

Erasmus+ Programme – KA3, Support to policy development and cooperation –
European Youth Together

Project title: Strengthening the civic commitment of young people through Peer led
initiative

community

Acronym: PeerCivic

Project n° 101131845

Dissemination Strategy



Deliverable	D4.1 Dissemination strategy
Due date	31/08/2024 (M9)
Type	Document
Dissemination Level	Sensitive
Work Package	WP4
Lead Beneficiary	The Community Foundation of Agrigento and Trapani (FCAT)
Contributing Beneficiaries	The Community Foundation of Agrigento and Trapani and partners
Version	v.1

Executive Summary	p. 5
1. Project Overview	p. 6
1.1 Long-term effects of the project.....	p. 6
1.2 Specific project objectives	p. 7
2. Dissemination Objectives	p. 8
2.1 General dissemination objectives	p. 8
2.2 Specific dissemination objectives	p. 10
2.3 Key project outputs	p. 11
3. Target Audiences & Key Messages	p. 13
3.1 Channels of dissemination	p. 15
4. Peer Civic Dissemination Activities & Resources	p. 18
4.1 <i>Project visual identity</i>	p. 18
4.2 <i>Brochure</i>	p. 19
4.3 <i>Newsletters</i>	p. 19
4.4 Youth Incubator Platform (Project Website)	p. 20
4.5 Partner role and responsibilities - Social media platforms and websites.....	p. 21
4.6 Events	p. 24
4.7 Publications and press releases	p. 25
5. Dissemination Action Plan	p. 25
6. Monitoring and Evaluation	p. 28
6.1 PEER CIVIC key performance indicators - KPIs	p. 28
6.2 Reporting	p. 30
7. Conclusion	p. 30
8. Annexes	p. 32
• Social media format posts and templates	

- Dissemination templates
- Dissemination Activities Report
- Event List
- Stakeholders mapping

Executive Summary

This document presents the **Dissemination Strategy** for the Peer Civic project, ‘Strengthening the civic commitment of young people through Peer led initiative community’, the 24 - months **Erasmus+ Youth Together**, KA3 (Support to policy development and cooperation), co-funded by the **European Commission**.

The **dissemination strategy** focus on specific aspects connected to the **project’s goals** and **strategy**, outlining the **target groups, indicators, actions, templates** and **deadlines** that need to be reached as well as the responsibilities of partners and a timeline for dissemination activities.

All dissemination actions will be implemented considering specific timeline and quality criteria (KPI – key performance indicators both in terms of quantitative and qualitative criteria). Furthermore, some instruments to **monitor, evaluate** and **report** with a regular basis the dissemination activities will be presented.

As a general overview and understanding on how to communicate and disseminate projects under the mark of the **Erasmus+ programme 2023**, all partners are invited to read carefully the Grant Agreement, in particular **CLAUSE 17 - COMMUNICATION, DISSEMINATION, AND VISIBILITY** and Annex II. It provides a clear and full understanding about the requirements and results to the EU funded projects in terms of **visibility** and **dissemination of results**.

1. Project Overview

The PEER CIVIC project responds to the growing need to **promote civic and political participation** among **young Europeans** and to improve their related skills. In a context where civic participation and debate are essential for the smooth functioning of European democracies, this project aims to create an **attractive and stimulating dialogue** and **learning environment** for young people, effectively preparing them to exercise their **right to vote** and participate actively in **public life**.

The general objectives of the project are:

- To promote the **active participation** of **young people** in the establishment of European action platforms for the development of the youth sector, in line with the **European Youth Strategy**.
- To strengthen the capacity of young people to **influence the decisions of European decision-makers** and to stand as candidates in European and national elections.

By promoting innovative practices and methodologies, PeerCivic seeks to enhance the capacity of young people to influence decision-making processes and to promote resilient and inclusive communities.

The **transnational consortium** involves **six European partners** working together to develop and implement innovative methodologies and learning tools that can be replicated at national level. Through transnational cooperation, the project seeks to strengthen links between young people and decision-makers, improving their social and civic literacy and promoting an exchange of good practices.

The partnership includes:

1. **Asociatia Nationala de dezvoltare continua a tin** (Romania) - Coordinator
2. **Synergasia Energon Politon** (Greece) - Partner
3. **Fondazione Comunitaria di Agrigento e Trapani** (Italy) - Partner
4. **Asociacion Cultural y Medioambiental Permacultura Cantabria** (Spain) - Partner
- 5 **Manorhamilton Innovation & Development** CLG (Ireland) - Partner
- 6 **Sdruzhenie Walk Together** (Bulgaria) - Partner

1.1 Long-term effects of the project

The purpose of the PEER CIVIC project aims to concretely address the **specific objectives** of the **Erasmus + Youth Together programme** through the following actions:

1. Developing structured **trans-national cooperation** between different **youth organisations** and target groups of **young people**, aiming at the participation of young people in democratic life.
2. Supporting the **inclusion of young people with fewer opportunities**, who do not have many means of expressing their real needs and with whom decision-makers have no concrete links, thus enabling them to present their problems and propose solutions from their point of view.
3. Stimulating **public-private dialogue** in the European context as a measure of **civic engagement** expressed through the European Youth Strategy (EYS).
4. "Enhancing the **socio-professional development** of **youth workers** to support **new youth initiatives**, the project aim to organize **training courses** that foster effective methods for encouraging young Europeans to engage in meaningful discussions on **EU-level issues and values.**"
5. Propose a **digital method** for training youth organisations and employing young people in **cooperation** through a **platform**.

The specific activities just presented address the priority of inclusion and diversity, offering **equal opportunities** and participation to young people from **different backgrounds**, in particular through a platform that allows young people to collaborate regardless of the obstacles they face. In this way, interested young people are offered equal opportunities to participate without feeling restricted, especially in a context where many young people exclude themselves from activities. The support organized through the project **resources** and **online training tools**, as well as through the figure of the **incubator educators**, will aim at **reducing** the perceived **barriers** of **young people** in political and civic **engagement processes** and will be instrumental in encouraging their full participation in the project.

Another priority is **digital transformation** through the platform as a central tool of the project, which will also contribute to the development of **digital skills** of the young people involved in the programme.

