



*empathy*

# **Communication and Dissemination Plan**



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Estimated Start Date **01-2021**

Estimated End Date **12-2022**

Country of activity: **Germany, Italy, Romania, Spain**

Duration in months: **M1-M24**

Contributing partners:

**Fondazione Empatia, Migrant Integration Centre Brasov, Asociacion Babelia, Project School**

Lead Partner: **Pro Arbeit**

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## Disclaimer

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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## Dissemination and Upscaling

WP5 is dedicated to disseminate, communicate and exploit the project's activities and results. Objectives of this WP are:

- Enhance the visibility of the project's activities and outputs and highlight results
- across the project's target groups
- Create a framework for allowing communication between partners within and outside the partnership
- Design and develop efficient and effective dissemination strategies and communication tools, making an effective use of ICT and social media
- Raise awareness of stakeholders (local citizens, local authorities and policy-makers) on key messages and outputs
- Upscale project methods and outputs at a wider level in order to maximize impact
- and engage stakeholder in their use

Communication and Dissemination Plan, which includes detailed information on the dissemination activities, objectives, responsible organisations, and deadlines, is produced to ensure reaching stakeholders on local, regional, national and EU level. It will be updated on a 6-months basis (M8, M14, M20).



## Empathy message

**EMPATHY** brings together both migrant and local youth, empowering them to develop changing attitudes towards diversity in their communities.

The Empathy project runs with the vision of getting young people to "see the world through the eyes of others" and „to put yourself in the shoes of others“.

## Overall Communication and Dissemination Strategy

### Expected Results

Dissemination actions aim to spread the EMPATHY messages to a wide set of stakeholders and target groups, starting from the young people to third country nationals (direct and primary beneficiaries); from public authorities to youth associations, civil society organizations and communities (indirect beneficiaries). Communication aims to reach out to society and show the impact and benefits by promoting the project and its results to multiple audiences beyond the project. The objective of the dissemination and communication activities are:

- To identify the target groups and stakeholders towards whom raise awareness about the project objectives, its results, benefits, use and applicability.
- To create recognition for the project by designing and applying graphically coherent and consistent communications.
- To define joint collaboration strategies with other Erasmus+ and EU-funded projects aimed at achieving synergies and exchanging of information and knowledge to reach a wider audience and maximize diffusion.
- To define a calendar of dissemination and communication activities: time lines will be developed in order to ensure the planning of each activity and guarantee that regular communications of the project are maintained and developed (for example, list of events, conferences and fairs where partners can represent the project and disseminate results).
- To interact with a wide audience to promote and create replication opportunities: presentations at conferences, events, workshops, partners current channels, etc., the project outputs will be intensively presented to different stakeholder groups. Internal and external (outside the consortium) partnerships and alliances will be fostered in order to ensure a large outreach of the results.
- To guarantee that the results from the project integration strategies pilots will be open and accessible for knowledge transfer and capacity building.

Planning and organising public relations and communication products will increase the possibility of achieving our goals.







### Professionals characteristics:

- **local experts**, trainings and moderators (act as role models and trainers)
- The **project partners** (act as role models and trainers)

### Indirect audiences:

**Local authorities** acts as active enhancers of EMPATHY and represent the political authorities to validate the anti-discrimination and social and economic inclusion approach, to build up on the momentum to widen the audience and the political debate in general.

**Citizens** as a whole are another important group directly targeted by the project. In fact, they are **the real and ultimate beneficiaries** of the project.

For these last two categories (local authorities and citizens), the project will involve at least 1,000 people directly (i.e., participating to one or more engagement actions, average of 250 people per country), and at least 20,000 people indirectly (including online actions, average of 2,500 people per country).



