

VOLONTARIATO INTERNAZIONALE
PER LO SVILUPPO



Insieme, per un mondo possibile

COMMUNICATION AND DISSEMINATION PLAN

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SKILLING
ECO-VET



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1. INTRODUCTION

a. Description of the strategy

This document defines the Communication and Dissemination Plan of the European Union (EU) co-funded action “*Skilling VET ecosystem: enhance enabled environments for private and public VET key actors in Ghana and Senegal*”. Project 101092440.

It has been designed by Volontariato Internazionale per lo Sviluppo in order to outline and formalize the communication strategy of the action to increase the visibility of projects’ achievements and ensure an effective communication of project’s activities, results and objectives towards target beneficiaries and key national and international stakeholders.

It describes and schedules the basic communication and dissemination actions needed to share the deliverables of the Skilling Eco-VET project, as well as for sharing the internal communication guidelines for the most successful understanding among the project’s partners. In accordance with the ‘Communicating and Raising EU Visibility’ Guidance for External Actions (July 2022)¹, the communication and dissemination plan provides the partners with the main communication and dissemination guidelines, as well as the timeline, materials and recommendations to comply with for every communication action throughout the project’s lifespan.

Moreover, this plan aims to raise awareness and understanding among stakeholders, decision-makers, the project’s target groups and the general public about the Green transition of VET to tap the employment potential of green jobs, with a focus on groups in vulnerable conditions.

Finally, by spreading the project’s outcomes and, in so doing, increasing the visibility of capacity building actions in VET and engaging new audience, such as the private sector, the general perception and image of VET will be improved, and new opportunities will be created.

This plan defines the communication and dissemination’s objectives, target audiences, key messages, channels and actions. It is important to mention that this plan shall be considered as a dynamic document: it will be updated in accordance with the project’s development.

¹ https://international-partnerships.ec.europa.eu/knowledge-hub/communicating-and-raising-eu-visibility-guidance-external-actions_en

b. About Skilling Eco-VET

The Project “*Skilling VET ecosystem: enhance enabled environments for private and public VET key actors*” aims to foster the transition of VET to the emerging local labour market and to boost employability of young people and women in vulnerable conditions as a key to prevent irregular migration in Ghana and Senegal. The target countries are Ghana and Senegal. The two Countries have VET and employment as a priority in their development agendas and, in the recent years, have identified the shared development of employability oriented integrated services, led by empowered VET clusters of key actors in strategic green sectors (organic agriculture, solar energy) as keys to boost sustainable processes of local development, and, finally, as a core pillar to prevent and tackle irregular migration. The project’s consortium is made up by an already rooted European & African partnership of VET Providers (in Europe LUOVI, CNOS-FAP, in Ghana & Senegal DBYN, ADAFO and Db Tech Africa), NGOs (in Europe VIS and MUNDUS), University, research and business development Centres (in Ghana & Senegal the USSEIN University, BRC) which have already set up VET platforms and are already working in the two Countries to co-design comprehensive schemes of capacity development and capacity building.

The project will move from effective proven methods, practices and pilots, South-South and triangular cooperation schemes, key VET areas (WBL, school to work transition, job service offices, greening TVET paths, business-TVET clusters, quality VET service) in order to reach the following objectives:

- ◆ Increase employability supporting a stronger alignment of VET to emerging local labour market opportunities;
- ◆ Increase the technical, managerial capacity and pedagogical skills of VET providers especially in the fields of management, quality assurance, innovation and inclusion;
- ◆ Improve the level of competences, skills and employability potential of VET learners by developing new and innovative VET programmes and integrated services.
- ◆ The project is divided into 5 working packages, for which different partners will be responsible, as outlined below.

WP1: Project Management and Coordination (lead by VIS)

All the partners will participate in the Written statement that will constitute a road map including specific objectives and timelines governing the capacity development actions and



transfer of technical competencies to JSO, students, and private companies' tutors. It will also define the ToR of each capacity development training module, specific objectives, workplan and timelines.

WP2: Strategic Planning (lead by LUOVI)

The objective is to set up, provide and let VET providers endorse continuous development processes and tools to mainstream quality in their services.

