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DISSEMINATION STRATEGY

Title of the project: GREENUP: European youth reflecting about
the green future of Europe

Grant decision No 10105441 - GREENUP



Introduction:

This document, GREEN UP Dissemination Strategy, defines the work that will be done under the COMMUNICATION AND DISSEMINATION activities, throughout the project period. It describes our target groups, key messages and outlines which communication and dissemination tools and channels will be used. This strategy specifies how to achieve Green Up's dissemination objectives.

Objectives:

The two overarching objectives of this strategy are to ensure the relevant stakeholders are informed about project's activities and ambitions and are engaged in the process.

Specific objectives are:

1. To ensure that all the project participants are fully aware of and understand the project objectives, the tasks at hand and the opportunities for personal development and learning.
2. To inform and involve youngsters, youth organizations and youth professionals/workers related to the future of Europe and what the European Green Deal represents, the work of GREENUP and the opportunities to participate and support the project.
3. To present information on innovation practices and perspectives in youth related to the topic of the project through various tools (e.g. social networks, workshops, etc.) closely linked to the project activities and themes.
4. To share the results of the whole project with an external audience made of youth stakeholders, ecological organizations, policy and decision makers and climate activists across Europe.



Target groups:

GREENUP work is relevant for the following target groups:

- **Young people and students** – from youth organizations, secondary schools, universities, etc. are our main target groups. They are motivated people about project topics, and we will try to involve more people in the project using communication skills.
- **Policy makers from local and regional authorities** in charge of youth and green transition areas. They could take in advance project results for future projects in their target areas.
- **NGOs, associations and other organizations related to youth, European Green Deal proposals or climate change.** They could be interested on promoting new ecological practices and methods to benefit the future of Europe.
- **National authorities or European institutions.** It would be interested on project results as they will be useful for improve working methodologies about European Green Deal proposals.
- **General audience,** of people who could be interested on collaborate to develop a better future for Europe.

Project identity:

A project identity and graphic charter is developed to establish a common and recognisable GREEN UP brand, which will be used for all project communications, both at European and local levels. The project identity relates to the appearance and visibility of a project for the external stakeholders. This includes a logo selected by the project partners, and templates for project deliverables and PowerPoint presentations. The aim of the project identity is to show the main advantages of the project results, thus to be connected when moving.



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Project logo:

Project dissemination elements should include the project logo, together with the official European Union dissemination logo.



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Dissemination tools:

The following communication tools are chosen to effectively communicate with all our target audiences:

- 1- Detailed Strategy for Communication and Dissemination
- 2- Official project web page
- 3- Official project mail account
- 4- Social media accounts (Facebook, Instagram, Youtube)
- 5- Partner's official social media accounts (Facebook and Instagram)
- 6- Network activities (Webinars, online workshops, etc. organized by our network)
- 7- Project infographics, posters and brochures.



8- Participation in local, regional or national conferences and seminars

9- Articles published in institutional websites, local newspapers, press releases, radio and television.

10- Circulation of photographs of international events and activities.

11- Audio-visual content including interviews and opinions of participants.

12- Online broadcasting activities in Twitch

Activities

- Creation of the official webpage and continuous dynamization. Each partner should link the project website with their official website;
- Official mailing for spread events and results;
- Weekly animation of social networks (Facebook, Instagram and Youtube);
- Each partner shares all posts published on project social networks;
- Each partner provides information for social networks every month;
- Posting pictures about project activities on each partner social media accounts;
- 1 Project poster in the official headquarter of the Project Partner;
- Organizing network activities according with the project calendar (courses, workshops, etc.);
- Disseminating project results by participation in regional and national conferences and seminars;
- Participating in local dissemination activities like conferences or interviews for radio, journals, etc.
- Minimum 1 press release every three months to be published at regional level, and related to each project international meeting;
- Organizing meetings with stakeholders for project dissemination by local working groups (Minimum 1 meeting between international project events);



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- Cooperation with related projects or initiatives, collaborating in dissemination activities and signing agreements;

Internal communication activities

- There will be created a contact list, phone agenda with telephone numbers of contact emails from each project partner. The email will be used for important information such as project travel details or agenda, project documents.
- The formal communications will be done by email. It is mandatory to answer an email after 48 hours. Even if only it is a quick answer to confirm that each partner has received the email.
- The creation of a google drive shared folder in order to share all the documents related to the project.
- There will be a WhatsApp group which will be used for informal communications and to share photos/videos.
- Online meetings for updating the evolution of the project and if needed, when pandemic situation will not allow physical activities.