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## COMMUNICATION AND DISSEMINATION STRATEGY

**A Path to TranSport Action (APTSA)**



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## I. Project background

“A Path to TranSportAction” (APTSA) is a project involving a total of 5 organizations from Europe (Croatia, Italy, Bulgaria) and Latin America (Brazil and Peru), whose main aim is to enhance the capacity of youth organizations and stakeholders in all partner countries and beyond to use Sport in combination with high-end Non Formal Education methodologies for fostering a gender-inclusive approach to Sport practices, contrasting sexism and gender stereotypes and promoting equality and mutual respect among genders in disadvantaged rural areas in Europe and in Latin America.

APTSA Consortium is composed of youth organizations committed to gender equality and experienced in the educational use of Sport, out of a shared consideration regarding the challenge posed by persisting gender gaps and stereotypes in all partner countries.

Gender discrimination and inequality is a well known structural phenomenon of endemic proportions in Europe and Latin America, where concrete gender equality is impeded by persisting barriers and discrimination against young women. Barriers are both material (i.e. disadvantages in the labour market, lower wages than male peers etc.) as well as related to the social sphere wherein the a still considerable machist mentality determines more or less socially sanctioned forms of stereotyping and prejudice confining young women to established roles and conduits, particularly in secluded and underdeveloped rural areas. The most extreme manifestations of such mentality lay at the root of widespread phenomena of verbal/psychological and, ultimately, physical violence against women.

The patriarchal character distinguishing family relations and social structures in rural areas, combined with a widely diffused conservative mindset, is a driver of social sanction to discrimination and abuse at risk of perpetuating themselves through being transmitted to younger generations. The emotional and psychological impact of consolidate and socially sanctioned discrimination feeds a pattern of insecurity and apathy leading young women to abstain from the socioeconomic engagement and participation which would make the difference in achieving their personal fulfilment and determining a positive evolution in their communities.

Low female participation in Sport is an important component of gender-based disadvantage. General prejudice considering Sport as an almost exclusive field of male engagement, coupled by machist self-representations which permeate most Sport sub-culture, is at the same time a telling effect and self-perpetuating mechanism of gender discrimination. Sport is a powerful educational vehicle for disadvantaged targets to acquire crucial soft skills, transversal skills and positive attitudes of self-confidence and active participation, key components of any grassroots process of empowerment. Through its inner dynamics of peer-interaction and fair competition among people with diverse backgrounds, Sport provides also an invaluable experiential path to promote mutual respect and deconstruct prejudices.

APTSA outputs:

- Format TC providing youth operators with knowledge, skills and NFE tools to involve local youth targets (males and females) in educational activities based on Sport and NFE to convey awareness and competences fostering female participation in Sport, rejection of gender stereotypes and respect of gender differences and sensibilities.
- A YE testing the methodologies employed in project TC with a representation of final youth targets from each partner country.
- A Local Activities Phase in all partner counties involving local youngsters from disadvantaged rural areas (30 males and 30 females) per each partner country.

APTSA aims at fostering a gender-inclusive approach to Sport practices, contrasting sexism and gender stereotypes and promoting equality and mutual respect between genders among young people in disadvantaged rural areas in Europe and in Latin America.

APTSA will achieve established aims through delivering on the following objectives:

- Building a comprehensive set of knowledge, educational formats and NFE methodologies fostering partner organizations' capacities in using Sport as a tool to promote gender inclusion and empowerment in rural areas in partner countries, continents and other regions of the World.
- Involving young people in a meaningful process of learning and peer-interaction in gender-sensitive Sport through the implementation of a YE and of a local activity phase in rural communities across partner countries.
- Enhancing female participation in the field of Sport.

- Raising awareness about the need of promoting female inclusion and empowerment, fostering respectful gender relations and contrasting prejudices through Sport.
- Achieving a widespread diffusion of project methodologies and results among youth sector organizations, youth operators, youngsters and interested stakeholders within and outside partner countries and continents with a view to creating a comprehensive model to be employed across countries and continents.
- Creating a thematic Network of organizations committed to use Sport as an instrument of female inclusion and empowerment.

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

The aim of **A Path to TranSport Action** 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.

### III. 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 - re-insure satisfying reputation of the **A Path to TranSport Action** 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 **A Path to TranSport Action** project and its activities
- Coordination of partners (internal communication)
- To raise awareness about the **A Path to TranSport Action** project, it's benefits and outcomes
- Position **A Path to TranSport Action** 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
- Promoting European equality, and social inclusion principles by means of fostering active participation and empowerment of under-represented groups (female youngsters) in Sport activities and civil society as a whole
- Contrasting gender-stereotypes, in continuity with the objectives set forth in the EC's 2007 Communication on "Promoting young people full participation in education, employment and society"
- The development of capacities for NGOs in Europe and beyond to foster young people's participation in Sport activities in pursuit of the objectives outlined in the EU Youth Strategy
- To ensure satisfactory number of participants on the local activities
- To communicate and disseminate measurable results after the lifetime of the project.

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

Key public are:

Primary key publics:

- Project partners (project team)
- Youth organizations and stakeholders in all partner countries
- Young people in disadvantaged rural areas in Europe and in Latin America.

