

Dissemination ACTIVITIES

*1st Transnational Project meeting
London, May 10th, 2018*



Co-funded by the
Erasmus+ Programme
of the European Union



Anziani e non solo
ANS
Società cooperativa

Dissemination materials and activities

Aims and objectives

- To maximise the impact and reach of C2E's results
- To communicate and disseminate knowledge produced by the project
- To ensure C2E's sustainability and exploitation
- To empower the existent relationships or establish new relationships with pan-European and international networks and forums

The role of the young careres participant in the C2E project is:

- Help to build a communication strategy that will attract young people, using appropriate and relevant messages and channels

Dissemination materials and activities

Target

C2E's target audiences for its dissemination activities can be divided into:

- 1) **Those who will directly benefit from the project's activities and outcomes:**
 - ✓ young carers (aged 18–30, with particular focus on women)
 - ✓ community and voluntary service organisations
 - ✓ social and health care service providers
 - ✓ social entrepreneurs, employers and businesses
 - ✓ professionals and educators working directly with young carers
- 2) **Those who will indirectly benefit through awareness raising** (...educational institutions and private sector training providers, municipalities, career counselors, social enterprises and cooperatives, chambers of commerce, government authorities, etc.)
- 3) **Multipliers for wider dissemination and campaigning activities at the policy and research levels** (.. EUROCARERS, youth networks, Social Service Europe, Social Economy Europe, entrepreneurial schools and VET institutions, etc.)

Dissemination materials and activities

Phases



The dissemination activities will be divided in three phases:

1. Beginning of project – focusing on project promotion through project website, project logo and leaflets, 1 Press Release and 1 e-newsletter
2. Along-project life – emphasis lies on continuous activities, the e-platform, the national publications, the project newsletters and the press releases, the posts on Social Media and the online campaigns
3. End of the project – focusing on project outcomes, through the Final Dissemination Conference and final press release and e-newsletter

Dissemination materials and activities

- *Project logo and visual identity*

To do:

ANS	ALL PARTNERS
-Has elaborated some proposals for the project logo:	-Together with IARS Youth Advisory Board, the project logo will be selected
	

Dissemination materials and activities

○ Project website

- Will feature: project description and objectives, partner profiles, practical results, awareness raising material, events and opportunities for involvement
- Target:
 - ✓ **3000 unique visitors (!)** to the project website
 - ✓ 5000 visitors to partners' websites

ANS	ALL PARTNERS
-Create the project website	-Send to ANS: your organization brief description and logo, contact details
-Update the project website	
-As all partners	-Create a dedicated section on your organization websites, hosting a link to it and including a description of the project's scope and aims



Dissemination materials and activities

- *Leaflets and posters (also for printing)*

To do:

ANS	ALL PARTNERS
-Prepare the draft of the English version	-Translate the text and send it to ANS
-Prepare the final version (graphic design)	
-Upload the leaflets on the project website	-(Print and) Distribute the leaflets

Dissemination materials and activities

○ Newsletters

- *Highlighting the most important achievements of the project*
- *Coinciding with the release of key outputs*
- *Reaching over 5,000 organisations directly and 10,000 indirectly*

To do:

- *Agree on the timeschedule*

GENERAL EXAMPLE:

ANS	ALL PARTNERS
-Prepare the draft version (English)	-Check the draft version, translate it and send amendments and translations to ANS
-Collect the amendments and the translations and prepare the design	
-Send to pp and upload it on the website	-Disseminate the newsletter through your own mailing list

Dissemination materials and activities

○ *Press releases*

- *At least 4 press releases will be drafted and sent to the press after each project major milestone and release of 4 Intellectual Outputs (research, educational material, piloting, final e-book).*

Target: 100 journalists and media outlets

To do:

ANS	ALL PARTNERS
-Prepare the press release – English	-Translate and disseminate the press release through your own mailing list

Dissemination materials and activities

○ *Social media*

– Each partner will promote the project’s website on their organisation’s social media accounts (Facebook, Twitter, LinkedIn)

To do:

ANS	ALL PARTNERS
<i>–As all partners</i>	<i>–Post on your organization’s social media</i>

Dissemination materials and activities

- *Youth led Campaigns and videos*
 - *One of the innovative aspects of the project*
 - *Online campaigns and videos led by young people will be key activities to raise awareness of the project and most important on the e-platform and its added value.*
 - *Young carers directly involved will organize awareness raising campaigns including: live interactive webinars, pre-recorded webinars*
 - *Target: at least 4.000 more potential beneficiaries (?)*

To do:

-Agree on the modalities

Dissemination activities template

- *Monitoring of all dissemination activities*
 - *All dissemination activities should be recorded and related evidences collected (dropbox folder?)*
 - *ANS will provide a template to record performed dissemination activities*

N.	WHEN (yyyy/mm/dd)	Partner acronym	WHERE AND HOW				TARGET GROUP		N. PARTICIPANS/VISITS / ORGANIZATIONS		EVIDENCE
			ACTIVITY								
			type	Description	type	Description	EU /Nat/Loc level	Description	N.	Type	
1	2017/08/04	ANS	Newsletter release	1st newsletter	Org's Facebook	Post on ANS facebook	Regional/Local Level	ANS stakeholder circle	977	Followers (social media)	screenshot
2	2017/08/04	ANS	Newsletter release	1st newsletter	Org's Twitter	Post on ANS twitter	Regional/Local Level	ANS stakeholder circle	198	Followers (social media)	Screenshot

[Dissemination activities_template .xls](#)

ATTENTION!!!

We have a contractual obligation to always use the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material.

- *The preferred option to communicate about EU funding through the Erasmus+ Programme is to write 'Co-funded by the Erasmus+ Programme of the European Union' next to the EU emblem*
- *Examples of acknowledgement of EU funding and translations of the text are available at http://eacea.ec.europa.eu/abouteacea/visual-identity_en*
- *The brand name of 'Erasmus+' shall not be translated*
- *Guidelines for beneficiaries on the use of the EU emblem in the context of EU programmes are available at http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf*

All project materials and publications produced by the project must include the following disclaimer:

“The content of the present material represents the exclusive responsibility of the authors and the National Agency or the European Commission will not be held responsible for the manner in which the content of the information is used”.

THANK YOU!

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