## Overviews Dissemination Sections for Empathy

Engagement	Channels	Tools	Actions and Materials	Target Groups/ Communication Level	Leader
Online Communication	Intranet	Pro Arbeit Cloud	Internal Communication	Project partner	Pro Arbeit
	Empathy Website		Project Overview, News, Events, Project results, Promotional materials, Partner presentation, link to partner websites	All target groups	Pro Arbeit
	Partners websites		Links to Empathy website, Info about the project	All target groups	All
	Brochure	News Section empathy website, Partner websites, Social media	News, Events, Project Updates, Project results, Project website	All target groups	All
Social Media	Facebook	Connect to Partners Social media	Posts (Images, Videos, Stories,...)	All target groups	Pro Arbeit/All
	Instagram			All target groups	Pro Arbeit/All
	YouTube		Audio-Video-Materials (Interviews,...)	All target groups	Pro Arbeit
Targeted Events	Conference/ Events	Collaborative excel list to identify potential events to be attended	Panel discussions, Presentations, Leaflets	All target groups	All
	Local/Regional/ National Workshops	Collaborative excel list to identify potential events to be attended	Panel discussions, Presentations, Leaflets	All target groups	All
Online + Offline Media	Newspapers, Magazines, Newsletters	Collaborative excel tracking list to monitor publications and project references in media	Press Releases, local newspapers	All target groups	All
Networking	Other Erasmus+ projects	Collaborative excel tracking list to monitor publications and project references in media	Promotion through these platforms' website, social media accounts, etc; News, Project results, Events, Cooperation in promotion activities	All target groups	All
	Other EU-funded projects			All target groups	All
	CSOs/NGOs/ Associations		Leaflets, Presentations, Videos	All target groups	All



## Calendar of Dissemination and Communication Products

<b>M2 (March 2021)</b>	Communication and Dissemination Plan
<b>M3 (April 2021)</b>	Visual Identity Guidelines, Project's Website
<b>M5-24 (June 2021)</b>	Newsletter on a regular basis, Excel list to identify events
<b>M6 (Juli 2021)</b>	Social Media Strategy, Promotional Material: Brochure leaflet,
<b>M12 (January 2022)</b>	Promotional Material: Updated Brochure M12
<b>M18 (July 2022)</b>	Promotional Material: Updated Brochure M18
<b>M24 (December 2022)</b>	Promotional Material: Final Brochure M24
<b>M18 (May 2022)</b>	Project's Brochure/ Leaflet Update
<b>M21-23 (September-November 2022)</b>	Event: National Capacity-Building Workshops
<b>M24 (December 2022)</b>	Promotional Materials: 1 Poster (printed by all partners), Infographics
<b>M24 (December 2022)</b>	Upscaling Plan, Video-Interviews (meaning of «Empathy»), Promotional Videos
<b>M24 (December 2022)</b>	Event: EU Final Conference



## Communication Products (M3-M24)

**Corporate Image.** Through this action, a project corporate image will be created, which will include a logo, a layout for the outputs (documents, presentations, etc.) as well as branded items. PRO ARBEIT will be the partner responsible for producing the corporate image, but final versions will be always agreed by all partners. In addition, PRO ARBEIT will communicate and train partners on the common EU and project guidelines on communication & visibility. (Can be found in „Visual Identity Guideline“)

**Visual Identity Guideline.** Design of the logo image and explanation of its applications in order to disseminate the project by using the logo as recognition feature.

### ***–M3, Publication available online (Project’s website + Pro Arbeit Cloud)***

**Website.** The project website will be the go-to place for updated information about its activities and results. It will play an important role in promoting the project and its events, storing presentations from events, links to other related material, reports and surveys, etc. The website will be available in English but will include main news and information (i.e., static pages) in all partners’ languages. The success of the website will be based on the following main factors: a) involvement of consortium members: sense of ownership and motivation b) effective management and visibility c) active participation of the audience d) capacity for securing adequate resources for continuation (institutional support). (Published on „[www.empathy-project.net](http://www.empathy-project.net)“)

### ***–M3, Online Project’s Website***

**Promotional Materials:** the following communication materials will be produced to promote the project and its activities. They will be created in English but each partner will be responsible for translating them in its language:

- **1 Brochure**, to give key information and raise awareness on the project. The leaflet will be created on M6 and will be updated on M12, M18 and M24 (final brochure), following the development of the project.
- **1 Poster**, to be printed by all partners and to be used by local agents of change once launching the communities’ engagement strategies. The poster will be produced with several graphic designs where different content could be included. This means that it will be used during the entire project’s implementation as offline and online EMPATHY promotional material.
- **Infographics** that will help summing up and disseminating project using graphic elements (i.e., project factsheets). These will be produced 4 times during the project and will follow the development of the project’s activities.

