizations, universities and actors in neighboring countries;



- Feedback and satisfaction with the courses by the trainers and youth workers/participants; and
- Feedback on the activities of youth, trainers, and stakeholders (evaluated based on, among others, evaluation questionnaires).
- Increased public awareness of project topics

This impact will be measured by the project's partners through observation and data collection which will conclude with the preparation of an Impact Report which will assess the real impact of the project from a qualitative and a quantitative point of view.

Quantitative indicators:

- At least 1000 young people directly engaged in project activities;
- At least 20 organizations and relevant actors participating in the project activities;
- At least 500 persons attending project activities;
- At least 3 meetings per partner with public authorities/decision makers;
- At least 5 stakeholders per partner involved in the project through activities;
- At least 10000 of visits of the "Youth for Democracy and Values - Youth4Values" website and social networks;
- At least 4 TV and media appearances per partner;

9. HASHTAGS

A list of the following hashtags is to be used in all social media and internet posts:

#YouthDevelopment

#InnovativeLearning

#YouthOpinionMatters

#InclusiveCommunities

#Youth4Values

#Values

#PRONA

#BRAVO

#MOJODECANA

#YOUINEUROPE

#Youth

#NonFormalEducation

#Erasmus+

#EuropeanCommission

#EU



10. SOCIAL MEDIA CALENDAR

The social media calendar is an integral part of this document and includes each partner. The social media calendar can be found below.

YOUTH4VALUES	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Project Activity	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25
Facebook posts (each partner is responsible for at least 1 post per responsible month)	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe
Instagram post (each partner is responsible for at least 1 post per responsible month)	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe
X post (each partner is responsible for at least 1 post per responsible month)	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe

YOUTH4VALUES	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Project Activity	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26
Facebook posts (each partner is responsible for at least 1 post per responsible month)	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe
Instagram post (each partner is responsible for at least 1 post per responsible month)	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe
X post (each partner is responsible for at least 1 post per responsible month)	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe	PRONA	BRAVO	Mojo de Caña	You in Europe



Links of social media partners:

BRAVO:

- FACEBOOK: <https://www.facebook.com/BravoSarajevo/>
- INSTAGRAM: <https://www.instagram.com/bravo.bih?igsh=MW9ycXB2bTkyYzhrbg==>
- X: https://x.com/bravo_bih?lang=en

MOJO DE CANA:

- FACEBOOK: <https://www.facebook.com/mojocana/>
- INSTAGRAM: https://www.instagram.com/muevete_con_mojjo?igsh=MXNpY2k3OHp5MGttMg==
- X: <https://x.com/mojodecana>

YOU IN EUROPE:

- FACEBOOK: <https://www.facebook.com/youineurope/?fref=ts>
- INSTAGRAM: <https://www.instagram.com/bravo.bih?igsh=MW9ycXB2bTkyYzhrbg==>
- X: <https://x.com/youineurope>

PRONA:

- FACEBOOK: <https://www.facebook.com/pronanvo/>
- INSTAGRAM: https://www.instagram.com/fondacija_prona?igsh=MTQzendxZ256eDkw



11. MONITORING

Monitoring within dissemination is one of the most important elements as it gives us timely feedback on activities we do. With that in mind, it allows us to have a timely reaction to a report we can generate based on the dissemination indicators. In this case, monitoring is referred to online platforms such as the project's website and social media platforms. The project's website will be monitored through Google Analytics while the social media platform will be monitored through the admin dashboard of each platform.

Reporting will consist of two parts:

1st part will consist of reporting on all ongoing activities within the Google sheet, and
2nd report will consist of the final report of the project at the end of the project cycle.

