COMUNICATION PLAN

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INTRODUCTION

Communication is the process of transmitting ideas and information. This plan is a way to organize actions that will lead to the fulfilment of the project's goals. This communication plan define **what** information should be communicated, **who** should receive that information, **when** that information should be delivered, **where** (e.g., email, social media, mail) communication will be shared, and **how** those communications will be tracked and analysed. A number of key elements were involved in the creation of this communication plan:

- Goal. What do you want your communication to achieve?

- Purpose: Why do you want to communicate with the community?/What is your purpose?

- Content. What information will this communication contain?/ What do you want to communicate? What's your message?

- Timing. When and how often will you deliver this communication?

- Channel. Where will you share this communication?/How do you want to communicate/What communication channels will you use?/Whom should you contact, and what should you do to use those channels? How will you distribute your message?

- Methods. What tools/platforms will you use?

- Audience. Who will receive this communication?/ To whom do you want to communicate it?

- Owner. Who is in charge of sending out this communication.

Proper communication flow means that the information is concrete, clear and distributed in a timely manner to all interested parties, whilst maintaining a good balance between insufficient information and too much information.

The objective of "DIGITAL WOMUNICATION" project's communication plan is to raise awareness of the stakeholders about the development, objectives and results of the project and create social consensus.

This Communication Plan has been developed by all beneficiaries.

1. THE PROJECT

The project is an ERASMUS-EDU-2022-CB-VET according to Erasmus Plus Programme rules. The general objective of the project is to increase the employability of women between 18 and 30 years old from rural backgrounds, through the acquisition of digital communication skills, to be employed in the field of non-profit organizations. The consortium, after a careful analysis of needs carried out with the participation of stakeholders, has identified specific objectives functional to the achievement of the general purpose:

- Specific Objective 1) Transfer to learners digital skills related to basic communication strategies. At the end of the training course focused on "digital communication strategies", trainees will improve their communication skills by +60%;

- Specific Objective 2) Enable trainees to adapt the acquired skills to the specificities of non-profit organizations. Through 6 months of practice in non-profit organizations, trainees will acquire specific skills in the field of digital communication for non-profit organizations.

- Specific Objective 3) To develop the capacity of the consortium bodies and organizations belonging to the non-profit sector active in the VET field, by providing training courses focused on non-formal methodologies, innovative and based on a dual approach, bringing VET trainees closer to the world of work. Thanks to the workshop that will see the new professionals as protagonists, in the realization of a video course on "communication strategies of non-profit organizations", which will be fully integrated within the training offer of the organizations of the consortium within online training platforms, the organizations will be able to increase the quality and accessibility of their training offer.

The deliverables of DIGITAL WOMUNICATION will be:

- D1.2 – Monitoring and control report
- D2.1 – Deliverables of the Kick-off meetings
- D3.1 - Vademecum "Digital methods of communication for self-promotional in the labour market", translated into the languages of the partners countries" and Video-course on "Digital Communication Strategies for the third sector"
- D3.2 - Video-course "Communication Strategies for the Third Sector"
- D4.1 – Final report of the implemented activities
- D5.1 – Communication Plan
- D5.2 – Dissemination Plan

2. COMUNICATION PLAN

The present Communication Plan plans on a multi-year scale the communication strategy that will be adopted within the framework of the "DIGITAL WOMUNICATION" Project, to achieve the general communication objective. Therefore, it defines the list of actions and products conceived with the goal of informing all parties involved in the implementation of activities about the objectives and intermediate and final results of the Project, disseminating the results, and reaching the subjects of national and international networks to raise awareness and build social participation and consensus around it.

The Communication Plan of the "DIGITAL WOMUNICATION" project defines the structure and content of the messages to be conveyed, identifies the most useful "target groups" to send them to, and determines the best tools to use throughout the project's duration. To enhance the effectiveness of the dissemination efforts, a long-term relationship with stakeholders will be established. These stakeholders will provide ongoing feedback to adjust the activities carried out and improve the effectiveness of the Project's message reception.

The communication activity is coordinated by an experienced manager selected within the BRAVO organization. It is understood that all organizations, by providing a staff member, will actively participate and contribute to the completion of these tasks.