### ***–M24, Printed materials and digital publication available online (project’s website)***

**Audio-visual materials.** The project will design and produce a total of three promotional videos during the entire project lifecycle. PRO ARBEIT will have a dedicated budget for producing the videos, which will have the following characteristics:



- **Timing:** videos will follow the development of the project and, more precisely, they will be produced simultaneously to the launch of project's events (i.e., orientation programme, integration codesign, launch of EMPATHY revolution).
- **Features:** all videos will be animated and will last two minutes max, presenting the problem the project wants to tackle and the activities carried out. All videos will be designed to be as engaging as possible and will include specific calls for action for the audience watching them. They will be heavily disseminated through social media, increasing the audience's sense of urgency to act and possibility to be part of an interesting and impactful network.
- **Languages:** the animated videos will be available in English and all partners' languages (German, Italian, Romanian, Spanish).

***–M24, Videos available online (project's website and YouTube project's channel)***

**Interviews.** The project will produce interviews where the local agents of change and other young people will be given the opportunity to express their opinion on the meaning of the word EMPATHY by explaining their integration story and answering questions on multiculturalism and social inclusion. This will be produced on a monthly basis, reaching 24 interviews in total. Responsibilities for producing them will be shared between all project's partners, first one to be delivered by the project's coordinator, second one by the second partner, and so on. Partners will be free to decide who will be the interviewees, who will be chosen between local agents of change, other young people in contact with them, experts that are part of the advisory board of the project and VIPs/influencers who could act as role models for young people.

Interviews will be made available in three formats:

- Videos, as video-recording of the interviews.
- Written, as articles and posts reporting the conversation between the interviewee and.
- Voice recording, podcasts that could be listened by users at any moment during the day.

The interviews will be posted on the project's website and social media pages. Interviewees will be asked to post them on their social media accounts, contributing to spread the project's messages within their own networks and originate a cascade/snowball effect that will increase the number of people that will follow the project development.

***–M24, Written posts, audio recordings and videos available online (project's website and YouTube project's channel)***



## Online Activities (M3-M24)

As the project addresses young people as main target group, online activities will be given a particular attention during the project and will be used as a key tool for engaging with people and for spreading the EMPATHY messages at local and national level. More precisely, the project will implement the following online activities:

**Social media.** Information about the project and dedicated outputs will be disseminated through social media channels (in particular: Youtube, Facebook, LinkedIn and Instagram) and the community of interest in order to reach a large impact. PRO ARBEIT will define and share with partners a **Social Media Strategy**, setting meaningful social marketing goals, researching information and data on the social media target audience, establishing the most important metrics, setting a timeline for posting content and establishing a way to assess social media results. The strategy will also create and animate closed groups on social network that will be used by the project's activists around Europe to spread the word about the project's cause and organize around it. These groups will be used by PRO ARBEIT for sharing content to be posted on social media in the language of each partner. Together with this, each partner will have a dedicated budget for social media advertising that will contribute to engage their own networks into the social media activities of the project.

In particular, key messages and hashtags for communication will be adapted to local context and project's results and findings and shared through the social medias, and they will be:

- Culture and creativity are effective tools/mediums for promoting social inclusion, capacity building, youth empowerment and empathy in Europe. #EmpathyThroughCulture
- Empathy can help tackle global challenges such as prejudice, conflict and inequality by transforming local communities. #EmpathyOverPrejudice
- Citizen participation and engagement is important for the growth and sustainability of Empathy communities. #EmpathyRevolution
- Empathy communities represent the interests of women and men from different cultural, religious and ethnic backgrounds. #EmpathyCommunity

Further to the specific outputs, online activities will be used as a key tool for engaging with people and for spreading the EMPATHY messages at local and national level.

