



Dissemination and Communication Action Plan



YouCOME: Dissemination and Communication Action Plan

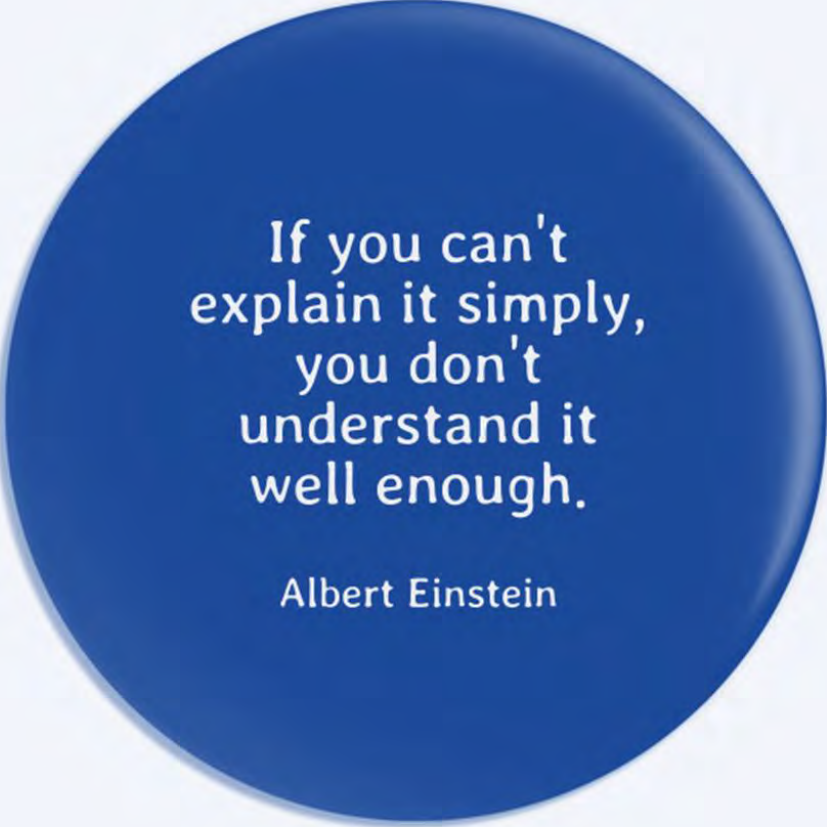
June 2022

List of Abbreviations

CAP	Communication Action Plan
CBC	Cross-Border Cooperation
CBP	Cross-Border Programme
CBY	Capacity Building of Youth
DEU	Delegation of the European Union
EU	European Union
GDPR Regulation	General Data Protection Regulation
MAPS	Mainstreaming, Acceleration and Policy Support
PMT8P	Project Management Team
PP	Project partner
SDG	Sustainable Development Goals
WP	Work Package

Contents

1. PROJECT DESCRIPTION	5
2. GENERAL DISSEMINATION AND COMMUNICATION PLAN.....	9
2.1. Internal Communication.....	11
2.2. External Communication.....	13
2.3. Overall and specific communication objectives	14
2.4. Target Groups.....	15
3. COMMUNICATION ACTIVITIES	18
3.1. Activities	19
3.2. Communication Tools	21
Project Website.....	21
Newsletter	21
Project Facebook profile	21
Project Instagram profile.....	22
YouTube channel.....	23
Project Tik Tok profile	23
Press release.....	25
Poster.....	25
Individual Partners Website & Social Media.....	25
Public events – Launching Event and Final Event	25
Promotional video	26
Promotional materials	27
4. RESOURCES	29
4.1. Human resources.....	29
5. MONITORING AND EVALUATION MEASURES	30
6. CONCLUSION & RECOMMENDATIONS	33



If you can't
explain it simply,
you don't
understand it
well enough.

Albert Einstein

1. PROJECT DESCRIPTION

YouCOME project is built upon the results, network and experience basically gained from “Youth Marketing Policy Makers for Sustainable Development [YouMUST]” project which has been selected as a “Success story” and “Good Practice” by a panel of experts from the Directorate-General for Education, Youth, Sport and Culture of the European Commission.

YouCOME project is gathering 6 project partners and 6 associated partners in a mosaic of experience deriving from NGOs; Education and Business sector (see Table 1).

YouCOME project is oriented towards building the capacities and capabilities of the participating organizations to more effectively and efficiently increase the public awareness about the three pillars of Sustainable Development Goals [SDGs]: Economic, Social and Environmental benefits.



The main aim of YouCOME project is to generate and disseminate knowledge regarding sustainability and social responsibility,

providing youth with non-profit Digital marketing '8Ps' mix and social media tools focused on increasing the pressure on public authorities and business sector for the implementation of Sustainable Developments Goals [SDGs] through using the most effective promotion tool - Mobile phone.

Table 1 YoCOME: Project consortia

Name	Role	Country
Instituti per Kerkim dhe Zhvillim Wisdom (RDIW)	Partner / Beneficiary	Albania
Wisdom University College	Associate	Albania
Associazione InCo Interculturalitav & Comunicazione (InCo)	Partner / Beneficiary	Italy
L'Agenzia provinciale per la protezione dell'ambiente	Associate	Italy
Lebanese Development network (LDN)	Partner / Beneficiary	Lebanon
Aie Serve	Associate	Lebanon
Centar za podrsku lokalnog i regionalnog razvoja CEP	Partner / Beneficiary	Montenegro
Mixed secondary school "Ivan Goran Kovačić"	Associate	Montenegro
Marketing Gate	Coordinator	North Macedonia
Company for management of packaging and packaging waste 'Pakomak'	Associate	North Macedonia
Stowarzyszenie Instytut Nowych Technologii (INT)	Partner / Beneficiary	Poland
Kre-aktywni Association	Associate	Poland

YouCOME: Dissemination and Communication Action Plan

YouCOME project is oriented towards building the capacities and capabilities of the participating organizations to more effectively and efficiently increase the public awareness about the three pillars of SDG: economic, social and environmental benefits.