WP3: Capacity Development training modules and material (lead by CNOS-FAP)

The objective is to improve the knowledge, technical, managerial and pedagogical skills of VET teachers and trainers; Upgrade the capacities of VET providers especially in the fields of quality assurance, innovation and inclusion; Increase employability supporting a stronger alignment of VET to emerging labor market opportunities.

WP4: Quality VET services and provision (lead by DBYN)

The objective is to improve the level of competences, skills and employability potential of VET learners and mainstream them into quality integrated employable oriented VET services, delivered by empowered VET-Business clusters.

WP5: Impact and dissemination (lead by VIS)

All the partners will take part in the dissemination strategy and operational workplan and in the communication, visibility and advocacy strategy.

c. General Objectives

As stated in the EU document, *How to communicate your project*², “Communication is a two-way process of sharing information and exchanging ideas, data and messages – through appropriate channels – to reach identified target audiences. It is important because it enables people to connect, explain and share emotions with others”. To ensure an effective internal and external communication, it is essential to follow common procedures and guidelines.

The overarching purpose and goal of the project communication and dissemination strategy is to communicate, with one voice, to a variety of audiences what EU support to raising the quality of VET in Ghana and Senegal on “building up” and “building on”. There are some specific objectives:

² [file:///C:/Users/visgh/Downloads/how%20to%20communicate%20your%20project-NC0321418ENN%20\(1\).pdf](file:///C:/Users/visgh/Downloads/how%20to%20communicate%20your%20project-NC0321418ENN%20(1).pdf)

- ◆ To expand understanding of issues, among the general VET public, private sector and policy actors, related to the project, for example on how to identify skills gap and to build capacity on WBL.
- ◆ To disseminate good practices on how to build the competency-based teaching and learning of vocational education and training actors, such as JSOs, ToTs, and students.
- ◆ Share information regarding capacity building to increase the skills of mentors and trainers in companies on how to optimize the use of dual-scheme apprenticeship programs.
- ◆ To engage new audiences in the partnership's efforts to further advance the VET transition process towards emerging local market opportunities (e.g. organic agriculture, energy efficiency, food production and stocking).
- ◆ To provide information about the ongoing project and its results to our target groups, interested parties and the general public.
- ◆ To enable, enhance and maintain a healthy and successful internal communication between partners, and therefore to ease the workflow within the project.
- ◆ To show the success of European Union Programmes.

2. VISIBILITY

A visual identity has been created by VIS and project's partners at the beginning of the project. It includes all visual elements (i.e.: logo, font, images) that can be associated with the Skilling Eco-VET project. It reflects the communication strategy, the context of the project and underpins all communication activities. The visual identity will be used for:

- project website
- digital communication material (Power-Point presentations, documents - using letter-head, etc...)
- printed communication material (posters, flyers...)
- social media accounts
- promotional material (brochures, mugs, pens, t-shirts...)

The European Commission sets very specific rules on how to make visible the source of the funding for the projects supported by them. In this chapter, it is provided the official disclaimer and logo of Skilling Eco-VET regarding the European Commission sponsorship. All the project's external communication material shall include these three elements.

a. Logo

All communication activities related to the project (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement. Both the EU emblem and the funding statement are essential to acknowledge EU support. As a rule, they always go hand in hand and must not be separated.



The ready-to-use EU emblem including the funding statement can be downloaded in all EU languages, Arabic, Icelandic, Norwegian, Turkish and Russian from the European Commission's webpage:

https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter.

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

b. EU Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimers.

For publications in print or electronic format:

“This publication was co-funded by the European Union. Its content are the sole responsibility of <name of the author/ partner> and do not necessarily reflect the views of the European Union”.

For websites and social media accounts:

“This <website/account> is co-funded by the European Union. Its contents are the sole responsibility of <name of the author/ partner> and do not necessarily reflect the views of the European Union.”

For videos and other audio-visual material:

“This <video/film/recording> was co-funded by the European Union. Its contents are the sole responsibility of <name of the author/partner > and do not necessarily reflect the views of the European Union.”

