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## RAYSE DISSEMINATION PLAN

### PARTNERSHIP

|           |   |             |
|-----------|---|-------------|
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| <b>P2</b> | <b>SE- EU DIASPORA COUNCIL</b><br>Mrs Gina Manzila                                  | Partner     |
| <b>P3</b> | <b>ES - ACD LA HOYA</b><br>Mr Eduardo Macia   | Partner     |
| <b>P4</b> | <b>BG- EUNI Partners</b><br>Ms Desislava Danchova                                   | Partner     |
| <b>P5</b> | <b>NL- INTERNATIONAL LABOUR ASSOCIATION</b><br>Mrs Renee Hoogenboom                 | Partner     |
| <b>P6</b> | <b>EL- INSTITUTE OF ENTREPRENEURSHIP<br/>DEVELOPMENT</b><br>Mr Panagiotis Koutoudis | Partner     |

### INTRODUCTION



This document identifies the activities to be carried out within the framework of the project to expand the successful dissemination of the project by outlining planning, tools and strategies for dissemination and communication. The dissemination plan is aimed at ensuring the wide dissemination of the knowledge and results developed in the RAYSE project in the broadest and most comprehensive way possible. This document is an integral part of the RAYSE project communication strategy and will facilitate the work of the consortium by providing an easy to use tool, containing the tasks, timeframes, deadlines and roles in terms of dissemination. The project's dissemination and communication plan is aimed at raising awareness, disseminating the goals and results to various audiences and stakeholders that can influence other organizations, increasing the profile of participating organizations and promoting development and the formation of national and European policies and educational systems.

The dissemination activities address the following target groups:

- 1. Primary target: inactive second generation youth with migration non-EU background;**
- 2. Primary stakeholders: local, regional, national policy-makers and institutions;**
- 3. Other stakeholders: associations, schools, sport clubs, etc;**
- 4. General public and media.**

The Dissemination plan addresses direct and indirect target audiences at the various levels:

### **Local/regional/national level target audience**

#### Common public

This target group is central to our project. We want to disseminate the project and its results to the common public aside from the specific target groups of our project. This will give wide exposure of our project and help us to reach as many people as possible. This also offers the opportunity to reach out to parents of second generation youth with non-EU immigrant background to learn about the project and its aims, further raising awareness about measures that can be taken even at home to ensure that youngsters have the best possible chance to integrate within their local community.



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On national level partners will try to reach as many institutions and organizations, which have mandate in one or more of the areas relevant to the project in order to raise awareness among the community members, who do not fall in the precise target group, but will find the outcomes of the project useful and applicable in other environments (for instance, people with fewer opportunities, with geographical, economic, social or other obstacles, ethnic communities, minorities, etc).

Such Institutions and organizations are all that deal with:

- Civic rights, active citizenship;
- Social integration and inclusion;
- Local/ Regional/ National authorities;
- National representatives of EU institutions/ agencies;
- Educational institutions;
- Agencies for migration.

## **EU level target audience**

### Common public

We shall be reaching out to the common public in all 5 participating countries: Italy, Bulgaria, Sweden, Spain and the Netherlands. Aside from this, since our dissemination strategy also involves Internet resources such as web platform, blog and social media accounts, we will be reaching out to an international audience, which will have the opportunity to interact with us, leave feedback, ask questions, offer suggestions and be involved in the project.

### EU institutions and organizations



In order to increase the impact of the project, meetings with policy-makers will be sought on all levels, including meetings with MEPs, a meeting with policy makers to the aim of having an impact of policies of the new European Commission in charge from 2019. Other institutions and organizations to be reached may include:

- European Civic University;
- Civil Society Europe
- European Civic Forum
- European Association for Local Democracy

| PHASE 1 : M1 – M3  |       |          |   |       |                    |     |
|--|-------|----------|---|-------|--------------------|-----|
| Dissemination Activity/Tool                                | Notes | Quantity | Responsible partner                       | Start | Dadline completion | for |
| Set up of communication platform and other channels.       |       | 1        | <b>P1</b><br>P2,P3,P4,P5, P6<br>– support | M1    | M2                 |     |
| Social media accounts set-up: Facebook, Instagram, Twitter |       | 1        | <b>P1</b><br>P2,P3,P4,P5, P6<br>– support | M1    | M3                 |     |



