COMMUNICATION STRATEGY

How to establish and run the visibility & communication

DISSEMINATION AND COMMUNICATION PLAN

FOR THE EC(h)O-CULTURES PROJECT

July 2024

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Introduction

The current document is the communication strategy of the EC(h)O-CULTURES project. Its aim is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility in the partner countries and - broader - all over the EU.

In order to guarantee an effective promotion and exploitation of the project results, special attention will be given to make communication messages attractive and engaging for our target group. Web-based tools, together with publications and event strategies, will be identified.

This document outlines the communication activities carried out by project partners. It sets out what has already been achieved and approved by the partners, and provides an outline of what is planned.

For the dissemination aspect, the project is embedded in a strong partnership of organisations with wide networks and "circuits of influence" that can guarantee a wide system of contacts for a successful dissemination of project news, events and results.

For the exploitation aspect, when the project comes to its end, specific measures will ensure that results are still available for usage by different groups. A strategy for exploitation of project results after termination is defined as a valorisation strategy.

An overview is given of all communication opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminars, workshops, etc.), project publications (e.g. leaflets, press releases as well as conference papers, articles etc.) and project presentations (e.g. to local stakeholders, etc.), complemented also by online activities based around the project website, and through the main social platforms (e.g. Twitter, Facebook, Instagram etc.). The dissemination activities have been designed to target the key audiences and stakeholders and to maximize awareness of EC(h)O-CULTURES objectives.

Project description and results

EC(h)O-CULTURES (ECHOCULT) is a project that aims to involve local communities in the fight against climate change. Children, young adults and adults will be involved in formal and non-formal activities in Vicenza (IT), Cordoba (ES) and Brussels (BE), with the aim of collecting strategic proposals for the future of Europe with a transnational approach.

The objective of ECHOCULT is to contribute to strengthening and enhancing the central role of citizens in addressing the 2030 Agenda, the Green Deal objectives and general environmental priorities. The final intent of the project is to increase the awareness and knowledge of the need

for soft and green skills. The objectives will be achieved through various organized online and offline activities for different target groups, including:

- Children and young adults: ECO-summer camps, future labs, workshops;
- Young adults: ECO-summer camps, workshops, clothes swaps, events, events training, etc.
- Adults: workshops with vegan show-cooking, debates on change climate, evening aperitifs on eco-environmental themes:
- Local policymakers and stakeholders: an e-book that collects political solutions collected directly from citizens of different countries of the EU.

Preliminary activities

The following preliminary activities were carried out:

- The creation of a web page to contain all the relevant information regarding the project, as well as its results and updates overtime.
- Mapping of all partners and communication channels which is accessible and can be found on an Excel document on the shared drive.
- The creation of an activity matrix, to register all communication and dissemination activities carried out for the project and the relative outreach.
- The creation of a recognizable logo, that is available on the shared drive in every version.
- The creation of PPT and word templates to encourage partners to maintain a solid identity.

The mapping and the communication documents will be updated monthly by the partners and garagErasmus Communications Officer.

Web page

A web page has been created on the website garagerasmus.org, as it was deemed necessary for it to take advantage of an already established website. Its characteristics are:

- It contains the project's logo, description, objectives, results, partners, code and duration
- It contains a dynamic section on the bottom, which includes all more recent updates regarding the project, which will continue to evolve overtime.
- Each partner's logo is clickable and directs the user to the official websites.
- The link to the web page is the following: https://garagerasmus.org/project/echo-cultures/

Web page	Dynamic section with the updates

https://garagerasmus.org/project/echo-cultures/

News on the project

Ec(h)o-sustainability pills for an eco-friendly office

by garagerasmus | Sep 24, 2024 | Echo Cultures

Are you looking for ways to make your workplace more sustainable? Whether you're an employee or an employer, there are so many things that you can do to reduce waste and create a more eco-friendly environment. We are currently developing EC(h)O-CULT, a project about...

