



Dissemination Plan

by CPIE Bassin de Thau

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Disclaimer

This project has been funded with the support of the European Commission. This publication [communication] reflects only the views of the author, and the Commission is not responsible for the use that may be made of the information contained there in.

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1. Project information

Project title	ECOGUARDIANS project
Project acronym	ECOGUARDIANS
Project number	2024-2-ES02-KA220-YOU-000270963
Project coordinator	<ul style="list-style-type: none">• Ayuntamiento de Los Alcázares
Project partners	<ul style="list-style-type: none">• Ayuntamiento de Los Alcázares• Oulun kaupunki• Associazione costiera amalfitana riserva biosfera• Balgarska fondatsiya bioraznoobrazie• CPIE du Bassin de Thau• Youth Space

Document information

Deliverable title:	Dissemination and Communication Strategy
Authors:	CPIE Bassin de Thau
Contributors:	All partners
Document purpose:	Project document outlining responsibilities, communication channels used, and the timeline for all dissemination activities of ECOGUARDIANS project.

2. Dissemination strategy

The Erasmus+ Guide defines dissemination as “a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project success and outcomes as far as possible. Making others aware of the project will impact on other organisation in the future and will contribute to raising the profile



of the organisation carrying. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why (aim), what, how, when, to whom and where disseminating results will take place, both during and after the funding period” (European Commission, 2018, p.314).

Dissemination involves making the outcomes and deliverables of our project visible and accessible, particularly to end users, target audiences, and key stakeholders capable of applying them in practice. It is an ongoing process of promotion and awareness-raising that must be integrated throughout the entire project lifecycle.

To be effective, dissemination should be strategically planned from the outset through a dedicated methodological document—such as a Dissemination Strategy—that serves as a roadmap for the whole consortium. This planned approach is essential not only during the project implementation phase but also beyond its conclusion, forming the foundation for the exploitation and long-term sustainability of the project and its results.

In the context of the Erasmus+ ECOGUARDIANS Project, in addition to fulfilling the dissemination objectives outlined in the Erasmus+ Programme Guide, a key goal is to increase public awareness of humid zones and ecologies by empowering young leaders for environmental protection. This dissemination strategy is intended to support the communication of these important themes.

2.1. Communication objectives

The task is to disseminate tangible and intangible results of the project :

1.1.1. *To tangible project results for dissemination belong:*

- Structured and institutional reports on the need analysis.
- Concepts and other documentation
- Training and learning materials produced within cooperation mechanisms between partners or other stakeholders if relevant.

1.1.2. *Intangible results*

- Promote environmental conservation
- Foster environmental education
- Develop life skills
- Promote social inclusion



2.2. Targets

ECO-GUARDIANS main target group is young people aged 16 to 30, with a particular emphasis on vulnerable and underrepresented groups (economically disadvantaged youth, women, ethnic minorities and those with fewer opportunities for participation in civic or environmental activities). These young people are often excluded from decision-making processes and lack the resources and training necessary to engage in environmental conservation or community leadership.

A second target group is young leaders already active in their communities or who are passionate about environmental issues. These individuals will be selected as Youth Environmental Influencers, to promote environmental advocacy and leadership. They will participate in intensive training and capacity-building activities, after which they will work to educate their peers and communities.

ECO-GUARDIANS will also work with youth workers and mentors and environmental professionals, supporting Youth Environmental Influencers and other participants. These mentors, from backgrounds in environmental science, education, or youth work, will play a crucial role in guiding young participants, offering their expertise in conservation, project management, and leadership development.

In the long term, the ultimate target group will be society as a whole, fostering a new generation of environmentally aware citizens who advocate for sustainable practices and policies.

3. Communication strategy

3.1. Dissemination roles

CPIE Bassin de Thau will be responsible for supporting the communication and dissemination of the project's activities by establishing tools such as a dedicated website and social media accounts, including Instagram and LinkedIn. It will also work to raise awareness among young people about the importance of protecting environmentally sensitive areas and encouraging their active involvement in addressing local community issues by contributing to potential solutions. Additionally, CPIE Bassin de Thau will ensure that the project's results are promoted to various target audiences, with particular attention to replicating its outputs in other educational contexts.

In order to ensure the success and implementation of the project, **all partners** will implement dissemination activities and will support the dissemination leader.



ORGANISATION	REPRESENTATIVES
<i>Ayuntamiento de Los Alcázares</i>	<i>José Ángel Olmos Illescas</i>
<i>Oulun kaupunki</i>	<i>Laitinen Jarmo</i>
<i>Associazione costiera amalfitana riserva biosfera</i>	<i>Antonio Di Martino</i>
<i>Balgarska fondatsiya bioraznoobrazie</i>	<i>Petar Vanev</i>
<i>CPIE du Bassin de Thau</i>	<i>Pauline Constantin</i>
<i>Youth Space</i>	<i>Mariia Kolesnyk</i>

3.2. Communication plan

This document will serve as a guide for all communication activities of the project for partners to consult on activities, tools and instruments.