**Campaigns.** In conjunction with the beginning of the project phases (i.e., orientation, integration and inclusion) and with the release of the most important project's outputs and deliverables, EMPATHY will launch social media and communication campaigns to sensitize target countries' communities on project's goals, while boosting youth participation in the discourse on migration and integration. The campaigns will aim to not only promote the project itself and its achievements (especially with regards to other project activities, like the production of toolkit, the launch of citizens engagement strategies, etc.), but also support the project in achieving its overarching goal of boosting the integration of migrant youth and changing the narrative on migration, emphasizing youth diverse forms of identification and expression. In this sense, young people between 16 and 30 years old will be both the target of social media activities and campaigners themselves. The campaign will convey messages of



inclusion and equality, focusing on the positive impact of multiculturalism, while making young migrants active agents in shaping the narrative on migration.

**Contests/Challenges.** Arguably, the most important aspect of social media marketing is not page likes or profile followers, but rather, engagement. Social media sites, especially Facebook and Instagram, put an emphasis on audience interaction. In simple terms, engagement is the metric that measures how many people talk about any initiative. The engagement rate actually affects how their algorithm determines if they will show your post to more people or not. Contests, by their nature, involves a lot of comments, shares, follows, and retweets - the elements of good engagement. This is the reason why EMPATHY will promote social media contests in its Facebook and Instagram pages, asking young people to post a video and/or take a picture and explain/write what is their opinion on integration and inclusion by sharing their stories. Winners will be offered the opportunity to participate to project's events and will see their stories published on social media account and project's websites.

***–M6, Social Media Strategy available online (project's website + Pro Arbeit Cloud)***

## **Networking and PR Activities (M3-M24)**

This activity will be aimed to enlarge the network by building partnerships with other stakeholders. It will be based on the following actions:

Mapping of key stakeholders. This action aims at identifying all stakeholders active in the field of integration initiatives and policies (such as, CSOs and NGOs, private companies, cultural organisations, cities, local authorities, social partners, etc.). This research will be mainly realised through the network of partners that are part of the project.

Building an extended community of interest. This action aims at creating a Community of Interest (Col) that will be involved in the replicability and transferability actions, promoting thus the expected multiplying effects. PRO ARBEIT, the project's lead partner, will coordinate with other project partners to identify and target potential "friends" of the project and to develop a list of at least 100 stakeholders who are committed to supporting the project's objectives. The list will be continuously updated during the project's execution.

Community of Interest and Partnership building. After scouting stakeholders potentially interested in the issues addressed by the project, the Community of Interest will be constituted and formal partnerships will be agreed in order to consolidate the project's network. The constitution of the Col started during the project development phase, will be further enriched throughout the project implementation period, in order to widely promote the results of the project and increase the possibilities for its replicability.

Empowering the community of interest. The aim of this action is to empower the Col through offering them different opportunities for increasing their knowledge, skills and competencies on the addressed subjects.



All events and conferences organised by the project will be used as special occasions to communicate about the project's objectives and encourage participants to blog and tweet about, and become active on social media, in their own languages and in English, for engaging in the project as many citizens as possible. In particular, the project will organise the following events:

- ### Upscaling (M18-M24)

The final plan will include specific initiatives that both local agents of change and project's partners will commit to develop after the project's end. It will present results taking into account different levels of resources and commitment of the project's partners (i.e., low, medium and high scenarios) and will include specific action plans for each level. The plan will be validated by the experts who are part of the External Advisory Board; they will be asked to share their opinion on the draft version of the plan and will have the opportunity to include



specific insights and feedback on the support that they have given to the local agents of change at local level.