1.2 Specific project objectives

This deliverable provides a detailed **overview of the specific objectives** of the **PEER CIVIC project**, highlighting the key indicators that will be used to measure the success of the project in achieving its goals.

The specific objectives of the PEER CIVIC project are outlined here:

- **Specific objective 1:** Creation and development of a **peer-led initiative community** of **300 young people** with progressive civic skills within a period of 24 months
- **Specific objective 2:** Consolidation of the **transnational cooperation** of **6 European partners** with **30 youth workers** to facilitate the analysis and monitoring of the directions of action of the European Youth Strategy within a period of 24 months

- **Specific objective 3:** 100% increase in the **number of young people** interested in the **policy and decision-makers' intervention**, monitored during the term of office, within a period of 24 months

2. Dissemination Objectives

The following deliverable “**4.1 Dissemination Strategy**” is part of **Work Package 4 'Dissemination, Outreach and Valorisation' (WP4)**, which aims to identify and develop dissemination activities to ensure proper **promotion of the results** and **objectives** of the PEER CIVIC project.

The main activities of the WP4 include:

- The creation of a **public debate platform** for **young incubators** involving at least **20 NGOs/partners** working in the field of civic engagement and public dialogue.
- The **promotion of the events** organized during the project as components of the transnational cooperation community development plan.
- To **promote the results** of the project.

2.1 General dissemination objectives

The **dissemination strategy** of the PEER CIVIC project defines a number of **key objectives** that will be translated into a comprehensive **plan of activities**. These activities aim to reach representatives of **target groups**, end-users and other **interested stakeholders**. Furthermore, these objectives aim to ensure that the dissemination strategy **raises awareness** of the project and **actively engages** and **empowers young people** and **stakeholders** to contribute to a more inclusive and participatory democratic process.

The main steps of the dissemination strategy below include:

- The **dissemination objectives**
- The **target audience**
- The **main messages** to be conveyed
- The **main activities** and **channels**
- And last but not least, the **key performance indicators** (KPIs).

Once a dissemination strategy has been defined, a dissemination plan must be specific, time-based and developed at the beginning of the project. This plan helps managers to identify how dissemination activities should be developed, focusing on the implemented strategy.

The term dissemination implies the sharing of research results with potential users, such as research colleagues, industry, other commercial actors and policy makers. Dissemination of research results to the rest of the scientific community contributes to the advancement of science in general. In the Erasmus+ programme, this means sharing project results and outcomes, and making the public and target groups aware of the impact of the project based on its implementation.

In order to achieve the above results, a good dissemination strategy must answer the following questions:

- **What** the dissemination strategy wants to communicate;
- **Why** it is important;
- **How** to communicate.
- **Where** to communicate, through **which** channels and platforms, and **to whom**.

Part of the dissemination plan is the creation of the **project's visual identity**, which will represent the public identity of the project and be recognisable to the **target audience**.

Dissemination is an **essential part** of the project and the implementation of dissemination activities and materials will be developed by the project coordinator and partners with the aim of reaching a **wider audience** of **target groups**, private and public stakeholders, policy makers and organizations.

In the context of the PEER CIVIC project, the dissemination strategy will be developed with a **multi-faceted approach**, including **what to disseminate** (types and levels of activities), **when to disseminate** (timing of activities), **to whom** (target audience) and **how to disseminate** (steps to be followed, budget and resources needed).

The main objectives of the dissemination strategy of the PEER CIVIC project are as follows:

Dissemination for Action

Dissemination for Action refers to the **change in behavior** that results from the adoption of the results, good practices and approaches developed by the PEER CIVIC project. The groups and audiences that need to be equipped with the **appropriate skills, knowledge and understanding** of the project's training materials and **results** include young citizens, educational organizations and institutions, and policy makers at different levels. These target groups need to be actively involved in order to enhance the replicability and future sustainability of the PEER CIVIC project.

Dissemination for understanding

There are **specific groups and audiences** that need to be **directly targeted** by our dissemination strategy as they can benefit from and use the results of the PEER CIVIC project. It is therefore

important that these groups have an in-depth understanding of the project's work through targeted dissemination. This type of dissemination is aimed at experts in **formal and informal education, educators and facilitators working** in youth organizations, and **local authorities** in rural communities. The aim is to develop an **understanding** of their **needs, ideas and social initiatives** that can improve their situation.

Dissemination for awareness

This approach is useful for audiences who **do not need detailed knowledge** of PEER CIVIC project activities, but who can still benefit from awareness of project results and outputs. Raising awareness of the project's benefits will contribute to **'word of mouth'** dissemination, helping to build an identity and profile among a wider audience. Raising awareness of the results of the PEER CIVIC project can help create the conditions for the project to be replicated in other areas and contribute to the sustainability of the project.

2.2 Specific dissemination objectives

The **D4.1 Dissemination Strategy** defines **four main objectives** to be translated into a plan with a comprehensive set of activities able to reach representatives of target groups and final end-users as well as other interested stakeholders.



Figure 1. Peer Civic main dissemination objectives

Promotion and dissemination activities will be an **ongoing process** within the project, providing key stakeholders with information on the quality, relevance and effectiveness of the project results.

This will include the **implementation** of a **dissemination strategy**, which will be **periodically reviewed** to ensure that the actions undertaken remain relevant to the target groups and stakeholders. Throughout the dissemination process, there will be a central repository of actions with associated indicators to **quantify success** in terms of visibility and dissemination.

This introduction and description of WP4 and the Dissemination Strategy aims to provide a clear overview of the objectives and activities aimed at ensuring maximum visibility and effectiveness of the PEER CIVIC project.

2.3 Key project outputs

The Dissemination Strategy of the PEER CIVIC project **outlines essential activities** designed to effectively share and promote the project's results and objectives.

As preliminary activities, **FCAT as responsible for work package 4**, will provide the **templates and frames** related to each **key project output**.

In fact, this strategy includes several key outputs to ensure a wide reach and sustainable impact of the project results. All partners will actively contribute to the activities and results to be achieved; the **table below** presents the **main activities to be promoted** and the **materials** that will be developed in order to **strengthen the collaboration** within the consortium, **standardize the promotional activities** with the same visual identity and ensure maximum visibility for the project.