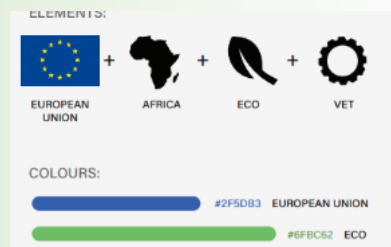
c. Project Visual Identity

Besides the EU logo, it is of critical importance that the logo of the “Skilling ECO-VET” project is also included in any communication and dissemination activities developed by the partners. This logo should be present both in the documentation produced at the internal communication level and for all communication and visibility actions produced externally for the public.

To facilitate its use, we have adapted the logo so that it can be used with different backgrounds. By accessing this [folder](#) you will be able to download different versions of the official logo, which are the only accepted and usable versions.

The logo was developed by Apmen Multimedia, a graphic design studio based in Tema, Ghana, following the principles of accessibility and visual inclusion in its creation, encapsulating within it all the pivotal elements of the project. After submitting different options to the partners and through a democratic process of gathering impressions and input, the following logo was selected as the most suitable to represent the project.

Below you can see the creative process that led to the development of the logo, with the different elements that compose it:



In addition, for any communication, visibility and dissemination materials produced, it is important that partner logos are included. The logos can be found in [this folder](#).

3. COMMUNICATION & DISSEMINATION PLAN

a. Target groups and stakeholders

The target audiences for dissemination of the material produced within the project will include:

- ✓ targeted sections of the public, especially, marginalized groups: women, persons with disabilities, children and youth with special needs
- ✓ farmers, women and youth in rural communities
- ✓ VET students,
- ✓ VET teachers, staff and management
- ✓ private sector representatives and market actors
- ✓ trade fairs organizers
- ✓ local national and regional media, including journalists, radio and TV stations with some international media outreach
- ✓ ONGs and CSOs working on VET in the 2 target countries but also in the partners countries
- ✓ local authorities, especially the ones linked to VET

- ✓ key policy actors and decision makers
- ✓ International Organizations (e.g. UN Agencies, EU Delegation)
- ✓ National agency and networks
- ✓ District Assemblies

Note: Regarding the stakeholders, good cooperation and support in project implementation is expected from them: logistical support for organizing the training, identification of beneficiaries. Also important is the synergy that will be created with other public collaborators and private companies for excellent delivery of the vocational training course.

b. Activities

The project's dissemination strategy will involve a combination of advocacy, dissemination, communication and visibility actions. The expected result of communication and dissemination activities is to generate a multiplier effect of project results.

Visibility actions:

- ✓ Design and print of **promotional material** (e.g. panels, stickers, banners, posters, t-shirts, brochures) with EU official logo for the organization of the kick off meeting in presence in Ghana and for other events that will be organized along the course of the project in Ghana and Senegal.
- ✓ Creation of the **project website** that will be instrumental for the visibility of all the activities and results.

Communication actions:

- ✓ Design and implement a digital strategy profiling our project activities, and results on **website platforms** (e.g. the one created for the project and the ones of the partners but also EU platforms) and Facebook within Ghana, Senegal and internationally.
- ✓ Develop **3-5 key messages** aligned to each project work packages. These messages will provide the cornerstone for advocacy and dissemination work and will be developed as the results are rolled out.
- ✓ Realize **digitals campaigns**, conducted through Facebook and other social media, adopting a key messaging approach in line with the dissemination objectives designed for each of the result areas of the project.

- ✓ Creation of **online accessible briefs** on each of the work packages areas of the project as well as further briefs on specific topics.

Advocacy actions:

- ✓ **Organization of events**, used in a strategic way: as real-life experiences, they are highly engaging and can shape our memories much more profoundly than anything else. The events that will organized are:
 - **Girls' Days**: *a networking event bringing together different stakeholders's companies, university career centres and young female talent; a virtual networking, where talented females have the opportunity to discuss with the many actors of economic life represented by companies about the needs for the labour market.*
 - **Trade Fairs**: *2 exhibitions will be planned per year together with trade fairs organizers (2 in Ghana and 2 in Senegal) addressing the identified emerging local market industries (e.g. greet VET/organic agriculture, energy efficiency/solar technology, food production and stocktaking).*
- ✓ Participation in the **European Union and African Union Summit 2024 side event** where the project's results and good practices on how to boost the transition of VET into the green economy and in other emerging local markets will be presented.