YouCOME project will design and implement module for "Academy" of Youth Digital Marketing Leaders for SDGs to go socially responsible.



From now on all corporate communications will be dominated by SDGs metaphors

Project activities are based on Non-formal education approach and includes the following: Kick-off meeting; Training of trainers; National training courses; Dissemination events and Final conference "mYouth make the sustainable future".

The project activities will therefore be a key instrument for the building of knowledge, skills, and attitudes on climate change and sustainable development both within the European Union and beyond.

Expected outcomes:

- Development of an online platform & Social media;
- eBrochures "YouCOME: SDGs Facts"
- YouCOME eMethodology and translated from English to partners languages, will be important tools to spread SDGs and European Green Deal values due to its usefulness in times like the current ones, where the face-to-face meetings are limited or completely restricted;
- Project Quality Assurance Plan and Methodology;
- Dissemination and Communication Action Plan;
- Online quizzes & Infographic & Posters dedicated to the implementation of 17 SDGs & European Green Deal;
- Short movies about project activities etc.



2. GENERAL DISSEMINATION AND COMMUNICATION PLAN

Dissemination and communication plan is designed to provide help and support to the project overall and specific communication and visibility objectives of the project, and to communicate effectively to achieve its core objectives. Thus, the dissemination and communication play a key-role, also to assure that project results will be sustainable after the end of the project and transferable to other educational and socioeconomic contexts.

*Answers the question,
WHY?*

*Answers the question,
WHO?*

*Answers the question,
WHAT?*

*Answers the question,
WHEN?*

*Answers the question,
HOW?*

*Answers the question,
HOW WELL?*

01 OBJECTIVES

02 STAKEHOLDERS & AUDIENCES

03 APPROACH & MESSAGING

04 TIMING & FREQUENCY

05 TACTICS & CHANNELS

06 CONTINUOUS IMPROVEMENT

The Dissemination and communication plan provides a useful roadmap for identifying and reaching all stakeholders, target groups and final beneficiaries to ensure the effective communication and visibility of the **project's results**. This important communication tool will implement a combined communication-dissemination strategy addressed to a diversified targeted public: local authorities, interest groups including NGOs, SMEs, universities, general public, etc. The communication and dissemination activities will raise the

awareness for project findings and will have the potential to impact positively on different kinds of activities and the media. Thanks to the transnational approach of the action and the involvement of stakeholders from 6 different, the proposed strategy will guarantee the transferability of the results to other target groups, sectors and geographical areas.

The Dissemination and communication plan outlines key messages, target audience, mechanisms and activities related to facilitating dissemination of information such as: target groups and beneficiaries; mailing list of relevant stakeholders, the project website (in English); Project's social networks: Facebook, Instagram, YouTube and Tik Tok; Partner's websites; Project brochure, Online quizzes about SDGs, Iconographic, Newsletter, Training of Trainers, National Training Courses, National dissemination events, Press releases, Interviews on TV and radios; Promotional video, Launching and final event.

The communication consists of two elements:

- internal communication;
- external communication.

Supporting the proper communication between project partners (internal communication) and with the relevant target group (external communication), following templates have been created that should be used by all project partners:

- Project logo;



- Memorandum;
- Template for agenda;
- Template for List of participants;
- SDG national reports;
- Brochure...

2.1. Internal Communication

Internal communication is of major significance for the long-term success of the project, and successful implementation of the project activities.

The main point of successful Internal Communication will be collaboration with the coordinator (Lead Partner) and Project's Consortium. The communication among partners will flow mostly online through emails, online meetings, chats, or phone calls (WhatsApp or Viber), given the distance.



The official informational ideas and documents will be shared through e-mails and Google Drive. Each partner appoints a designated person as the Communication manager who will have access to the platform and social media accounts, where each member of the consortium to have the possibility to directly post their information when needed. At the same time, the joint materials will be able to be distributed as well directly

by each partner through their assigned member. The discussions will happen regularly, but also by bilateral, or consortium initiative whenever needed.

Besides the already planned transnational meetings, the Project Management Team (PMT) of consortium will have more online reunions to discuss important aspects at the given time such as contents or methods, products, suggestions for local activities, encountered problems/risks, tested and successful methods, budgetary aspects, or any other aspects considered important.

According to the topics that need to be discussed we will be able to have thematic specific online meetings (for visibility, for budget, for local activities, etc.) or several points on the agenda (mixed topics). The minutes of the online reunions will be put at the disposal of the consortium thus the discussed and agreed-to aspects to be easily re-checkable.

The collaboration will be overlooked periodically through different monitoring tools (touching indicators vs. deadline, feedbacks, questionnaires, evaluations, reports) regularly, for every 1-2 months up to every 6 months, depending on the activity that is to be monitored.

The partners will have access to the Drive at different monitoring materials such as the Gantt chart, working monthly/yearly calendars so everyone to see the ongoing process of the others, especially in the cases where **we depend on each other's work**.

