



Co-funded by the  
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## COMMUNICATION AND DISSEMINATION STRATEGY

**MO**bility of **ST**aff



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## 1. Project background

The aim is to encourage the cooperation between the administrative sports bodies at the national and local levels. Additionally educate staffs who perform duties of administrative representatives of sports clubs and associations. Fight for the jobs on a training position “administrator in sports” that belong to competent people with the experience in the sport.

This project aims to encourage the administrative staff of sports organizations in a proactive way. Administrative staff in sports organizations is not only the "administrator", it is much more than that. With the project activities and exchange of the experiences administrative staff will be additionally educated on how to connect the sport with the other industries (e.g. tourism) which may bring the additional benefit to the sport, how to develop marketing activities, what opportunities are provided by the EU through co-financing of various programmes (especially related to the Erasmus + Sport Programme). Special emphasis will be on the education on how to connect the administrative staff with the scientists dealing with the problem of sport. A typical example is a whole range of undergraduate, graduate and doctoral dissertations dealing with different issues in sport, but that remain unused after the scientist published work or dissertation.

In modern world, sport is a very important factor, which exerts an influence to overall development. People joining into groups to achieve goals and needs of individuals is inherent to sport and makes it a striking representative of those activities in which without solidarity and relationship these is no possibility of action.

European Union is committed to achieve The Communication on Sport, European Council Declaration, The White Paper on sport, Good Governance in sport, Gender equality in sport etc.

In recent years, sport is experiencing serious changes, very often unpleasant, due to the rise in corruption, crime, match-fixing, doping, betting etc. On the other hand sports organizations at all levels (from local to national level) typically base their administrative activity on volunteer staff, which is additionally burdened by an array of laws, regulations, ordinances and the like in relation to the functioning of the sport which makes sports organizations unable to cope. The whole situation is further aggravated by the fact there are very few professionally trained administrative staff. The reason for this is that there is no appropriate professional education,

study or informal forms of learning, and even if it exist, generally is too expensive for sports organizations or individuals.

People in sport, which are in managerial or administrative functions, must be familiar with management of sports organizations, sports marketing, human resource management, management of sports facilities, organizations of sports events, finance, sport law etc. Therefore, the exchange of experience and best practices that will be shared by the participants at the meeting, workshops and round table, is of great importance not only for the present participants, but also for all other stakeholders in the sport, both professional and amateur sport and all local, regional and national sport organizations. It is important to bear in mind that the proposed measures will continue to encourage voluntary work in sport, promote the inclusion of more women and people with disabilities in the management structure of sports organizations at local, regional and national level.

It was crucial for this project to choose a partner country, which has defined their local problems, and are ready to work on finding a solution. Partners involved in the project belong to different economic, social and political systems, which creates a good base for quality of exchange of experience.

## 2. Goals of dissemination and communication plan and strategy

The aim of **MO**bility of **ST**aff dissemination and communication plan and strategy is to define all key actions needed to effectively promote project, its goals and objectives, amongst target publics and audiences and to effectively disseminate information of the activities included in project plan.

Goals of dissemination and communication plan and strategy;

- Identification of communication goals and objectives
- Identification of key publics, audiences and stakeholders
- Development of key messages for identified publics
- Selection of communication tactics and tools
- Specification of evaluation methods

### 3. Identification of dissemination and communication goals and objectives

Identification of goals and objectives are important when planning dissemination communications strategy. They have to be clearly defined, in line with project goals and objectives and support them.

Goals:

- Reputation - reinsure satisfying reputation of the **MO**bility of **ST**aff project
- Create partner relationships with all public – establish relationships with all key publics and derive two – way communication
- Task - define tasks and tools that support project goals

Communication objectives are in line with project plan:

- Promote **MO**bility of **ST**aff project and its activities
- Coordination of partners (internal communication)
- To raise awareness about the **MO**bility of **ST**aff project, it's benefits and outcomes
- Position **MO**bility of **ST**aff project and project partners as a key influencer on the subject
- Raised awareness of the general public and decision makers about the objectives and activities of the project
- A higher level of education among staff who perform duties of administrative representatives of sports clubs and associations
- Exchange of best practices among administrative staff of sport organizations
- To ensure satisfactory number of participants on the exchanges of best practices/workshops
- To communicate and disseminate measurable results after the lifetime of the project

#### 4. Identification of key publics, audiences and stakeholders

Key public are:

Primary key publics:

- Project partners (project team)
- Administrative staff of sport organizations
- Decision makers

Secondary key publics:

- Sport clubs
- Media
- General public
- EACEA.

#### 5. Development of key messages for identified publics, audiences and stakeholders

Key messages:

- the cooperation between the administrative sports bodies at the national and local level needs to be encouraged
- the idea is to encourage the administrative staff of sports organizations in a proactive way
- administrative staff needs to be additionally educated on how to connect the sport with the other industries which may bring the additional benefit to the sport: how to develop marketing activities, what opportunities are provided by the EU through co-financing of various programmes, etc.

