



DIGITAL YOUTH DIALOGUE

AND E-PARTICIPATION IN POLICY MAKING

DISSEMINATION GUIDELINES



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Digital Youth Dialogue and e-participation in policy making
Dialogo dell'UE con i giovani
Azione Chiave 3, Erasmus Plus



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DESCRIPTION OF THE PROJECT

"Digital Youth Dialogue and e-participation in policy making" is a project within the Key Action 3 of the Erasmus+ Programme. The general objective of the project is ***to support the active participation of young people in democratic life, encouraging the digital youth dialogue on key issues that concern them closely, following the priorities established by the EU-Strategy 2019-2027, promoting a digital process of participation.***

A cycle of international meetings, seminars supported by local reinforcement and online activities will characterize the 12 months of the project for the achievement of different specific objectives:

- To promote virtual space and e-participation for all, creating conditions which enable young people to fulfill their potential in disadvantaged areas (European islands);
- To provide participants the tools to promote and improve the condition for youth e-participation in their local environment;
- To acquire and develop new skills, knowledge and competences in terms of digital democracy;
- To raise the opportunities for e-participation for young people in local environments.

The project involves 4 NGOs based in 4 different European islands: Sardinia (Italy); Malta; Cyprus and Azores (Portugal).

LOCAL ACTIVITIES:

- Creation of local working groups and local actions to get in contact with the topic;
- Public press conference for the presentation of the project;
- A final conference at the end of the project to present project results at local level.



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ONLINE ACTIVITIES:

- An innovative platform that will collect tools and results of the project;
- Online pools and surveys;
- Creation of 8 info graphics with the results of the online pools;

INTERNATIONAL ACTIVITIES:

- Virtual Kick-off meeting;
- International seminar in Italy entitled “(E-democracy) Connecting local and European actions using digital tools in political activities”;
- Final meeting in Italy.

PARTICIPANTS PROFILE. Participants, both youngster and decision makers, will have to fill in an online form in order to gather any special need and help organizers to understand the attitude of the group, their involvement on the field and their motivation, their previous knowledge on the topic of the meeting, their attitude to active participation.

PROJECT RESULTS:

- **Tools and best practices** will be collected in a **final publication**;
- **Online contents**;
- **Results, information from the discussion and from the online pools** will be collected in 8 **info graphics** that we will upload in a specific section of the platform and shared on different levels;
- **Guidelines and recommendations** will inspire Institutions, politicians, youngsters and beneficiaries.



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ERASMUS+ PROGRAMME - KA3

“Digital Youth Dialogue and e-participation in policy making”

Dissemination Guidelines

IMPORTANT! REMEMBER! All of the project’s products must have the obligatory logos of the Erasmus+ Programme, the European Commission, the disclaimers connected with the support of the National Agency and the sole responsibility of the authors for the contents (<https://agenziagiovani.it/erasmus/>).

WHY? Timely and effective dissemination of results is an essential part of the Project. This ensures that the gained knowledge or exploitable foreground can benefit the whole society, and that any duplication of research and development activities is avoided.

TO WHOM? The dissemination of results is usually targeted towards specific groups of people. However it might be a benefit to look outside the box as there are plenty of others who might be interested in what the project is doing, such as the media, policy makers and the general public.

HOW? We would like you to consider and implement the following dissemination actions:

MEDIA. Media have to be involved throughout its realization and specifically for conferences and events. The visibility of the project is vital. Hence, special attention needs to be paid to it during all phases.



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REMINDERS:

- Invite Media (Newspapers, TV, Radio, Online Magazine, Bloggers) to all your events;
- Write a press release to get their attention and give information in case they cannot attend directly. Save the press release and share it with the coordinators (in your language is fine, but a translation in English would be appreciated);
- Remember to add links and your contacts so they can call you or get in touch in case they need additional information;
- Provide relevant pictures together with the information in the press release;
- Keep record of all articles or reportages that are made by media (Links, Photos, Videos) and provide it to us as soon as possible;
- Share through your information channels (social media, website) the coverage given by media;

ORGANIZATION'S WEBSITE

Organizations should make their participation visible in their website.