In order to provide successful Internal Communication, an aim to keep the partner updated will be realized within following activities:

- e-mail summaries of the Coordinator and to the project partners to share the status of project activities and to communicate the next steps in the work plan;
- e-mail communication of the project's communication manager in cooperation with the Coordinator's project

manager to support the project's communication activities;

- organizing monthly online meetings in order to share status of the planned activities within the project period

2.2. External Communication

The main point of successful External Communication is reaching the relevant target groups to fulfil the defined communication objectives. External communication is a very important project communication element. It is crucial for creating a project's image and identity, and significantly contributes to the project's recognition.



External communication shall activate synergies and guarantee a constant relation between actions planned at different levels to effectively disseminate, in the territories concerned, project's activities and results towards all target groups and stakeholders including general public to promote effective dissemination of results and information.

The final goal of external communication is to encourage active participation of stakeholders, policy makers and other parties and to support and enlarge the network of end users.

2.3. Overall and specific communication objectives

Communications' main goal and objective is to assure a proper communication management, to guarantee a targeted, awarded, adequate results dissemination, with various promotion actions during its different stages of project implementation.

YouCOME communication objective is to reach as many stakeholders, primarily youth as possible, especially through the activities of dissemination on social media channels, on the **partners' websites**, and through realized national campaigns.



YouCOME project's communication plan aims to offer the project a wide visibility, to promote its main objectives, main results, activities, and project related events towards various target groups.

To archive stated, the project consortium will use following communication tools:

- Website of the project;
- Four Newsletters;
- Facebook profile of the project;
- Instagram profile of the project;
- Youtube channel of the project;
- Tik Tok profile of the project;
- National Training Courses
- National Dissemination events
- Online quizzes dedicated to the implementation of 17 SDGs
- Infographics dedicated to the implementation of 17 SDGs
- Online quizzes dedicated to the implementation of 9 Policy areas of the European Green Deal
- Infographics dedicated to the implementation of 9 Policy areas of the European Green Deal

2.4. Target Groups

YouCOME main target group is youth (18-30) but the age is not being considered as eliminating factor. The project will be open to anyone over 18 years who will meet the criteria needed for successful project realization.

In accordance with the specific objectives, target group value will be reached by using stated defined communication channels.

During the implementation of YouCOME project, partners would like to reach the following target group(s):

Specification of the target group	How do you plan to reach your Target Groups?	Target Value
Trained youth workers	This target group will be reached through official institutions and NGOs dedicated to youth through invitations for participation to national events and trainings, as well as through dissemination tools such as Social media, Website, Newsletters, brochure, and direct contacts.	20
Youth and Youth workers	This group involves Youth and Youth workers to be involved in the ToT, National training courses and National dissemination events, to ensure the effective involvement of key target group. It will be reached through national events and trainings, as well as through dissemination tools such as Social media, Website, Newsletters, Brochure, mailing groups of youth CSOs.	2000 directly involved in project activities
CSOs	This group includes potential participants deriving from NGOs, media and associations for Training of Training of Trainers, National training courses and National dissemination events that will be involved to strengthen the activity implementation. It will be reached through national events and trainings, as well as through dissemination tools such as Social media, Website, Newsletters, Brochure, mailing groups of youth CSOs.	20
National stakeholders	This group involves primarily national decision makers from relevant Ministries and Agencies dealing with the SDG area in partner's countries to be informed about the project activities through Newsletter and dissemination events. It will be reached through national events and trainings, as well as through dissemination tools such as Social media, Website, Newsletters, Brochure, and direct contacts.	1000

YouCOME: Dissemination and Communication Action Plan

Local stakeholders	This group involves primarily local decision makers from partner towns and cities where activities will be implemented with its Departments dealing with the SDG area to be informed about the project activities through Newsletter and dissemination events. It will be reached through national events and trainings, as well as through dissemination tools such as Social media, Website, Newsletters, Brochure, and direct contacts.	1000
Education/high school and universities	This group comprises high schools and universities whose students may be involved in the National training courses and Dissemination events organized in order to transfer the knowledge on SDGs. It will be reached through national events and trainings, as well as through dissemination tools such as Social media, Website, Newsletters, Brochure, and direct contacts.	20
General public	This group comprises of citizens of all three countries involved in National dissemination activities, becoming at the same time end user and active stakeholders of the project. It will be reached through media and dissemination tools such as Social media, Website, Newsletters, Brochure, and direct contacts.	50000



**The four C's
of making
dreams
COME true:
Curiosity,
Courage,
Consistency,
Confidence.**

WALT DISNEY

Co-funded by the
Erasmus+ Programme
of the European Union



You  **COME**

3. COMMUNICATION ACTIVITIES

We will organize next events: Kick-off meeting; Training of Trainers; Final Conference, National training courses and dissemination events in six countries. More than 2000 participants will be directly involved in.

3.1. Activities

All partners will be included in 'three ways' dissemination for Awareness; Understanding and Action. This approach ensures that the project, and its results will be well recognized, demonstrated and implemented on a wide scale assuring continuing visibility, accessibility and use of the results during and after the end of the project. For successful dissemination strategy, the partners will support the development of information and awareness campaigns, as well as the development of information, communication, and media tools:

1. Develop an intuitive and user-friendly project YouCOME website will ensure that information is shared with appropriate audiences on a timely basis and by the most effective means. The cost for a project website will be covered a minimum of 3 years after the project end.
2. Organizing YouCOME national dissemination events (4 events*50=200 people per partner) for the presentation of project outcomes. The project activities and results will be disseminated through different communication channels: Organizing the event, especially in the field of sport; **Partner's** websites & Social; Newsletters; Tête-à-Tête meetings; Appearance on various related workshops; events, including participation in as a TV and other media channels etc.