Peer Civic			
Preliminary activities on the key project outputs			
Activity/output	Description of the activity	Template/tool to develop	Responsible
Create the visibility templates of the project	Provide the project with its own graphic identity that can be shared among partners and participants in order to disseminate the project different activities in a coordinate and recognizable way.	<ul style="list-style-type: none"> - Create the project logo - Create templates for the promotion - Create heathers and frames to be used for the results (toolkit, Public reports, etc) 	FCAT and reviewed by all partners.
Youth Incubator Public Debates Platform promotion	Development of the platform as a Youth Incubator for Public Debates and needs analysis through participatory and bottom-up approaches with youths from target communities	Post articles on the website that can be useful to support transnational communities developed for youth workers and young people	FCAT and shared by all partners.

<p>« Youth election event » promotion</p>	<p>Activity in which the entire group of the network of 300 young people will participate in an online event in the format of an election campaign and the manifestation of the vote, in a mini project for 30 days, after which will be selected 11 young people who will benefit from a study visit to Brussels (during which will meet European parliamentarians that are assuming to represent the young people interests among EU)</p>	<p>-create the format and templates for online promotion and posts related with the event</p>	<p>FCAT and reviewed by all partners.</p>
<p>Resolution of young people's needs from EU partner countries of the project</p>	<p>Public consultation of the group of 300 young people from the community concluded with a resolution addressed to representatives from the European Parliament in each partner's region, conducted by young people with support from IE during 30 days of activity.</p>	<p>-create the template of the resolution - stakeholder map, events/activities map and local collaborators interested in the thematic of the local TCs map</p>	<p>FCAT and reviewed by all partners.</p>
<p>Training course promotion</p>	<p>Training course "Peer led initiative methodology for civic engagement" related with the peer led initiative development methodology and usage of the platform</p>	<p>-create the format and templates for online promotion and posts related with the training course</p>	<p>FCAT and reviewed by all partners.</p>
<p>Local training courses promotion</p>	<p>Implementation of the methods deepened and tested during the course and applied within the target groups of 300 young participants, in a division structure of 1 IE per 10 young people.</p>	<p>-create the format and templates for online promotion and posts related with the local training courses</p>	<p>FCAT and reviewed by all partners.</p>

<p>Study visit promotion</p>	<p>Study visit of the “elected” 11 participants after the online event, at the EU Parliament, meeting elected parliamentarians that have an assumed agenda related to young people sector development among EU community</p>	<p>-create the format and templates for online promotion and posts related with the study visit</p>	<p>FCAT and reviewed by all partners.</p>
<p>Online meetings with stakeholders and decision makers promotion</p>	<p>The introduction of a planned agenda of online meetings with local stakeholders and decision-makers according to the assumed commitment and the application of the conclusions in the long-term monitoring plan. The role of the meetings is to offer support from relevant actors to young people in the monitoring plan achievement (sources to be followed in each country, who to address questions to know the real situation level up according to their needs, etc)</p>	<p>-create the format and templates for online promotion and posts related with the events</p>	<p>FCAT and reviewed by all partners.</p>

3. Target Audiences & Key Messages

The PEER CIVIC project **identifies** the **key target groups** that will benefit from its **initiatives** and ensure the effective dissemination of results to a broader audience. Enhancing **youth civic engagement** through peer-led initiatives necessitates a coordinated effort among all **stakeholders**. Establishing **efficient communication channels**, building trust, and fostering collaboration are essential for creating institutional frameworks that support the successful implementation of local development initiatives. Therefore, the following key target groups have been identified within the PEER CIVIC project:

1. **Young beneficiaries** - young people from 6 European local communities, aged between **18 and 25 years**, coming from different cultural backgrounds as well as different social backgrounds, within the group, equality of opportunities between young people is pursued. The young people will be involved in each of the stages of the project and in the related activities, contributing to the **development** of the **peer led initiative community** by helping the peer led community growing with 100% in the full year of their involvement by attracting other young people, a community designed to offer them a context of structured and organized **civic action**. Young people will become **aware** of the **benefits** of united action

regarding their needs and **how to address them**. In this way, the young people involved will acquire **new skills** of **civic responsibility** and **social commitment**, as well as the development of a public-private **collaboration** with relevant people from the **community** and with **decision-makers**, also acquiring the skills to correctly address some needs through the use of unanimously accepted tools by the European decision-making institutions.

2. **Youth workers** involved in work at the level of partner organizations in activities and projects aimed at **developing civic** and **social skills** at the level of the young people they work with, having experience working with young people from disadvantaged backgrounds. **Thirty youth workers** will benefit from the **training course** and in the **establishment of the community** of youth workers, acquiring **professional skills** to guide the young people involved and to manage and develop the peer led initiative community so that the two small communities created produce changes in the community and represent models of replicated in other communities as well as in national actions with the same goal (monitoring of social progress related to decision-makers' decisions regarding addressing the needs of young people). Youth workers will be involved in the process of **selecting young people**, preparing and **training them** and guiding them in the process of action and development of the platform related to WP2. In this sense, the role of youth workers will be to **promote cooperation** between young people, local stakeholders, people with a decision-making role. The impact on youth workers will be manifested through the development of **socio-professional skills** as well as civic action. They will acquire useful skills regarding the stimulation of **young people's engagement** in the social environment and will benefit from a **transnational network** of the peer's exchange of knowledge and experiences replicable for other initiatives regarding the development of young people's civic engagement.

3. **Stakeholders and decision makers**. Stakeholders are **relevant people** from the partner communities who will provide guidance to young people in the process of approaching the decision-makers as well as a useful set of information from valid sources regarding the way of cooperation with them in support of improving their needs. They will be representatives of the local **public authority**, representatives of **public educational institutions**, **journalists** and media agencies, representatives of the European organizational environment, etc. The decision makers involved are **candidates** or **European parliamentarians** elected in the regions of affiliation of the partners involved in the project and who will undertake to maintain **long-term cooperation** with them in taking over their **needs** from the grassroots and addressing them through legislative means in accordance with **European priorities**. They will benefit from a **model** of **civic cooperation** between the relevant actors in the community, decision-makers, the organizational environment and young people, in a mix of **good practices** and **innovative ideas** regarding addressing the needs of young people. They will also benefit from a structure of civic commitment and assumption of **social responsibility** by young people, maintaining an open and lasting dialogue with them, strengthening their efforts and their own commitment to the assumed agenda.

