

COMMUNICATION AND DISSEMINATION STRATEGY PLAN

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INTRODUCTORY NOTE

Safer Grassroots Sport (GRASS) – Work Package 5

The communication and dissemination strategy plan for the GRASS project aims to provide both partners and stakeholders with the overall dissemination strategy, schedule of activities, roles and responsibilities, definition of target groups and appropriate channels to follow up results to each target audience.

General and informative communication will take place throughout the project implementation period, aimed at a much wider audience to inform about and promote the project and its outputs and outcomes, whilst dissemination of activities and tools specify on the targeted audiences in order to provide stakeholders with the necessary information to make good and effective use of the project’s deliverables, throughout and beyond the project lifetime.

COMMUNICATION	DISSEMINATION
Covers the whole project (including deliverables)	Covers project outputs only
Starts at the outset of the project	Happens only once outputs are available
Multiple audiences (beyond the project’s own community, including the media and public (multiplier effect).	Specific targeted audiences (groups that may use the outputs in their own work, including peer groups, industry, professional organisations, and policymakers)
Keep a wide audience informed and engaged with the project to find out how to benefit from its activities and outputs	Fostering the uptake and use of deliverables and outputs.

SCOPE AND DEFINITION OF OBJECTIVES

Upon approval of the project proposal, a detailed communication and dissemination strategy plan is expected to be developed under the working packages framework, aiming to provide a clear outline for using and disseminating knowledge, information, and tools throughout and beyond the project, through the following actions:

- (i) Communicating the project achievements and deliverables to other NOCs and relevant stakeholders (WP5 SO 9), and
- (ii) Developing suitable approaches to guarantee the sustainability and impact of the project (WP5 SO 10)

To this end, the present document intends to facilitate the common approach and understanding of the communication and dissemination activities and its objectives, representing a key tool to take advantage in an effective and planned way of the dissemination channels to be used within the project. Accordingly, the definition of scope and objectives (adjusted to the different target audiences) is crucial, such activities' description and timeframe, mapping indicators of network and predicted impact and results.

The GRASS project presents a detailed work programme outlining the specific activities and expected outputs to be developed. These activities are planned to start at the outset of each action and should aim at promoting the action, its results and impact measurement. A number of these activities are foreseen throughout project *Working Package 5* and aim at maximizing the impact of the project on a number of target stakeholders throughout the project duration and beyond.

The dissemination and communication plan should therefore represent a key component for the success of the project and its implementation strategy and must be effectively shared with all partners, driving a coherent and coordinated actions within the consortium, and successfully reaching out the target audience.

COMMUNICATION TOOLS AND ACTIONS

A strong and ongoing networking will contribute to more effective coordination of the communication and dissemination plan and consequently, to the success of the outputs of GRASS. Therefore, the first solid scope of the communication process is to streamline information sharing between partners so that they can either be efficient in the implementation of the actions and effective in communicating towards the external stakeholders, aiming to:

- Communicating project institutional information;
- Raising awareness of sport participants, public and sport bodies to GRASS concept and deliverables;
- Keeping potential users (sports organisations) abreast that specific tools are available and have been tested;
- Raising awareness of the fact that sport faces a serious issue, and that decision-makers have adequate and tailor-made tools to act with proper expertise and specialised competences;
- Towards the EU Commission, as project associate partner, disseminating through their network organisations the main project tools and findings.

Communication tools

Main tools:

- Multimedia development (project branding and identity, website, leaflet, periodic newsletter, promotional videos/images);
- Social/media engagement and networking activities at national events.

Complementary tools:

- Mailing list and other informal tools such as WhatsApp group and brief online calls;
- Shared folder (OneDrive) of project contents and data available in the cloud;
- Project information available at partner organisations' official websites.