The partner will organise online, locally, regionally and/or national dissemination four (4) events as they are proposed in the dissemination section.

3. Use project **partners'** network and contacts to disseminate the project results and its future use will allow successfully transfer of the results to appropriate stakeholders [NGOs; Public authorities; Education and Business sector] to achieve their promotion and support.

4. All outcomes and relevant information will be disseminated through diverse channels:

- Contacts with stakeholders [Newsletters; E-mail; One-to-one meetings; Briefings etc.];

- Appearance on various relevant events, TV, and other media channels;
- European Commission's electronic platform.

A fundamental role will be played by social media (Facebook, Instagram, YouTube, TikTok) widely used especially among the youth to increase the visibility and SDGs responsiveness – gaining traffic or attention through social media advantages, such as:

As thanks to them, on Social media it is possible to reach at least 50.000 people.

The choice of the hashtag #YouCOME is not random. It is crucial for SEO to facilitate free search and improve web positioning.

7. Production of promotional material (brochures, personalized materials, T-shirts, banner, roll-up);

8. Final Conference: Presentation of all results together with the outputs and detailed summary of the project as well as information about how to multiply the outcomes.

9. We did not use any platform for the preparation of the project; however, we intend to use the Erasmus+ project results platform for implementation (research and analysis purpose for creating and developing our materials and activities) as well as for dissemination and sustainability phases.

Table 2 Activity, units & target group/event

Name of activity	Number of units	Target group/event
Training of Trainers	One event.	Number of trainers (6 countries * 4 participants). Target: 24
National training courses	National training courses (3 training courses * 6 countries = 18).	Number of youth workers trained through a national training course (6 countries * 100 participants). Target: 600
National dissemination events	National dissemination events (4 events * 6 countries = 24 events).	Number of participants in dissemination events (24 events * 50 people = 1200 participants) Target: 1200.
Final event	Workshop; Closing conference and Final evaluation meeting will be organized by Coordinator and will have up to 50 participants.	Number of participants in final event representatives of all involved target groups will be up to 50. Target: 50

In all activities (trainings, dissemination events, meetings etc.) directly will be included more than 2000 participants from local partners, youth workers, the business community, public authorities, media.

The dissemination activities will continue after the finalization of the project, to ensure maximum impact and sustainability of the project, as well as to be able to utilize the results more effectively and with more benefits for the project partners.

3.2. Communication Tools

Project Website

Dynamic, transparent and flexible tool for internal and external information users providing programme information presented in a structured way which is easily accessible and always up to date. Website development is commissioned at the beginning of the Project, but its maintenance runs throughout the following 3 years.

Updated information will be available, and each PP is requested to update and send the news to the Coordinator, as well as to contribute to all the activities with an idea, materials and translation of their contribution regularly. The Coordinator is responsible to share and update all relevant information within the project on the project website.

Newsletter

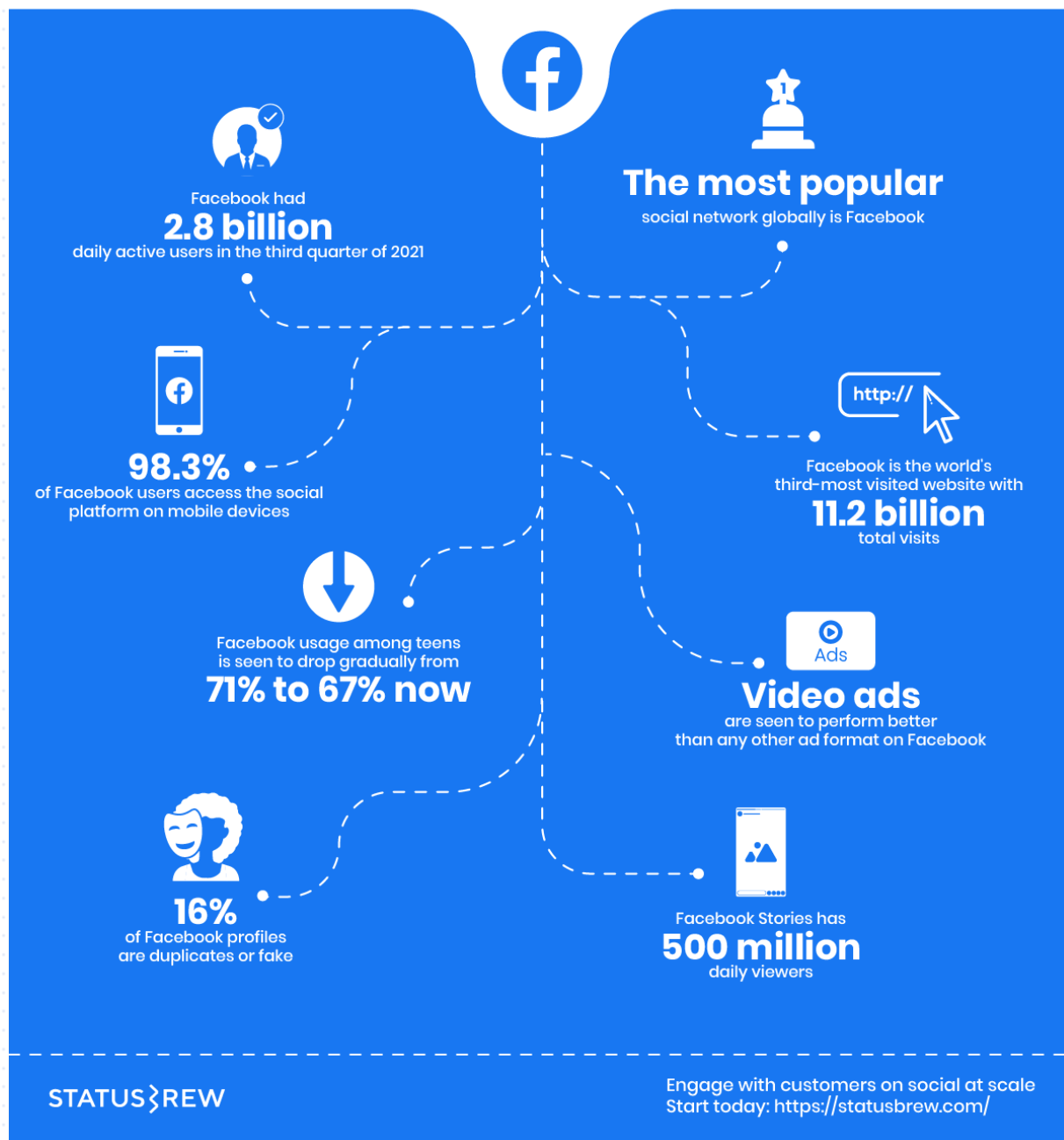
Four newsletters of the YouCOME project will be produced in English, published, and shared with all relevant institutions, communities, organizations, i.e., to all relevant stakeholders. The list of the stakeholders to whom is the newsletter sent, will be collected by the WP leader from every PP.