ECHOCULT organises EC(h)O-Summer Camps about sustainability

by garagerasmus | Aug 6, 2024 | Echo Cultures, Projects

From June to the end of July 2024, the EC(h)O-SUMMER CAMPS took place on a large farm in Castelgomberto, situated in Northern Italy. The EC(h)O-SUMMER CAMPS proposed a wide range of activities addressed to educate the audience on sustainability while entertaining...

EC(h)O-CULTURES: a project to fight against climate change

by garagerasmus | May 17, 2024 | Echo Cultures, Projects

garagErasmus is thrilled to be part of the brand-new project EC(h)O-CULTURES (ECHOCULT) (101147953 CERV), a project that will involve three different countries (Italy, Spain and Belgium) to fight against climate change through local communities. Children, young...

Section with clickable partners

Partners of the project

ARCI Servizio Civile   CAPTA   garagErasmus   Oasi dei Lecci   Fundación XUL

Section with data

Duration

May 2024 – December 2025

Reference number: 101147953 CERV

Project logo

garagErasmus produced a recognizable logo that can be accessed in every version and extension on the shared drive.

Partners are invited to consistently use the project logo, the templates proposed by garagErasmus, and all materials generated from outset. This reinforces the image of the project and its perception of professional quality standards. Partners are **required to use the**

ECHOCULT project Logo when publishing dissemination materials for the project, together with the "Co-funded by the European Union logo (see dedicated paragraph).

European co–founding

Each publication must mention the European co-financing and use the appropriate logo:
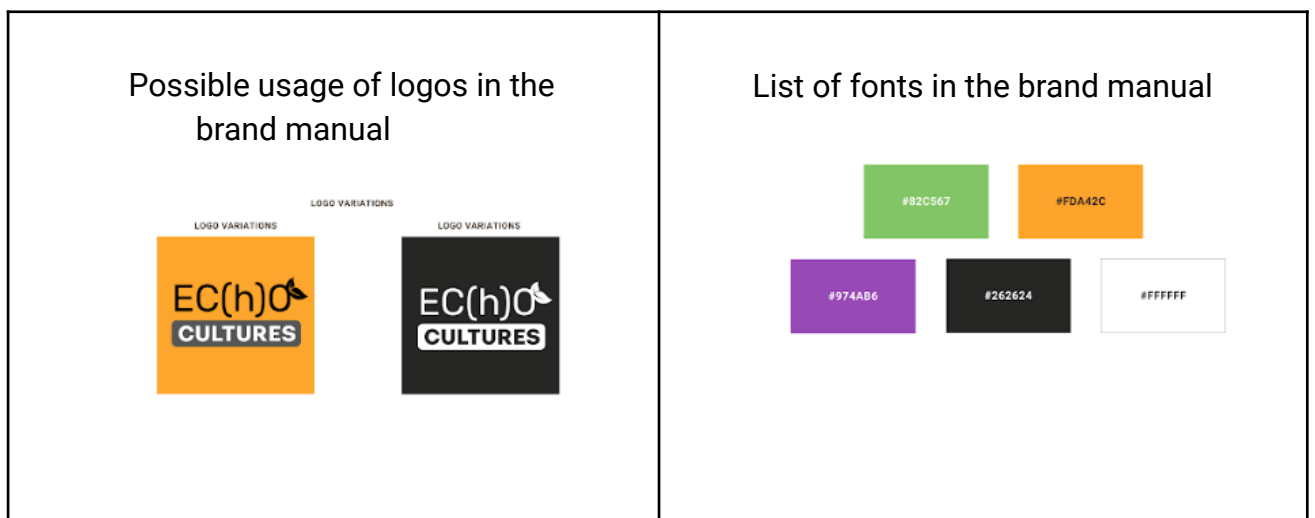
Variations can be used too, all downloadable at the following link: https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en

Further guidelines to how employ it according to EU rules can be found in the following document: https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf

Brand Manual

Partners should use Brand Manual to guarantee the consistency of the project's visual identity. It can be found on the shared drive and it contains:

- Examples of the use of the different versions of the logo.
- The color palette of the projects, including the color codes.
- The two chosen fonts with all their variations. The fonts can be downloaded from the google drive.