The communication activities, based on solid strategies designed even before the start of the project, are structured as follows:

1) INTERNAL COMMUNICATION, starting from project approval and continuing until its completion, includes:

- Sharing of organizational and logistical information within the partnership;
- Sending informative materials related to meetings.

The target groups of the internal communication are:

- Project partners: through official project emails and via the online platform "Zoom".

2) EXTERNAL COMMUNICATION that begins with project approval and ends upon its completion includes:

- Communication through online and offline channels (Facebook, Instagram, TikTok, press, local radio, TV, etc.) about the project's success, featuring the Erasmus+ logo and explicit mention of the European funding source;

- Creation of the project logo;

- Development of the official project website and inclusion of the Erasmus+ and project logos (https://www.piattaformaprogetti.eu/digital-womunication/);

- Communicative actions throughout the project's progression (e.g. start/end of activities);

- Distribution of info packs to project partners at the launch of individual activities.
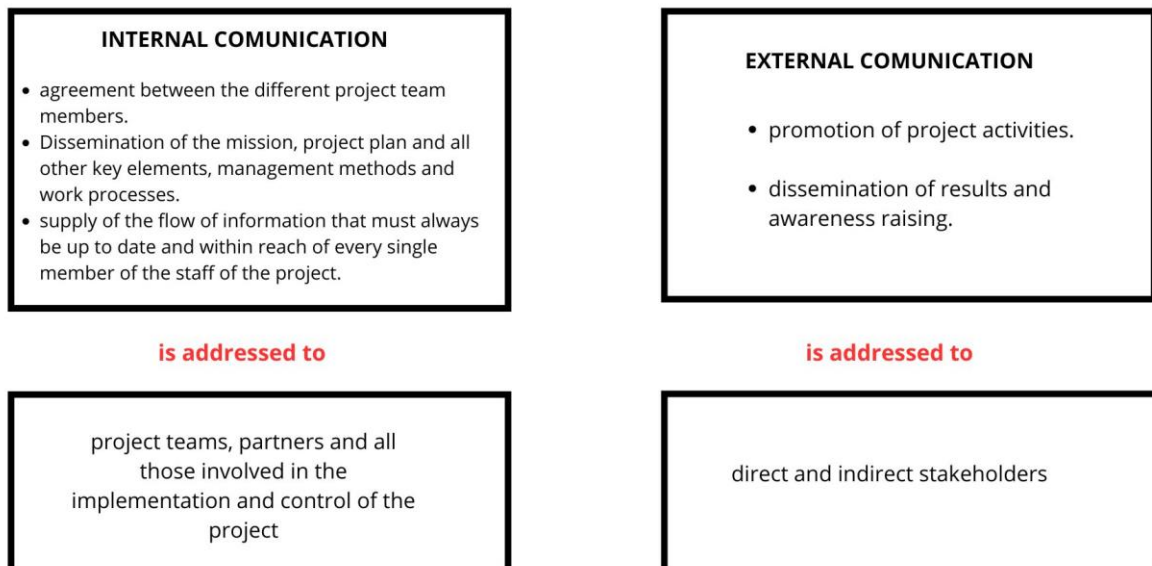
INTERNAL AND EXTERNAL COMMUNICATION

INTERNAL COMUNICATION

- agreement between the different project team members.
- Dissemination of the mission, project plan and all other key elements, management methods and work processes.
- supply of the flow of information that must always be up to date and within reach of every single member of the staff of the project.

is addressed to

project teams, partners and all those involved in the implementation and control of the project

EXTERNAL COMUNICATION

- promotion of project activities.

- dissemination of results and awareness raising.

is addressed to

direct and indirect stakeholders

Fig. 1 – schematic overview of internal and external communications.