|  |  |  |                                     |           |           |
|--|--|--|-------------------------------------|-----------|-----------|
| Publications on partners' websites                         | <i>Informative publication on project objectives and upcoming events/ activities</i> | <i>5(1 per partner)</i>                            | <i>P1,P2,P3,P4,P5, P6</i>           | <i>M1</i> | <i>M3</i> |
| Organise meetings with target groups for awareness-raising |  | <i>Country-specific</i>                            | <i>P1,P2,P3,P4,P5, P6</i>           | <i>M1</i> | <i>M6</i> |
| Roll-up  |  | <i>1</i>   | <i>P1</i>                           | <i>M1</i> | <i>M3</i> |
| Leaflets   | <i>Printing Leaflets to engage participants to the local event</i>                   | <i>5500 (1500 for P1 and 1000 for P2,P3,P4,P5)</i> | <i>P1,P2,P3,P4,P5, P6</i>           | <i>M2</i> | <i>M6</i> |
| Official Project Website                                   |  | <i>1</i>   | <i>P1 P2,P3,P4,P5, P6 – support</i> | <i>M1</i> | <i>M3</i> |



|  |  |  |   |           |            |
|--|--|--|---|-----------|------------|
| Publication of calls for local events    | <i>Call/ invitation for participants for local event</i>   | <i>1</i>                                 | <b>P1</b><br><i>P2,P3,P4,P5, P6<br/>– support</i> | <i>M1</i> | <i>M29</i> |
| <b>PHASE 2 : M1 – M10</b>                |  |  |   |           |            |
| Mailing lists set-up                     | <i>*local, regional, national, international stakeholders + partners' networks for newsletter distribution</i> | <i>1</i>                                 | <b>P4</b><br><i>P1,P2,P3 ,P5, P6</i>              | <i>M1</i> | <i>M3</i>  |
| Prepare 1st Newsletter and press release | <i>Information regarding the project objectives and upcoming events/ activities</i>                            | <i>1</i>                                 | <b>P1</b><br><i>P2,P3,P4,P5, P6<br/>– support</i> | <i>M2</i> | <i>M3</i>  |
| Social media updates                     |  | <i>1 post every 4 months per partner</i> | <i>P1,P2,P3,P4,P5, P6</i>                         | <i>M3</i> | <i>M18</i> |
| Webpage updates                          | <i>project partners will provide P1 with updates about local activities within the project.</i>                | <i>Text + images/ video</i>              | <i>P1,P2,P3,P4,P5, P6</i>                         | <i>M3</i> | <i>M18</i> |



| PHASE 3 : Local Event M4 – M6             |  |          |   |            |            |
|---|--|----------|---|------------|------------|
| Local event dissemination                 | <i>Publications on partner's websites, social media accounts, local media, etc</i>   |          | <i>P1,P2,P3,P4,P5, P6</i>               | <i>M4</i>  | <i>M6</i>  |
| Newsletter                                | <i>Distribution of second newsletter, containing information of each local event</i> | <i>1</i> | <i>P1<br/>P2,P3,P4,P5, P6 - support</i> | <i>M6</i>  | <i>M7</i>  |
| Video production and processing           |  |          | <i>P6<br/>P1,P2,P3,P4,P5 - support</i>  | <i>M6</i>  | <i>M7</i>  |
| PHASE 3: International Workshop M12 – M13 |  |          |   |            |            |
| International workshop dissemination      | <i>Publications on partner's websites, social media accounts, local media, etc</i>   |          | <i>P1,P2,P3,P4,P5, P6</i>               | <i>M12</i> | <i>M13</i> |



|   |   |   |   |     |     |
|---|---|---|---|-----|-----|
| Newsletter  | <i>Distribution of third newsletter, containing information of the international workshop</i> | 1 | <b>P1</b><br><i>P2,P3,P4,P5, P6 – support</i> | M13 | M13 |
| Dissemination of follow-up local event              |   | 5 | <i>P1,P2,P3,P4,P5, P6</i>                     | M14 | M14 |
| <b>PHASE 4: Toolkit Development M13 – M16</b>       |   |   |   |     |     |
| Development of a template/ structure of the toolkit |   | 1 | <b>P4,P5</b>                                  | M13 | M14 |
| Development of content                              | <i>Each partner will provide the Activity leaders with the necessary content</i>              |   | <i>P1,P2,P3,P4,P5, P6</i>                     | M14 | M14 |
| Consolidation of toolkit                            |   |   | <b>P4,P5</b><br><i>P1,P2,P3,P6 - support</i>  | M14 | M15 |
| Dissemination of Toolkit                            | <i>To be disseminated among the stakeholders on all levels (from stakeholders list)</i>       |   | <b>P1</b><br><i>P2,P3,P4,P5, P6 – support</i> | M15 | M15 |
| Promotion of the RAYSE Network                      | <i>Among local and international networks and stakeholders</i>                                |   | <b>P1</b><br><i>P2,P3,P4,P5, P6 – support</i> | M15 | M15 |





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|-------------------|---|--|--|-----|------------|
| Fourth newsletter | <i>Containing information on all project outputs and outcomes</i> |  | <b><i>P1</i></b><br><i>P2,P3,P4,P5, P6 – support</i> | M16 | <i>M16</i> |
|-------------------|---|--|--|-----|------------|