



empathy

Pilot cards

From planning to implementing **Local Engagement
Initiatives**

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Local engagement plans for the *EMPATHY* revolution

The EMPATHY project included capacity-building initiatives to activate youth as agents of change capable of designing and carrying out citizens' engagement activities aimed to spread an *EMPATHY* revolution at the local and transnational level.

To this scope, it created a **pilot card** offering a framework for the definition of the vision to be pursued, the specific actions to deliver as well as identifying partners and defining the audience and media to use for channelling messages.

Action plans were realized with the guidance of Project School, as the technical partner of the project and the support of local partners in the city of Milan (Italy), The County of Offenbach (Germany), Alicante (Spain) and Brasov (Romania).


The **EMPATHY** revolution moves toward 3 main concepts: **DEBATE, ENGAGE and CONNECT**. Partners have used those to support agents of change in ideating possible local engagement plans and showing pros and cons for each alternative.

- **Debate:**
 - Use **debate and discussion** involving youth, adults, politicians, and change-makers on specific controversial topics to learn to accept and deal with different opinions; take personal responsibility for engaging in constructive debates using critical thinking and nonviolent communication; contribute to form and develop communities characterized by strong respect and tolerance for a diversity of opinions.
 - **Human libraries** (<https://humanlibrary.org/>) where people that have experienced prejudice, social exclusion or stigma, get trained to build a narrative regarding an episode of their life they wish to talk about. Participants/readers will listen and can ask them questions to learn about the other person and also challenge their prejudices.


- **Engage:**
 - Creation of **local activists' schools** which aggregate people interested in combating hate speech and incubate new ideas for fighting against it.
 - **Production of an educational resource** (i.e., lessons programme and toolkit) for school groups and families to be presented during schools' workshops.
- **Connect:**
 - **Art and creative exhibitions** in the main spaces of museums to be held for 1-2 months.
 - Social and innovative **art events** on the promotion of values such as tolerance, empathy, respect for diversity.

LOCAL ENGAGEMENT PLAN - F ONDAZIONE EMPATIA MILANO (IT

Pilot Project Card

Pilot Action (Title)	Impact	Description	Objectives	Target Groups
<i>Corridors' Voices Voci di corridoi</i>	Awareness of the university population (and possibly also the broader citizens) on issues related to migration, refugees, integration etc.	<p>Corridors will be an exposition/game to involve participants/players in an experience where they can meet the story of foreign students in the university. FEM is collecting various interviews of university students that arrived at the university after a migration experience. The idea is to allow participants to discover stories of foreign students that they meet daily in the university corridors but don't know. Everybody brings a different story but how many stories do we know of the place we attend every day?</p> <p>The experience FEM would like to create is a type of game where you can follow a story. The exposition starts when you pick a passport with an identity. Each passport gives different info, and skills (and scores) that start forming your identity and allow you to proceed along a corridor and open doors and discover more about the person you are following/interpreting. Every passport thus holds different skills/scores, and you might not proceed with a certain identity. The participant will experience the story and can leave a sign of their passage. The result will be a collective artwork, where the participant received a story and left something of his/her own story.</p>	<ul style="list-style-type: none"> - Tell a reality/project unknown to most that is taking place in some Italian universities: University corridors - Create an empathy experience where the participant can listen and join an exposition/game - allow hearing and experiencing the story of another person - Give space to stories not usually told - Raise awareness about the inclusion of foreign students in the university - Create the opportunity to design new ideas not to make foreign students feel excluded 	<p>Persons who attend universities (students, teachers, employees, citizens)</p> 

