



INFORMATION AND COMMUNICATION PLAN

Experimentation on Social Policy for Youth ESPY

Agreement ref. VS/2013/0252

February 2015

(Last version: May 2014)

INTRODUCTION

Adequate communication and dissemination of results is essential in ensuring the EU added value of the action and its sustainability after the funding has ended. Information giving and awareness rising are key activities to ensure that other interested parties benefit from the project and can create new opportunities to extend it or develop new partnerships.

General and specific objectives:

The project's main aim is to develop, test, disseminate and replicate innovative youth activation measures in order to prevent youth unemployment and exclusion, in particular for young people living in rural, remote and peripheral areas. To this end, a holistic approach will be carried out aiming to set up new social programmes and policies. In this aspect, the project will contribute in the following:

- 1) To consolidate a multidimensional and holistic approach considering Social, Employment, Education and Youth policies as a comprehensive strategy.
- 2) To establish local public committees of local stakeholders against youth unemployment (social partners, NGOs, civil society associates, groups of beneficiaries etc.) by means of participative methods and gender dimension.
- 3) To promote innovative and creative measures to fight against youth unemployment high rates, so that young people get involved regarding new society challenges.
- 4) To implement and evaluate a small scale experimentation to be developed in rural areas of the province of Málaga with the cooperation of local key actors, aiming at improving social and employment situation of young people between 15 and 24 years old.
- 5) To ensure mutual learning, dissemination and capitalization of results at transnational level among the partners of the project (5 European regions with youth unemployment rates over the EU average+ 1 policy partner) and replicate them in other European territories.
- 6) To promote the exchange of experiences, know-how and expertise in the field of impact evaluation at transnational level as well.
- 7) To create social policy recommendations considering the successful experiences of the project and transfer them as new strategic programmes for Youth Opportunities policies.

Expected results:

The results expected from the project execution are the following:

R.1 Implementation and test of a small scale social experimentation (12 rural municipalities of the province of Malaga), aimed to a clearly identified target group with unemployment and exclusion social needs.

R.2 Improvement of employability of young people (target group) participating in the social experimentation through three strategic lines of intervention: Education, Employment and Participation.

R.3 Strengthening of networking among key actors participating in the following policies affecting youth unemployment: employment, social, youth and education policies.

R.4 Development of Local Public Committees (LPC) formed by the main local stakeholders who get involved in dissemination and capitalization actions of the project and ensure its future sustainability.

R.5 Establishment of an evaluation protocol of innovative measures in order to combat youth unemployment from the social experimentation.

R.6 Translation of social experimentation results into strategic recommendations which promote policy reforms: Transnational Guide “Recommendations for Youth Opportunities Initiatives. European dimension”, transnational capitalization meetings (stakeholders LPC journeys and study visits) and local technical meetings.

R.7 European replication of the results through the Capitalization Conference in Malaga “Innovative Social Policies to Create Youth Opportunities in Europe”.

R.8 Development of a communication and visibility plan with a local/regional and European dimension using work materials, tools and dissemination networks.

PUBLICITY

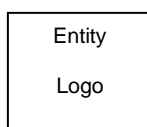
In accordance with the General Conditions of Grant Agreement signed between Diputación de Málaga and European Commission, all beneficiaries are under the obligation to acknowledge that the present activity has received funding from the European Union in the organization of events as well as in all documents and media produced, in particular final delivered outputs, related reports, brochures, press releases, videos, software, promotional and information material, publications, etc, including at conferences or seminars. Rules about the inclusion of logos and references must be fulfilled:

The **EU logo**, containing the phrase "**With financial support from the European Union**" in the official language of each country, must appear together with Project Logo:



As far as the positioning of the different logos is concerned, it is recommended to use the following sequence:

Internal documents:



This sequence will also be used for specific materials produced by each partner entity.

External material:

Project and EU logos will be prominent compared to those of partner organisations.