Secondary key publics:

- Sport clubs
- Media
- General public
- EACEA.

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

Key messages:

- The idea is to use Sport in combination with high-end Non Formal Education methodologies for fostering a gender-inclusive approach to Sport practices, contrasting sexism and gender stereotypes and promoting equality and mutual respect among genders in disadvantaged rural areas in Europe and in Latin America.
- To involve local youth targets (males and females) in educational activities based on Sport and NFE to convey awareness and competences fostering female participation

in Sport, rejection of gender stereotypes and respect of gender differences and sensibilities.

## VI. Selection of communication tactics and tools

### 1. Visual identity – **A Path to TranSport Action** logo



### 2. Local Activities

**A Path to TranSport Action** plans to include 60 local youngsters from disadvantaged rural areas (30 males and 30 females) per each partner country. The aim of local activities is employing the methodologies elaborated in the project in the real environment of local rural communities by means of involving a group of male and female participants in an educational programme based on Sport and NFE methodologies targeted at providing them with awareness and competences fostering female participation in Sport, rejection of gender stereotypes and respect of gender differences as well as sensibilities. Methodologies used during the local activities will be Non Formal Education and Sport education delivered

through an educational programme featuring Ice-Breaking and Team Building activities, Presentations, sessions of Outdoor Sport, NFE Workshops elaborated in project TC and YE, Salto and Compass NFE tools, Sport Workshops, Roundtables, Debates, Evaluation Groups, Case Studies (simplified), Study Visits, Team-work for the joint elaboration of NFE tools.

### 3. Media relations



- press releases in online or printed newspaper



### 4. Advertising

- local and national media
- traditional and digital
- outdoor
- project branding on sport events
- based on media partnerships