Dissemination actions:

All partners are required, unless otherwise agreed with the granting authority, to promote the implemented actions and their results by providing targeted information to various audiences (including the media and the public) in a strategic, consistent, and effective manner. A series of planned actions and deliverables that will be produced during the course of the project, the results of which are to be disseminated through the various media available to the partners, can be found in [ANNEX 5.1](#).

In order to make the communication strategy effective, dissemination actions will have to be targeted. So, on the one hand, each implemented action present in the annex will have to be communicated, at the general level, through the project website and other channels available to the partners and, on the other hand, based on the material produced by each action (e.g. peer review, capacity needs/skills gaps assessment etc.) it will be necessary to target the type of communication according to the audience. This means, for example, cre-

ating profiled newsletters (regarding this we suggest partners to create a roster of specific contacts such as private entities/organizations) to reach the stakeholders most interested in the results produced. In addition, the project website will also serve as a public database for collecting all the material produced (reports, best practices etc..).

It is good to remember that, as also stated in the Grant Agreement, before embarking on a communication or dissemination activity that is expected to have a major media impact, partners must inform the granting authority, through the facilitation of the Coordinator.

c. Internal Communication

Internal communication refers to all the processes, protocols, procedures and tools that are going to be used for connection and communication among the partners and participants of the project. For internal communication, partners are required to follow the guidelines, using the templates provided.

To make internal communication processes as clear and efficient as possible, partners must be fully aware of the communication tools and channels that will be used, as well as have a clear understanding of how and when they will be used:

- The Coordinator must communicate with the Contracting authority through the **EU Funding and Tender Portal**³ and continuously report on the progress of the action in the Portal Continuous Reporting tool and in accordance with the timing and conditions set out. Deliverables must be submitted using the templates published on the Portal.
- Throughout the duration of the project, partners are required to share all documents produced related to the implementation of activities. A [shared google drive folder](#) has been created through which all the partners can work together. The drive is divided by work packages, and there is a [“WP5: impact and dissemination”](#) folder that will be used to share information about impact and dissemination among all participants.
- A [contact list](#) of all people working on the project has been created and shared to facilitate communication among partners.
- Communications between partners are mainly through the use of **e-mail** and **online** coordination meetings, while **surveys (e.g., google forms)** are used to measure the level of partner satisfaction and to promote democratic decision-making with respect to the project.

³ <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>

- **Minutes of each meeting** among the partners, including Advisory Group and Steering Committee meetings, must also be prepared and shared through the internal communication channels mentioned above. The reports produced should be drafted remembering to add the following elements during layout: project logo, EU logo and logo of the partner that produced the report (see [annex](#)). In addition, an [attendance list](#) with the names of the participants, the time and modality in which the meeting was held should be included. An **agenda** will be shared among the partners before each official meeting, and a common calendar will be produced in which the dates of the different meetings will be set.
- Partners are required to submit an **internal report** on the activities implemented within the project to VIS every six months, and an interim and final report to VIS at the 18th month and 36th month, respectively, which will be sent to the EU. The report template will be provided in the annexes. One part of the internal report is dedicated to the communication and dissemination of the project and shall provide the evidence of the effectiveness and impact of the communications and dissemination activities.
- At the beginning of the project an **Advisory Group** (WP1-the project's permanent coordination mechanism) will be established aiming at facilitating the regular communication between institutions in the Ghanaian and Senegalese TVET ecosystem and other relevant actors. All the stakeholders will agree on a road map, including specific roles and responsibilities governing the development of VET capacity building activities implemented by this project. The Advisory Group will ensure regular consultations with VET providers as well as with representatives of the private sector, through a fully participatory approach that combines in presence and virtual working modes.
- A **Steering Committee** (WP1) composed of PMs from VIS, CNOS-FAP, LUOVI, MUNDUS and DB Tech Africa will also be established and will meet every two months and at project milestones to ensure the quality of project activities and facilitate operational management.
- The establishment of the Advisory Group/Steering Committee (WP1) and the development of the two multi-stakeholder public-private professional clusters (WP4) will require the elaboration of **ToRs** to be shared with all counterparts.
- VIS, with the support of the partners, should create a [stakeholder map](#) (WP5) describing the nature, the interest and added values of project stakeholders. This stakeholder

map will be made available to all counterparts, who should refer to it during the different stages of project implementation.