Possible usage of logos in the brand manual	List of fonts in the brand manual

Color codes in the brand manual	Link to download fonts in the drive

ROBOTO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VARIATIONS
ITALIC
BOLD
BOLD ITALIC

CALISTOGA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calistoga.zip

Roboto.zip

Visuals

Standard visual and personalized visuals (with partners' logos or different messages) will be created and shared with the partners on a regular basis through emails to guarantee a smooth and consistent image. Each visual will be editable and will allow partners to publish the project's updates in their own language, if they wish.

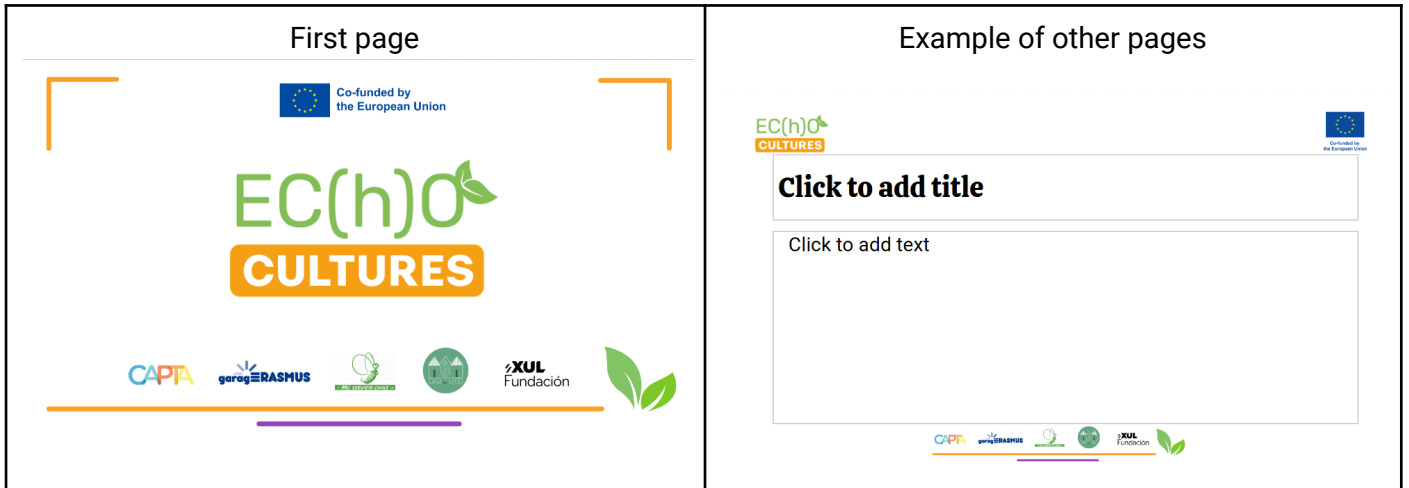| Instagram version on gE Instagram	Facebook version on CAPTA Facebook
https://www.instagram.com/p/C9hgOQ9iuqi/?img_index=1	