4. **The partner organizations** being entities of which only 2 had a tangent with the financing program, will experience **new opportunities** for **civic action** through the directions of the **European Youth Together program**, acquiring **new management skills** and new experiences of transnational cooperation. Through their commitment within the peer led community, the principle of peer learning and exchanges of opinions and good practices between young people will be internalized, transposed into a continuation of the long-term approach thanks to the result of the created online platform and the community of youth workers who will lead cooperation at a higher level of depth. Throughout the project, the partners will cooperate with **local** and **European entities** active in working with young people, with **public authorities** and **educational institutions**, with policy makers and local stakeholders, gaining the experience and professionalism to cooperate and address European values. The entire project represents for partners an opportunity to reach an up level of civic engagement and cooperation for **society development**. Beside this, each partner (assigned to one WP according to his expertise) will reach a higher level of experience and competence in managing a package of activities that is based on this background of theirs.

5. **The local communities** being made up of young people interested in the theme of the project and informed participation in the vote, from members of some local entities interested in **stimulating the civic engagement of young people**, having a tangent with the project thanks to its promotion and dissemination actions. They will **benefit indirectly** from the project in terms of the **social impact** and the effects on the young people in the community, regarding the stimulation of self-information before exercising a vote, but also regarding the stimulation of interest in progressively following the actions of the decision-makers with reference to their needs by accessing the results of the project

3.1 Channels of dissemination

The PEER CIVIC project uses a comprehensive dissemination strategy to ensure **effective communication** and visibility of the **project's objectives, activities** and **results** among its target groups.

In order to maximise the reach and impact of dissemination efforts, the Dissemination strategy aligned its **four main objectives**, the **target groups** identified and the **channels** with which to reach them, as shown in the table below:

Target Groups	Dissemination Objectives	Channels
Young people interested in the theme of the project and in obtaining essential information to make informed voting decisions	Objectives 1 To improve the quality and attractiveness of self-information for young people before exercising their right to vote by creating a	<ul style="list-style-type: none"> ● By participants (youth worker and young people) ● Use of online sources (e.g. website of

	<p>more attractive learning and information environment.</p> <p>Objectives 2 To increase the level of civic engagement of young people by introducing key competences and values of active citizenship into the approach of project activities.</p> <p>Objectives 3 To develop social and civic competences including social and civic participation and digital ones through the transfer, adaptation and validation of non-formal methods to stimulate civic engagement and cooperation between young people and decision-makers.</p> <p>Objectives 4 Dissemination of project information, events, results and outputs at local, national and European level.</p>	<p>partners, social media accounts)</p> <ul style="list-style-type: none"> • Promotional materials (e.g. roll-ups, logo)
<p>Young people who have not yet developed and have not been involved in socio-civic activities</p>	<p>Objectives 1 To improve the quality and attractiveness of self-information for young people before exercising their right to vote by creating a more attractive learning and information environment.</p> <p>Objectives 2 To increase the level of civic engagement of young people by introducing key competences and values of active citizenship into the approach of project activities.</p> <p>Objectives 3 To develop social and civic competences including social and civic participation and</p>	<ul style="list-style-type: none"> • By participants (youth worker and young people) • Use of online sources (e.g. website of partners, social media accounts) • Promotional materials (e.g. roll-ups, logo)

	<p>digital ones through the transfer, adaptation and validation of non-formal methods to stimulate civic engagement and cooperation between young people and decision-makers.</p> <p>Objectives 4 Dissemination of project information, events, results and outputs at local, national and European level.</p>	
<p>Local NGOs or from other EU member countries interested in applying the methodology for stimulating the civic engagement of young people</p>	<p>Objectives 3 To develop social and civic competences including social and civic participation and digital ones through the transfer, adaptation and validation of non-formal methods to stimulate civic engagement and cooperation between young people and decision-makers.</p> <p>Objectives 4 Dissemination of project information, events, results and outputs at local, national and European level.</p>	<ul style="list-style-type: none"> ● Use of online sources (e.g. website of partners, social media accounts) ● Promotional materials (e.g. roll-ups, logo, dissemination templates) ● Newsletters and press release
<p>Local stakeholders and relevant policy makers interested in developing a consistent dialogue with young people focused on taking over and addressing their needs</p>	<p>Objectives 4 Dissemination of project information, events, results and outputs at local, national and European level.</p>	<ul style="list-style-type: none"> ● Use of online sources (e.g. website of partners, social media accounts) ● Newsletters ● Collaboration with "Informati si Implicati" Social Advertising Association. ● Promotional materials (e.g. roll-ups, logo) ● Online meetings with stakeholders and

		decision makers promotion
Youth workers from local communities involved in actions and projects at the European level	<p>Objectives 3 To develop social and civic competences including social and civic participation and digital ones through the transfer, adaptation and validation of non-formal methods to stimulate civic engagement and cooperation between young people and decision-makers.</p> <p>Objectives 4 Dissemination of project information, events, results and outputs at local, national and European level.</p>	<ul style="list-style-type: none"> • Use of online sources (e.g. website of partners, social media accounts) • Newsletters

4. Peer Civic Dissemination Activities & Resources

The PEER CIVIC project will employ a range of **online** and **offline dissemination channels, tools and materials** to ensure widespread visibility and engagement.

The development of these activities and resources will facilitate the efficient and effective sharing of project information, updates and results with a variety of audiences, including stakeholders, partners and the general public.

The **following dissemination activities** and resources have been designed:

4.1 Project visual identity

The Community Foundation of Agrigento and Trapani, as leader of WP4, shared **two different versions** of the project logo and **shared** among the **partners**.