- An **internal Monitoring and Evaluation System** (WP1) will be developed which will serve to carefully monitor the implementation of the activities and the achievement of the objectives and expected results. The document will be shared with all partners, who are required to have full knowledge of it.
- A **written statement** (WP1), agreed upon by all counterparts, will be developed during the early stages of the project, which will be a roadmap of project activities and include specific objectives and deadlines governing capacity building actions and transfer of technical skills to JSOs, ToTs, students, mentors from private companies. This written statement will also define the ToRs of each capacity building training module, specific objectives, work plan, and timelines. Through the above internal communication tools both the statement and several ToRs produced will be shared among the partners so that everyone is aware of the steps to be taken for successful implementation of the project.

d. External Communication

The overall purpose and goal of the project communication, advocacy and dissemination strategy is to communicate with one voice, to a wide and diverse audience, the EU's support for improving the quality of vocational education and training in Ghana and Senegal. So, this section on external communication refers to all communication actions that aim to reach target groups other than project partners.

It is the duty of project coordinator and partners to disseminate to the general public the information, objectives and results of the actions carried out in order to broaden understanding among the general public of VET, the private sector and political actors on the project areas of intervention.

One of the objectives of the external communication is also to engage new audiences in the partnership's efforts to further advance the process of transitioning VET to emerging local market opportunities (e.g. organic farming, energy efficiency, food production and storage), highlighting their importance to the overall advancement of the VET sector.

External communication relates to all those actions of communication, visibility, advocacy and dissemination of the results envisaged by the project. In particular, through the use of the organizations websites, social channels (such as Facebook, Instagram and Twitter)

and traditional communication channels (such as radio and newspapers), partners are required to periodically publish news regarding the results achieved by the various activities implemented.

In order to make the communication and dissemination strategy effective and to raise awareness of the issue addressed by the project, partners are required to follow a series of efforts to give visibility to the implemented actions and spread their visibility:

- First, all partners are required to spread the news about events and activities through the official project website, their organization’s website, and through the various social channels, for this purpose a **website platform** entirely dedicated to the “Skilling ECO-VET” project will be created and managed by VIS in collaboration with CNOS-FAP.
- To make external communication as powerful as possible, partners will need to develop **3-5 key messages** aligned with each project work package. These key messages will then be included in the **digital campaigns** that will be launched on the partners’ various social media platforms (Facebook, Instagram, Twitter, Websites of partner organizations), in line with the dissemination goals defined for each of the project’s result areas.
- Using the mailing list system, partners are required to inform their audiences with **periodic newsletters** about the steps taken by the project, achievements from time to time, events held, and any other significant communications (including the use of storytelling to spread beneficiaries’ stories and raise awareness about the issue).
- Included in the visibility actions is the design and printing of **promotional material** with the official EU logo. The material to be produced (e.g. pens, brochures, etc.) will be decided by mutual agreement between the partners and following the principle of sustainability. This material will be distributed during the kick-off meeting in Ghana and during the different events that will be organized in Senegal and Ghana along the course of the project.
- Moreover, with the aim of improving the actions taken and increasing awareness with respect to the issues addressed by the project, **events will be organized** such as: Girls’s Days; Trade Fairs and an European Union and African Union Summit 2024 side event, where project results and best practices on how to boost the transition of vocational education and training to the green economy and other emerging local markets will be presented. In preparation for such events, **news advertisements** should be

prepared and information should be shared with respect to which public and private institutions/businesses are participating. Agendas and content (videos, photos, statements, etc...) produced during the event should also be shared. For these actions involving public events, signs and posters mentioning the action and the European flag and the funding statement will need to be displayed.