Templates

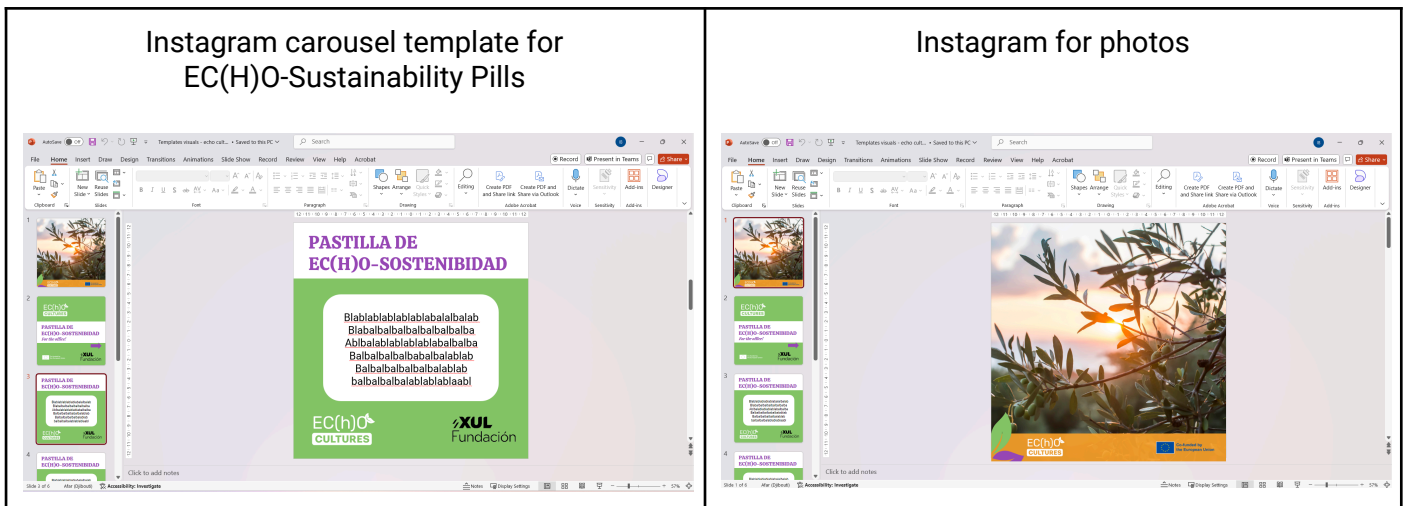Partners are invited to use the projects' templates provided by garagErasmus on the shared Google Drive:

- Word template
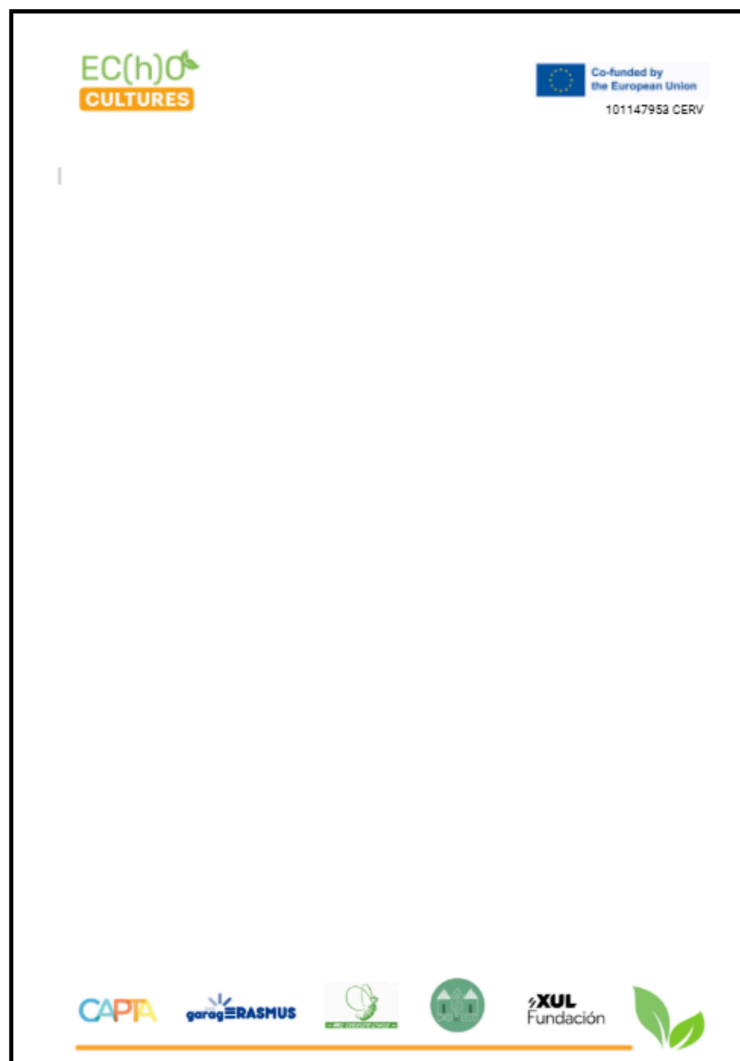
- Powerpoint presentation template