Table 1. Communication Tools

ACTION	DESCRIPTION	FORMAT	TIMEFRAME	TARGETED AUDIENCE	EXPECTED RESULTS
PUBLICATIONS	LEAFLET - will present the project and activities summary and will be disseminated in digital format. NEWSLETTER – periodic newsletter to be sent to stakeholders and community.	DIGITAL (Leaflets will also be produced in paper)	LEAFLET – April 2024 NEWSLETTER – From April 2024 and launched every 4 months, until the end of the project	<ul style="list-style-type: none"> - Project consortium and network - Associated partner and network - Sport organisations and community 	<ul style="list-style-type: none"> - Communicating project institutional information - Raising awareness of sport participants, public and sport bodies to GRASS concept and deliverables - Keeping potential users (mainly sports organisations) abreast that specific tools are available and have been tested - Raising awareness of the fact that sport faces a serious issue, and that decision-makers have adequate and tailor-made tools to act with proper expertise and specialised competences - Towards the EU Commission, as project associate partner, disseminating through their network organisations the main project tools and findings - Promoting media presence to support the engagement of interested community, individuals and stakeholders
SOCIAL MEDIA	GRASS SOCIAL MEDIA accounts to be created: <ul style="list-style-type: none"> - Facebook, Twitter, Instagram and LinkedIn - Youtube channel – To facilitate streaming of NOC/partners workshops, national events and conferences. 	DIGITAL	From April 2024 until the end of the project	<ul style="list-style-type: none"> - Athletes, coaches, entourage, volunteers, and athletes’ families - EU Governments - Universities/Academia - Media 	
WEBSITE	GRASS WEBSITE - The main information hub for all external communications and information spread.	DIGITAL	From April 2024 until the end of the project and beyond	<ul style="list-style-type: none"> - Law enforcement - Local education structures - Local governments and policy makers (including child protection agencies) 	
BRANDING/DIGITAL CAMPAIGN AND MULTIMEDIA CONTENTS	GRASS BRANDING - includes project logo, visual identity in different formats, project image design norms and project promotional video/campaign. MULTIMEDIA CONTENTS such as videos, images, ...	DIGITAL	From April 2024 until the end of the project and beyond	<ul style="list-style-type: none"> - General community 	

DISSEMINATION ACTIVITIES AND STRATEGY

In line with the concept of the project, worth mentioning that the GRASS consortium, including the Enlarged Partial Agreement on Sport of the Council of Europe (EPAS/CoE) as associated partner, will set in motion a strategy to foster efficient and consistent dissemination during and beyond the project lifetime.

It is intended to reach out to a variety of target groups, relevant stakeholders (demonstrated in image below), policy makers and the general public through the research, product development, consultation activities and events of GRASS, aiming to adopt a continuous collaborative and interactive approach between the consortium and stakeholders since the outset of the project.

Thus, systematic dissemination and communication activities will be crucial to draw attention to the project and its outputs, leveraging the impact of the work while enhancing the outreach of the intellectual outputs to be properly followed-up and implemented.

Objectively, the dissemination activities plan will target five main stakeholders:

- GRASS Project Partners
- EPAS/CoE (associate partner)
- Sport Organisations (top decision makers, NOCs, NFs, Clubs and Associations)
- Sport Participants (athletes, coaches, entourage, ...)
- EU Governments and Policy Makers



DISSEMINATION ACTIVITIES AND STRATEGY

The consortium will play a significant role to engage stakeholders and potential end-users for the added value and expected impact of this project for grassroots sport organisations, children and young people, the sport ecosystem and European society more broadly.

For this purpose, the following actions are to be considered:

- Addressing safe sport from different perspectives (EU Governments, sport governing bodies) will spread the message in a more efficient and faster way.
- Coordination among partners will be key for success, given existing networks are pivotal to disseminate GRASS.
- Targeted stakeholders will be addressed by the consortium to be engaged at each milestone of the project, activating their own networks.

Additionally, it will be equality relevant to ensure that key stakeholders from grassroots sport level organisations and particularly those with regular contact with children and young people, including, but not limited to, parents, guardians, coaches, staff, chaperones, and teammates, will be addressed and made aware of the project and its achievements, through the best channels and adequate contents.

The three main purposes of the dissemination activities carried out through the project will be:

1. To raise awareness and for the project and the main aims/outcomes to be expected.
2. To make the best possible use of the variety of the partners' networks to disseminate GRASS across a wide range of stakeholders in Europe (e.g., grassroots sport clubs, national sport federations, National Olympic Committees, governments, and ministries responsible for sport, child protection agencies, parents and children/young people in sport, and young athletes' entourage).
3. To use the widest possible array of means/channels available to ensure that the target audience, including end users/beneficiaries, are made aware of the project, its final intellectual outputs and the potential added value and positive change for the whole sector and the society.

DISSEMINATION ACTIVITIES AND STRATEGY

Lastly, according to the roadmap below, dissemination activities are considered to take place in three different stages of the project. For each one, different objectives, channels and target audiences are set out through the dissemination activities:

- Short-term (early stage of project development): dissemination about the existence of the Safe Grassroots Sports (GRASS) project.
- Mid-term (throughout the project development): dissemination about the work progress and opportunities to contribute, for example by taking part in the mapping of good practices and stakeholders, joining a national consultation workshop and national event, sharing comments and feedback, or attending the interim and final national events/conferences.
- Long-term (by the end/after the project implementation): dissemination to promote and present the project's final intellectual outputs, raise awareness, and share new insights on safe sport, supporting development, optimising and use of innovative tools, paving the way to build a legacy.