At the time of project preparation, partners have already agreed on two main actions potentially contributing to the project upscaling, namely

- a) Organization of a national capacity-building workshop (one per country) targeting public (e.g. local authorities) and private (e.g. schools, youth associations, CSOs) bodies. These workshops are aimed to train participants on how to promote empathy with the tools and methods developed in the project framework. A selection of local agents of change will be invited as testimonials presenting their experience. At least 10 Stakeholders are expected to join in each country, coming from the lists of associated partners already presented in the application, as well as other organizations engaged during the project implementation, including schools.
- b) Establishment of the Empathy Label. A certification procedure will be discussed among partners for being released towards those organizations committing to spread the “Empathy” methods and messages in their work. Local agents of change will be asked to provide their inputs for how the certification process should be structured, including the assignment criteria. The Empathy Label and the criteria for obtaining it will be presented during the Final Conference, paving the way for the second phase of the Empathy “revolution”, with the objective of spreading it at a wider level in Europe.

***–M24, Publication available online (project’s website + Pro Arbeit Cloud)***





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# Project Visual Guideline





# Agenda

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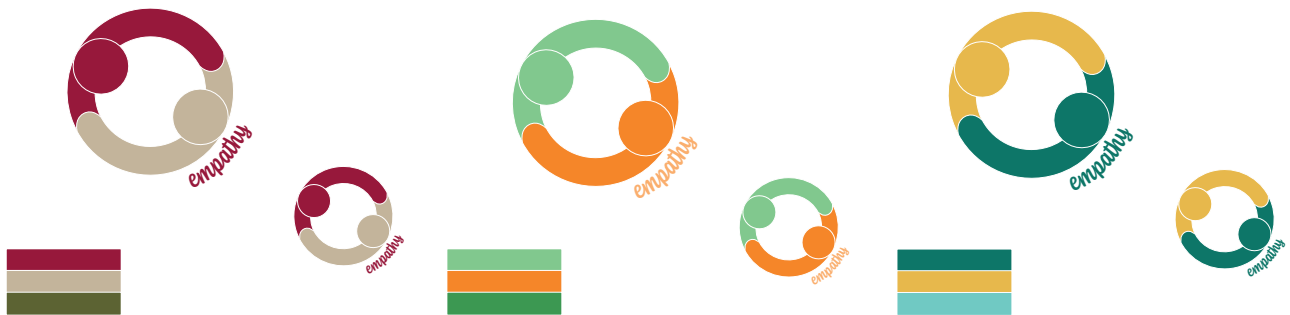


There were two logo choices, each with 6 different colour combinations. The partners could choose one logo and colour variant. The final decision was made in favour of the logo showing two people with their arms open towards each other.

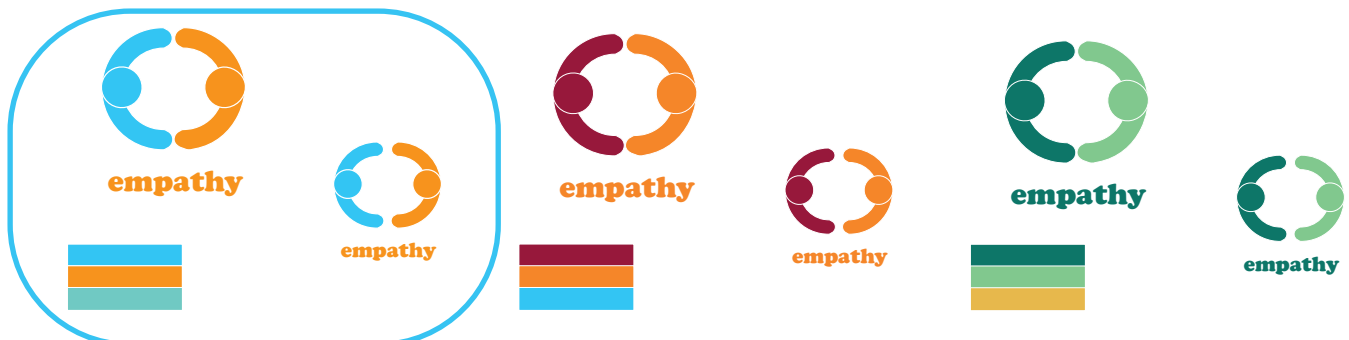
Empathy, sympathy, togetherness and taking care of each other do not

necessarily mean physical closeness or embracing, but standing together in good and bad times and solving problems together are in the foreground. That is why the logo shows two people who turn towards each other at a distance.

