# Communication plan

# Dissemination
# Exploitation
# Visibility

## Aim of this Communication plan:

- to implement better quality Communication activities (A 4.) and increase the impact and visibility of the **Tools for learning - tools for sustainable development (TLTSD) project** on local/regional/national/European level

- to clearly present the Dissemination and exploitation and Visibility plans

- to be source of information for measuring and analysing the project success in different stages of the project

## Distribution:

all project partners - Legambiente Lombardia, IPoP - Inštitut za politike prostora and Green Istria

## Key stakeholders of the communication activities:

CSOs and CSOs networks, youth, teachers, schools (primary, lower and upper secondary schools, project partners, decision-makers at local, regional, national and EU level

## The Dissemination and exploitation plan

This plan refers to internal and external dimension of all communication activities

It will:
- provide project team members with better insight to the timeline of project activities, results, outcomes and related communication planned during the project
- make information about the project, project activities and results available to the target audiences
- attract stakeholders that might benefit from our project results

## Internal dissemination

It starts at the beginning (kick-off meeting held) and continues throughout the project. Zoom and similar tools, e-mails/telephones will be used for communication among partners.

Project Google Drive folder gives access to all project documents (project application and annexes, grant and partnership agreements, reporting templates, guidelines, agendas, evaluation forms, presentations, meeting minutes and other information that is exchanged among the partners.

**CRO and SLO:** Handbook, experiences and materials from 3 trainings and innovative workshop programme will be shared with all Green Istria's and IPoP's members (via mailing list for members), with the organizations' main structures such as Management Boards and Assemblies

**IT:** Within Legambiente national network, including around 600 local member groups, 20 regional member groups, with special attention on association of educators and teachers "Scuola e formazione" (with regards to dissemination of the handbook) and "Legambici"(dedicated to urban planning and sustainable mobility; will receive all materials from IPoP's training).

## External dissemination

It makes the project activities and results available for the key audiences and stakeholders that might benefit from our project results.

Aims to:

- Inform the key stakeholders of the TLTDS project, project activities and results by:

  - publishing web and social media updates on project and all partners websites
  - work with media (press releases)
  - publishing newsletters

- Empower youth to act as agents of change for the sustainable development, with focus on environment and climate and to enable them for changes of their individual preferences, consumption habits or lifestyles (A 3. Test youth workshops)

- Empower and inspire teachers to apply in their work the tools and assessment methods for youth work presented in the handbook for teachers' modern, competence-based teaching on sustainable development, with included non-formal learning tools and assessment methods of their students' learning outcomes (A 2.2. 3 presentations of the handbook planned for 40 teachers in Pula, Ljubljana and Milan)

## Resources and tools for implementation of the Dissemination and exploitation plan:

branding, i.e. use of project logo and memo by all project partners, project web, partner's websites, media communication and PRs, social media (Facebook, Twitter, Instagram), personal communication (e-mail, telephone calls) and newsletters

- **Project website**

It will provide open access for all target groups and stakeholders, including the general public on information about the project, project activities and results. It will include the handbook for teachers, report from youth workshops for testing new non-formal learning tool/s in local settings (A 3.), press releases on project and the handbook, training for the trainers (A 1.1.) and related PPT presentations.

Project web is intended as one of the main sources of information about the project. It will be established during first half (9 months) of project implementation the start of the project and will be maintained during the project's life time and in the long-run. In order to ensure the sustainability of project outputs and materials, the project web is created as a subpage of Green Istria's (applicant) existing web www.zelena-istra.hr (no need for additional domain and hosting costs).

All the project results will be uploaded on the project website and partners' websites which will remain open for full access, as Open Educational Resources (OER). This website will be supported long after the end of the project.

The project website will be organized in 5 main categories: About TLTSD project (general information about the project, project description and the main project activities), News (PRs in English), Publications (handbook for teachers in 4 language versions - 3 national languages + English; Communication plan, project impact assessment plan), Trainings and workshops, Partners (information about partner CSOs and their contacts).

**Green Istria** is responsible for project website maintenance and content creation of the website in Croatian and English throughout the project period (maintenance will continue after the project). Green Istria will write the PR on project in English that partners will translate and coordinate partners joint writing process of cumulative test youth workshops report in English (A 3.; each organization covers in the report its own workshop) and publish this report on its web.

**Partners** contribute to the project website content by writing cumulative test youth workshops report (A 3.; each organization covers in the report its own workshop)

- **Participating organization's websites**

All contribute to dissemination about project and project activities in their national languages on their websites by publishing:
- the PR about project (A 4.)
- reports (PR) on training for the trainers (related to A 1.1.)
- the PR on handbook for teachers (related to A 2.2.)
- invitations (PR) for the youth workshops for testing new non-formal learning tool/s in local settings and reports (PR) from workshops (related to A 3.)
- reports on presentation of the handbook to teachers (A 2.2.)

- **Communication with media and press releases**

This type of communication activities serve the purpose of raising the awareness of the general public about the project, project activities and results.

In order to popularize the main project results among broader audiences in 3 countries, during the project the total of 5 PRs (stated above) related to all **main activities's results** (the trainings, the handbook, the youth workshops, the presentations of the handbook for teachers) will be sent to media.

The PR about project will be sent in Croatia only. All other PRs are planned in each of the national languages.

Green Istria will be responsible for creation of PR on project and handbook in English, partners for translation into national languages.

PRs about project results should be published on websites and social networks of partners.

- **Social media (Facebook, Twitter, Instagram)**

This type of communication activities too serves the purpose of raising the awareness of the general public about the project, project activities and results. It drives the attention of key stakeholders and general public to the project/partner websites.

All partners are responsible for dissemination via all their available communication channels.