3. OBJECTIVES OF THE COMMUNICATION PLAN

The general purpose of this communication plan is to disseminate the activities carried out within "DIGITAL WOMUNICATION" by describing the objectives, progress, and results in a way that reaches the general public, not just the experts. The specific objectives of the Communication Plan can be identified in the following points:

- Disseminate information both about the project in general, describing its objectives, progress, and results achieved, and about specific activities and deliverables developed within it.
- Identify the recipients of the communication actions and strengthen/expand their involvement and participation.
- Provide an immediately recognizable image for the project, creating familiarity with the public.
- Increase the project's visibility and the issues addressed, highlighting their added value and demonstrative nature.
- Facilitate and strengthen relationships among project partners to achieve the expected results.
- Strengthen the national and international network of the ERASMUS Programme through the experience of this project.
- Publicize the funding from the European Commission.
- Finally, the communication plan includes a monitoring system designed to evaluate the effectiveness and efficiency of all planned initiatives and monitor their impact, consisting of a series of indicators identified for each dissemination and communication tool adopted.

4. TARGET GROUP

The communication activity is specifically designed according to the following target groups:

1. Internal communication target group:

• Project partners: through official project emails and via the online platform "Zoom", and official project email.

2. External communication target group:

T1- Female learners aged 18 to 30 from rural areas (communication only);

T2 - Families of the participants;

T3 - Trainers operating within organizations active in the field of VET

T4 - Organizations within the consortium network active in the field of VET;

T5- Non-profit organizations in need of experts in digital communication;

T6- Institutions: secondary schools, vocational institutes, assistance centers;

T7 - VET trainers at the European level;

T8 - Young women from rural backgrounds seeking employment;

T9 - Young women in general experiencing skill mismatches in the field of digital communication;

T10 - Civil society in general for awareness-raising at local and European levels;

T11 - Organizations focusing on gender equality;

T12 - Political organizations/institutions

5. TOOLS

The tools utilized, tailored to specific messages and target groups, encompass both online and offline channels:

TOOLS	TARGET GROUP
Facebook	All target groups
Instagram	All target groups
Official website and dissemination platform	All target groups
Newsletter	T4- Organizations within the consortium network active in the field of VET; T5- Non-profit organizations in need of experts in digital communication; T6- Institutions: secondary schools, vocational institutes, assistance centers.
Personal e-mail	T1- Female learners aged 18 to 30 from rural areas
Community established at the end of the first virtual exchange	T1- Female learners aged 18 to 30 from rural areas; T4 - Organizations within the consortium network active in the field of VET;

	T5- Non-profit organizations in need of experts in digital communication; T6- Institutions: secondary schools, vocational institutes, assistance centers; T7 - VET trainers at the European level; T11 - Organizations focusing on gender equality; T12 - Political organizations/institutions.
Sharing YouTube videos	T3 - Trainers operating within organizations active in the field of VET; T5- Non-profit organizations in need of experts in digital communication; T7 - VET trainers at the European level; T8 - Young women from rural backgrounds seeking employment; T9 - Young women in general experiencing skill mismatches in the field of digital communication; T10 - Civil society in general for awareness-raising at local and European levels.
News publication through local press	T3- Trainers operating within organizations active in the field of VET; T6- Institutions: secondary schools, vocational institutes, assistance centers; T7- VET trainers at the European level; T8-Young women from rural backgrounds seeking employment;

	T10- Civil society in general for awareness-raising at local and European levels; T11- Political organizations/institutions.
News publication through online newspapers	T3- Trainers operating within organizations active in the field of VET; T6- Institutions: secondary schools, vocational institutes, assistance centers; T7- VET trainers at the European level; T8-Young women from rural backgrounds seeking employment; T10- Civil society in general for awareness-raising at local and European levels; T12 - Political organizations/institutions.
Multiplier events (open days open to the public to be organized within two months from the closing meeting)	T3- Trainers operating within organizations active in the field of VET; T6- Institutions: secondary schools, vocational institutes, assistance centers; T7- VET trainers at the European level; T8-Young women from rural backgrounds seeking employment; T9 - Young women in general experiencing skill mismatches in the field of digital communication; T10 - Civil society in general for awareness-raising at local and European levels; T11 - Organizations focusing on gender equality; T12 - Political organizations/institutions.

In order to communicate the project and its results, it was decided to adopt a roadmap on the content of the communication. A calendar of the information to be published has been developed according to the project timetable, and divided my month.