Pilot Project Card

Sector orientation (which specific topics the engagement activities will focus on)	Communication Strategy (including measures to ensure broad and wide reach of the activities to be rolled out)	Follow-up and sustainability (i.e., actions and activities after the project's end at the local level)
<p>Migration</p> <p>Empathy</p> <p>Inclusion and integration</p> <p>Identity</p> <p>Nostalgia and loneliness</p> <p>Youngsters dreams</p>	<p>Social Media</p> <p>Radio</p> <p>Traditional media</p> <p>Launch a communication campaign with Universities in Milano and with UNHCR (Rome and Milano)</p>	<p>Generate impact in two university poles regarding the inclusion of foreign students. The collaboration with the association <i>LatoB</i> gives the possibility that they will follow up the project by creating a collaboration with the university to create a link between foreign students and the LatoB group and activities in Milano.</p>  <p>Allow the <i>UNICORE</i> project on university corridors to be known.</p> <p><i>UNHCR</i> will be able to take over the idea/project and launch it in different universities in Italy.</p> <p>Ask universities where the project will be launched to leave a space, perhaps a corridor whereby information for foreign students can be easily found and here also listen through QR Codes to the stories recorded through the interviews conducted by FEM.</p>

Place:

- 3 days in Università degli Studi di Milano-Bicocca,
- 3 days in Università Statale di Milano

Novembre 2022 – to be confirmed

Timeline:

April- September 2022. The pilot project will be launched in November; thus, the timeline will go on until then.

GANTT																								
	April				May				June				July				August				September			
Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Design the pilot project	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					X	X	X	X
Design the interviews	X	X	X	X	X	X	X	X																
Conduct the Interviews									X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Contact partners (universities, UNHCR and					X	X	X	X	X	X	X	X	X	X	X	X								

other possible sponsors)																								
Co-design the pilot and create the performing game																X	X	X	X	X	X	X	X	X
Communication																			X	X	X	X		

Team/Roles:

Petra Mezzetti – Project Manager/Supervisor – interacts with universities and UNHCR

Davide Motto – Management and relationship with the administrator

Cristina Savino – Tutor/ management of the co-design group

Giuditta Furlan – Tutor – follows the development of the pilot and head of the interviewing team

Michele Oggioni – Tutor

Anna Alberti + Mauro Tesolin: media and social media

Elisa Vendramin – graphic design

Andrea Ricci – Consultant/architect that follows the co-design phase of the pilot project and follows the development of the game



Number of people to be reached:

- 150 persons per day can participate in the game/performance
- Thus around 1000 persons in 6 days of game in 2 university poles
- More people will get to know about the project through media and communication campaign

Budget:

IT IS BEING DEVELOPED


Potential Partners:


- UNHCR
- University of Milano-Bicocca
- University of Milano Statale
- Lato B




LOCAL ENGAGEMENT PLAN - ASSOCIATION BABELIA (SP)

Pilot Project Card

Pilot Action (Title)	Impact	Description	Objectives	Target Groups
<p>Actions carried out from June 13th to June 18th to celebrate World Refugee Day:</p> <ol style="list-style-type: none"> 1) <i>Football match 8</i> 2) <i>Presentation of the annual report on asylum seekers</i> 3) <i>Gymkhana</i> 4) <i>Intercultural cooking workshop</i> 5) <i>Social theatre</i> <p>Actions to be carried out during the last week of September to celebrate the start</p>	<ol style="list-style-type: none"> 1) Local 2) Local 3) Local 4) Local 5) Local 6) Local 7) Local 8) Local 9) Local 10) Local 	<ol style="list-style-type: none"> 1) Football match 8 between local entities that work with the migrant population in Alicante. 2) Celebrating World Refugee Day by raising awareness about the situation of refugees in Spain. 3) An outdoor skill-based activity related to human rights. It is made up of different tests and obstacles and consists in passing all the tests that are within the route. The winner is the one who completes the circuit and all the tests in the shortest time. 4) Culinary experience workshop designed as a cooking classroom and a teaching kitchen where participants of all culinary skill levels and cultural backgrounds come together to witness a demonstration class and techniques to create typical meals. 5) Artivism festival that combines social theatre, photography and video art to raise awareness about migration, stereotypes and feminism. 	<ol style="list-style-type: none"> 1) Teamwork, integration, fun. 2) To raise awareness among the young population about the refugees' situation and to show that there are many countries with conflicts, that it affects many people and not only those who appear in the media. 3) To raise awareness among the participants about the struggles faced by refugees and migrants on a daily basis. 4) Raising cultural awareness through food traditions by emphasising the relationship between culture and food. 	<ol style="list-style-type: none"> 1) Young locals and migrants 2) Young locals and migrants 3) Young locals and migrants 4) Young locals and migrants 5) Young locals and migrants 6) Young locals and migrants 7) Young locals and migrants 8) Young locals and migrants  9) Young locals and migrants 10) Young locals and migrants

