

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

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community

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Youth Incubator Public Debates **Platform Promotion**



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Executive Summary

This deliverable (D4.2) presents the full set of actions undertaken to **promote the Youth Incubator Public Debates Platform**, the main digital output of the PEER CIVIC project.

The deliverable links:

- **The planned KPIs and strategic goals** established in the official WP4 Dissemination Strategy
- **The concrete actions and outputs** implemented by FCAT and partners
- **The results, numbers, and outcomes** reported in the 3rd and 4th progress reports

The platform, hosted at www.peercivic.eu, was conceived as:

- A **Youth Incubator**,
- A **space for public debate**,
- A **repository of resources**,
- A **tool for long-term civic engagement** beyond the project lifetime.

The sections below reconstruct the promotional strategy, actions, materials, and results against the original KPIs.

1. Background & Strategic Framework

1.1 Role of the Platform in the Dissemination Strategy

The WP4 Dissemination Strategy (D4.1) identifies the **Youth Incubator Public Debate Platform** as one of the *key project outputs* and the **primary digital channel** for:

- Dissemination for Awareness
- Dissemination for Understanding
- Dissemination for Action

The strategy specifically requires partners to:

- Promote the platform among young people, youth workers, and stakeholders
- Reach 20 NGOs per partner working on civic engagement
- Ensure regular sharing of platform content via social media and newsletters
- Use the platform as the central access point for project results and resources
- Update events on the Event List and platform calendar

1.2 KPIs for Platform Promotion

The Strategy sets the following **KPIs**:

- **300 young people** to be reached/engaged
- **30 youth workers**
- **120 NGOs** across partners

The Platform metrics:

- Number of registered users
- Number of visits
- Engagement with platform content
- Dissemination reach through partner channels

1.3 EU Visibility

The EU support was acknowledged and the European flag emblem displayed, along the funding statement, in the dissemination activities and in the platform. The platform footer states the following:



The screenshot shows the footer of the platform, which is dark purple. On the left, there is the European Union flag and the text "Co-funded by the European Union". Below this, a disclaimer states: "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them." At the bottom left, it says "Erasmus+ Programme – KA3, Support to policy development and cooperation – European Youth Together – Project n° 101131845". On the right, there is a "Quick Links" section with a list of links: "Home", "About Us", "Events", "Governing Structures" (with a dropdown arrow), "Contact Us", and "Privacy Policy". Above the "Quick Links" section, there is a list of logos and names of funding partners: "European Parliament", "European Youth Parliament", "European Youth Portal", and "European Education and Culture Executive Agency".

A list of useful links was also made available in the Platform to ensure visibility on the EU Parliament, EU Youth Parliament, Youth Portal and the European Education and Culture Executive Agency, where more information about European Youth Together can be found.

1. [European Parliament](#)
 2. [European Youth Parliament](#)
 3. [European Youth Portal](#)
 4. [European Education and Culture Executive Agency](#)
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2. Actions Taken to Promote the Youth Incubator Platform

This section outlines *all actions implemented by FCAT* and partners to promote the platform, matched directly against the actions planned in the Dissemination Strategy.

2.1 Development of Promotion Materials & Visual Identity

A) WP4 Visual Templates & Communication Toolkit

FCAT created and shared:

- Social media frames (FB/IG)
- 6 post templates for platform-related content
- Canva templates for partners
- Newsletter templates
- Platform-ready headers and visual assets
- Roll-up and branded background for the platform promotion

All materials ensured strong visibility and alignment with the visual identity foreseen in D4.1.

2.2 Platform Audit & Content Upgrade (March–April 2025)

In line with the Dissemination Strategy requirement for consistency and quality monitoring, FCAT conducted:

- **A full audit of the platform**
- Documented quality issues:
 - Gallery limited to TPM pictures
 - Elections section outdated
 - Navigation challenges in the Calendar
 - Government Structure page needing updates
 - Need for a clearer policy section

These findings were transmitted to Future Cast and addressed collaboratively. As a result:

- ✓ Youth Resolution uploaded
- ✓ Monitoring Toolkit uploaded
- ✓ Monitoring Plan uploaded
- ✓ Resources for Participants section improved
- ✓ Future administrative training for all partners to update the platform content timely

These uploads were crucial to consolidate the platform as the central repository for youth engagement content.