The **official Peer Civic logo** is the following one and can be used on a positive and negative version, depending on the color of the background:



Here is the **link** with the **official PEER CIVIC logo** available in different format:
https://drive.google.com/drive/folders/1wrrpMtQ4hsXRY6ngv8Ow7Njh97o7JiSK?usp=drive_link

4.2 Brochure

Brochures will be part of the dissemination materials that will be **shared** with **beneficiaries** and **stakeholders**, and they will be created in a **digital** and **printable version**. They will be impactful and will aim to **promote** and **introduce** the **main objectives, activities, and results** of the project. It will be first designed in **EN** by **Fondazione Comunitaria di Agrigento e Trapani** and then **reviewed/agreed** by **all partners** and be translated from all partners in the **different languages** of the project (English, Spanish, Italian, Bulgarian, Irish, Romanian, Greek).

Here the link to the resource:
<https://www.canva.com/design/DAGPspKv-gQ/jpfO0wYhskjSNvxxomGfrQ/edit>

4.3 Newsletters

Regular online newsletters will be distributed to a subscribed audience, providing detailed insights into the **project's progress, upcoming events**, and significant **achievements**.

These newsletters will be designed ensuring they will capture the readers' attention and keep them engaged.

The Community Foundation of Agrigento and Trapani, as leader of the WP, will provide **content** and **layout** of the planned **newsletter** in English.

Each partner will then forward it to **beneficiaries** and **stakeholders**. In order to ensure privacy and data protection, avoiding the transfer of data such as email of recipients that subscribed each partner newsletter, partners will take care of **translation** and **dissemination** of the newsletter to their own recipients and will provide to the WP leader the number of recipients reached as well as **proof** of its **delivery**, referring to Annex n°2 (e.g. pdf format in national language, screen of Mailchimp/similar tools used). The content of the newsletter has to be posted on each partner's website also and, according to their **internal communication strategy**, can be linked in their newsletter.

The newsletter will be shared and translated into the languages of the partner countries and posted on each partner's website in order to reach a wider audience. The **n° of newsletters** will be round **3** in total, corresponding to the **main output** of the project.

The Fondazione Comunitaria di Agrigento e Trapani will provide a **guide** to assist and facilitate the partners in the **preparation** of the newsletter and the promotional elements it contains, to be followed for a proper visibility of the project.

Here the link to the guide:

<https://docs.google.com/document/d/1Dtxta4A1LkCNI-qNFmIHXXW7Q-DWUAEq/edit?usp=sharing&oid=111871413291817259065&rtpof=true&sd=true>

4.4 Youth Incubator Platform (Project Website)

PEER CIVIC **project website** aims to be an **attractive, effective** and **user-friendly** dimension.

It will be our **main channel** for information, sharing the main results on the project under the same corporate identity developed for all the Peer Civic dissemination materials.

The website has the **graphic design** of the **official logo** and is enriched with **visual elements**.

The project website will function as a **Youth Incubator Platform**, centralizing all project-related **information** and **resources**. This platform will provide comprehensive details about the project's objectives, activities, progress, and outcomes.

It will be regularly updated to keep **users** and **visitors** actively **engaged** and **informed** about the latest developments, **events** and opportunities. The Youth Incubator Platform will also **host** a variety of downloadable **resources**, including **reports**, brochures, and **multimedia content**, ensuring easy access for all interested parties. Moreover, it will offer interactive features such as discussion **forums**, **webinars**, and **online workshops**, enabling active participation and engagement from youth and other stakeholders.

The **project platform**, developed by the partner **Future Cast**, is available in all the consortium languages, such as in Bulgarian, English, Greek, Irish, Italian, Romanian and Spanish.

Here the link to the project platform: <https://peercivic.eu/>

Elevating Democracy: Empowering Voices, Shaping Futures

The Peer Civic project aims to empower the in the youth led development process, developing the skills of young people across Europe to intervene in the decision-making process with appropriate information and build an understanding of the process



The website is the **main channel** of communication and thought to be inclusive and accessible, it will use positive, diversity-sensitive and inclusive (non-discriminatory) language.

4.5 Partner role and responsibilities - Social media platforms and websites

Project partners through their **different web channels** will play a crucial role in reaching a wide audience and promoting engagement.


Project partners will keep the **PEER CIVIC project visible** with active profiles on their key social media platforms such as Facebook and Instagram and their own website.




These platforms will be used to **share real-time updates**, promote events and **engage followers** through interactive content. Social media campaigns will be designed to highlight significant milestones and encourage **community** participation and feedback.

In summary, the PEER CIVIC online dissemination activities will be developed mainly through social media channels and the websites of each partner. Social media posts, in some cases, should link to the project website.

Here, a table describing the partners channels and institutional identity:

PEER CIVIC partnership		
Organization name and description		

	Link to social media	Institutional logo
<p>ANDCTR:</p> <p>Our vision is for young people and children from the Oltenia region to be active participants in society, to have developed a sense of solidarity for the community, while having access to non-formal learning opportunities, which will later ensure a career corresponding to their potential .</p> <p>Our mission is to contribute to the personal and professional development of young people and children, as well as to their education and culture, especially the non-formal one, so that they become active and responsible citizens.</p>	<p>Facebook:https://www.facebook.com/voluntariatpentrucomunitate</p> <p>Web:https://andctr.ro/</p>	
<p>Walk Together Association:</p> <p>Association Walk Together is a non-governmental organization (NGO) established in 2013 with a main focus in community-based projects. Working collaboratively with trainers and youth workers, we strive to integrate non-formal education into formal education systems. We actively engage with various European Union programs, where we develop training initiatives, courses, youth exchanges, and other educational curricula centered around themes such as social-economic and technological advancements. Additionally, our programs cater to the specific interests of both young people and adult learners, including those facing cultural and social barriers, thereby creating opportunities for individuals with fewer privileges.</p> <p>We have experience working with programs such as Creative Europe, CERV, Erasmus + program, the Ministry of Education in Bulgaria and others.</p>	<p>Facebook:https://www.facebook.com/associationwalktogether</p> <p>Web:https://walktogether.eu.com/</p> <p>Insta:https://www.instagram.com/walktogether_bulgaria/</p> <p>Youtube:https://www.youtube.com/@associationwalktogether1475</p>	 ASSOCIATION WALKTOGETHER BULGARIA
<p>Fondazione Comunitaria di Agrigento e Trapani: The Community Foundation of Agrigento and Trapani is a civil society organisation – laic and independent – that promotes social, economic, cultural, and environmental development in the territory of the provinces of Agrigento and Trapani (Sicily, Italy).</p> <p>The Community Foundation promotes the culture of giving, participation, and co-responsibility, it generates social infrastructure programs capable of assuming a strategic value for the territory.</p>	<p>FB page: https://www.facebook.com/fcagrigenotrapani/</p> <p>Instagram: https://www.instagram.com/fcagrigenotrapani/</p> <p>LinkedIn: https://www.linkedin.com/company/fcagrigenotrapani/</p> <p>YouTube: https://www.youtube.com/channel/UCMnZ6i703s8Jrp2g732RKnq/featured</p>	 FONDAZIONE COMUNITARIA DI AGRIGENTO E TRAPANI