CONTENT		WHAT TO COMMUNICATE	TIME
COMUNICATION ABOUT THE PROJECT		• GENERAL OBJECTIVE • SPECIFIC OBJECTIVES • DELIVERABLES OF THE PROJECT	M 1-24
PARTNERSHIP		• ASSOCIATION • ROLES OF EACH STAFF MEMBER INVOLVE • DISSEMINATION OF OUR OTHER PROJECT	M 1-8
EVENTS	KICK OFF MEETING	LAUNCH OF THE CALL TO PARTICIPATE ON SOCIAL MEDIA AND WEB SITE	2 M BEFORE
		DURING THE EVENT (EACH DAY OF EVENT)	DURING KOM
		END OF THE EVENT AND RESULTS PRODUCED	AFTER KOM
	TRAINING COURSE	LAUNCH OF THE CALL TO PARTICIPATE ON SOCIAL MEDIA AND WEB SITE	2 M BEFORE
		DURING THE EVENT (EACH DAY OF EVENT)	DURING TC
		END OF THE EVENT AND RESULTS PRODUCED	AFTER TC
	WORKSHOP	LAUNCH OF THE CALL TO PARTICIPATE ON SOCIAL MEDIA AND WEB SITE	2 M BEFORE

		DURING THE EVENT (EACH DAY OF EVENT)	DURING WORKSHOP
		CLOSE OF THE EVENT AND RESULTS PRODUCED	AFTER WORKSHOP
	CLOSING MEETING	COMUNICATION TO THE PARTNERSHIP	2M BEFORE
		DURING THE EVENT (EACH DAY OF EVENT)	DURING THE CLOSING
		CLOSE OF THE EVENT AND RESULTS PRODUCED	AFTER THE CLOSING
RESULTS OF THE PROJECT		ALL THE RESULTS PRODUCED DURING THE PROJECT	M 1-24

To maximize communication objectives, the dissemination manager monitors the following indicators on a monthly basis.

TOOL	KPI	RESULT
	Average time spent on the post.	+2.5 seconds.
Facebook, Instagram, and website	Weekly subscribers.	+15%.
	"Likes" received for published posts.	+50% compared to the total post readership.
VET course subscribers and trainers adopting new approaches	Weekly subscriber count.	+10% from initial levels.
	Number of trainers adopting new tools.	at least 4 out of 10 reached by dissemination.
Newsletter through scheduled mailing lists organized by target	Number of recipients opening the email.	at least 40% of email recipients.
YouTube videos	Weekly percentage increase in views.	+20% per week compared to initial levels.
Publication through local press	Number of publications	One publication after each activity for each consortium organization.
Participation in the online campaign.	Number of views and sharing of the social media post	Monthly increase in nuber of views and sharing of 10%
Participation at the open day for each consortium organizations.	Number of participants	total of external participants per organization between 100 and 150.

8.   VISUAL IDENTITY

All the deliverables related to the Dissemination plan, as well as all the results of the project, must include the Logo of the project, the Funding Logo, and the official Disclaimer of the Erasmus Plus program, as specified in the Grand Agreement and Erasmus Plus visual identity regulation.

9.1 DIGITAL WOMUNICATION LOGO

9.2 FUNDING LOGO

According to the Grant Agreement Article 17.2, the following funding logos are to be used:

They are to be found in the shared drive:

   logo horizontal

   logo vertical

They are to be used for any communication activities related to "DIGITAL WOMUNICATION" (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major results.

The logos can be found here: https://www.eacea.ec.europa.eu/about-eacea/visualidentity/visual-identity-programming-period-2021-2027/european-flag-emblem-andmultilingual-disclaimer_en

9.3 DISCLAIMER

According to the Grant Agreement Article 17.3, any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."

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D5.1 - COMUNICATION PLAN

SOS Europa (Italy)

Dideas Innovacion Educativa (Spain),

Association For Progress, Education And Lobbying Nel Skopje (North Macedonia),

Bosnian Representative Association For Valuable Opportunities (Bosnia-Herzegovina),

Kosova Young Lawyers (Kossovo),

Mladiinfo (Montenegro)

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