In the context of the European Union Programme for Employment and Social Solidarity –PROGRESS, the following formulation shall be used in every communication material:

“This (publication, conference, training session etc) is supported by the European Union Programme for Employment and Social Solidarity - PROGRESS (2007-2013).

This programme is implemented by the European Commission. It was established to financially support the implementation of the objectives of the European Union in the employment, social affairs and equal opportunities area, and thereby contribute to the achievement of the Europe 2020 Strategy goals in these fields.

The seven-year Programme targets all stakeholders who can help shape the development of appropriate and effective employment and social legislation and policies, across the EU-28, EFTA-EEA and EU candidate and pre-candidate countries.

For more information see: <http://ec.europa.eu/progress>”

For publications, guides and studies it is also necessary to include the following reference: "The information contained in this publication does not necessarily reflect the position or opinion of the European Commission".

In all communications, internal and specially external (press releases, leaflets, brochures, dossiers, etc.) it must be included a reference to the call for proposals, the partner entities, the budget. I.e.:

“The project Experimentation on Social Policy for Youth (ESPY) is part of European Union Programme for Employment and Social Solidarity - PROGRESS (2007-2013).

This programme is implemented by the European Commission. It was established to financially support the implementation of the objectives of the European Union in the employment, social affairs and equal opportunities area, and thereby contribute to the achievement of the Europe 2020 Strategy goals in these fields.

ESPY has a total budget of 1.034.988,00 euro, 827.990,40 euro co-financed (80%) by the European Union and it aims to develop, test, disseminate and replicate innovative youth activation measures in order to prevent youth unemployment and exclusion.

The project has a duration of 30 months (from 1st November 2013) and is composed by Málaga County Council (Spain) as beneficiary and Tipperary County Council (Ireland), Universidad de Málaga (Spain), Regional Development Fund of East Macedonia and Thrace (Greece), 3Sz Szociális Szakmai Szövetség (Hungary), Provincia Regionale di Siracusa (Oggi Libero Consorzio Comunale) (Italy) and Agência de Desenvolvimento Regional do Alentejo, S.A. (Portugal) as partners.”

KEY ACTORS

INTERNAL ACTORS

- Partner Entities of ESPY Project

EXTERNAL ACTORS

- Economic and social actors involved in Employment Policies.
- Unemployed youngsters.

STRATEGY OF THE INFORMATION AND COMMUNICATION PLAN

General objectives:

1. Disseminate impacts and outcomes of ESPY project among target group and general population in partner areas.
2. Develop tools to ensure proper communication among all the project partners to sustain a coherence line in information and project visibility

General objective 1. Disseminate impacts and outcomes of ESPY project among target group and general population in partner areas.

Specific objectives:

- 1.1. Ensure visibility of the project and financing instrument
 - 1.1.1 Development of graphic line and Corporate Identity Manual
 - 1.1.2 Project website
 - 1.1.3 Design of informative and promotional products
- 1.2 Disseminate the project and its activities & results through different tools
 - 1.2.1 Press Conferences
 - 1.2.2 Press Releases
 - 1.2.3 Advertising in local media
 - 1.2.4 Advertising in European media
 - 1.2.5 Social Networks
 - 1.2.6 Dissemination and Capitalization Workshops
 - 1.2.7 Final conference
 - 1.2.8 Design, edition and dissemination of publications
 - 1.2.9 Audiovisual productions : Video and CD

General Objective 2. Develop tools to ensure proper communication among all the project partners to sustain a coherence line in information and project visibility

Specific objective:

- 2.1 Reach the engagement of all the partners in communication and dissemination activities
 - 2.1.1 Creating the project communication workgroup
 - 2.1.2 Development of technical and financial as well as project communication and dissemination guidelines.

Direct target group

- Economic and social actors involved in Employment Policies.
- Unemployed youngsters.

