



# COMMUNICATION AND VISIBILITY PLAN

July 2021

The project **Mindchangers - Regions and youth for Planet and People** is implemented by Regione Piemonte, Consorzio Ong Piemontesi (IT), Land Baden-Württemberg, SEZ (DE), RESACOOOP (FR), La Rioja, CONGD CAR (ES), Fédération Wallonie-Bruxelles (BE), University of Craiova (RO).

*Mindchangers has the following purposes:*

*to bring EU development policy and EU responses to global challenges closer to citizens*

*and in particular:*

*to involve young people in the process of acquiring awareness and taking an active role in the issues of sustainable development and international cooperation, with a specific focus on the phenomena of climate change and migration.*

*to promote young people as active agents of development and change, mobilising them at local and international level*

*to innovate the local authorities and civil society organisations strategies to reach out and to involve young people, on the issues of sustainable development and international cooperation, in particular on the areas of interest of Climate Change and Migration.*



All communication measures are designed to engage youth on SDGs and EU consensus on development principles through a wide range of activities: awareness raising, campaigning and outreach actions.

All the planned activities are aimed at enlightening, motivating and mobilising young people as “agents of change” at regional level in the partner countries and beyond.

Furthermore, the communication objectives aim to reach a critical engagement of the main target audience with global challenges of climate change and migration, to be sensitized how these issues relate to both our behavior and wellbeing in our communities and to get active in initiatives for people and planet.

All communication tools are combined to a strong mix of communication measures to announce the actions and raise awareness both at regional, national and transnational level.

## COMMUNICATION STRATEGY

The planned activities will be instrumental in fostering critical thinking among youth in relation to the campaign topics.

The methods are designed to address the youth in a way that the topic of climate change and migration can be linked to their own life, experiences, personal interests or communities. **Gamification “concept”** will be used to enhance learning, socialising, and to improve the overall experience.

Games are creative co-learning methods through which passivity (or apathy) can be overcome, as they leverage the participants' natural desires for socializing and learning, and can build on both competition and altruism.

Gamification therefore will help raise their interest in the topic and mobilise them for action.

### MAIN TYPES OF MESSAGES:

Considering our communication objectives our communication messages are based on three pillars:

#### **1. Formulating emotional messages.**

During the course of the project we are going to dedicate special attention to storytelling.

By this we can personalize messages and bring them closer to our audience, while the content itself can be more comprehensible and memorable for them.

Thus we intend to identify mobilizing stories in all of our communication activities, involving young testimonial and peer to peer communication, which is easier to deliver emotional messages and telling stories.

#### **2. Complementing emotional messages with evidence based information.**

In the era of fake news and the growing dominance of social media in being informed about global issues including climate change, there is an emerging need for presenting the public with reliable information and developing the

ability of the youth for critical thinking and increasing their media literacy.

We will reflect on these trends and needs through presenting scientifically based information (even if not formulated in scientific language) and motivating the youth to further explore the topics themselves

#### **3. Stories of individuals and communities**

Involving the target group in activities is an essential part of communication. It has a dual purpose, on the one hand, to make the message credible, on the other hand, to achieve that they see their responsibility in change, it is important not to focus on others but their actions.

So personal stories simultaneously inspire the individual and make communication authentic.

### MAIN TYPES OF CHANNELS:

In delivering our messages we will use the widely acknowledged PESO model (Paid, Earned, Shared and Owned media) in order to use the communication channels to their fullest extent.

**Paid media**, like advertisements in newspapers, radio, on billboards, paid graffiti by artists in public places or in social media, etc.

**Earned media**, like working together with journalists, editors, social media influencers and recruit and raise the capacities of youth ambassadors, who can specifically reach out to the young people

**Shared media**, mainly Facebook, Instagram and Youtube

**Owned media**, like the project site, the own websites of the campaign and the partners, the online course, produced videos, publications, etc.

## COMMUNICATION STRATEGY

### COORDINATION ACTIVITY

- development of the visual identity of the project;
- implementation and management of the project website;
- implementation of communication materials;
- the design and development of a pan-European awareness-raising campaign;
- support to the organization of events;
- management of contests and social communication;
- definition of guidelines and templates;
- coordination of the communication contacts of the partners (technical-professional supervision, connection, drafting brief, organization call alignment and sharing).

### MAIN MACRO-ACTIVITIES OF THE COMMUNICATION

engage subgrants and improving the network of territorial partners

communicate calls for proposals and enhancing the value of projects exchange models and good practice

organize meeting for the exchange of experience and good practice

define formats and templates for the effective transfer of results

promote the main recommendations of the interregional strategy to move from "awareness" to "active engagement"

raise awareness and engaging young people  
*target of 3 million EU citizens, to be informed about the activities promoted by the Action, of which at least 23% (about 700,000) aged 15-35 .*

## OBJECTIVES

### 1. COMMUNICATION OBJECTIVES

The goal of the communication activities is not simply sharing information, but also triggering participation in the campaign by activating other young people and decision makers, and by change in attitude and daily practices that lead to a more sustainable and inclusive lifestyle.