## 5. Official website

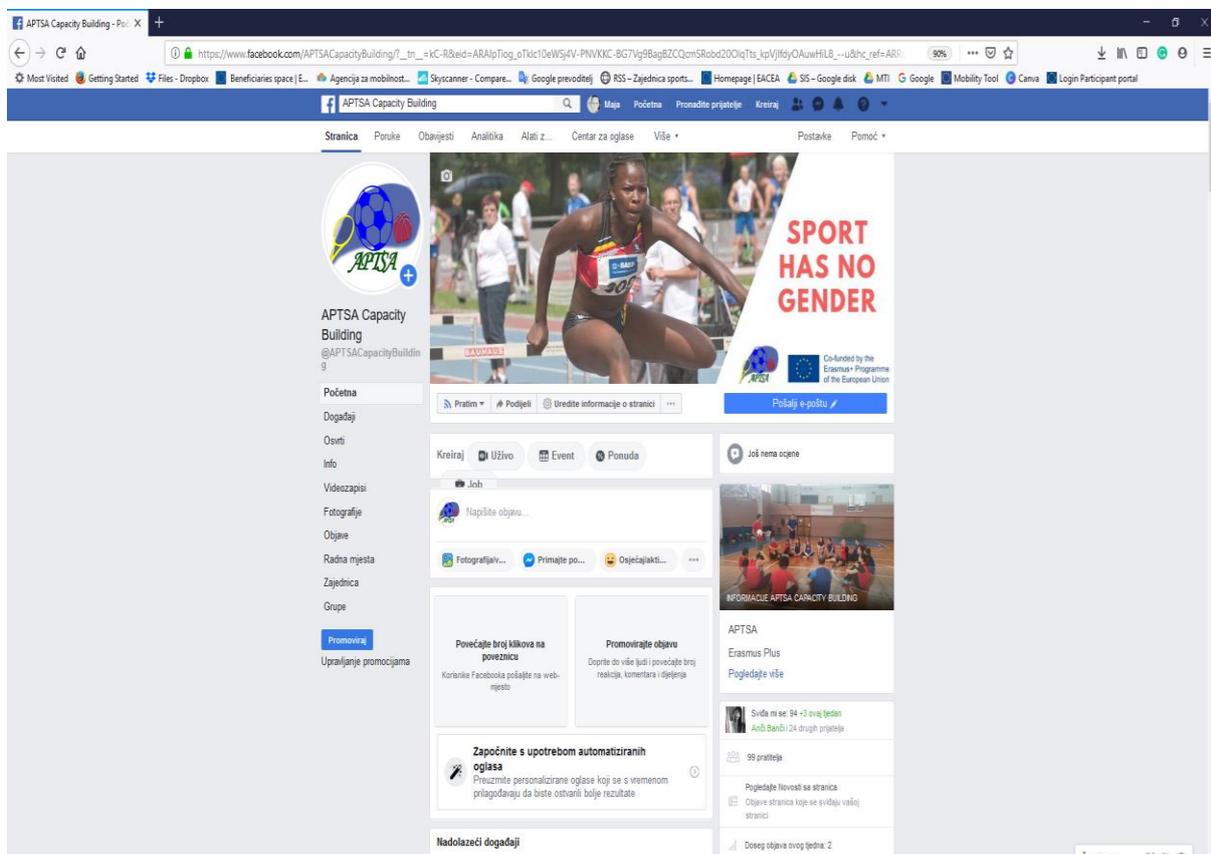
<https://erasmusport.wixsite.com/aptsa>

- news
- event announcements
- video and audio content
- project materials

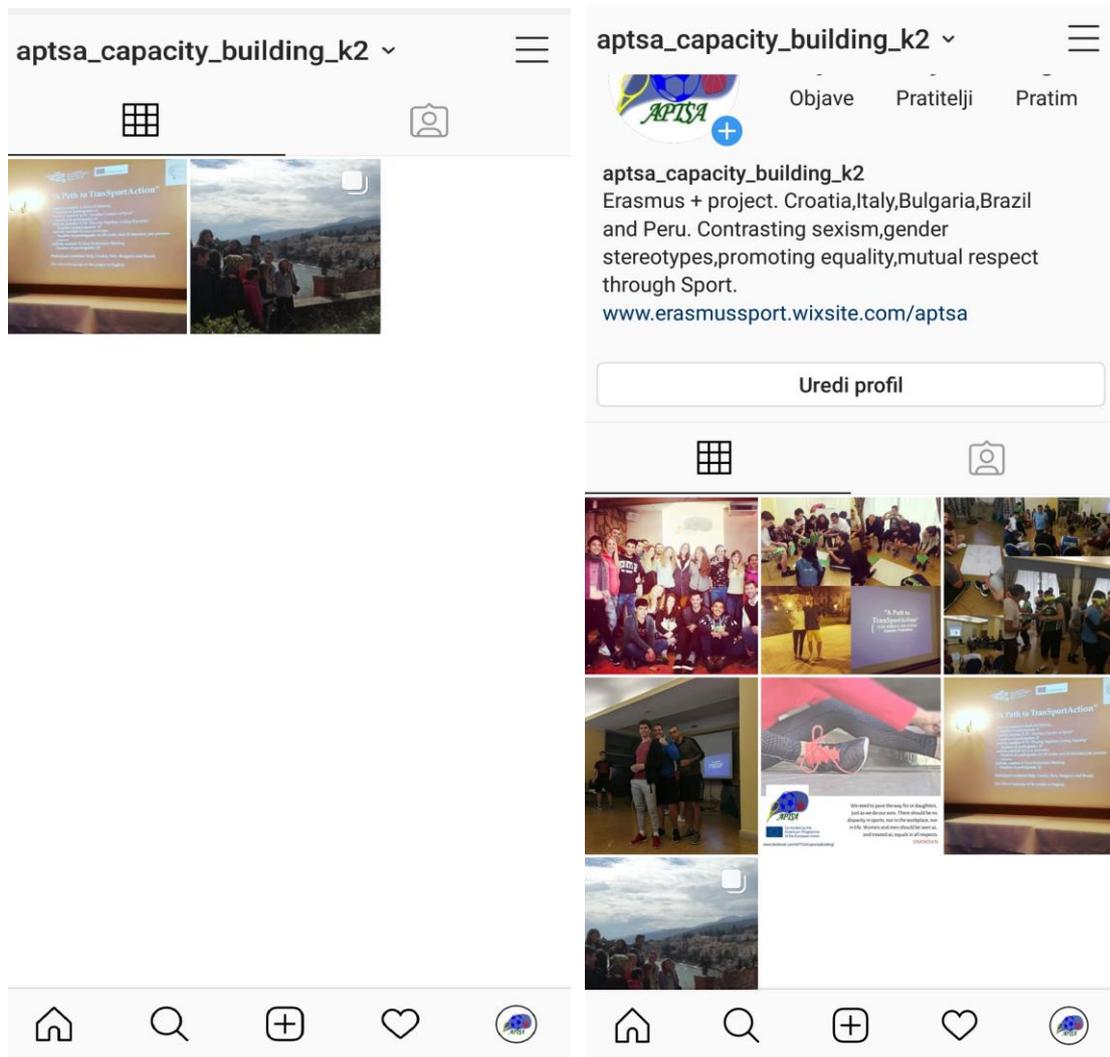
The web platform of the project will be created within the project coordinators website domain. The web site will be used to promote the project and to act as an info point on project objectives.

## 6. Social networks communication

### Facebook profile



## 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: web sites, Facebook, Instagram, Twitter.

## VII. Communication processes and management

### 1. Next steps

- Getting to know the communications team
- Internal communication infrastructure (contacts, memos, shared folders, whats-app group, 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

Responsible Partner	Name_Surname	E-mail address
RSS	Verica Mance	<a href="mailto:verica@rss.hr">verica@rss.hr</a>
BSDA	Joanna Dochevska	<a href="mailto:info@bulsport.bg">info@bulsport.bg</a>
MINE VAGANTI NGO	Roberto Solinas	<a href="mailto:president@minevaganti.org">president@minevaganti.org</a>
ICYE BRASIL	Annekatriin Fahlke	<a href="mailto:receptivo@icye.org.br">receptivo@icye.org.br</a>
BVBP	Jorge Galiano	<a href="mailto:voluntariosperu@bvbperu.org">voluntariosperu@bvbperu.org</a>