Project Facebook profile

All relevant information within the YouCOME project will be available also on the project Facebook profile. The link of account/page will be added additionally.

At the stated Facebook profile, all updated information will be available, and each partner is requested to update and send news to the WP leader, on a regular basis. The Coordinator is responsible to share and update all relevant information within the project.

Facebook Statistics 2022



Project Instagram profile

All relevant information within the YouCOME is available also on the project Instagram profile.

The link of the profile is: (will be added additionally)

Instagram profile will be regularly updated, and each partner is requested to send news to the Coordinator, on a regular basis. The Coordinator is responsible to share and update all relevant information within the project.

YouTube channel

Videos recorded within the project, especially those recorded during national training courses and national dissemination events, will be uploaded on YouTube channel of the project. The link of the channel (will be added additionally).



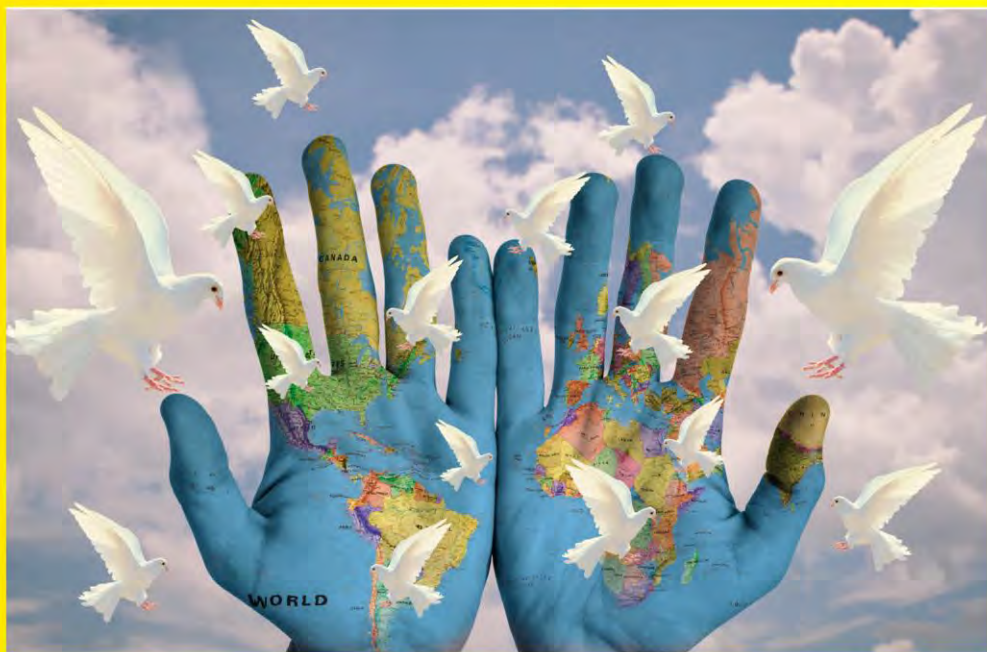
Project Tik Tok profile

All relevant information within the YouCOME is available also on the project's profile. The link of the profile (will be added additionally).

Tik Tok profile will be regularly updated, and each partner is requested to send news to the Coordinator, on a regular basis. The Coordinator is responsible to share and update all relevant information within the project.

FOR A BETTER FUTURE

YouCOME



Co-funded by the
Erasmus+ Programme
of the European Union

Marketing
Gate

Press release

The press release of the YouCOME project will be produced, published, and shared with all stakeholders in order to inform public about the objectives, aim, and the project overall. The list of the stakeholders to whom the press release is sent, will be collected by the Coordinator from every partner. Each partner will have at least two press reviews during project duration that includes press release in national language and in English and all collected and published articles on TV, radio, newspapers and so on.

Poster

In order to build and raise awareness of the project, poster of the YouCOME and with the target group during project implementation. Additionally, poster will be distributed with the public during the project events.