## Visual Identity 1



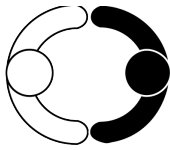
## Visual Identity 2







Logo



empathy



empathy



empathy



empathy



empathy



empathy

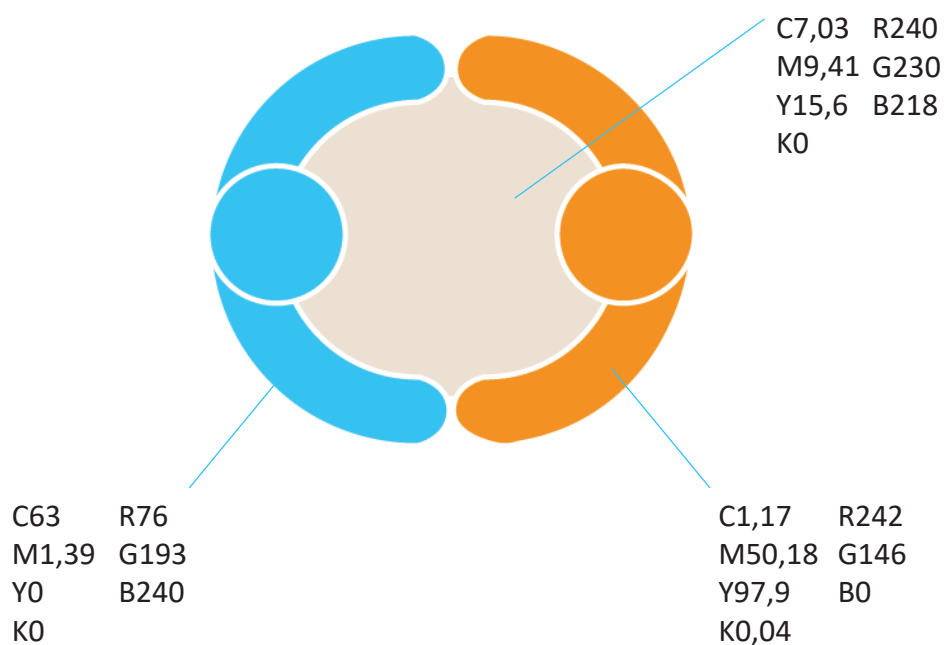




The 2 different colours stand for the different backgrounds of the people, but this does not form a barrier. The colours differ in colour temperature (warm/cold) but still work together. The third colour is a very light pleasant orange/beige. This colour is used for backgrounds, for example.

The colour values are:

	C63	R76
	M1,39	G193
	Y0	B240
	K0	
	C1,17	R242
	M50,18	G146
	Y97,9	B0
	K0,04	
	C7,03	R240
	M9,41	G230
	Y15,6	B218
	K0	







The font „[Coniferous](#)“, which is used in the empathy logo, is an Adobe font and is integrated in the Adobe licence. However, the font can also be [purchased](#). However, this is not a problem. The Google font „[Pacifico](#)“ can be used free of charge and is close to the font used. It should be used for headlines and similar texts.

For continuous text and other content, the font „Calibri“ or „Calibri Light“ should be used. These are usually already available on the devices. The continuous text colour should be black, as this is the easiest and most natural to read.