First page	Example of other pages

- Social media templates made with powerpoint to make them more accessible and easier to use for people who are not familiar with more complex softwares. It would also help with eventual turnover of people if it would happen for whatever reason as it is immediate and easy to pick up.

Instagram carousel template for EC(H)O-Sustainability Pills	Instagram for photos

Example of use on social media:

On garagErasmus Linkedin	On Xul Foundation Instagram
garagErasmus Foundation 3.370 follower 1m • 🌐	
🏆 Would you like to make your office more eco-friendly? Here are three tips to do so:	
1️⃣ Avoid single-use plastic products. Provide your employees with reusable products, such as cutlery, cups and mugs	
2️⃣ Buy bulk supplies. You can use reusable containers for those, buying less plastic. Moreover, this solution can be even cheaper when doing groceries!	
3️⃣ Adopt a "digital first" approach. Avoid printing, and always try to store files electronically!	
Are you interested in making your life more sustainable? Keep following us and check out our posts 👀	
#EchoCultures #CERVproject #SDGs #GreenDeal #Agenda2030 #GreenSkills	
Fundación Xul , Centro CAPTA, Arci Servizio Civile Vicenza	
Mostra traduzione	
https://www.linkedin.com/feed/update/urn:li:activity:7243943476344590336	https://www.instagram.com/p/DBf-jwyM48B/?img_index=1

Templates for offline promotional material will be created and shared with partners; in particular:

- Roll-up, that reflect the mission and expected outcomes of the project;
- Gadgets;
- Flyers, where one version highlights the overall project goals and more specific editions are being developed for selected events and audience.

Example of generic flyer distributed to partners:

All materials will include the project's logo, with catchy phrases and keywords, list of partners, relevant links to the project web and social media channels, the European Union co-funding information and the number of references of the project. Different messages will address general project interest as well as specific target groups. These materials will be used in offline events.

Social media

The project will exploit garagErasmus' already established social media accounts, but the visibility of the partners sharing posts and information directly from the pages, using the same hashtags, will be also exploited.

The established social media presence on partner's social media profiles will be highly needed, specially at the early stage. Successful distribution of messages and absorption by the community will be shown by the number of citations and the following highly satisfactory

participation in our calls. Continued and expanded presences in social media channels and work towards community engagement will result in audience buy-in at training events.

These elements of the communication plan will therefore be continued and strengthened as it represents an important way to be in touch with the relevant community. The project team is using these channels collectively by promoting the content and creating awareness. Feedback over these channels will be observed and acted upon in a timely manner.

As preliminary action, gE has gathered all social media handles to help partners include the other organizations in each other's posts, thus amplifying each posts' scope. Guidelines were then added to help people navigate the different requirements of each social media platform.

Extract from the file gathering social media accounts:

	A	B	C	D	E	F
	Partner	Facebook	Linkedin	Instagram	Twitter	
	CAPTA Onlus	Centro CAPTA Vicenza	Centro CAPTA	centrocapta		https://www.centrocapta.it/
	garagErasmus ASBL	@garagErasmus	Garagerasmus Foundation	@garagErasmus_foundation	@garagErasmus	https://garagerasmus.org/
	Oasi dei Lecci	Oasi dei Lecci		oasideilecci		https://oasideilecci.it/
	ARCI	Arci Servizio Civile Vicenza				https://www.arciserviziocivile.it/vicenza/
	XUL Foundation	Fundación Xul		xulfundacion		https://www.fundacionxul.org/en/

Hashtags

Partners should use the following hashtags, useful to reach visibility in social media and amplify the dissemination of the project:

#ECHOcultures
#SustainableCommunities
#GreenSkills

Other hashtags can be added following a discussion between partners. Moreover, partners have been instructed to use the capital letters between words to help people with reading disabilities and make communication more accessible.

