

**Common activities and outputs
for
communication & dissemination**

Project KEYtoEU

Project website

- ▶ A common project website will be created,
- ▶ edited in English
- ▶ FEE: 2000,00 euro

Joint summary document (electronic format)

- ▶ A joint summary document will be prepared to present the activities of the partner meetings, which will include, in a structured format,
 - the professional materials of the various programs,
 - present the conclusions and
 - outline future issues for European development.
- ▶ This product is made in electronic format and will be available on a DVD or flash drive, but will also be uploaded to the Internet channels.
- ▶ The product will be created in national languages in order to reach the local people without the language barrier, and it will have special focus to the school-attending generation.

- ▶ FEE: 3000,00 euro

Brochure (electronic and paper)

- ▶ Another common output will summarize the work and present the conclusions in an edited format:
- ▶ a promotional brochure will be prepared and published in online as well as in printed form, comprising
 - the main findings,
 - conclusions and
 - suggestions as regards the issues of the solidarity mechanisms.
- ▶ The brochure will have a text of at least 15.000 characters, having attractive design with illustration and photos, and
- ▶ each partner should print at least 300 copies.

- ▶ FEE: 2000,00 euro

Social media manager

- ▶ Since the main target group of the project are the young people, the communication/dissemination methods must be in harmony with the routine user habit of this group.
- ▶ Accordingly, the emphasis will be taken on the common electronic, internet-based social media tools, like websites, Facebook, Twitter, Youtube, LinkedIn, etc.
- ▶ The project will elaborate a WhatsApp Messenger for smart phones to ensure easy communication inside the network.
- ▶ A Media Responsible Group will be set up by volunteers, mainly school students, who will have the tools and operation conditions for their work.

- ▶ FEE: 2000,00 euro

Dissemination activities

- ▶ The traditional tools of communication will be used as well: press releases, interviews with stakeholders, articles in local newspapers, television reports.
- ▶ The municipal offices have proper capacity to manage the information exchange with the community; typical channels are the local journals, radio, television, website, use of press releases, furthermore local/regional platforms, institutional relations, e.g. schools, specific program events, general meetings.
- ▶ *By all partners*

Testing opinions

- ▶ Finally, a survey will be conducted for testing: satisfaction, utility, future impact, percentage of participants not involved in social activities before this project.
- ▶ Based on a common template,
- ▶ carried out *by all partners*

Documents of the meetings

- ▶ Documents has to be kept: summarizing materials, conclusions which are useable for communication purposes,
- ▶ *by all partners*