### Coniferous

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Pacifico

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Calibri

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz





# The use of the EU emblem

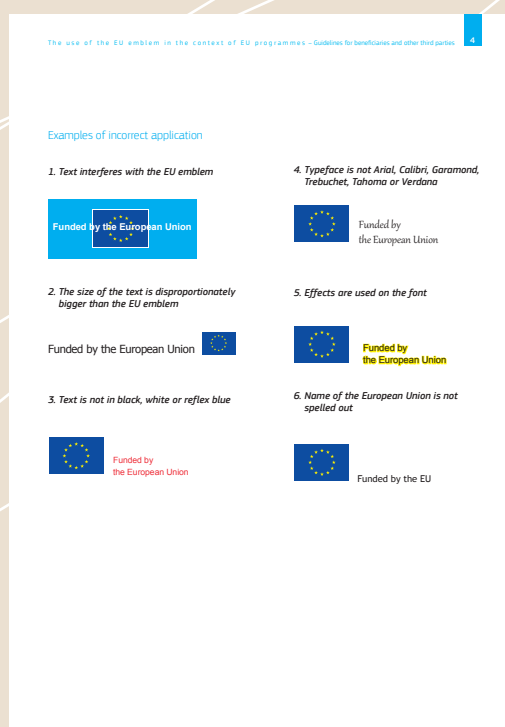
The work described in this publication has received funding from the Erasmus+ programme under grant agreement N° 621405-EPP-1-2020-1-DE-EPPKA3-IPI-SOC-IN.

As the Empathy project is an Erasmus+ funded project, publication is only allowed with the EU logo. There are some guidelines on how the EU logo can be displayed with the project logo and other logos. You can find the guidelines here:

[https://ec.europa.eu/info/sites/info/files/use-emblem\\_en.pdf](https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf)

These guidelines must be adhered to as much as possible.

The Erasmus+ Visual Identity and the logos can be found on this website [https://eacea.ec.europa.eu/node/10755\\_en](https://eacea.ec.europa.eu/node/10755_en)



Extract from the use of the EU emblem in the context of EU programmes





# Templates

## Power Point Template

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## Word Cover Page

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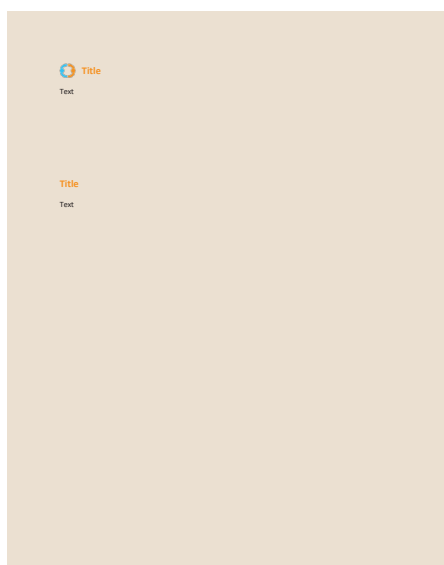
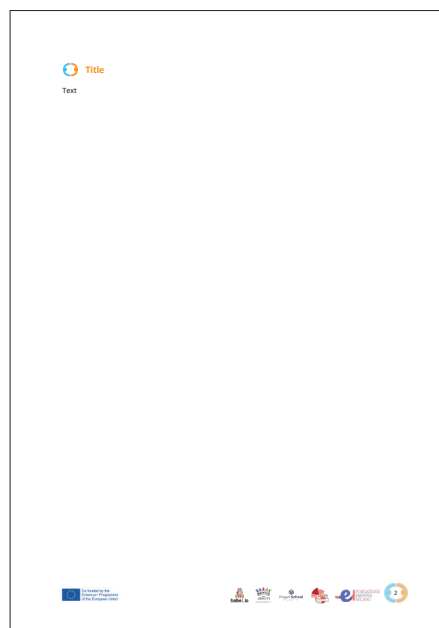
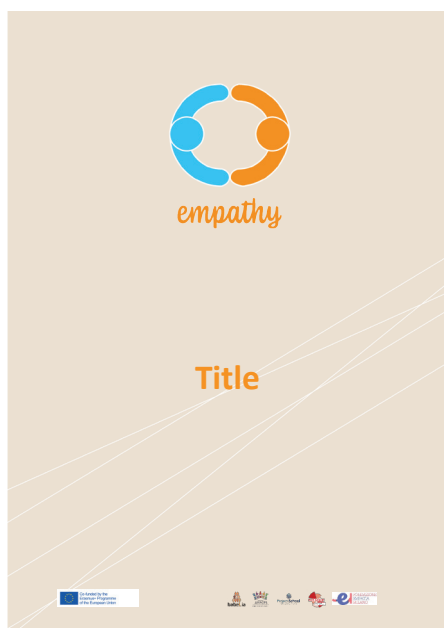