<p>of the new school year at the University of Alicante:</p> <ul style="list-style-type: none"> 6) <i>Intercultural musical encounter</i> 7) <i>Roleplay</i> 8) <i>Dismantling myths</i> 9) <i>Henna workshop</i> 10) <i>Tree wall art</i> 		<ul style="list-style-type: none"> 6) Music workshop designed to represent diversity and inclusion that will allow all participants to discover instruments, genres and musical influences from around the world. 7) Ryuutama Role Plays for groups of 4 to 6 people. 8) Participatory workshop facilitated by one or two people. During the first phase, the workshop is carried out with locals and migrants, in which the facilitators, through different dynamics and resources (stories, images, podcasts, homemade short films, etc.) will expose some of the myths and fake news that we face on a daily basis and which are related to migration and other cultures (Moroccan, Romanian, Syrian, Ukrainian...), including their relationship with Spanish culture. During the second phase (optional), after identifying the fake news and myths, the locals and migrants form pairs to expose those same myths/fake news to third parties (in an open space, street, university, square, etc). The possibility of documenting their progress from passive to active participants would be beneficial so that they could see the outcome achieved (I learn what a myth/fake news 	<ul style="list-style-type: none"> 5) To raise awareness about migration, stereotypes and feminism. 6) To raise awareness about diversity, multiculturalism and integration through music. 7) To foster creativity, teamwork and problem-solving skills. 8) To promote the inclusion of the migrant population through teamwork and self-realisation by participating in a migratory journey. 9) To promote the encounter between people with different cultural backgrounds by sharing the art of Henna and offering great team-building experience. 10) To raise awareness about diversity and inclusion. 	
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		<p>is, I learn to identify a myth/fake news, I teach what is a myth/fake news, I teach other people to identify them).</p> <p>9) The art of Henna is a fun workshop with hands-on training, personal guidance, discussion and demonstration. It allows participants to gain the knowledge and skills required to mix the henna paste and apply designs.</p> <p>10) The tree wall art is an activity designed to share stories, experiences and anecdotes by using dynamics and resources such as images, podcasts, shorts, etc. and shaping them into the form of a tree.</p>		
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Pilot Project Card

Sector orientation (which specific topics the engagement activities will focus on)	Communication Strategy (including measures to ensure broad and wide reach of the activities to be rolled out)	Follow-up and sustainability (i.e., actions and activities after the project's end at local level)
<p>These activities are aimed at all types of audiences (adults, young people, adolescents...)</p> <p>The activities focus on cooperation, on involving everyone to participate in a fun way in original activities whose objective is to convey the importance and value that each person has.</p>	<p>Advanced measures: Broadcast on networks: Instagram, Facebook, Whatsapp... Specific dynamization through Quiz with mobiles: Kahoot, AhaSlides, Mentimeter...</p> <p>Traditional measures: Word of mouth marketing (WOMM) Share the experiences, the anecdotes and the activities with the circles of people that we have around us so that other people can get to know the Empathy Project.</p>	<p>Both World Refugee Day and the University's Inauguration Ceremony are events celebrated annually in Alicante, thus providing the sustainability of the project.</p> <p>Last year our Agents of Change attended the opening inauguration ceremony at the University of Alicante and this year, due to Babelia's involvement in the organisation of the event to mark World Refugee Day, they had the opportunity to have an insight into the preparations as well as a chance to be actively involved in carrying out the activities and goals of the programme. They also established links with the representatives of each entity involved in the organisation of the event which leaves the doors open to future collaboration. Moreover, the Agents of Change discussed the possibility of delivering the workshop on dismantling myths (activity nº10) to university students on a yearly basis as the university's department of equality, inclusion and social responsibility offered young people an opportunity to act as trainers. They also discussed the possibility of creating a youth organisation which will then connect with the existing youth organisations from the partner countries involved in the Empathy Project in order to be able to invite them as trainers/partners</p>

	during the delivery of the workshop to the students of the University of Alicante.
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Place: Alicante, Spain