## 6. Selection of communication tactics and tools

### 6.1. Visual identity – **MO**bility of **ST**aff logo



The acronym **MOST** on Croatian language means “the bridge” that represents the cooperation and connection between the administrative sports bodies at the national and local level. The sign within the project logo represents administrative staff. It’s in two colours – purple and blue that represents gender equality among the administrative staff in sport organizations.

### 6.2. Exchange of best practices – 2 exchanges

2 Exchanges of best practices/workshops in partner countries (Bulgaria and Croatia) will be organized.

1<sup>st</sup> Exchange of best practices will be organized in Sofia, Bulgaria in September 2018.

2<sup>nd</sup> Exchange of best practices will be organized in Rijeka, Croatia in November 2018.



### 6.3. Media relations



- 4 press conferences,
- 3 promotions on different regional or national sport assembly,
- 3 banners (one per partner country),
- 10 articles (online or printed),
- 4 radio broadcastings on regional and national level (2 radio broadcastings - Croatia, 1 radio broadcasting – Sweden, 1 radio broadcasting – Bulgaria)
- 10 press releases in total (6 press releases – Croatia, 2 press releases – Sweden, 2 press releases – Bulgaria)



### 6.4. Advertising

- local and national media

- traditional and digital

- outdoor
- project branding on sport events
- based on media partnerships

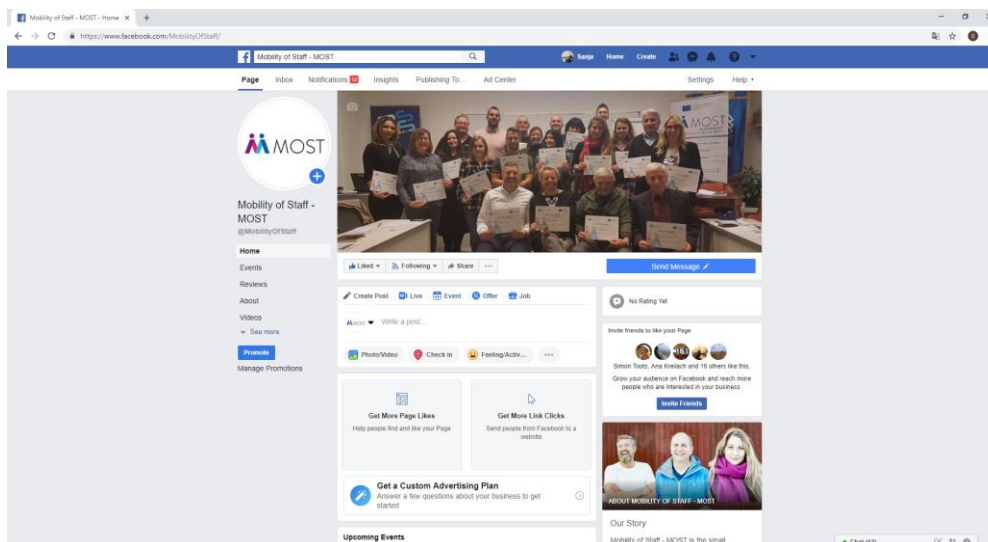
## 6.5. Website (<https://rss.hr/most-o-projektu/>)

- news
- event announcements
- photographs
- project materials

The web platform of the project will be created within the project coordinators website domain. The web site will be used to promote the project and to act as an info point on project objectives.

## 6.6. Social networks communication

Facebook page:



Instagram profile:



The campaign will be built using primarily social media, rather than traditional ones. By using social media we will get direct feedback from our target groups and make the project more personalised and customised. The interactivity of social media gives our target group the opportunity to ask questions, receive answers and feel they are being heard. Through social media campaigns, the users will be invited to leave their comments, ask questions, provide reviews, enter contests, join mailing lists or create their own social media posts. Furthermore, we will proactively engage throughout the campaign - answer quickly and reinforce positive interactions with individual approach whenever possible. The project will be promoted through different social media channels: websites, Facebook, Instagram.

## 6.7. Promo materials

Promotional materials will be prepared as following:

- Printed brochures: 3 x 100
- Project posters: 3 x 50
- 3 Project penguins (1 per partner country)
- 150 Project t-shirts and 60 certificates of attendance,
- Logo, slogan - Electronic - Creation of 1 project logo and slogan



## 7. Communication processes and management

### 7.1. Next steps

- Getting to know the communications team
- Internal communication infrastructure (contacts, shared folders, skype...)
- National media lists
- Contact database (EU institutions, expert publics, international bodies and institutions, sponsors and project partners, local and national governments)

### Communication timeline



### **Project communication team with one contact person from each partner country**

<b>Responsible Partner</b>	<b>Name_Surname</b>	
RSS	Verica Mance	<a href="mailto:verica@rss.hr">verica@rss.hr</a>
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