# Templates

## Word Document Template

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# Keyword Image Search

Keywords that help to find matching images.

empathy

sympathy

community

community

compassion

building compassion

support





## List of Social Media Channels of each Partner

	B	C	D	E	F	
	Profile name	Facebook/ Instagram/..	LINK	Contact Person Name	Contact email adress	
1						
2						
3						
4						
5						
6						

This list is used to collect all social media channels of the partners for mutual linking of the project partners.

Please fill in this table.

**–Upload Pro Arbeit Cloud**

## Empathy Dissemination Control Panel Tracking

	A	B	C	D	E	F	G	H
	Organization/Projectpartner	CHANNEL/NAME	Facebook/ Instagram	DATE	LINK	NUMBER OF PEOPLE ATTENDING	TARGET AUDIENCE	SPECIFIC ACTION UNDERTAKEN (why did you go there, what dissemination result you achieved, what part of the project did you promote, etc.)
1								
2								
3								
4								
5								
6								

Please enter in the table "Social Media Control Panel" the posts you have published on your social networks about the empathy project.

Which organisation/project partner, which channel/name, which social media channel, when, link to the post, how many people reached, who should be reached, to which part of the project does it belong (canvassing, information,...).

Please fill in this table.

**–Upload Pro Arbeit Cloud**



## Overall Tracking List of Dissemination / Activity List

[illegible]

This list is for the entire public relations work for the Empathy project. This includes all activities like events, conferences, fairs, presentations and much more in which the project was presented.

In addition to the date and the event, please indicate what or how the project was presented, whether the event took place online or offline (livestream, video, presence, ...), the stakeholders, at what level the event took place, where it was published (possibly link, reports, ...) and provide the participants.

If you organised the event yourself, also create a list of participants (template available –Pro Arbeit Cloud. If numbers of participants are not available to you, please indicate an estimate.

Please fill in this table.

### ***-Upload Pro Arbeit Cloud***

## Empathy Participantlist template

	A	B	C	D	E	F	G
1	<b>Empathy Participantlist</b>						
2	<b>Name</b>	<b>Surname</b>	<b>Gender</b>	<b>Organisation</b>	<b>Nationality</b>	<b>Phone Number</b>	<b>Email</b>
3							
4							
5							
6							
7							
8							
9							

Please prepare a list of participants every time you organise an event, presentation, etc. yourself. Try to include the gender and contact information of each participant.

Please fill in this table.

### ***-Upload Pro Arbeit Cloud***



## Empathy Events to represent the project

	A	B	C	D	E	F	G	H	I	J
1	Please fill in this table with events, conferences etc. that you and partners can use/attend to present the Empathy project.									
2	Organization/Projectpartner	Date	Event	Type of event	Objective	online/offline	Stakeholders, target group	level: local, national, international	publicaton	Further Information: Link, File, etc.
3										
4										
5										
6										

In order to inform all partners about upcoming events where the Empathy project can be presented, please fill in this table regularly. This is for the exchange of information between partners and should be looked at regularly.

Please fill in this table.

–Upload Pro Arbeit Cloud

Collect as much documentation as possible for the report to the EU Commission. It is better to have too much than too little. Documentation can be photos, screenshots, list of participants, event descriptions, press articles, etc.







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