Timeline:

GANTT																								
	April				May				June				July				August				September			
Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Activity 1															X									
Activity 2															X									
Activity 3															X									
Activity 4															X									
Activity 5															X									
Activity 6																								X
Activity 7																								X
Activity 8																								X
Activity 9																								X

LOCAL ENGAGEMENT PLAN - MIGRANT INTEGRATION CENTER BRASOV (RO)

Pilot Project Card

Pilot Action (Title)	Impact	Description	Objectives	Target Groups
Brasov Multicultural Day	Brasov Multicultural Day has as its dominant theory the contact theory which suggests that negative attitudes and prejudices about certain ethnic groups can be reduced through contact with those groups. When individuals or groups meet each other in a positive, personal and cooperative context, they become familiar with each other, empathy takes its place thus prejudices are reduced or even eliminated. Also, the contact theory also considers the component - friendship potential - which refers to the fact that common attitudes and common interactions will become positive by recognizing the similarities between certain ethnic groups.	<p>The 9th edition of the Multicultural Day Festival in Braşov aims to promote and encourage intercultural dialogue, communication, and cooperation between cultures, promote empathy, advocate for tolerance, respect for diversity, promote and educate about the integration of immigrants, combat stereotypes and prejudices that have an impact on the local community and on the lives of migrants/immigrants living in Braşov through two main activities:</p> <ol style="list-style-type: none"> 1. Show on the stage where migrants living in Brasov, at their own pace, highlight their talents through traditional dance performances, a variety of traditional songs and music, country presentations, 	The activities promote and engage intercultural dialogue, improve mutual understanding, communication and cooperation among people from different cultures and combat stereotypes and prejudices.	<p>Over 5,000 migrants live in Braşov. Added to the current context are 4,000 Ukrainian refugees who chose Brasov as their second home fleeing the war. In this context, often dominated by stereotypes, the main need of migrants is to be accepted and understood. Multiple and diverse interactions are needed to minimize stereotypes, create empathy and lead to an awareness of cultural diversity.</p> <p>Direct beneficiaries: Migrants – 2,000 Brasov citizens – 3,000 Media – 10 Tourists – 1,000</p>

Thus, the festival allows all visitors, regardless of culture or social status, to participate in a context that generates feelings of goodwill and belonging to a community. Such festivals have the potential to strengthen common bonds, unite people, create feelings of belonging to a community, facilitate the development of contemporary cultural identity and improve the well-being of a community. While many immigrants see this festival as an opportunity to educate the local community about their traditions, beliefs and practices, the local community sees this festival as an opportunity to learn about other cultures and communities. In one word, Empathy.

- theatre plays, poetry recitals and other cultural moments.
2. Country exhibition stalls created by migrants living in Brasov displaying cultural crafts, traditional clothes, other international art and country-specific items. In this activity, the visitors will receive a “passport” which will be stamped by migrants with their country stamp.



Pilot Project Card

Sector orientation (which specific topics the engagement activities will focus on)	Communication Strategy (including measures to ensure broad and wide reach of the activities to be rolled out)	Follow-up and sustainability (i.e., actions and activities after the project's end at local level)
<p>Intercultural dialogue, communication cooperation between cultures empathy tolerance respect for diversity combat stereotypes and prejudices</p>	<p>Press release Social media posts Creation of presentation video Radio campaign Posters</p>	<p>Being a yearly event, Brasov Multicultural Day will still take place next year. For the past 3 years, the festival has been co-funded by the City Hall cultural program for NGOs and the festival is well known at the local level.</p> 