Indirect target group

- General population

<u>Communication Activities and Actions</u>		
Number and name of the action	Timing	Responsible organisation(s)
1. Development of graphic line and Corporate Identity Manual	Feb 2015	Diputación de Málaga
2. Project website	December 2014	Diputación de Málaga and 3SZ
3. Design of informative and promotional products	Project lifetime	Diputación de Málaga
4. Edition of informative and promotional products	Project lifetime	All partners
5. Publications	2015	Diputación de Málaga (design and contents), all partners (edition)
6. Press Conferences	Project lifetime	All partners
7. Press Releases	Project lifetime	All partners
8. Advertising in local media	2015	All partners
9. Advertising in European media	Project lifetime	3SZ
10. Social Networks	Project lifetime	All partners
11. Dissemination and Capitalization Workshops	Project lifetime	All partners
12. Final conference	End of the project	Diputación de Málaga
13. Audiovisual productions	End of the project	Beneficiary /WP5
14. Project communication group	March 2015	All partners
15. Internal communication	June 2014	All partners

COMMUNICATION ACTIONS AND ACTIVITIES

1. Development of graphic line and Corporate Identity Manual

*** Description: creating a brand (logotype and imagotype) for the project identification, including the image uses. Design a corporate identity manual, used among the partners and companies to carry out actions of communication and dissemination of the project, including the project logotype, templates for the cover pages of documents such as guides, reports, PowerPoint presentations, etc.

*** Responsible organization: Diputación de Málaga.

*** Target groups: Partners and suppliers which design publications and merchandising.

*** Timing: Feb 2015.

*** Estimated budget: 0 €

*** WP: 5

*** Indicators:

- Number of tools created.

2. Design and management of the project website

*** Description: launching a website in which all general information about the project will be included. The website will be updated incorporating activities developed by the project partners

*** Responsible organization: Diputación de Málaga y 3SZ.

*** Target groups: Municipalities, public institutions, general population.

*** Timing: December 2014.

*** Estimated budget: 4.044 €

*** WP: 5

*** Indicators:

- Number of visits to website per month.
- Average daily visitors.
- Most visited sections of the website.

3. Design of informative and promotional products

*** Description: Design of dissemination material about the project to spread the main actions that will be implemented. A leaflet of general information about the project is included and other flyers that will be held in each country to publicize each partner activities. Also, here is included other elements such as posters, roll up and promotional material (merchandising).

*** Responsible organization: Diputación de Málaga

*** Target groups: Economic and social actors involved in Employment Policies, unemployed youngsters, municipalities.

*** Timing: Project lifetime.

*** Estimated budget: 5.800 €

*** WP: 5

*** Indicators:

- Number of designed materials.

4. Edition and dissemination of informative and promotional products

*** Description: Edition and dissemination of material about the Project, as well as posters and roll up and promotional material.

*** Responsible organization: 3SZ (content), all Partners (printing)

*** Target groups: Economic and social actors involved in Employment Policies, unemployed youngsters, municipalities.

*** Timing: Project lifetime.

*** Estimated budget: 17.440 € (leaflets, expositor panels, posters and merchandising)

*** WP: 5

*** Indicators:

- Number of informative and promotional materials.
- Number of copies edited.

- Percentage of copies distributed.
- Number of target groups.

5. Design, edition and dissemination of Publications.

*** Description: Design, edition and dissemination of guides in the framework of the project: 1 transnational Recommendations Guide (WP4) and 6 local Resources Guide (WP5).

*** Responsible organization: Diputación de Málaga (design and coordination of content), all partners (printing and local content)

*** Target groups: Economic and social actors involved in Employment Policies, unemployed youngsters, municipalities.

*** Timing: 2015.

*** Estimated budget: 13.800 € + translations

*** WP: 4 y 5.

*** Indicators

- Number of copies edited.
- Percentage of copies distributed.
- Number of target groups.

6. Press Conferences

*** Description: Realization of press conferences in each partner territory to present the activities developed or to evaluate the results reached.

*** Responsible organization: All partners.

*** Target groups: Mass media, general population.

*** Timing: During the project.

*** Estimated budget: 0 €

*** WP: 5

*** Indicators

- Number of Press conferences developed
- Number of media attending the press conference.