2.2.1 Visual identity

- ***LOGO***

The project logo is expected to enhance the visual recognition of the project. The logo incorporates social media elements (speech bubbles, hashtags). It also refers to the environment and Europe (leaf symbol and stars) to reflect the concept of « working together ».

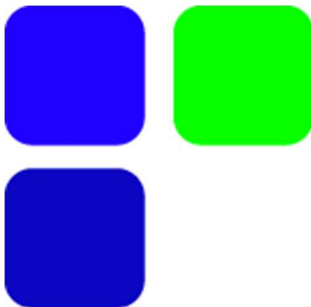


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• **COLORS**

The logo uses high-tech color schemes to refer to the digital component and the digital influence objective of the project.



Vibrant blue : #1f00ff

CMJN reference : C86 M58 J0 N0

Green : #07ff00

CMJN reference : C64 M0 J100 N0

Dark blue : #000082

CMJN reference : C86 M58 J0 N21

• **TYPOGRAPHY AND FONT**

The primary font is « **POPPINS** ». Geometric sans serif typefaces popular, and with support for international writing systems.

Poppins

abcdefghijklmnopqr

stuvwxyz



0123456789

To download the font :

<https://fonts.google.com/specimen/Poppins>

- **ERASMUS+ LOGO AND DISCLAIMER**

All recipients of EU funding have a legal obligation to explicitly acknowledge that they have received EU funding, in all promotional and communication materials, all websites, media relations, conferences, seminars, information material such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media. The chosen option for EcoGuardians's communication about EU funding through the Erasmus+ programme is to write the following text next to the EU emblem: "Co-funded by the European Union".

In addition to the use of the official logo for Erasmus+ programme beneficiaries, any publications and studies produced with funding from the Erasmus+ programme of the European Union should be used on the websites, the following text should be used as appropriate:

"This project has been funded with the support of the European Commission. This publication [communication] reflects only the views of the author, and the Commission is not responsible for the use that may be made of the information contained therein."

To download the official Erasmus+ logo and disclaimer in different EU languages, please visit the following link:

https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en

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3.2.2. Social medias presence

The **CPIE Bassin de Thau** will produce guidelines and communication kit in English for structures and influencers to explain the procedures for creating accounts and communicating. Each partners is responsible for posts translations and its communication.

- **LINKEDIN PROFILE :**

CPIE Bassin de Thau will set up a dedicated profile and publishing the e-newsletters, project's news (meetings, hackathons, encounters, victories, project milestones etc.) announcements on the availability of results :

- **2 per month** / project news
- **1 per month**/ presentations of influencers or stakeholders organizations.
- **1 per month** / shared post from influencer accounts

All the partners will provided content for the Linked In profile.

The link for the Linked In groups is as follows :

<https://www.linkedin.com/showcase/ecoguardians-eu>

- **INSTAGRAM PROFILES :**

CPIE Bassin de Thau will set up a global Instagram social media account, providing visual template for images, where **all the partners** will provided content and manage publications.

On this profile will be post :

- **2 per month** / project news
- **1 per month**/ presentations of influencers or supporting structures
- **1 per month** / shared post from influencer accounts

The link for the Instagram account is as follows :

<https://www.instagram.com/ecoguardians.eu/>

Other Instagram profiles will be manage by the influencers making part of the program. Collaboratives posts will be done between thoses influencers account and the project's profile.

- **HASHTAGS :**



The common hashtags to be included in all online communication on the project on the different social media accounts (project dedicated and own) will be :
#EcoGuardianEU

Here is a list of other hashtag that can be used: #eco-influencer#erasmusplus #climatechange #savetheplanet #followthemovement #togetherfortheplanet #ecology #ecoinfluencer #youthforthefuture #europe #earth #environnement #nature #bethechange

Information on other social media channels :

Partners will take also advantage of their own social media channels where they already have presence to promote the project.

- **ORGANISATION :**

A shared spreadsheet-type coordination documents will be set up by the **CPIE Bassin de Thau** for social media content planification, for the Ecoguardians social media tools.

A shared spreadsheet-type will collect every month the different communication done by the partners on their own. The CPIE Bassin de Thau is in charge to remind the partners to fill it in.

3.2.3. Online supports

- **PROJECT WEBSITE**

CPIE Bassin de Thau will set up and manage the web site hosting. In this web site will be published key information, description of the project, presentation of the partners, blog for project's news and all developed materials.