Place: Brasov, Piata Sfatului (Brasov main square), October 4th, 2022

GANTT																																
	April				May				June				July				August				September				October							
Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
Activity 1: Preparation of pilot project	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
Activity 2: Development of pilot project																																

Team/Roles:

Astrid Hamberger, coordinator

Assistants: Anastasia Apostol, Lina Mihel, George Tudorache, Kateryna Mahda (expert), Horia Moasa (expert), Bogdan Eugen Preda (expert) and at least 10 agents of change and 10 volunteers

Number of people to be reached:

6000

**Budget:**

8000 euros

Potential Partners:

Brasov City Hall

UNHCR Romania


Young Moldavian's Association (Asociatia Tinerilor Basarabeni)

Embassies: Embassy of Colombia, Embassy of Ukraine, Embassy of Iran, Embassy of Sri Lanka, Embassy of Japan, Embassy of India, Embassy of Venezuela, other

embassies to be announced.

LOCAL ENGAGEMENT PLAN - PRO ARBEIT AÖR (DE)

Pilot Project Card

Pilot Action (Title)	Impact	Description	Objectives	Target Groups
<i>Open Stage against Discrimination</i>	<p>The actions will:</p> <ul style="list-style-type: none"> Strengthen the civil courage among young people to stand up to racism in our societies It will create a platform for young people to understand and empathise with the victims of racism It will create a platform for young people to understand and empathise with the victims of disability To develop and promote a sense of empathy within society to the discriminated victims within the population 	<p>The Pilot actions will appeal to the following public senses: Feeling, Hearing and Reacting to the incidences of discrimination. It will be carried out through 3 Stations:</p> <ul style="list-style-type: none"> Human Library - Hearing: Young ambassadors will be prepared, trained and guided by FEM to carry out the human library sessions, which will be replicated at various forums at schools, youth events, etc. This is meant to provide Participants and the public the opportunity to listen to individual stories from victims of discrimination. Social Theatre - Feeling: The expertise of our local partners – Creative change (https://cc-ev.de/) will be tapped to assist young ambassadors to go through social theatres to demonstrate to the public how the incidence of racism and discrimination can be identified and provide the public with the opportunity to empathise with the victims of 	<p>The pilot action is aimed at achieving the following objectives:</p> <ul style="list-style-type: none"> Raising awareness to the incidence of racism and how to recognize them. Develop and whip up a sense of empathy within the society towards the victims of racism and discrimination. Develop and adopt measures on how to act and stand up against racism. 	<p>Young people in particular and the general public as a whole within Kreis Offenbach and online.</p> 


discrimination. These sessions will be accompanied by workshops to be organized by our external experts – Rotelinie (<https://www.rote-linie.net/>) to provide participants to discuss the various perspective to interpreting the instances of discrimination.

- How to act or respond to incidence of Racism - Reacting.

Through workshops with the active participation of our external experts, Rotelinie (<https://www.rote-linie.net/>), participants and the general public will be guided and trained on how to act and react to the incidences of racism and discrimination against people with disability. These experiences will be replicated in schools and youth events throughout the county of Offenbach by AOC and their networks beyond the project.



Pilot Project Card

Sector orientation (which specific topics the engagement activities will focus on)	Communication Strategy (including measures to ensure broad and wide reach of the activities to be rolled out)	Follow-up and sustainability (i.e., actions and activities after the project's end at local level)
<ul style="list-style-type: none"> • <i>Overcoming racism among students</i> • <i>Understanding and overcoming the challenges of people with disability</i> 	<ul style="list-style-type: none"> • The generation and use of QR Codes • Organizing visitation sessions in schools within the county • Publication of info flyers and Newspaper articles • Active use of Social Media platforms 	<p>The formation and running of an Empathy club and social media channels run by young people for young people, with a special focus on youth activism within societies around the themes of the Empathy Project.</p> 

Place: The county of Offenbach, Germany

Timeline:

GANTT																
	September				October				November				December			
Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Preparation and training for Human Library and Workshops	X	X	X	X												
Public Event including preparations				X	X	X										
School Visitations and youth events							X	X	X	X	X	X	X	X		

Team/Roles:

The Agents of Change will play active roles in the processes and be distributed in the following teams:

Coordination: A team of 2 representatives (1 migrant and 1 local) will be responsible for the coordination of all the activities during the pilot programme. These two will report to the rest, distribute tasks and ensure that deadlines are met.