- It is important that the project (including project summary, coordinator contact details, list of participants, European flag and funding statement and project results) is also presented on the partners' websites and social pages. As the public results of the project are to be uploaded to the Erasmus+ project results platform, available through the Funding and Tenders portal, it is essential that all documentation produced both internally and at the external communication level is of the highest possible quality.

Here you will find a summary of the key social channels that each partner will use for project communication and dissemination activities.

ORGANIZATION	SOCIAL MEDIA CHANNELS
VIS Ghana	Website: volint.it FB: VISGhana
Mundus	Website: asociacionmundus.com IG: asociacionmundus FB: MundusAsociacion TW: as_mundus Lin: https://www.linkedin.com/company/10934887/
Luovi Vocational College	Website: www.luovi.fi TW: Luovi_fi IG: ammattipistoluovi FB: ammattipistoluovi Lin: https://fi.linkedin.com/company/luovi
CNOS-FAP	Website: www.cnos-fap.it FB: federazione.cnosfap Lin: cnos-fap-nazionale/mycompany/
BRC	Website: www.brcghana.com FB: brc.ghana

DBTech Africa	Website: dbtechafrica.org
ADAFO	Website: bosco-action.org FB: Antenne de Développement de l'Afrique Francophone Occidentale - ADAFO
DBYN	Website: www.sdbaos.org FB: www.facebook.com/sdbaos TW: https://twitter.com/AosProvince
USSEIN	Website: www.ussein.sn FB: Université du Sine Saloum El-Hâdj Ibrahima NIASS

e. Communication do's and don'ts

In order to ensure efficient and quality communication and dissemination activities, there are some best practices to follow and rules to adhere to.

DO'S

- **Sustainability:** all communication and visibility actions should be taken under the principle of sustainability, especially environmental sustainability. For this reason it is recommended to avoid printing whenever possible, and to always choose the most efficient option (i.e, recycled materials). The new approach taken by the EU aims to move away from the production of pens/notepads/gadgets, etc. as standard for individual projects. These should not be produced under any circumstances, but if the chosen option is to produce them, the materials and supplies must ensure EU visibility (emblem and funding statement) on each product.
- **Language:** partners are required to develop 3-5 key messages aligned with each project work package. These messages will form the basis for advocacy and dissemination work and will be developed as results are disseminated. The sequence of key messages is linked to the implementation schedule of activities (see section 4.a). All external communications and visibility actions aimed at the media and the general public should use simple terms and avoid the use of complex or overly technical phrases.
- **Inclusiveness:** inclusion is at the heart of EU programmes and so the communication of the Skilling Eco-VET project will be as much as possible inclusive, which means that everyone will be treated in a respectful manner and that the information will be shared in a way that everybody can understand. This approach will help to challenge harmful

stereotypes and unconscious biases. In order to make communication inclusive and accessible to as many people as possible, it is recommended to refer to the EU's ["Inclusive and accessible communication guidelines"](#) when producing content and/or organizing events.

- **Tracking activities**: every action taken by partners must be properly communicated to other stakeholders, using the appropriate dissemination tools provided (see AN-NEXES). It is suggested, in order to provide the most accurate data and reports possible, that this activity be carried out on an ongoing basis and not left out at the end, so that the information provided is not too general or does not accurately reflect reality. All activities carried out should be properly tracked and communicated, both internally and externally.
- **Dignity and consent**: it is of critical importance that any photos, videos, or other content posted involving project beneficiaries respect the personal dignity of the individuals represented and that, behind each of these contents, there is explicit consent from the individuals represented to disseminate photos/videos or stories about them (use the [data protection and image rights form](#) provided).