APPLICANT: ZELENA ISTRA       PARTNERS: IPOP Institut za politike prostora Institute for Spatial Policies       LEGAMBIENTE       Co-funded by the Erasmus+ Programme of the European Union

- **Personal communication (e-mail, telephone calls) and newsletters**

This type of communication activities mostly serves the purpose exploitation of the project main results by the key stakeholders.

Participating organizations will share the project results (the trainings, the handbook, the youth workshops, the presentations of the handbook for teachers) via their **newsletters** and in 1:1 communication with stakeholders to popularize them among their members and followers.

The number of recipients institutions and individuals, i.e. subscribers of e-mails/newsletters will be a measure of success of this exploitation and dissemination channel.

All participating organizations will post social media and web updates in relation to implementation of activities, as indicated in the project timeline.

The number of followers, pageviews and visits to project and partners webpages, number of engagements on social networks (shares, retweets, likes etc.) will be a measure of successfulness of this dissemination channel.

**Followers/subscribers/visitors (when project was submitted):**
Green Istria - Facebook: 6105; Twitter: 350; Instagram: 520; Newsletter: 315 /monthly average: 1000 pageviews, 200 unique visitors
IPoP: Facebook: 2136; Twitter: 554; Newsletter: 569 /monthly average: 5915 pageviews, 1158 visits
Legambiente Lombardia - Facebook: 12689; Twitter: 3424; Instagram: 1269; Newsletter: 6000 / monthly average: 3000 pageviews, 800 visits

**Specifications of dissemination and exploitation (in relation to project activities)**

In relation to **A 2.1. handbook for teachers**

- **emails** with included handbook will be sent to email addresses of:

**a) schools in 3 countries** (elementary and high schools: 1355 in Croatia; 957 elementary schools in Slovenia; 1000 upper and lower secondary schools in Lombardy, Italy), as it is expected that they might further disseminate the handbook towards their teachers who might benefit from the use of the tools and methods presented in the handbook in their work with students.

**b) local/national/EU stakeholders:**
b.1.) local and regional authorities in Istria County (41 authorities), Central Slovenia (27 authorities), Lombardy (1501 authorities) and associations of local and regional authorities in CRO and SLO (3)

**b.2.) state level authorities related to the field of education**: 3 ministries of education; CRO: Education and Teacher Training Agency; SLO: National Educational Institute, National Institute for Vocational Education and Training

**b.3.) EU level:** European Parliament's Committee on culture and Education, Youth Department of the Council of Europe and European Steering Committee for Youth of the Council of Europe, as all these institutions are relevant for the issues related to education of young people, and might further disseminate the handbook and motivate schools across Europe to benefit from the use of the tools and methods presented in the handbook.

**b.4.) CSOs networks associations with members relevant for the field of youth** - CRO: the GOOD Initiative; the Green Forum Network, the informal Advocacy network and the Rojc Alliance; SLO: Mreza za prostor (25 NGO's network for sustainable spatial planning), Plan B za Slovenijo (network of 37 CSOs for sustainable development), Zagovorniki okolja (network providing legal counselling and expert support to NGOs and civil initiatives and affected individuals in the field of environmental protection, nature conservation and spatial planning), Koalicija za trajnostno prometno politiko (non formal network on sustainable mobility), as it is expected that the member CSOs to these networks might benefit from the knowledge about the handbook and the use of non-formal learning tools presented in the handbook in their work with youth.

Also, project team member, **Brnic (Zelena Istra)**, who worked in schools will share the handbook with past colleagues, as they still work in schools and might be interested for the application of the content.

**IPoP** will seek to present and give out the handbook directly to teachers and school headmasters present at one of National Educational Institute's conferences which IPoP regularly attends and where at least 100 headmasters or teachers from Slovenia can be expected (we expect the conference to occur at the end or after the end of TLTSD project implementation).

**Green Istria** will further share the handbook with 24 teachers included within Green Istria's current "ZZOD" project and during meetings with teachers related to organization of Green Istria's future youth workshops and events, not necessarily related to specific projects.

**Legambiente Lombardia** will present the tools from the project in activities that will be developed in the educational center for food waste issues in Milan, Cascina Nascosta.

## Dissemination and exploitation timeline

Dissemination and exploitation timeline is connected to implementation of activities as can be shown within the <u>project timeline</u>.

## Visibility plan

**Aim:** to ensure visibility of project, project activities and results, i.e. promotion in line with the EU and Erasmus+ guidelines of visibility

All TLTSD project materials must include, just like project memo:
- the appropriate mention of funding by use of logotype "Co-funded by the Erasmus+ Programme of the European Union"
- project logotype
- disclaimer: "This communication/presentation/publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project materials include:
- Plans
- Participants lists / Statements on attendance
- PRs
- Publications
- PPT presentations

## Open access / OER requirement

"Erasmus+ promotes the open access of project outputs to support learning, teaching, training, and youth work. This serves both to ensure that publicly funded materials provide value to the general public, to increase the value, visibility and reuse of the insights and work of a project, and to ensure long-term access to the results, even if e.g. a beneficiary consortium ceases to exist." (quotation from Guide on Erasmus+ programme 2020)

On any **educational resource** produced with support of Erasmus+ **open license is applied**

APPLICANT: ZELENA ISTRA    PARTNERS: IPOP Institut za politike prostora Institute for Spatial Policies    LEGAMBIENTE    Co-funded by the Erasmus+ Programme of the European Union

The public (i.e. any third parties) is allowed at the minimum to freely:

- Use the work;
- Adapt the work as needed (e.g. translate, shorten, modify for local contexts, etc.);
- Reproduce and share the original or adapted work with others (e.g. with students in the classroom, online, with peers, etc.

The contents of this plan may be updated during the duration of the project.