<p>Asociación cultural y environmental Permacultura Cantabria:</p> <p>At Permacultura Cantabria we are dedicated to providing training at a European level through the Erasmus+ programmes. Our main focus is to provide mobility opportunities for young people with fewer possibilities and to provide education for both teachers and adults.</p> <p>In addition to our Erasmus+ activities, we are passionate about sharing and spreading permaculture locally. We organise permaculture workshops, talks and courses open to the general public.</p> <p>Our commitment is to promote permaculture values and practices, encouraging sustainability and environmental preservation. We work closely with other organisations and local bodies to develop projects and activities that promote permaculture and organic farming.</p> <p>We also offer advice to individuals and communities interested in applying permaculture principles in their homes, gardens and farms. We are proud to contribute to the creation of a more equitable and just world through permaculture education and practice.</p>	<p>Website: https://www.permaculturacantabria.com/</p> <p>Facebook: https://www.facebook.com/PermaculturaCantabria</p> <p>Twitter: https://x.com/PermaculturaCan</p> <p>Instagram: https://www.instagram.com/permaculturacantabria/</p>	
<p>Active Citizens Partnership:</p> <p>Active Citizens Partnership is non-for profit organization operating in Greece since 2009, committed to support the inclusion of all people by empowering and equipping them with the skills and competences they need to realize their potential and their inclusion on all levels ,social, political and economic.</p> <p>Through research, training, tools development, empowering and knowledge sharing we work to achieve systemic changes and provide opportunities for individuals and society.</p>	<p>Website:https://activecitizens.eu/</p> <p>Facebook: https://www.facebook.com/acpgreece</p> <p>LinkedIn : https://www.linkedin.com/company/active-citizens-partnership</p>	
<p>Future Cast:</p> <p>Future Cast is an Innovation, Education, and R&D centre focussed on the Construction and Quarrying industries. We work with companies in these sectors and throughout their manufacturing supply chains on projects to increase the adoption of advanced technology and processes. We are a non-profit organisation with a remit to research and disseminate technologies in Industry 4.0 to our member companies. We help solve pressing issues with our accumulated knowledge and expertise in industries automation, innovation, and funding.</p>	<p>Website:https://futurecast.info/</p> <p>Facebook: https://www.facebook.com/futurecastireland</p> <p>LinkedIn : https://www.linkedin.com/company/future-cast/?original_referer=https%3A%2F%2Ffuturecast.info%2F</p> <p>Instagram: https://www.instagram.com/futurecastire/</p>	

Peer Civic partners will use their already existing **channels** to disseminate activities at local, national and European level i.e. through their **organizational websites, social media networks, newsletters, stakeholders' networks** at different territorial level, etc.

Fondazione Comunitaria di Agrigento e Trapani as lead partner of dissemination will be **responsible** for:

- Developing dissemination identity (**visual identity logo and templates**);
- Developing dissemination strategy including **channels**, activities and related **tools, guidance and templates** to be filled in (ex. Annex 3 - Communication Activities Report and Dissemination Activities Report);
- Coordinating and monitoring all the dissemination activities providing support to the partners (**monitoring report progress, planned results/deadlines**).

All partners will be **actively involved** in dissemination activities and be responsible for dissemination in their own country and through their own networks:

- ❖ Promoting the project on their **own website** and through their **own networks/social media** channels;
- ❖ Contributing to project website contents (**articles/newsletters**, etc.);
- ❖ Sharing social media posts, articles, and newsletters through **their channels** (organizational website, internal newsletter, social media networks, etc.)
- ❖ Providing half-yearly dissemination report including **evidence** for dissemination activities (attendance list, pictures, etc.);
- ❖ Conducting **face-to-face** dissemination and **multiplier events** at local/country level.

4.6 Events

Project partners and participants (both young people and youth workers) will organise and participate in various events, such as **training courses, conferences and workshops**, to present **results**, implement **project activities**, share good practices and promote cooperation with other stakeholders (**see paragraph 2.2 Key project outputs**).

These events, which will be presented as key project outputs, will be the key moments of the project and will therefore take place both within and outside the Platform in order to trigger networking and dissemination of knowledge to a targeted audience.

Furthermore, as part of the D4.1 dissemination strategy, [dedicated tools to map local events and activities organised by each partner will be shared to support the monitoring and implementation of events](#). In order to update the event calendar situated on the website, every event should be inserted inside the [Event List](#) earlier, and then upload the event on the website calendar. This mapping will ensure **effective promotion** of the project website (platform) through direct contact during these events. By identifying and engaging **local target** groups with a specific interest in the

project themes, partners will maximise the impact of their dissemination efforts and foster stronger links with the community.

- **Dissemination events:**

- National exhibitions with the "candidate's profiles" before the online event
- National Valorisation event with at least 25 participants per partner, multiplier events on the platform

- **Dissemination additional events:**

- Workshops (local) belonging to other partner activities in community, community seminars to promote the results after the project, relevant local events and seminars of partners where they will also ensure a promotion of the results of present project (Ex. Volunteering Festival organized every year by ANDCTR with 2 local partners from Voluntariat pentru Comunitate Hub)

4.7 Publications and press releases

Dissemination through publications in **online journals**, **magazines**, and **newsletters** will be prioritized. These publications will feature articles, case studies, and research findings related to the project.

Regular **press releases** will be issued to announce significant milestones, events, and outcomes of the project.

These press releases will be distributed to **media contacts** and posted on the project's website, ensuring timely and accurate communication of important information to the public.

5. Dissemination Action Plan

The **planned activities** in the dissemination action plan will be **monitored** and **coordinated** by the Fondazione Comunitaria di Agrigento e Trapani (FCAT) as dissemination leader.