DON'TS

- **EU emblem**: the EU emblem is the default visual mark used to recognize and publicize the Union's financial support for an external action. No other visual mark can be used for this purpose. See section 2.a for explanation on the use of the logo .
- **Logo Size**: when other logos in addition to the EU logo (e.g. project logo) are included in documents, flyers, brochures, online content, and any other communication and visibility materials, it is important to take care that the size is balanced and the additional logos are not larger than the EU logos.
- **Visibility**: communications media must be aligned and consistent with each other, so partners are asked to use only the templates provided to write reports and all required visibility materials and not produce their own that deviate from the guidelines in this plan (all templates are contained in the [shared drive folder](#)).

4. EXECUTION OF THE PLAN

a. Performance Indicators

Indicators for advocacy actions:

- N° attendees
- % target audience and % of first time attendees
- % of attendees who declared that they would speak positively about or recommend the event
- N° of engagements (N° questions asked)

Indicators for the project's website platform:

- N° of visits
- Number of page views
- Average time of visit
- Conversion rate (downloads, registrations, etc.)
- Overall usefulness of the site and/or page

Indicators for the communication actions (social media):

- N° of impressions per post, stories, reels [compared to the page's average of past posts]
- N° users reached
- N° of engagements per post and total [shares, likes, comments]

Indicators for the dissemination actions (publications):

- N° of readers / listeners of the publication (N° of print orders/ downloads)
- Website indicators like views, average time spent on readers / listeners a publication
- %/N° of publications produced in more than one linguistic version
- References and mentions in external sources including media and social media

b. Tools and Channels

Internal Communication	
Tools	Channels
<ul style="list-style-type: none"> - Internal report (using standardized report templates) - Shared google drive folder - Contact list - Surveys - Coordination meetings - Minutes of each meeting - Shared agendas - ToRs - Stakeholder map - Written statements 	<ul style="list-style-type: none"> - E-mail - Google meet - Google forms - EU Funding and Tender Portal (for the Coordinator) - Advisory Group - Steering Committee - Internal M&V System
External Communication	
Tools	Channels
<ul style="list-style-type: none"> - Report (standardized report templates) - Key messages aligned with each project work package - Digital campaigns - Periodic newsletter - Promotional materials (leaflets and brochures, banners, stickers, display panels etc.) 	<ul style="list-style-type: none"> - Skilling ECO-VET website platform - Social Media (Facebook, Instagram, Twitter) of each partner - Websites of each partner - Traditional Media - Mailing list - Events organization - Erasmus+ project results platform

c. Timing

Communication and dissemination actions start with the approval and first release of the project. The following Gantt Chart shows the timeline for all the communication and dissemination actions for the project.

Tasks	2023				2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Creation of D&C plan	█											
Distribution of the templates		█										
Creation of the logo	█											
Elaboration of the project brochure	█											
Creation of the project website	█	█										
Elaboration of the project presentations	█											
Stakeholders mapping executed	█											
Girls'Days event (annual event)		█				█				█		
Trade Fair Exhibitions (twice per year)		█		█		█		█		█		█
Participation in the EU-AU Summit 2024 side event (?)						█	█					
Develop 3-5 key messages aligned to each WP		█			█				█			
Digital campaigns through Facebook and other social media	█	█	█	█	█	█	█	█	█	█	█	█
Profiling the project activities and results on website platforms and social media	█	█	█	█	█	█	█	█	█	█	█	█
Creation of online accessible briefs for each WP areas of the project		█			█				█			
Dissemination of Capacity needs/skills gaps assessment report		█										
Dissemination of Capacity development strategy and its operational plan		█										
Dissemination of 7 training modules on CBA, special needs education, Green VET			█									
Dissemination of 4 training modules on VET-business partnership			█									
Dissemination of 4 training modules to prevent irregular migration and to increase access of women to entrepreneurship				█								
Dissemination of EU-African VET repository				█								
Dissemination of Market Analysis on future market trends, professional profiles and skills					█							
Dissemination of MoU and learning agreement models for TVET business dual WBL schemes						█						
Dissemination of questionnaires and databas to track students' and trainees formative success						█						
Dissemination of 2 market-oriented skills development trainings and soft skills training for women						█						
Dissemination of 1 employment innovative scheme for women on entrepreneurship						█						
Dissemination of the Report from EU-African Thematic Working Groups							█					
Dissemination of the Position paper for the side event of the EU-AU Summit 2024							█					

d. Roles and responsibilities

VIS is the organization coordinating the communication and dissemination actions. It has the role of designing and providing the necessary platforms, templates, materials and protocols for internal and external communication within the Skilling Eco-VET project. Alongside, VIS takes care of subcontracting the web developing company that will develop and manage the project website platform. The partners will have a crucial role when it comes to publishing and disseminating every step of the project at local level.