REMINDERS:

- Add a section dedicated to the project in your website. It should contain logo, obligatory logos of the program and National Agency, all relevant info, contacts and links;

About this:

1. Include the full-title and acronym of the project;
2. Acknowledge the source of funding and start/end dates;
3. Include the logo of the project;
4. If you write in English, have content that is proofread by a mother tongue English speaker before publication;



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5. Avoid placing the contract number (**2020-3-IT03-KA347-020224**) in a visible position (this number is meaningless to anybody but project and commission administrators);
 6. We suggest you to keep a visitor counter on your web page or to monitor it via Google Analytics or other devices. If you have a counter on visitors to the page, update us on the general numbers and the views of the posts/articles/pages related to the project.
 7. Include the coordinators and the partners contact details;
 8. Websites of all project partners should link to the project's website and vice-versa;
 9. Include all relevant information, timetables and files;
 10. Include press releases, videos and other media related material.
- Put a banner of the project linking to the project's website;
 - Add in your news board a news about your participation in the project. Remember to update the news board also each time you implement an activity related to the project;
 - Remember to add images/pictures in each part related, as they are more attractive for people to check;
 - Keep record of all the relevant posts/news/pages about the project in your own website and provide us links, pictures and information;
 - Remember the project has its own website too so help us to keep it alive by sharing as many information, images, videos and materials as you can to upload it there. It can help your visibility too!



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SOCIAL MEDIA

The usage of social media (Facebook, Twitter, Instagram, Tumblr, among others) is encouraged to get the attention of the general public and target groups first and then to document the project with material that can be later used for the final report.

REMINDERS:

- “Like” the **TDM 2000 FACEBOOK** page (<https://www.facebook.com/associazionetdm2000>) and invite your contacts through the dedicated Invite Button. If it’s possible, please ask your volunteers and member to do the same;
- We suggest you to turn ON notifications for all posts, in order to receive all the project content on your Facebook home. We recommend you to click the like button for all our posts and to share them on your organization page: when people see a post with many likes it is more likely that they will read and share it (those related to the project);
- Whenever you can, publish news related to the project: local activities, dissemination events in which you shared materials and gave visibility, workshops, meetings with authorities or sportspersons, and general visibility to the project. When you publish something related to the project, for example about a local activity, be sure to always tag our Facebook page and let us know so that we can also share the posts;
- Use the hashtags **#EUYOUTHDIALOGUE #DIGITALYOUTHDIALOGUE #KA3DIGITALYOUTHDIALOGUEPROJECT** for the posts in your social media;
- Remember to also tag involved people and/or their pages, especially if there are testimonials or relevant local partners in photos, videos etc. This will increase our visibility and the chances to have our content shared by other people;
- Use Twitter as much as you can during your events. Remember the tags, especially to our profile. In case you have twitter and you have not followed our profile yet, please do it and try to enlarge our follower base;
- If you have an Instagram account, make a “Story” and remember to tag the people involved. Remember to follow our profile



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(www.instagram.com/associazionetdm2000) and to promote it to help us support the growth of followers;

- If you make any videos, share them with us so we can upload them in yours and in our Youtube Channel;
- In special occasion, we can share with you the editor status to publish directly or stream contents through our channel, so be sure you inform us on due time.

TOOLS, PRODUCTS & PROMOTIONAL MATERIALS

The production of promotional materials should guarantee the sharing of the results among partners and to external actors even after the end of the project. All the impact will be felt throughout the entire project and in a long lasting way. The products realized will affect the educational patterns in the future and will be used as a new base for educational activities, and will have an effect in the long run.

REMINDERS:

- Create posters, flyers, brochures, roll-ups, flags and various printed materials in English and the languages of your country, with the logo of the project and the logo of the programme. You can be as creative as you want but remember they have to contain those obligatory information to be considered as eligible expenses;
- Create promotional materials and other promotional gadgets with the above mentioned logos;
- The official platform of the project will have a dedicated section for the sharing of educational tools. Be sure, whenever we publish new ones, that you give them visibility through all means necessary.

PHOTOS & VIDEOS

Photos and videos are an essential tool to be used to give visibility to the project activities.

REMINDERS:



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- Produce as many pictures as possible to be shared through the different platforms, as in our era all contents need to have catchy images in order to be checked by our audience (especially youngsters);
- It's important to take photos with people active on social networks, so if you have the opportunity to take photos with famous athletes, politicians, TV VIPs and so on, do your best to involve them;
- Try to provide us at least 5 generic photos for each event and as many photos as you can for the gallery "Project people" (pictures with our promotional sign, that you can find on the google drive to print it and use it). If there is a relevant testimonial, we will probably publish it as a separate post;
- Photos should be catchy and in good quality to be shared;
- Photos are great but videos are interesting too: if you have the opportunity, streaming live videos on Facebook would be another great tool to promote our activities.