News

garagErasmus established website will not only contain a web page dedicated to the project but will contain also numerous news that will help not only to keep the audience updated on recent developments of the project, but also withthe optimization of the project in terms of SEO and browser searching.

Example of a news published on gE's website, in the section "News".

ECHOCULT organises EC(h)O-Summer Camps about sustainability

by garagerasmus | Aug 6, 2024 | Echo Cultures, Projects | 0 comments

From June to the end of July 2024, the EC(h)O-SUMMER CAMPS took place on a large farm in Castelgomberto, situated in Northern Italy. The EC(h)O-SUMMER CAMPS proposed a wide range of activities addressed to educate the audience on sustainability while entertaining.

During the weekdays, fifty-seven participants composed of children and adults had the opportunity to gather together in an eco-sustainable environment, where they learned about the Green Deal and gained knowledge on how to help the planet daily.

Email

Each partner will use the partner's emails for internal and external communication. garagErasmus created an Excel document and invited partners to write down the contacts that will deal with the project's communication and dissemination, to avoid confusion and excessively long mail lists.

Specific mailing lists aimed to reach target groups, stakeholders and interested parties will be created when necessary. Partners will be invited to either contribute to the list or take care in forwarding project communication to their contacts.

Communication matrix

A communication matrix has been shared to partners to monitor their performance. This data will be useful for reporting and analysis purposes.

Extract from the matrix:

Status		What		Partner	Title		Date	Channel		Link
Done	▼	News	▼	garagErasmus ASBL	EC(h)O-CULTURES: a project to fight against climate change	▼	17/5/2024	Website	▼	https://garagerasmus.org/echo-cultures-a-project-to-figh
Done	▼	Post	▼	garagErasmus ASBL			17/7/2024	Instagram post	▼	https://www.instagram.com/p/C9hgOQ9iuqi/?img_index
Done	▼	Post	▼	garagErasmus ASBL	garagErasmus is thrilled to start the project 🌱 EC(h)O-CULTURES	▼	17/7/2024	Facebook		https://www.facebook.com/garagErasmus/posts/pfbid02 T9GBxFEwKUwiQUil
Done	▼	Post	▼	garagErasmus ASBL		▼	17/7/2024	Linkedin		https://www.linkedin.com/feed/update/urn:li:activity:7219
Done	▼	Post	▼	garagErasmus ASBL		▼	17/7/2024	Twitter	▼	https://x.com/garagErasmus/status/1821504443084386
Planned	▼	Webinar	▼	garagErasmus ASBL			JULY	Zoom		https://drive.google.com/drive/folders/1il2WIICGn3fsSq;
Done	▼	News	▼	garagErasmus ASDI	ECHOCULT organises EC(h)O-Summer Camps about sustainability	▼	6/8/2024			https://garagerasmus.org/echocult-organizes-echo-sum
Done	▼	Post	▼	garagErasmus ASDI		▼	8/8/2024	Facebook		https://www.facebook.com/garagErasmus/posts/pfbid03
Done	▼	Post	▼	garagErasmus ASDI	EC(h)O-Summer Camps about sustainability		8/8/2024	Instagram post	▼	https://www.instagram.com/p/C-aBY6cKOIS/?img_index
Done	▼	Post	▼	garagErasmus ASDI		▼	8/8/2024	Linkedin		https://www.linkedin.com/feed/update/urn:li:activity:7227
Done	▼	Post	▼	garagErasmus ASDI		▼	8/8/2024	Twitter	▼	https://x.com/garagErasmus/status/1821504443084386
Done	▼	Newsletter	▼	garagErasmus ASDI	Echocult organizes EC(h)O-SUMMER CAMPS about sustainability	▼	9/8/2024	Newsletter	▼	https://mailchi.mp/garagerasmus/garagerasmus-fou
Planned	▼	Webinar	▼	garagErasmus ASDI		▼	SEPTEMBE	Zoom		https://drive.google.com/drive/folders/1il2WIICGn3fsSq;
Done	▼	Post	▼	Oasi dei Lecci	EC(h)O-CULTURES project		8/8/2024	Instagram post		https://www.instagram.com/p/C_QskJjNdRi/
Done	▼	Post	▼	Oasi dei Lecci	Shiatsu in natura	▼	29/8/2024	Instagram post		https://www.instagram.com/p/C-7ffDUNY8x/?img_index
Done	▼	Post	▼	Oasi dei Lecci	Shiatsu in natura		29/8/2024	Facebook		https://www.facebook.com/oasideilecci/posts/pfbid02Zb SNcPf4ygJCBkNvRyl