The project poster, prepared by the Coordinator, will be shared with all partners. Each project partner will place the project poster at a location visible to the public (entrance area of a building, main hall, main and public conference room, etc.). It is recommended for the project partners to produce and put up the poster within 6 months after project approval.

Individual Partners Website & Social Media

To additionally inform public about the YouCOME project, each partner will feature a project information on individual partners website (a short project description, including objectives, main activities and results) with a link of the project's website. During the project implementation, all partners will share on individual website & Social media articles and photos about the project activities and collect statistics of visitors to those articles. All information about the visitors and proof of share articles and photos, each project partner will send to the Coordinator.

Public events – Launching Event and Final Event

The main expected activity is the organization and implementation of 2 public events (launching and final event) that consist of press conferences. Both events are designed to raise awareness of the objectives and activities of the project and provide information to the stakeholders on the expected/ accomplished results and benefits. In order to realise two success events, the responsible partner will have a clear understanding of the purpose of the event, its target audience and how to reach them, matched with an appropriate event plan. They will evaluate the target group and people that should be interested in attending, timing, contents of agenda and speakers to be involved. All partners will participate to the events and support the partner responsible for their organisation suggesting some possible

stakeholders to involve and/ or to invite. After the events, all the materials will be upload on project website in order to spread out the project and its activities.

Promotional video

Short movie about project activities will be produced and disseminated trough project website, and partner's websites including developed social media network.





**mYouth Digital Marketing
Leaders for SDGs**

PROJECT AIMS

The YouCOME project aims to generate and disseminate knowledge regarding sustainability and social responsibility.

The target group — youth will be provided with non-profit Digital marketing '8Ps' mix and Social media tools focused on increasing the pressure on public authorities and the business sector to implement Sustainable Developments Goals through using the most effective promotion tool — Smartphones.

YouCOME project is based on the achieved outcomes and experience, gained from the YouMUST project, selected from European Commission as a "Success story" and "Good Practice".



mYOUth Digital Marketing Leaders for SDGs



Co-funded by the
Erasmus+ Programme
of the European Union




TARGET GROUP

Together with the experienced youth workers, in YouCOME project implementation will be included the 'newcomers' in this topic who are willing to learn and are strongly motivated to create their new projects; have a basic marketing knowledge and experience; and are familiar with digital technology.

The common vision of the project consortia is progress for humankind through the implementation of the SDGs, the most ambitious global agenda ever seen: to end poverty, zero hunger, reduce inequality, and partnership for protecting the planet by 2030.

Focus is on arising knowledge for SDGs – Environmental, Economic and Social well-being for today and tomorrow.

**IF YOU CAN
DREAM IT,
YOU CAN
DO IT.**

-Walt Disney

**NEWSLETTER
No 01**

Inside this issue:

What do we offer?	1
Target group	1
Kick-off meeting	2
Planned activities and EU values	2
Project Management Team Strategy	3
What is next?	3
Project Partners	4



Promotional materials

The main reason for producing promotional materials is raising awareness on the project as well as to inform public about the project. They will be distributed at public events and in the premises of partner organisations. Promotional products will be produced in larger quantities and come custom printed with the project logo as they are important carriers of a project's main message.

The materials will respect the Programme requirements for communication (i.e., EU and Programme logo) and they will be in line with the communication strategy and its objectives. Coordinator is in charge for design of the promotional materials while each PP will be in charge for dissemination.

Promotional materials will include brochures, personalized materials, T-shirts, banner, roll-up.

Participants consent - In compliance with the GDPR Regulation (UE) No. 2016/679, Project Partners must request an explicit consent from participants to project events to use their data, photos or videos, which include personal image, for the purpose of evaluation, audit or promotion of the event outcomes, except for any commercial use, which is not allowed. If participants deny their consent to use personal data for audit/evaluation purposes or personal image for promotion/audit/evaluation purposes, the event organiser shall blur out a substantial part of personal data (still allowing to verify the number of participants) and personal image on photos and videos making him/her recognisable (most probably, in this case pictures may be inappropriate for promotional purposes).

“Successful LEADERS,
successful
COMMUNICATORS
engage both
the MINDS and the
HEARTS of people.”

- Lee J. Colan

4. RESOURCES

The PMT is the overall authority for the project and is accountable for its success or failure. Members must have sufficient authority to carry out their responsibilities effectively. PMT is the main decision body of the Project and is constituted by two representatives of each partner. PMT decisions will be made by a majority vote, unless otherwise provided by the Grant Agreement.

4.1. Human resources

The PMT utilizes the project resources to collect the appropriate data for the evaluation of each major decision and action, to ensure that the project will unfold as it is stated and planned. In specific cases, the PMT may invite external experts related to the project to assist the decision-making process in cases requiring specific technical and/or financial expertise.

The Coordinator's Project Manager will be responsible for the communication management, overseeing ensuring effective communication flows within the project partners - members of the consortium and the European Commission. Furthermore, the coordinator will be the contact person for the project with the European Commission as regards the preparation of the dissemination strategy and its execution.

All project partners will appoint a designated person as the Communication manager who will have access to the platform and social media accounts, where each member of the consortium to have the possibility to directly post their information when needed.

Communication Managers will be employees of the participating institutions or contracted Experts.