DISSEMINATION ACTIVITIES

To ensure the success of the project and for the sustainability of outputs in the long term, all the partners have to organize different dissemination actions at their local levels and therefore promote the results of the project at international level as well.

Standard measures have to be implemented to raise awareness and educate the community on respective issues, and to determinately engage groups into performing the feedback and coming up with the feasible intentions for future engagement.

REMINDERS:

- Participation in other events (organized by municipalities, ministries, schools, NGOs or others) can give an added value and be an important occasion to further promote the project through other wider audiences. Please provide photo and video proof (at least 2-3 pictures each time) to help us sharing about it and share it yourself using official hashtags and tags;



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- If you organize any other event, try to connect it as well with our project, so that we can give additional visibility. It's possible to combine different projects in one event.

Other actions the partners have to implement to make the project visible:

- If you have a newsletter or maybe even a blog it can be a good way of keeping both the members of the consortium and all other interest groups on the map of what is going on in the project, so please add information about the project in general and what are your actions in it. Also, share with us the newsletters so we can keep them for reporting;
- Subscribe to our Newsletter. If you have a newsletter connected to your website, remember to add all the activities related to the project;
- Creating and spreading official slogans and hashtags for the project and its phases in general and in the different countries;
- If you need any help or any other doubt or matter you would like to be clarified related to the dissemination and visibility strategy, do not hesitate to contact us.

PROJECT SPECIFIC DISSEMINATION:

Dissemination strategy will be decided following an in-depth analysis of the experiences and background of the partners. Each action will be planned thanks to a conjoined effort and sharing of ideas and proposals by the members of the partnership. Dissemination activities can be summarized in three phases:

DURING THE PREPARATION PHASE. The visual identity of the project will be created. It includes an official logo and a poster which will be updated for each activity (e.g. adding information of the meeting/type of activity). An Instagram profile will be open and updated with pictures both from local and international activities. Stories from Instagram will facilitate the interaction of a huge number of people and the virtual participation of them by approaching pools and



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questions we will put share time by time. A press release will be written and spread with local newspapers and media.

DURING THE REALIZATION PHASE. Promotion of the partners on sites and social medias (including the official Instagram) frequently used by the target group. This promotion will gather information regarding the work in each organization, the project in itself and the information regarding the youth participation phenomena, dissemination of the results of each local and international activity, sharing of the online platform and creation of photo and video galleries of the activities. All of the former will be posted on social media channels. Local press and media will be invited to visit the venue of each activity to make videos and interviews to the participants. As planned in the timeline, after and during and after each international activity a specific moment will be dedicated to the dissemination involving the project target.

AFTER THE REALIZATION PHASE. A **video of the project** that will be created and shared among the participants, the Consortium and in an online way. All the results will be promoted through websites, social media, online blog and newsletters of the partner organization.

A press conference will organize by each partner and will be carried out individually. To the conferences we will make sure to involve NGOs representatives, youth associations, local partners, decision makers, policy makers, TVs and journalists. During the course of the project we will ask to “SardegnaGol” a local newspaper totally dedicated to the youth policies in Sardinia, to publish **at least 5 articles** related to the project.

Furthermore, the results of the project will be shared on different levels: involving Institutions, local authorities, youth workers, local NGOs and also share via online by using some types of digital tools:

- **Tools and best practices** will be collected in a **final publication** that will be spread firstly in the countries involved in the project, and then across Europe during other activities. To be more convenient it will be uploaded in different web channels (e.g. Erasmus+ official platform, TDM 2000 International digital library). We will promote it among our partners,



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during our educational activities and trainings; school and indirect youths and Institutions will receive it as well. The publication will be made freely available through open license and it can inspire other NGOs and youth workers around Europe.

- **Online contents** will be freely available and they will be uploaded in the platform of the project. So, beneficiaries (both direct and indirect) can be inspired by them to improve their skills and competences in terms of digital democracy, ICT tools and e-participation.
- **Results, information from the discussion and from the online pools** will be collected in 8 **info graphics** that we will upload in a specific section of the platform and shared on different levels.
- **Guidelines and recommendations** will inspire Institutions, politicians, youngsters and beneficiaries. They will contain youth's vision and needs regardless e-participation and digital democracy starting from the experience of their countries to a common European vision. These tools will be uploaded online in the platform.

The target for the dissemination will be mostly ***European youths, institution representatives, National and local youth councils, youth organizations, decision makers, local councilors, youth workers and leaders, young students.***

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