Videos

During the offline events, recording and publishing video material will be useful to create engagement during and after the project lifetime.

Example of video published on garagErasmus Youtube Channel:
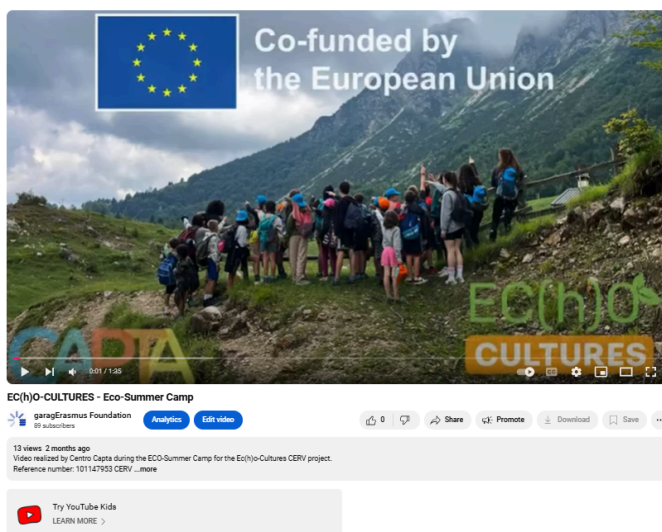
Newsletter

Regular newsletters will be prepared and sent out both from the project communications tools, and from each partner.

Example of extract of garagErasmus newsletter:

ECHOCULT organises EC(h)O-Summer Camps about sustainability

In the framework of the project ECHO-Cultures, fifty-seven young participants and adults had the opportunity to gather together in an eco-sustainable environment in Castelgomberto (Italy), where they had training about the Green Deal and gained knowledge on how to help the planet daily 🌱 . **Read more**

Project networking

Partners will also perform project networking on a continuous basis aiming for greater visibility of the project through other websites and participation in events, in other project transnational conferences, etc.

Internal communication

The project website and social media channels need to be fed with announcements and updates on the project's progress and targeted messages about offerings to the different target groups. Offline events contributions and labs provide good opportunities for this. Therefore, all project partners are expected to announce participation in events. Pictures and/or short messages live from the events are suggested to be shared via social media. Summary of the contribution and results will be compiled for news on the website. Each partner is therefore asked to draft short articles and provide pictures where possible.

Conclusions

This Communication and Dissemination Plan is a flexible, living and light-weight plan. Based on the defined target groups and objectives described in the description of work, the communication strategy aims at maximizing the use of project deliverables, mainly the offering of training events and material, ensuring that key stakeholders receive the full, lasting benefits

of ECHOCULT. It also allows the project team to adapt to future developments, especially the lessons learned from the first months of the project and its initial activities.