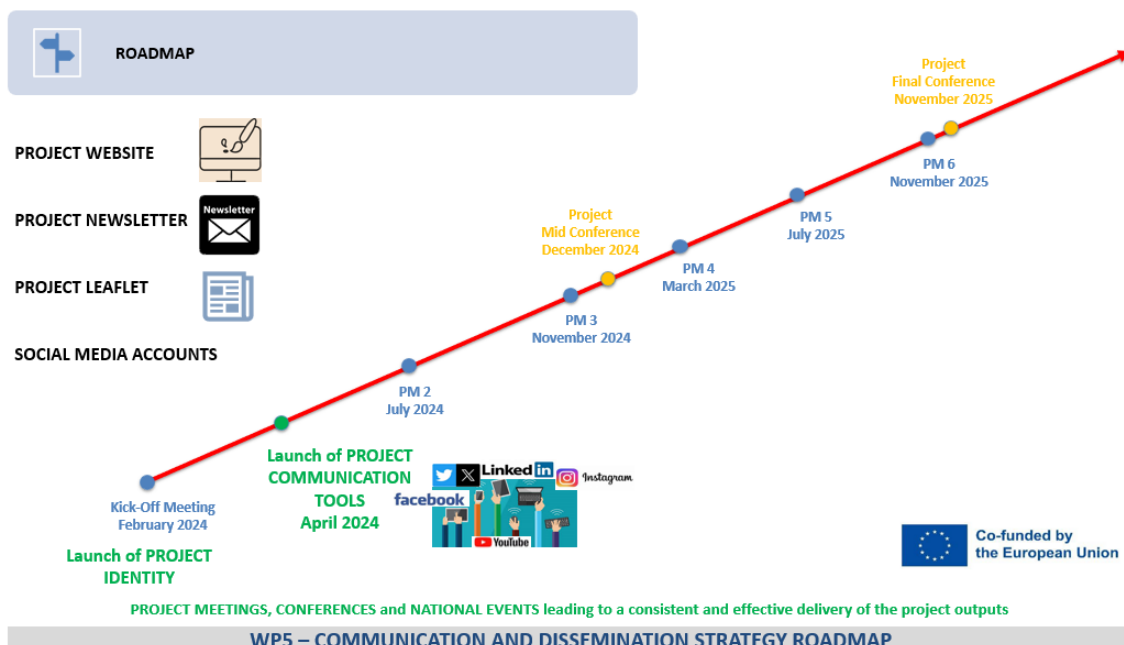


Table 2. Dissemination Activities

ACTIVITY	DESCRIPTION OF THE ACTIVITY	TARGETED AUDIENCE	OBJECTIVES OF THE ACTIVITY	TIMEFRAME
PROJECT WEBSITE AND MULTIMEDIA CONTENT	Dissemination of project branding campaign, multimedia/digital contents (videos, images, etc.) produced. The website will remain as the main collection point to gather all the information produced and shared during the project lifetime and beyond.	A wide variety of stakeholders (broader audience such as the sport and public sectors, child protection agencies, policy makers, EU governments, project partner organisations' members, media, and general community, etc.) will be targeted when communicating the digital tools of the project.	To promote the project and create awareness around the project's outputs and outcomes within a broad audience, including media and the public and possibly engaging in a two-way exchange.	From April 2024 and beyond the project lifetime.
EPAS/COE (ASSOCIATED PARTNER)	Online dissemination of project outputs and outcomes among EPAS/Council of Europe network of stakeholders.	A specific group of stakeholders, within the EPAS/Council of Europe network (46 member states).	To promote the project and create awareness around the project's outputs and outcomes within their network of stakeholders, possibly engaging these member states in a two-way exchange. To engage key stakeholders through the activities of the project as potential end-users and beneficiaries of the intellectual outputs.	From April 2024 and beyond the project lifetime.
PARTNERS' NATIONAL EVENTS	National conferences are indisputable opportunities to engage local stakeholders with GRASS, moving up safeguarding and safe sport as a key priority to build and increase capacity of grassroots sport organisations.	A wide variety of stakeholders will be invited to participate and to ensure the representativeness of the whole spectrum of organisations in the sector. These stakeholders will be targeted, involved, consulted through the activities of the project as well as all potential end-users and beneficiaries of the intellectual outputs.	To promote the project and create awareness around the project's outputs and outcomes within their network of stakeholders. To engage key stakeholders through the activities of the project as potential end-users and beneficiaries of the intellectual outputs.	August – October 2025
PROJECT MID AND FINAL CONFERENCES	Two conferences (mid and final) organised during the project duration with the main goal of promoting the deliverables and its outcomes developed in the meantime while inviting targeted stakeholders to participate and engage in these activities.	National stakeholders from sports movement, media and general community will be targeted to take part in these activities through and with GRASS project outputs.	To promote the project and create awareness around the project's outputs and outcomes within their network of stakeholders. To engage key stakeholders through the activities of the project as potential end-users and beneficiaries of the intellectual outputs.	Project Mid Conference - December 2024 Project Final Conference - November 2025



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