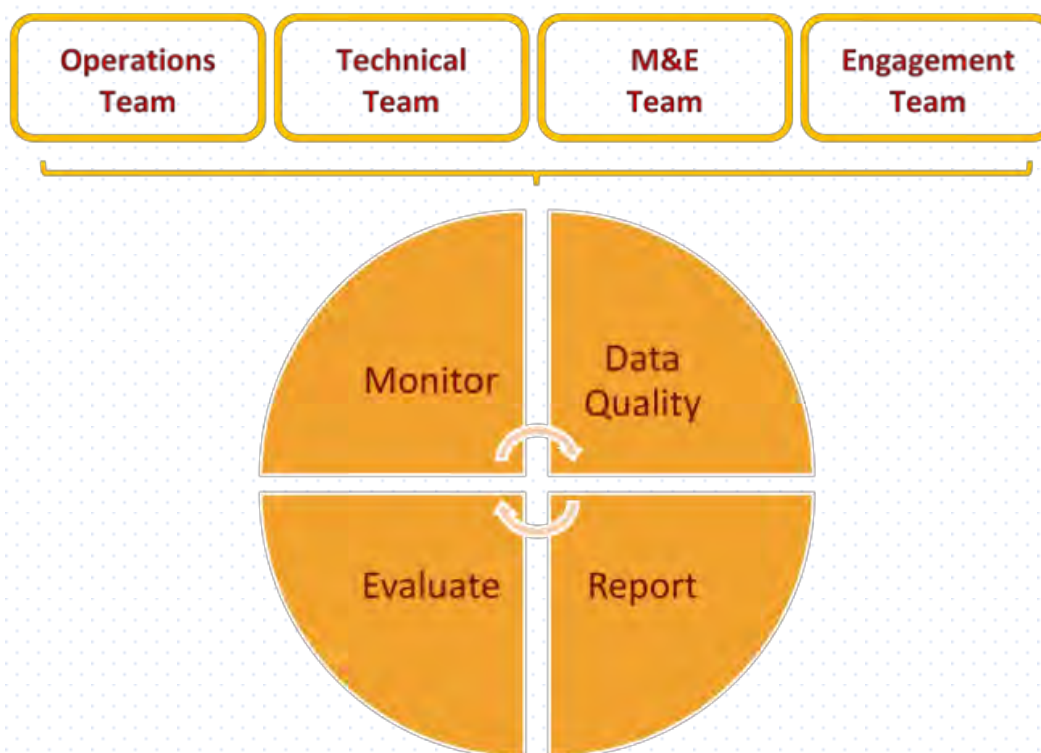
5. MONITORING AND EVALUATION MEASURES

The proposed working methodology includes YouCOME project management; Quality assurance and monitoring; and Evaluation.

Project management will be used for the coordination of people and resources, as well as integrating and performing the activities of the project in the accordance with the plan.

The quality is assured by the members established Project Management Team – PMT [two members per partner].

Coordination of activities will be used for performing work packages.



Quality is guaranteed by the chosen **partner's** experience and resources for the implementation of WP or activity. The time planned for the coordination and execution will make project implementation feasible.

Considering that monitoring and evaluation is also a tool for improving your communication work during the project lifetime, the Dissemination and communication plan includes monitoring and evaluation measures, presented in the table below:

Table 3 Monitoring and Evaluation tool

Communication tool	Monitoring and Evaluation tool
Website	<ul style="list-style-type: none"> • Visits • Page views • Return visit rates • Times spent per visit • Page views per visit • Goal completion rate • Online survey among visitors
Newsletter	<ul style="list-style-type: none"> • Number of Subscribers • Number of Unsubscribers • Open rate • Forward rate • Readership survey
Social media: Facebook Instagram TikTok YouTube	<ul style="list-style-type: none"> • Number of pages likes on Facebook, followers on Instagram and TikTok accounts, total mentions; • Total accounts view on YouTube channel; • Subscribers, comments, shares; • Reach; • Engagement rate;
Launching and Final Event	<ul style="list-style-type: none"> • Online survey (Online surveys should be delivered within 48 hours of the event via email) • Print survey at the event (Print surveys will be included in the welcome pack and collected after the event) • Press clipping
Public Events:	<ul style="list-style-type: none"> • A survey of participants on the spot through printed or online questionnaire • Monitoring of engagement (e.g., number of participants participating or other “engaging” activity at the event) • Press clipping (quantitative and qualitative)

Monitoring and measuring QMS operations and activities will establish a mechanism to ensure that your organization is meeting its policies, objectives and targets. In order to meet this requirement, your organization must perform six steps:

- Identify the activities that can have a significant impacts and risks;
- Determine key characteristics of the activity to be monitored;
- Select the best way to measure the key characteristics;
- Record data on performance, controls and conformance with objectives and targets;
- Determine the frequency with which to measure the key characteristics;
- Establish management review and reporting.

Establish the monitoring and tracking criteria for each activity that has a significant impact or risk and review the action plan. You should incorporate any monitoring and measurement information to cover these same activities.

If you need a procedure and forms to help control your business's testing and inspection process.

Table 4 Communication result indicators

Communication result indicator		Measurement unit	Explanations
Visits to the project website		Number of stakeholders reached	The official project website will be platform to share experiences gained during implementation of the project through publication of reports and summaries. Sharing website pages on social media channels will involve widest audience including secondary stakeholders also beyond the project area.
Participants at project events		Number of stakeholders reached	Big participation of youth in all 6 countries is expected due to huge consortium of partners and associates.
Articles, TV/Radio News/Reportage, etc. on local and international press		Number of publications, radio/video productions	Considering the transnational context of the project, as well as the involvement of numerous partners and associates, huge attention is expected from both national and local media.
National events, jointly organized by project partners		Number of joint events	Clear targets of all national events are promising huge reach of participants.