Public relations and Social Media: A team of two will be actively engaged in all public relations matters eg with the press, the public, social media, invitations, etc

Logistics: The organizational tasks such as finding and renting venues for events, catering, and printing posters and flyers will be the responsibility of the logistics team. This will be made up of two individuals.

Actors in the social theatre: Depending on the recommendation of the trainers, Agents of change will volunteer as theatre role players and be trained as such. As many as possible are encouraged and motivated to take up this role.

Station leaders: The 3 stations mentioned in the description will be assigned leaders to oversee the activities within their respective stations.

Workshop facilitators (English and German): A sub-team of facilitators of the various workshops of 2 English speakers and two German speakers will be constituted to lead and carry out workshops in the schools.

The potential partner organizations will play the following roles:

Creative Change: They will provide training on social theatre and assist agents of change to carry theatre performances on the themes of the pilot

Rotelinie - <https://www.rote-linie.net/> - Rote Linie will provide training and content regarding the organization of workshops for kids on the themes of the project (Racism and discrimination).

Bildungshaus Dietzenbach - <https://www.dietzenbach.de/Familie-Bildung/Bildung/Bildungshaus/>: will provide Aoc with the venue for rehearsals and meetings.

Capitol – Dietzenbach: <https://www.dietzenbach.de/capitol/>:

[Capitol will host the main public event due to their experience in hosting public events and the proximity in terms of location in the county of Offenbach.](#)

City Library, Dietzenbach - <https://www.dietzenbach.de/stadtbuecherei/>:

The city library will provide Aoc the venue for rehearsals and meetings.

CMB - <https://www.cbm.de/>: Regarding the theme on the discrimination against the disabled (Focusing on wheelchair users), the CMB will offer AoC in interested public participants with training and wheelchairs to demonstrate and discuss the difficulties that people on wheelchairs face in the daily lives, thereby raises public empathy on their situation.



Number of people to be reached: The activities will be hosted in Dietzenbach and targeted at young people in particular and the public at large within the County of Offenbach. Between 250-300, people will be reached directly through invitations and online through social media channels.

Budget: € 6.210

Item	Unit	Cost per Unit	Total
Cost of training Theatre training with Creative change	4 sessions	700	2100
Rental of venue for training	3 days	150	450
Rental for venue for the public event		1000	1000
Training for workshops	3 sessions	150	450
Rentals - venues for training for workshops	3 Sessions	150	450
Travel and subsistence - Training for Human Library	2 Trainers	400	800
Travel cost - Workshop training with Rotelinie	22 people	72x5	360
Printing of flyers and posters			300
Catering for Public event			300
Grand Total			6210



Potential Partners: The activities envisage collaborating with the following organizations.

Creative Change: <https://cc-ev.de/>

EMPATHY PROJECT 621045-EPP-1-2020-1-DE-EPPKA3-IPI-SOC-IN

Rotelinie: <https://www.rote-linie.net/>

Bildungshaus Dietzenbach – <https://www.dietzenbach.de/Familie-Bildung/Bildung/Bildungshaus/>

Capitol – Dietzenbach

City Library, Dietzenbach- <https://www.dietzenbach.de/stadtbuecherei>

CMB - <https://www.cbm.de/>

Democratie Leben - <https://www.awo-of-land.de/projekte/demokratie-leben/>

FEM - <https://www.fondazioneempatiamilano.com/>



TIPS to create your local engagement plan

TIPS TO CREATE YOUR LOCAL ENGAGEMENT PLAN

Spreading the **EMPATHY revolution** is a matter for everyone and you can plan your activities by following the pilot cards used by the project partners.

Here are some tips to create your local engagement plan using the pilot card. Remember that all tables could be adapted based on the needs and specificity of your pilot action.