- Number of press reports in the media or broadcast media.
- Number of press reports on electronic media

7. Press releases

*** Description: drafting of press releases with information about the project, such as the project approval, the implementation, summary or evaluation of developed activities.

*** Responsible organization: All partners.

*** Target groups: mass media and social networks. General population.

*** Timing: During the project.

*** Estimated budget: 0 €

*** WP: 5

*** Indicators

- Number of press releases
- Number of reports in the media in relation to the total number of submitted releases.
- Number of references in social networks.

8. Advertising in local media

*** Description: Advertising in local written Media, radio and TV spots focus on specific project actions or ESPY project.

*** Responsible organization: All partners.

*** Target groups: General population.

*** Timing: 2015.

*** Estimated budget: 9.000 €

*** WP: 5

*** Indicators

- Number of mentioned publications on each selected media.
- Percentage of population reached.

9. Advertising in European media

*** Description: Advertising in European written Media, radio and TV spots focus on specific project actions or ESPY project.

*** Responsible organization: 3SZ

*** Target groups: General population.

*** Timing: Project lifetime.

*** Estimated budget: 1.500 €

*** WP: 5

*** Indicators

- Number of mentioned publications on each selected media.
- Percentage of population reached.

10. Social Networks

*** Description: use of social networks as a tool for the dissemination of project activities and feedback from target groups and beneficiaries and general population.

*** Responsible organization: 3SZ (in English), each partner will create his own profile in his own language.

*** Target groups: General population and Project participants (in Málaga).

*** Timing: During the project.

*** Estimated budget: 0 €

*** WP: 5

*** Indicators

- Number of hash tags.
- Number of followers.
- Number of persons who visit each publication.

11. Dissemination and capitalization workshops

*** Description: Organization of local events for dissemination and awareness rising of Project target groups.

*** Responsible organization: All partners.

*** Target groups: Economic and social actors involved in Employment Policies, unemployed youngsters,

*** Timing: During the project

*** Estimated budget: 8.900 €

*** WP: 4 y 5

*** Indicators

- Number of developed workshops.
- Number of events' participants.
- Number of women participants.
- Evaluation about content and expositions of the Workshops.

12. Final conference

*** Description: Organization of a final conference. Project results, edited Publications and partner experiences will be presented.

*** Responsible organization: Diputación de Málaga.

*** Target groups: Project Partners and economic and social actors involved in Employment Policies.

*** Timing: End of the project.

*** Estimated Budget: 1.150 €

*** WP: 4

*** Indicators

- Number of participants.
- Number of women participants.
- Participants Group.
- Evaluation about content and expositions of the Conference.

13. Audiovisual productions: video and CD

*** Description: production and editing of audiovisual material focus on specific project actions or ESPY project as well as a CD including project material, publications and results.

*** Responsible organization: Diputación de Málaga.

*** Target groups: economic and social actors involved in Employment Policies. Unemployed youngsters.

*** Timing: End of the Project.

*** Estimated Budget: 19.400 (CD) + 2.280 (video) = 21.680 €

*** WP: 5

*** Indicators

- Number of visits to video on the web and on Youtube.
- Number of edited copies of the CD.
- Percentage of distribution of the CD.
- Number of distribution groups.

14. Project communication group

***Description: to set up a workgroup, composed by one representative from each partner entity.

*** Responsible organization: All partners.

*** Target groups: Project partners.

*** Timing: March 2015.

*** Estimated budget: 0 €

*** WP: 5

*** Indicators

- Number of contacts among Workgroups members.
- Number of consultations made.

15. Internal Communication

*** Description: Development of technical and financial as well as project communication and dissemination guidelines.

*** Responsible organization: Diputación de Málaga

*** Target groups: Project partners.

*** Timing: June 2014.

*** Estimated budget: 0 €

*** WP: 5

*** Indicators

- Number of prepared documents.