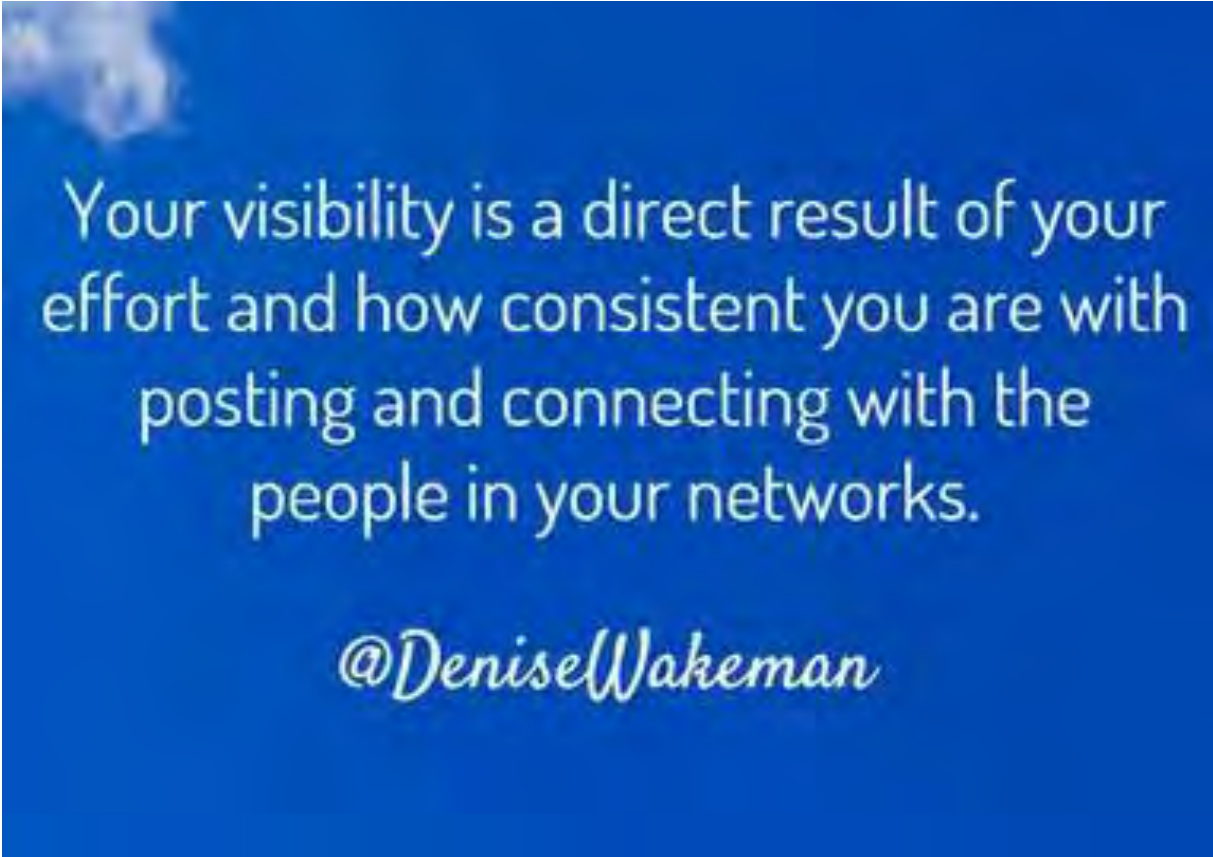
Project Quality Assurance Plan and Methodology (QAPM) will be established consisting of one representative per project partner. It will have regular meetings on the project quality (during Online & Offline project meetings), which will be documented in a Quality management + process evaluation report

6. CONCLUSION & RECOMMENDATIONS

The role of communication in the YouCOME project consists in supporting project partners in achieving the following objectives:

- a. to disseminate knowledge of the project actions, of their aims and methodologies among stakeholders, the project direct and indirect target groups, the communities/citizens on the target territories;
- b. to promote dissemination and mainstreaming (both horizontal and vertical) of the project outputs and results to all stakeholders in public and private sector;
- c. to support the implementation of the established partnership for the exchange of information, experiences and good practices aimed at promoting the development of the target territories.

Project Partners took inspiration from the approved Application Form to draft this Communication Strategy. In that reference document, project target audiences, communication activities to be realized, expected results and indicators to measure the achievement of the latter were specified.



Your visibility is a direct result of your effort and how consistent you are with posting and connecting with the people in your networks.

@DeniseWakeman

“

**The goal of
education is the
advancement
of knowledge
and the
dissemination
of truth.**

– John Fitzgerald Kennedy

DEVELOPGOODHABITS.COM

The main aim of Erasmus+ CBY project “mYOUTH Digital Marketing Leaders for Sustainable Development [YouCOME]” is to generate and disseminate knowledge regarding sustainability and social responsibility, providing youth with non-profit Digital Marketing mix and Social Media tools for the implementation of Sustainable Development Goals.

Project partner are:

- Marketing Gate - Skopje, North Macedonia
- Research and Development Institute WISDOM – Tirana, Albania
- Associazione InCo – Trento, Italy
- Lebanese Development Network – Jab El Dib, Lebanon
- CEP – Herceg Novi, Montenegro
- Institute for New Technologies – Lodz, Poland



Co-funded by the
Erasmus+ Programme
of the European Union

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 EACEA. Neither the European Union nor the granting authority can be held responsible for them.





Co-funded by the
Erasmus+ Programme
of the European Union