This implies a high level of commitment from the partners' side. For this task to be more homogeneous and easy, there are templates and useful materials for dissemination (see all ANNEXES of this document).

Besides that, it is the responsibility of each partner to provide the necessary information for the project website platform and to publish news and updates on the project activities on their organizations' websites and social media (e.g. Facebook, Instagram and Twitter). Moreover, each partner is responsible for a specific task, as illustrated in the following table:

Tasks	Lead by	Contribution of	Due Date
Creation of D&C plan	VIS	All the partners	Q1
Distribution of the templates	VIS		Q2
Creation of the logo	VIS		Q1
Elaboration of the project brochure	VIS		Q1
Creation of the project website	VIS		Q2
Provide content for the website	VIS	All the partners	continuously
Elaboration of the project presentations	VIS		Q1
Stakeholders mapping executed	VIS – VIS Ghana and VIS Senegal	All the partners	Q1

Girls'Days event (annual event)	VIS Ghana and VIS Senegal	BRC DBYN US-SEIN	Q2 each year
Trade Fair Exhibitions (twice per year)	VIS Ghana and VIS Senegal	BRC DBYN US-SEIN	Q2 & Q4 each year
Participation in the EU-AU Summit 2024 side event	VIS	All the partners	?
Develop 3-5 key messages aligned to each WP	VIS	All the partners	I year:Q2 II year: Q1 II year: Q1
Digital campaigns through Facebook and other social media	VIS	All the partners	continuously
Profiling the project activities and results on website platforms and social media	VIS	All the partners	continuously
Creation of online accessible briefs for each WP areas of the project	VIS	All the partners	I year:Q2 II year: Q1 II year: Q1
Dissemination of Capacity needs/ skills gaps assessment report	VIS - LUOVI	All the partners	Q2
Dissemination of Capacity development strategy and its operational plan	VIS - LUOVI	All the partners	Q2
Dissemination of 7 training modules on CBA, special needs education, Green VET	VIS – CNOS-FAP	All the partners	Q3
Dissemination of 4 training modules on VET-business partnership	VIS – CNOS-FAP	All the partners	Q3
Dissemination of 4 training modules to prevent irregular migration and to increase access of women to entrepreneurship	VIS – Association MUNDUS BRC	All the partners	Q4

Dissemination of EU-African VET repository	VIS - DB Tech Africa	All the partners	Q4
Dissemination of Market Analysis on future market trends, professional profiles and skills	DBYN - VIS	All the partners	II Year: Q1
Dissemination of MoU and learning agreement models for TVET business dual WBL schemes	DBYN -VIS	All the partners	II year: Q2
Dissemination of questionnaires and database to track students' and trainees formative success	DBYN - VIS	All the partners	II year: Q2
Dissemination of 2 market-oriented skills development trainings and soft skills training for women	Association MUN-DUS- VIS	All the partners	II year: Q2
Dissemination of 1 employment innovative scheme for women on entrepreneurship	Association MUN-DUS- VIS - BRC	All the partners	II year: Q2
Dissemination of the Report from EU-African Thematic Working Groups	VIS- CNOS-FAP-DB Teach Africa	All the partners	II Year: Q3
Dissemination of the Position paper for the side event of the EU-AU Summit 2024	VIS	All the partners	III Year: Q1

e. Resources

Resources for the WP5 – Impact and Dissemination

ORG	Staff	Budget
VIS	3 persons	28046 Euro
MUNDUS	1 person	4173 Euro
DBTA	3 persons	8988 Euro
DBYN	4 persons	12189 Euro
BRC	2 persons	2515 Euro
USSEIN	2 persons	3638 Euro

5. WEBSITE PLATFORM