First table

Pilot Action (Title)	Impact	Description	Objectives	Target Groups
Insert the title of your event/activity	Explain which is/are the benefits that you want to generate after the realization of the pilot project. <i>For example: after the pilot action local communities are more aware of migrants' conditions and learnt how to approach them in a more empathetic way</i>	Give information about the pilot action explaining what is it, the sub-activities, and the length of it	Explain why you want to realize the pilot action. Which are the objective? <i>For example -sensibilize local communities about migrants' situation; improve the communication about immigrants resettlement; Improve the empathy for people with a migrant background.</i>	Which are the people to whom the pilot action is referred? Be as specific as you can <i>For example young people living in ... aged 16-30 years; local municipalities; enterprises; people with a migrant background</i>

Second table

Sector orientation (which specific topics the engagement activities will focus on)	Communication Strategy (including measures to ensure broad and wide reach of the activities to be rolled out)	Follow-up and sustainability (i.e., actions and activities after the project's end at the local level)
<p>List the specific topic that will be addressed during the pilot actions.</p> <p><i>For example, intercultural dialogue, tolerance, soft skills about empathy and communication, holistic approaches</i></p>	<p>Explain how the pilot action will be communicated in terms of channels (i.e. social media, press release, mailing list), when (before, during after the pilot action), who will be responsible to communicate and how many people you want to reach.</p> <p><i>For example, n. 3 post it on Facebook (300 people in total) before the pilot action; n.1 event created on Facebook; creation of a google form to join the event (50 answers)</i></p>	<p>What will happen after the realization of the pilot's actions? How will you follow up with participants and stakeholders? Will be the project replicated the next year?</p> <p><i>For example, during the next 3 months after the project will be published photos and videos on social media</i></p> <p><i>The next year the pilot action will be replicated asking for funds from the local community through donations</i></p>

Third table

Place: indicate where the pilot action will take place (City, Region, Country)

GANTT																											
Months	April				May				June				July				August				September						
Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4			
Activity 1																											
Activity 2																											

(add as many activities as needed)

Based on the description of the pilot action in the first table, identify all the activities necessary to realize the pilot and insert them in the first column. Sign with an X all the weeks necessary to realize that specific subactivity. *For example, if you want to realize a festival some activities will be: ask for permission to realize the event in a public space (6 weeks from March to April), book logistic service (2 weeks in April), promote the festival 8 weeks from April to June).*

Team/Roles: define the team composition assigning roles and specific tasks to members. *For*

For example, Joanna XXX will be the coordinator, and Marie will take care of the relationship with the service

providers, Antonio will manage the communication on social media and Carla will create social media content.

Number of people to be reached: Quantify the number of people that will be reached directly and indirectly by the pilot action, *for example, 1,000 people joined the festival and 3,000 people were informed about the festival through the communication activities*

Budget:


To define the economical resources necessary to implement the pilot action, look at the activities list in the third table, and for each of them define the cost that will occur, by asking directly to the human resources that you want to hire or asking for prices to shops etc. After that, sum all the costs to have the total budget needed.

Potential Partners: List the partners (companies, government, Municipality) who are going to support the pilot action. Partners can co-fund the project with money, support the communication campaigns, contribute to its promotion, join as speakers etc. *For example, the local municipality gives the public space for free, a local beverage company comes to the festival to sell drinks without asking for payments from the Organizer of the pilot action.*


Additional information: Use this space for all the information that did not have a collocation before.

ANNEX

Pilot Project Card

Pilot Action (Title)	Impact	Description	Objectives	Target Groups
				

Pilot Project Card

Sector orientation (which specific topics the engagement activities will focus on)	Communication Strategy (including measures to ensure broad and wide reach of the activities to be rolled out)	Follow-up and sustainability (i.e., actions and activities after the project's end at the local level)
		



Place:

GANTT																																
Months	April				May				June				July				August				September				xxx							
Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
Activity 1:																																

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Budget:

Potential Partners:

Additional information:

