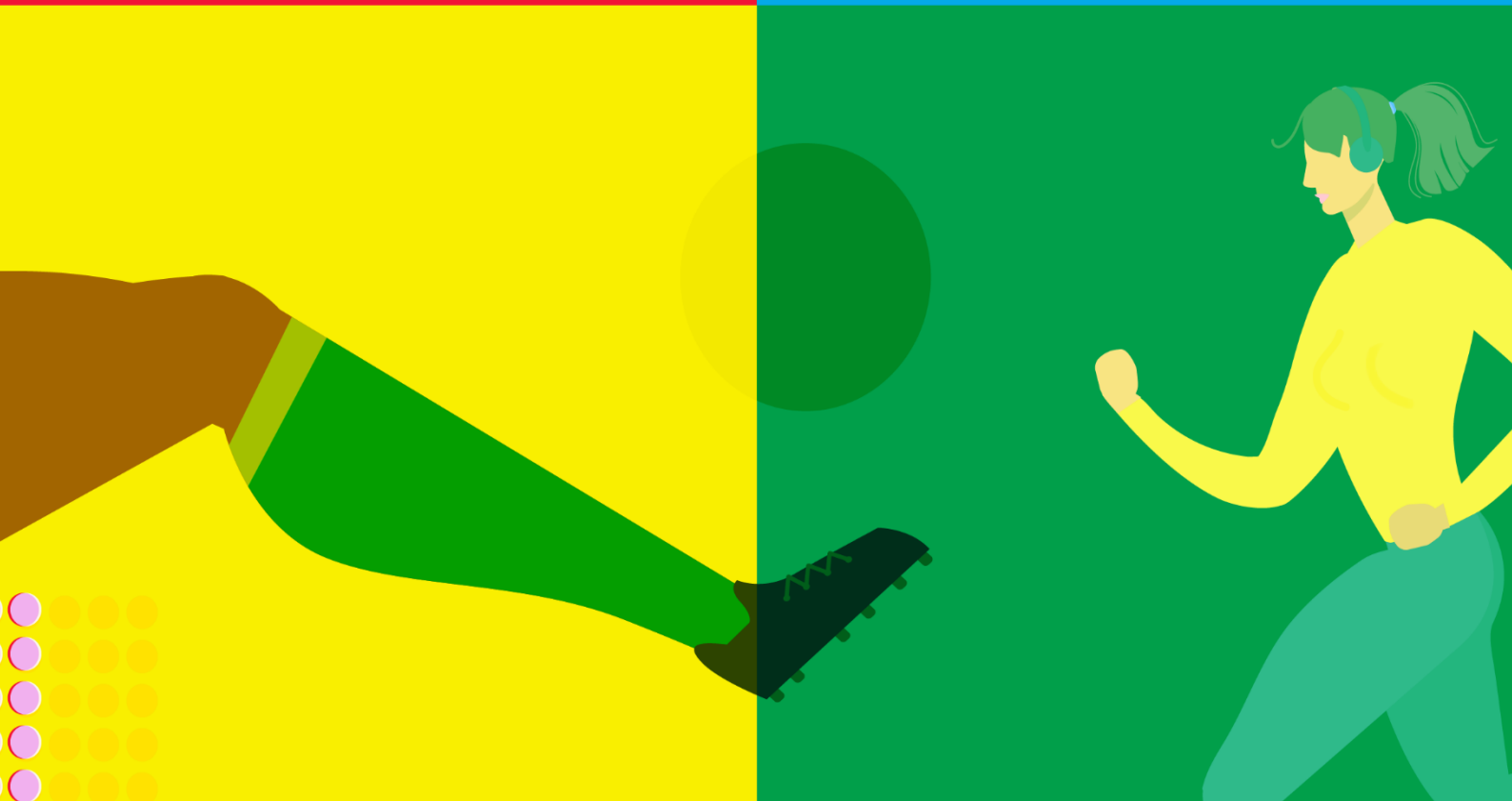
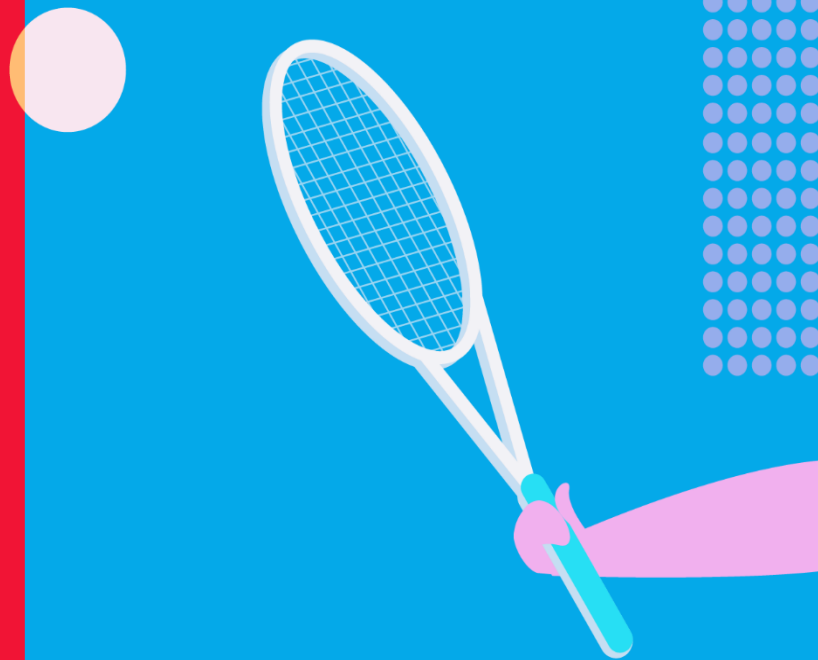


Dissemination & Exploitation plan





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Partners

[CARDET](#), Cyprus (Coordinator)

[Institute of Development “N. Charalambous”](#), Cyprus

[European Network of Sport Education](#), Austria

[CESIE](#), Italy

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Abstract

This document presents a description of the communication strategy and awareness raising activities that will be carried out as part of the **“INCLUDE– INCLUSIVE acaDemiEs”** project for the period from the **1st of May 2022 until the 30th of April 2024**, covering thus its whole duration. The communication plan will ensure the effectiveness of the awareness raising campaign and multiply the long-term impact of the project results. First, the document provides a brief description of the project and its goals, and then it presents the communication & awareness raising strategy objectives, target groups and key messages. It also provides a detailed description of the dissemination tools/activities that will be used/carried out, as well as the reporting procedures that will be followed.

1. Introduction

The objective of the present Dissemination & Exploitation Plan is to guide the **INCLUDE** consortium towards effective communication, dissemination and exploitation of the project activities and results, ensuring visibility in line with donor requirements, and in accordance with the Grant Agreement. In this framework, the Dissemination & Exploitation Plan aims at identifying communication target groups and key stakeholders in each of the participating countries, and reaching out to them at different levels and through diverse approaches.

The communication strategy is structured according to EU’s five-stage model for dissemination, exploitation and sustainability, which includes the following elements:

1. A clear rationale for and objectives of dissemination;
2. A strategy to identify which results to disseminate and to which audiences – and designing programmes and initiatives accordingly;
3. Determining organizational approaches of the different stakeholders and allocating responsibilities and resources;
4. Implementing the strategy by identifying and gathering results and undertaking dissemination activities;
5. Monitoring and evaluating the effects of the activity.





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The **INCLUDE** Dissemination & Exploitation Plan is focused on:

- The communication and awareness raising scope, aim and objectives;
- The identified target groups;
- The project's key messages;
- The communication materials;
- The communication channels and activities;
- The communication and awareness raising activities' success criteria and indicators;
- Monitoring and reporting, including templates

The dissemination & awareness raising activities will be led by KMOP, who will be assuming the role of the Dissemination Leader, coordinating all activities with the project partners in order to achieve a coherent and yet localized approach to reach the different target groups effectively. All partners will be actively involved in the dissemination activities, using their networks and communication channels.

6. Project outline

The objective of the **INCLUDE** project is **to tackle and root out discriminatory behaviours from youth sports, and contribute to making sports safe and accessible for all youth and children regardless of their ethnicity, religion, ability, gender and sexual orientation.**

More specifically, the project aims to:

- Improve the knowledge and competencies of coaches and sports academies staff, thus empowering them to combat violence and tackle discrimination.
- Develop training programs and resources to support sports academies to be more inclusive.
- Increase awareness with regards to the role of sports in promoting social inclusion, equal opportunities and health.
- Promote collaboration and knowledge-sharing between practitioners across the EU.

The project is funded with support from the European Commission under the **Erasmus+ Programme** and has a duration of 24 months (05/2022-04/2024).

The consortium is composed of:



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<p>CARDET, Cyprus</p>	
<p>KAI PAIDIOU, Greece</p>	
<p>CESIE, Italy</p>	
<p>The Rural Hub, Ireland</p>	
<p>European Network of Sport Education, Austria</p>	
<p>Institute of Development “N. Charalambous”, Cyprus</p>	

3. Communication overview

3.1 General objectives

The general objectives of the Communication Strategy are to:

- **Inform and educate** on the topic all relevant stakeholders.



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- **Raise awareness:** Let stakeholders and actors know and learn from the project experience, therefore maximizing its impact.
- **Promote:** Communicate the project's outcomes and expected results via the website, social media and information material.
- **Engage:** Receive inputs and feedback to the project's outputs and incorporate where possible, promote and enhance participation to the trainings and events organized during the project.

3.2 Specific objectives

The **INCLUDE** project has the following specific communication objectives:

- Raise awareness on the role of sports in promoting social inclusion, diversity and equal opportunities.
- Strengthen cooperation between institutions and organisations active in the field of sports and support the sharing of good practices in combating violence and tackling discrimination.
- Promote the scope, objectives, actions and resources of INCLUDE to its target audiences to ensure the exploitation of its work and deliverables as well as an elevated, multiplying, impact on the ground.

3.3 Target Groups

The target audience of the dissemination and awareness raising strategy are the groups who will benefit – both directly and indirectly – from the project's activities and outcomes. This wide range of target groups on local, regional, national and European level will be an opportunity to further the exploitation of the project results and to disseminate widely the knowledge gained from the project.

The following target groups have been identified and will be addressed with a different, tailor-made mix of communication & awareness raising activities:

- Youth sports coaches
- Other professionals working in youth sport organisation & academies
- Civil society organisations active in the field of sports
- Volunteers in the field of sports
- Policy makers
- Influencers
- Media / Wider public



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Each of the direct and indirect target groups will be affected in different ways, due to their different backgrounds and interests. It is important to target all of them with communication material and through channels that are tailor-made to their communication needs and preferences.

Each partner will create the **INCLUDE Stakeholders Map**, which will contain contact details and useful information about project's target groups (Annex II).

3.4 Key messages

The main concept promoted by the communication strategy is **the key role of youth sports and sports professionals in promoting social inclusion, diversity and equal opportunities, and tackling discrimination.**

The consortium will jointly identify the best communication approach for each target group and convey the proper key messages.

Indicative key messages to be communicated:

For sports coaches/staff/volunteers

- *Children and young people deserve to be safe in sports.*
- *Are you creating a safe and inclusive environment in sports?*
- *Youth sports are key in promoting social inclusion and equal opportunities.*
- *Sports coaches are key influencers in young athletes' education and personal development.*

For CSOs and policymakers

- *Together, we can make sports safe and accessible to all youth and children.*
- *Let's team up to build safe and inclusive sports environments.*

By identifying the key messages at the initial stage of the project, and as part of the communication and awareness raising strategy, partners can more easily ensure dissemination of targeted messages for specific groups.

3.5 Dissemination Activities

The main dissemination activities that will be carried out are:



- ✓ Development of the Dissemination & Exploitation Plan
- ✓ Development of the visual identity & information material
- ✓ Creation & Maintenance of the project website
- ✓ Social media campaign
- ✓ Creation & circulation of newsletters / press releases
- ✓ Organisation of national info days
- ✓ Organisation of final conference

3.6 Timeframe

Activity	Date	Responsible partner
Dissemination & Exploitation Plan	07/2022	KMOP
Visual identity / Information material	09/2022	KMOP
Project website	09/2022	CARDET/All partners
Social media	Ongoing	KMOP/All partners
Press releases / newsletters	10/2022-03/2024	KMOP/All partners
Info days	02/2024	KMOP/Rural Hub/CESIE/ENSE
Final conference	03/2024	CARDET

3.7 Success Indicators

The dissemination & awareness raising evaluation will be mainly based on the following indicators:

- Participants in events (target: > 170)
- Number of press releases and newsletters circulated (target: > 3 each partner)
- Number of newsletters' recipients (target: > 6,000)
- Individuals reached through website and social media (target: > 50,000)



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4. Dissemination Activities & Tools

4.1 Dissemination & Exploitation Plan

In order to ensure a long-term impact dissemination of the project activities, outputs and results, **KMOP** will develop in the beginning of the project the **Dissemination & Exploitation Plan** which will be implemented at local, national, and European level. The Plan will guide the project's communication efforts and set the tone and direction so that all relevant activities and tools work in harmony to achieve the desired goal. It will also enable **stakeholders** and **partners** to provide input and agree upon the best way forward so that all actions are harmonized.

The aim of the Plan is to: i) raise awareness about inclusion and respect in youth sports, ii) promote the actions, objectives and work of the project, iii) ensure the utilization of the resources and findings of the project by the members of the consortium, sport organizations and stakeholders.

The Dissemination & Exploitation Plan will:

- Present the dissemination and communication scope, aims, objectives and timing.
- Identify the target audiences.
- Define the key messages to be communicated through publications and the overall communication strategy.
- Define the dissemination, communication and exploitation tools and channels.
- Define the sharing and promotion activities' success criteria and indicators.
- Provide a detailed action plan and reporting templates for the partners' dissemination activities.

4.2 Visual identity

A project "image" in terms of a logo and the associated colours will be used for the entire project outputs and all communication materials. This visual will strengthen the identity of the project and will increase its recognition effect.

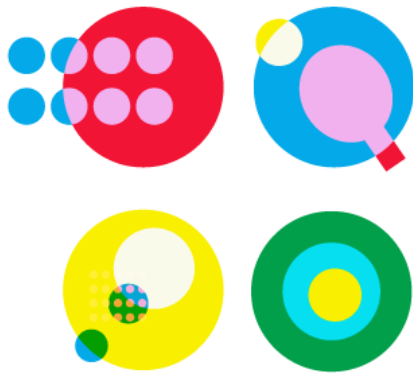
KMOP has created the **project logo**:



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include.

KMOP will also develop the project's distinctive visual identity including **the colour scheme for the website, and e-banners for social media**, and it will design the **communication templates** (press release template, official project letterhead, template for publications), while all partners will translate to their native language, where applicable.

Furthermore, KMOP will develop a **digital leaflet**, containing all important information about the project (aim and objectives, partners, expected results, contact info, website URL, etc.). Partners will provide feedback regarding the content of the leaflet, and will translate the texts to their national languages. The project leaflet will be disseminated online to the partners' stakeholders' lists (for example, as part of their regular newsletters or individually). For wider dissemination of the project, it is suggested that partners also disseminate the leaflet with the occasion of other important events and activities targeting relevant stakeholders.

▪ 4.3 Project website

CARDET will develop and update a dedicated website in English, that will serve as a channel to inform the public about the scope, work and outputs of the project as well as provide regular updates regarding the work and actions the project team is undertaking. Partners will provide feedback on the content and translate it to their national languages. They will also provide CARDET with relevant content (press releases, interesting articles etc.) to be uploaded on the News section.

Overall, the project website will include the following:

- Description of the project's goal, objectives, activities & target groups
- Information about the partners & links to their websites
- Project outputs & results



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- Link to educational resources / e-Learning platform
- Project news
- Links to social media
- Contact form

To maximize the number of visitors, it is strongly suggested that all partners:

- Promote regularly website content through their own social media.
- In press releases and all communication about the project, include the link for the project website.

Each partner will also create and update its own project web-page with information about the project and links to the project website.

Project website: <https://include-project.com/>

▪ 4.4 Press releases / Newsletters

The project will also generate press releases and newsletters and will disseminate them to the partners' media lists for wide public outreach. More specifically, each partner will launch **minimum 2 press releases and 1 newsletter** throughout the project implementation.

The initial press release will be published in October 2022, after the release of the project website, in order to share key information about the project, while the last press release will be published at the end of the project, presenting its results and outputs, coinciding with the final conference. KMOP will prepare suggested texts for the initial and the final press releases, while all partners will provide feedback and translate/localize them. During the project implementation, each partner can circulate its own press releases to share key outputs, such as the development of the educational materials, trainings, events etc., using the templates designed by KMOP.

Moreover, 1 newsletter will be launched at the second year of the project, to inform relevant stakeholders about key updates and upcoming outputs/activities. All partners will provide necessary information to KMOP, who will develop the newsletter in English. Partners will translate texts to their languages and disseminate at national level.

▪ 4.5 Social media

Throughout the project implementation, social media campaigns will be designed to promote the key messages and achievements of the project, reach desired target groups, and raise public awareness about related issues.



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Partners regularly will post of the [Facebook page](#) of the project. In addition to that, partners will use their own social media accounts (Facebook, Twitter, Instagram, LinkedIn) in order to host relevant posts and to promote the objectives, messages and outputs of the project.

The social media campaign will target sports coaches/staff, volunteers, authorities, media and will focus on:

- Emotional appeal highlighting the role of sports in promoting social inclusion and equal opportunities.
- Positive stories and messages from people within the audience, or whom the audience admires such as sporting figures, musicians or actors.

Partners will follow a common path for social media posts, not only by using a similar approach, but also by using the project's dedicated logos, key visuals and hashtags in all posts.

Proposed hashtags to be used in social media:

#Include_project #ErasmusPlus #YouthSports #SocialInclusion #SportsAgainstDiscrimination #SafeSports #InclusiveSports

▪ 4.6 Info days

Four national info days (Greece, Italy, Austria and Ireland) will be organised by the partners, each targeting **30 representatives** from the target groups to present the scope, objectives and work of the **INCLUDE** project, and raise awareness on the matter of tackling discrimination through sports.

Representatives from local/regional/national media will also be invited in order to enhance the events' coverage. The event will be published on the project's and partners' websites and social media, and will be promoted via press releases.

During the events, partners will present the deliverables and their impact to the stakeholders by staging presentations and discussions with parties that participate or participated in the implementation of project activities.

After the conclusion of the events, guests will provide their detailed feedback.

▪ 4.7 Final conference

CARDET will host a **final 1-day conference** in Nicosia, targeting **50 participants**, to present the work, actions and deliverables of the project. The conference will also serve as an opportunity for the



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discussion and exploration of the issues on the ground concerning discrimination and its effects on youth sports.

Key stakeholders and policy makers will be invited and engaged in the conference proceedings, both in Cyprus and in other partners countries.

Partners will promote project results prior to, during and following the conference both to relevant stakeholders in their country and through EU channels, and publish the last press release for wider distribution of project results. Direct e-mails and social media posts will be launched in relation to the conference.

5. Reporting

In order to have better monitoring of the Dissemination & Awareness Raising Activities, all partners will fill in the online **INCLUDE Dissemination Log** once per year [HERE](#).

All dissemination, communication & awareness raising activities need to be reported. Please refer to template for reporting the dissemination activities at **Annex I** of this document. Moreover, each dissemination activity has to be accompanied with solid supporting evidence.

Type of activity	Evidence
Information sent via email	Snapshot of the email, number of recipients
Information published on the Internet (websites, social media etc.)	Links, screenshot of published information, number of viewers (if applicable)
Publication in printed newspaper/magazine	Copy of the article, information about newspaper (date, title).
Multiplier events	Agenda, participants' list, photos/screenshots (if any)



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6. EU visibility

Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the Erasmus+ programme in every project publication, output or other material.

The following **fund logo** shall be used in all dissemination material:



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and the **disclaimer**: “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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.”

Project Number and logo, EU emblem and disclaimer must be included in all documents.



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Annexes

Annex I

Communication log

To be completed **online once per year** [HERE](#).

When	Partner	Activity	Where	Target Group				No. of people involved	Evidence
				Description	EU level	National level	Local level		



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Annex II

Stakeholders' Map

Nr.	Name of organisation	Contact person	Email address	Telephone number (if relevant)	City/State/Country	Link with/relevance to the project



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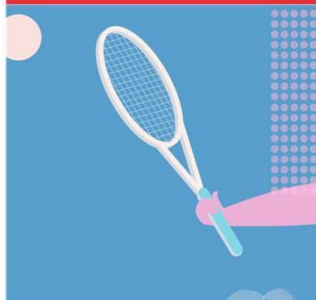


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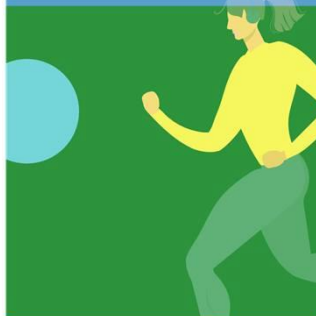


INCLUDE– INCLUsive acaDemiEs

Let's build safe and inclusive sports environments!



INCLUDE is an Erasmus+ project that aims to tackle and root out discriminatory behaviours from youth sports and contribute to making sports safe and accessible for all youth and children.



What do we want to achieve?

- Improve the competencies of coaches and sports academies' staff, thus empowering them to combat violence and tackle discrimination.
- Develop training programs and resources to support sports academies to be more inclusive.
- Increase awareness with regards to the role of sports in promoting social inclusion, equal opportunities and health.



Scan the QR code to learn more!



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<https://include-project.com/>

include-project@kmop.org



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