The web site is available in English and keys information will be translate in the partners' languages as well. **All partners** will contribute to the translation.

The final content to be published on the website will be provided by **CPIE Bassin de Thau**.

The domain of the website is as follows : <http://ecoguardians-influencers-eu.eu/>

- **NEWSLETTERS**

Four newsletters would be published during the project (biannual publication) with a selection of information published on social networks : project news, influencer presentations, topics, etc.



The newsletter template and content is provided by the **CPIE Bassin de Thau** in English and translate by each partner in their own language.

The mailinglist will be administered by all the partners to add a maximum of beneficiaries of the newsletters (at least the stakeholders and influencers).

CPIE Bassin de Thau will create a guide for the sending process by each partners when the final redaction id done.

Moreover, thoses newsletter will be published on Ecoguardians website.

3.2.4. Supporting materials

These materials will include posters and leaflets to be used to promote the project in events, and other activities.

- ***POSTERS***

A general poster will be provided by **CPIE Bassin de Thau** to display and promote the project. This support will be translated in all the langage.

- ***LEAFLETS***

The leaflet will be prepared by **CPIE Bassin de Thau** with relevant information on the project results to promote the project outcomes (translated in all the langages).

For those supports, each partners will be have to provide his langage translation.

- ***KAKEMONO/ROLL'UP***

CPIE Bassin de Thau will provided a numerik file to be print in the kakemono/roll'up design for parnters that needs it.



3.2.5. Dissemination calendar

Activity Code	Activity Title	Partner reference	Timeline (M1-M24)																								
			janv-25	févr-25	mars-25	avr-25	mai-25	juin-25	juil-25	août-25	sept-25	oct-25	nov-25	déc-25	janv-26	févr-26	mars-26	avr-26	mai-26	juin-26	juil-26	août-26	sept-26	oct-26	nov-26	déc-26	
WP5.1 Dissemination and Communication Strategy																											
	Visual Identity	CPIE BT																									
	Word and PPT templates	CPIE BT																									
	Dissemination and Communication Strategy	CPIE BT																									
	Dissemination and Communication Report	CPIE BT																									
	Exploitation Strategy	CPIE BT																									
WP5.1 Social media presence																											
	Social media profil templates and set up	CPIE BT																									
	Social media organizational calendar	CPIE BT																									
	Social media story telling training	CPIE BT																									
	Social media content posting	all Partners																									
WP5.1 Online Support																											
	Web site set up and content	CPIE BT																									
	Web site translation	all Partners																									
	Newsletters draft	CPIE BT																									
	Newsletters translation and diffusion	all Partners																									
WP5.1 Supporting materials																											
	Posters template (in English)	CPIE BT																									
	Posters translation	all Partners																									
	Leaflet	CPIE BT																									
	Leaflet template (in English)	all Partners																									
	Roll Up and Display	CPIE BT																									
	Roll Up and Display (in English)	all Partners																									
Others																											
	Organization Local Environmental Events	all Partners																									
	Transnational Festival in Los Alcázares																										
	Promote the projet on partners' own means	all Partners																									

This Gantt chart shows the timetable for the dissemination activities to be performed during the project as well as the main responsible partner for each task.

Dissemination activities are tasks that extend over the life of the project and must be attended to on a frequent basis by the partners. In this case, we refer to the different publications in the different online media.

All dissemination channels (website and social media) will be setup at the start of the project and will be updated with relevant content provided by partners throughout the whole project life.

3.3. Reporting

The reporting will summarise the dissemination results. Those result will be presented in a communication report.

- **ON THE WEB SITE**



Google Analytics or other Analys Programm allows to examine our data across platforms (web and app) to track the complete journey of our users.

It will allows to display the location of visits, the origin of sources (for example : social networks, direct access to the site, visit from a forum), technical characteristics (browser, screen resolution, operating system, etc.), actions taken by visitors (pages viewed, downloads, clicks on outgoing links, etc.), time spent.

- **ABOUT SOCIAL MEDIA**

Meta Business Suite is the native programme on Instagram for analyzing an Instagram account's performance in depth by centralizing several types of data. The tool provides general statistics such as reach, impressions, interactions, and engagement rate. It also offers a detailed view of each post, indicating the number of likes, comments, shares, and saves it has generated.

- **ON NEWSLETTERS**

Native analyse programme will be used to examine thoses newsletter perfomance as open rate, click rate, and numbers of mail sended from each country.

- **DEDICATED SHARED SPREADSHEET**

A shared spreadsheet-type will collect every month the different communication done by the partners on their own. We will have the number of different type of publications – as a king of press-book.



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