2.3 Communication Campaigns Promoting the Platform

Promotion took place across **two annual cycles**:

Cycle 1: December 2024 – May 2025

- Platform introduced alongside youth events
- Platform featured prominently during the Study Visit campaigns and the Local Stakeholders Meetings

Cycle 2: June 2025 – November 2025

- FCAT launched the **Platform Promotion Package (Deliverable D4.2)**:
 - 6 platform-specific posts
 - 1 dedicated newsletter
 - 1 roll-up and 1 event background
 - Platform promoted through monthly posts
- Partners encouraged to promote registrations at National Multiplier Events

#PeerCivicWeek Campaign

During the final TPM (Ireland), partners agreed to create a coordinated cross-country promotional action:

- #PeerCivicWeek posts prepared by FCAT
- Partners encouraged to run staggered engagement actions

This campaign was specifically aimed at increasing platform visibility in the final months.

2.4 Integration of the Platform in Events & Stakeholder Engagement

National Valorisation Multiplier Events

FCAT coordinated:

- Event agenda templates
- Stakeholder invitation materials
- Social media templates
- Attendance lists & photographic reporting
- On-site rollups and event backgrounds

Each partner presented the platform and guided participants through registration and exploration.

Stakeholders Campaign

- Communication **email** sent to **62** mapped stakeholders

- Platform shared with youth workers, NGOs, municipal representatives, educators
- **In-person and online events**, each partner was able to engage and showcase the platform to at least 10 stakeholders and decision-makers per country, hence gathering the attention of over **60** stakeholders.

3. Results Achieved

The result section synthesizes all data from partners and reports.

3.1 Quantitative Results (KPIs)

Platform Users

As of November 2025:

- **438 registered users** (excluding test accounts)
- **122** stakeholders and decision-makers engaged
- **21 forums** and interactions started
- **19,881 platform visits** and **11,469 unique visitors**

Platform visits, unique visitors and registered users exceed expectations and demonstrate the value of the Platform, and the benefits of the organic promotion carried during the duration of the project.

Target Groups Reached

Based on consolidated data:

KPI	Expected	Achieved
Users	330	438
Youth participant	300	408

Youth workers	30	30
NGOs	120	122 (stakeholders lists, events, newsletters)

3.2 Qualitative Results

Platform's Impact:

- Became the central hub for Youth Resolution materials
- Allowed continuity of civic engagement beyond individual events
- Gave visibility to youth voices across partner countries
- Enabled transnational exchange through unified resources
- Provided a digital legacy for the PEER CIVIC network

Stakeholder Feedback:

- Educators appreciated the clarity of resources
- NGOs saw potential use for future youth consultations
- Participants found the interface user-friendly post-audit improvements

Thanks to the **evaluation and monitoring feedback received in WP5**, we can state that the PeerCivic platform received ratings between 4 and 5 out of 5, reflecting a positive overall assessment. MEPs particularly valued the platform's: policy co-creation features; networking opportunities; digital engagement tools; accessibility and inclusivity. These elements were highlighted as particularly promising for fostering youth participation and connecting young people to decision-making processes.

Overall results of Engagement Across Partners during the Project

- **160+ posts** shared about the project and platform
- **12 website publications** referencing the project and platform
- **3 newsletters**, promoting the project and platform
- **80.500+ combined online views** across social media and partner channels

4. Evaluation & Lessons Learned

4.1 Continuous Monitoring Mechanisms

FCAT deployed:

- Dissemination logs
- Monthly communication calendars
- Internal WP4 audits
- Partner feedback loops

These mechanisms were planned in D4.1 and fully implemented in Year 2.

4.2 Adjustments Made

In response to monitoring:

- Strategy revamped (March 2025)
 - Templates expanded to improve partner performance
 - Social media calendar introduced
 - Platform improved based on FCAT's audit
 - Stakeholder email campaign launched at final stage
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5. Sustainability & Long-Term Promotion

The final TPM confirmed:

- The platform will remain active post-project
 - A rotation system for maintenance
 - A migration plan for ongoing community engagement
 - Partners encouraged to keep sharing platform content
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6. Conclusion

Promotion of the **Youth Incubator Public Debates Platform** exceeded initial expectations, achieving:

- Higher-than-target user numbers
- Stronger-than-planned online engagement
- A large body of visual, written, and event-based promotional material
- Improved platform usability through active audit and updates
- Strong stakeholder engagement through events and targeted outreach

The platform is now a **validated, functional, and sustainable digital tool** ready to support youth participation beyond the project lifecycle.