All partners will actively contribute to the activities and outputs to be realized as described below:

PEER CIVIC project			
Dissemination Action plan			
Activity/output	What?	Who?	When?

<p>Dissemination strategy and annexes</p>	<p>Internal document, available in EN.</p> <p>Annexes: Reports, templates, Stakeholders' map and events list</p>	<p>FCAT and partner organisations</p>	<p>31stAugust 2024</p>
<p>Youth Incubator Public Debates Platform promotion</p>	<p>Official website of the project, first channel of dissemination of the activities, events and results of the project.</p> <p>Will be promoted through newsletter and social media profiles of all partners.</p> <p>-Mapping local events/activities of each partner to ensure the promotion of the website (platform) by direct contact and ensure promotion during these "moments"</p>	<p>Development and update of the web platform: Future Cast</p> <p>Promotion of the platform through social media: All partners</p>	<p>From June 2024 to 30th November 2025</p>
<p>« Youth election event » promotion</p>	<p>Promotion of the online event as important moment of the project in which 300 young people will experience the perspective of "candidates" for elections including the personal initiative in creating a profile and agenda of intervention for young people sector development</p>	<p>FCAT and partner organizations</p>	<p>30th September 2024</p>
<p>Resolution of young people's needs from EU partner countries of the project</p>	<p>-map local target groups interested on it</p> <p>-Mapping local events/activities of each partner to ensure the promotion of the website (platform) by direct contact and ensure promotion during these "moments"</p> <p>-send the Resolution to at least 20 national colaborators/partner</p>	<p>Implemented by all partners.</p>	<p>30th March 2025</p>

Training promotion course	<p>-create the curve of promotion (eg.daily post during the event)</p> <p>-posting promotion before the training</p>	FCAT and reviewed by all partners.	30 th June 2024
Local training courses promotion	<p>-map local collaborators interested in the thematic of the local TCs</p> <p>-posting promotion during the events</p>	FCAT and reviewed by all partners.	30 th September 2024
Study visit promotion	<p>-create the curve of promotion (eg.daily post during the event)</p> <p>-posting promotion before the study visit</p>	FCAT and reviewed by all partners.	October-November 2024
Online meetings with stakeholders and decision makers promotion	-create the format and templates for online promotion and posts related with the events	FCAT and reviewed by all partners.	30 th November 2024
Brochure	Available in EN, IT, ES, RO, GR, BG, IE both in digital and printable format.	FCAT will realise the contents in EN and IT while all partners will translate it in their national language.	30 th September 2024
Newsletter	Min. of 3 newsletter containing relevant project activities to be sent by each partners and through the PEER CIVIC website, available in EN, IT, ES, RO, GR, BG, IE	FCAT will realise the contents in EN and IT while all partners will translate it in their national language.	<p>min. n° 3 newsletters:</p> <p>October 2024</p> <p>March 2025</p> <p>August 2025</p>

<p>Social media posts</p>	<p>Monthly posts to be shared through PEER CIVIC partners social media channels (Facebook pages, Instagram, etc.)</p>	<p>To be developed by all partners. N° 1 posts per month by each partner through their social media.</p>	<p>Monthly, starting from March 2024.</p>
<p>Reports</p>	<p>Yearly reports for internal dissemination purposes will give feedback on project results and indicators. N° of 2 reports for internal reporting on project progress on dissemination activities.</p>	<p>Each partners will provide FCAT main contents and results to be included in the report that FCAT will made available for internal progress reporting.</p>	<p>Yearly: December 2024 October 2025</p>

6. Monitoring and Evaluation

6.1 PEER CIVIC key performance indicators (KPIs)

The planned activities in the dissemination action plan will be monitored and coordinated by the Fondazione Comunitaria di Agrigento e Trapani as dissemination leader and **reported** via **Communication Activities Report** and **Dissemination Activities Report** by each partner of the consortium (see Annex 3 –Communication Activities Report and Dissemination Activities Report), responsible for the project dissemination at local, national, and European level.

Inside the PEER CIVIC project both online and face to face communication activities will be conducted to reach the targeted audience.

In order to **evaluate** the **progress** and **results achieved** along the project, **key performance indicators** have been set to monitor and check the impact of Peer Civic dissemination.

PEER Civic: Dissemination KPIs			
Online/internal dissemination activities			
Activity name	Activity description	Key performance indicators - KPIs	
		Internal indicators	'Public' indicators
Project identity visual	Official logo, dissemination templates (Word, PPT)	N° 1 official logo; N° of dissemination templates (min. n° 3)	Creation of official logo and dissemination templates
Brochure	Folded brochure available in EN, IT, ES, RO, GR, BG, IE	N° 1 brochure available in EN, IT, ES, RO, GR, BG, IE Both in digital and printable format.	N° of online views of the digital brochure N° of printed brochures
Dissemination and communication strategy and tools	Internal document, available in EN. Annexes: Reporting template, Stakeholders' list	N° 1 Dissemination and communication strategy and n° of updates	N° stakeholders organizations and institutions reached
Newsletter	Newsletter containing relevant project activities to be sent by each partner's channels translated in EN, IT, ES, RO, GR, BG, IE.	N° min. 3 newsletters sent by each Peer Civic partner through their own channels and shared on the project website.	N° of persons reached contained in the newsletter report provided by each partner;
Social media posts	Monthly posts to be shared through partners' social media channels (Facebook pages, Instagram, etc.).	N° 1 monthly social media posts uploaded by each partners through their social media channels (at least N° 30 social media posts by each partner). Extra post shared by each partner to promote specific activity in course (Training Course, Youth Election Event,...)	N° of social media post partners networks; N° of reached persons through the posts' publication; N° of likes, shared, comments, retweets, etc.

<p>Youth public platform</p>	<p>Incubator debate</p> <p>Youth Incubator Public Debates Platform should be promoted among minimum 20 NGOs per partner that are working in the field of civic involvement and development of public dialogue</p>	<p>300 young people 30 youth workers 120 NGOs</p>	<p>N° of visits</p> <p>N° of young people registered on the platform</p> <p>N° of youth worker registered on the platform</p> <p>N° of NGO's reached by partners</p>
<p>Reports</p>	<p>Yearly reports for public dissemination purposes will give feedback on project results and indicators.</p> <p>The reports will be realised by each partner for internal purpose with relevant information to be included on the project progress reporting.</p>	<p>N° of 2 reports for dissemination</p> <p>N° of 2 reports for internal reporting on project progress on dissemination activities.</p>	<p>N° of reports published;</p>
<p>Face-to-face dissemination activities</p>			
<p>Activity name</p>	<p>Activity description</p>	<p>Indicators</p>	<p>Proof of dissemination</p>
<p>Beneficiaries and stakeholders selection and engagement</p>	<p>Young people and youth workers will be selected for the project.</p> <p>Stakeholders and decision makers will be involved in online meetings.</p>	<p>300 young people 30 youth workers</p> <p>N°20 stakeholders per partner</p> <p>N°1 decision maker per partner</p>	<p>Lists of participants; attendance lists; pictures;</p>
<p>National Valorisation</p>	<p>National Valorisation event with at least 25 participants per partner, multiplier events on the platform</p>	<p>N°25 participants per partner</p>	<p>Lists of participants; attendance lists; pictures;</p>
<p>The overall impact of face to face dissemination activities is to reach out:</p> <p>Number of key community actors & stakeholders involved in the multiplier events: 210</p>			

6.2 Reporting

The reporting process will ensure that the dissemination activities can be regularly checked and optimized.

The consortium needs a documentation and monitoring system not only to showcase the dissemination activities to the European Commission, but also to provide a measure of success of our strategy. For this reason, a **Communication Activities Report** and **Dissemination Activities Report** (see Annex 3 –Communication Activities Report and Dissemination Activities Report) is the method used for tracking and assessing the impact of communication and dissemination activities and they will be constantly monitored and fed throughout the implementation of the project in order to ensure project visibility and to achieve the PEER CIVIC Key Performance Indicators.



7. Conclusion

The dissemination strategy will have a great resonance for the PEER CIVIC project and the results will have a great impact on the community of young people and youth workers, as well as on all stakeholders who will be engaged and involved in this initiative. The sharing of results, activities and materials will raise awareness of the ways in which youth empowerment and debate, supported by innovative tools such as the Youth Incubator Platform, can generate change and opportunities in the youth political sphere, thereby increasing active citizenship. The involvement of local communities, associations, politicians, public or private institutions, NGOs and all relevant stakeholders can support change and understanding of young people's needs. In addition, the transnational scope of the project favours the exchange of ideas, the creation of a European community of young people as a space for meeting other perspectives and, where possible, sharing needs at European level and, above all, the replicability of the project in other areas with the same purpose.

8. Annexes

Annex 1 - Social media format posts and templates

FORMAT POST

Note	Post
<p>Short description (to point out: impact-what; activity-how; where-territory).</p>	<p> Would you like to take your political voice where it matters? Participate in the Peer Civic project!</p> <p>The PEER CIVIC project aims to promote and strengthen young people's civic engagement and increase the number of young people interested in politics through peer-led community initiatives.</p> <p>During the local event, you will have the opportunity to:</p> <ul style="list-style-type: none"> ✓ Share your experiences and needs ✓ Identify challenges and opportunities in your contest ✓ Be candidate to contribute to the development of youth policies <p>Don't miss this opportunity; the first focus group will be held online on October 24 from 10:00 AM to 1:00 PM.</p>
<p>Link to the news on the website</p> <p><i>It's our opportunity to drive users to deepen our content, so call to action must be appealing and should avoid, if possible, common phrases such as "read the article here" or "more info on."</i></p>	<p>Are you interested in participating? Please fill out the application  LINK</p>
<p>Financing body and programme/action</p>	<p>The Peer Civic project is selected and co-funded by the Erasmus Plus programme within the framework of the programme Erasmus+ KA3 (Support to policy development and cooperation): European Youth Together (n° SEP-210938209- 101131845)</p>
<p>@</p>	<p>All the different partners profiles</p>
<p>#</p>	<p>#PeerCivic #Erasmusplus #EUYouthStrategy #EUYouthGoals</p>

To emphasize awareness about the project The Community Foundation of Agrigento and Trapani created graphic templates to use for their social post.

Annex 2 –Dissemination templates

As WP4 leader, the Community Foundation of Agrigento and Trapani in addition to the production of the dissemination templates (Word, PPT and letterhead) prepared a guide to support the project partners in the use of the dissemination templates, which was made available at the following link:https://docs.google.com/document/d/1Lyo_n3hB5R3NzungKaALM8nIFqoQ-M1z/edit?usp=sharing&oid=103693782256414206123&rtpof=true&sd=true

Templates for social media posts will be available on Canva at this links:

1. **PeerCivic- Post Social** - [Post](#)
2. **PeerCivic-Stories**: - [Stories](#)
3. **PeerCivic - Event Promotion**: - [Project](#)

Annex 3 – Communication Activities Report and Dissemination Activities Report

During the project, all partners should report on all communication and dissemination activities carried out, using the template provided. The results will be collected and evaluated by FCAT.

Here the link to the **Communication Activities Report**:

https://docs.google.com/spreadsheets/d/1hpTibqtazSidfPEC6RHbx-hXTrmd7sxH/edit?usp=drive_link&oid=103693782256414206123&rtpof=true&sd=true

Here the link to the **Dissemination Activities Report**:

https://docs.google.com/spreadsheets/d/1y9ZxBOcyKIFPYScrK0eLEdTqt_77nj9e/edit?usp=sharing&oid=103693782256414206123&rtpof=true&sd=true

Annex 4 - Event List

- Detailed lists of events and conferences
https://docs.google.com/spreadsheets/d/1cydrFyNPQoELpYubKFneHaWgCDaiA_kA/edit?usp=sharing&oid=111871413291817259065&rtpof=true&sd=true

Annex 5 - Stakeholders mapping

In order to identify and involve all relevant stakeholders, the following tool will be used to map interested organizations and institutions:

https://docs.google.com/spreadsheets/d/1add8aJxXe67CU8GQF_l0yObRJ42YJmZu/edit?usp=drive_link&oid=103693782256414206123&rtpof=true&sd=true