Our communication objective is increasing the knowledge and understanding of the various interactions and linkages between our actions (positive and negative) and the EU's and countries actions and people's lives.

Especially young people still do not have this understanding of the complex relationships between the EU and developing countries, and how different social and economic, ecological processes impact each other.

From the communication point of view, our objective is to find the means so that young people are not only aware of the problem, but they are also happy to act through addressing others, such as decision makers, and changing their own behaviour and attitude.

This requires the appropriate framing and identifying the most engaging communication languages and channels. Indications on wording and framing will also come from the thematic working group created within the consortium.

### 1.2 SPECIFIC OBJECTIVES OF THE COMMUNICATION

The communication action of Mindchangers aims at:

**increasing the capacity of young people to be agents of change;** the improvement of local policies and programmes of about 500 local authorities and civil society organisations to reach out to and involve young people

**raising awareness among EU citizens about the impact of personal engagement** on global issues, such as climate change and migration.

CO1.

To give visibility to the whole project in order to create a wide awareness of its goals, contents and relevance at all levels (local, national and European), in compliance with the requirements of the Communication and Visibility requirements for EU External Actions-2018.

CO2.

To promote successfully the Pan-European "Mindchangers" Campaign aimed at European citizens, specifically those aged 15-35.

CO3.

To support the multi-stakeholder and multilevel dialogue about Youth engagement, spreading information and opportunities to all potential targets (LAs, CSOs, youth, media and journalists).

CO4.

To raise awareness about the EU Consensus on Development and 2030 Agenda as strategic political framework to be endorsed at local and national level through the active engagement of youth.

## 2. MAIN TARGET

### 2.1 local authorities and civil society organisations

#### 2.2 young people - three different age groups

Between 15-18: (high school students): can be reached via social media channels and directly in events, public actions.

Between 19-24: the majority are university/college students, while others are already employed.

They can be spoken to through institutional channels (university, college groups, their email lists, contests organised for university students, etc.), mass media (radio and news portals), the social media (mainly facebook, instagram and youtube) and also events (e.g. street actions, board game, gamification, awards...).

Between 25-35: mainly young employees, who cannot be reached through institutionalized channels, thus mass media (news portals), as well as direct and shareable channels, such as newsletters, events, publications (direct) and social media (shareable channels) are also relevant.

#### 2.3 media operators

Press and media targeted through the website, social media (specifically Twitter, Instagram, Youtube), press releases, printed material, videos, regional events.

In addition to milestone moments of the project, press and media will be targeted in occasion of international conferences (e.g. Climate Change Conference), international awareness days (e.g. Migrants' Day), relevant news related to climate change, migration, sustainable development.

### 2.4 OTHER TARGET GROUPS

- **CSOs staff and decision-makers** targeted through the website, social media, general media, printed material, videos, regional and international events. CSOs will be

## TARGET GROUPS

targeted also through the ordinary activities of the partners, in particular COP and CONGD CAR that, as networks of CSOs, will reinforce the messages of Mindchangers with their members.

- **researchers and experts on youth education and on sustainable development** targeted through the website, social media, direct mailing, general media, videos, regional events, liaison with other initiatives.

Data and publications arisen from project activities will be available for further studies and research thesis.

- **other projects working on the same topics** targeted through the website, the social media, general media, videos, liaison with other initiatives.

- **general public** targeted through all tools and channels. General public will be targeted also through the activities and the channels of subgranted third parties.

A specific group in general public are:

#### **THE ADULTS (+ 35)**

This is a very general target audience, who will be reached through the used communication channels, such as mass media (radio, news portals) public campaigns (e.g. advertisements on the streets) already established direct communication channels (e.g. newsletters, direct mailing) and events.

Even though they are not our primary target audience, reaching them and raising their awareness and understanding, mobilising them will be also an important outcome of the campaign.

Anyway, we'll try not to dilute our communication messages targeting the youth, as it would compromise the effectiveness of the communication actions.

However, many messages targeting the youth will also speak to the older adults, not only directly, but also indirectly through the youth's families.

## KEY MESSAGES

### 3. KEY MESSAGES BY TARGET GROUP (in relation to the action's operational objectives)

The basic key messages will be preliminary defined by the agency for any target group, with a dedicated focus group.

Then, using survey (even online ones) and focus group discussions involving young people, that will take place in all partner countries at the beginning of the campaign, we will focalize messages for each country.

These surveys will give a much better insight into the knowledge, understanding and motivations of youth surrounding the topic of climate change and the topic of migration, and further define, with fine tuning, the messages and communication means.

#### RECAP - COMMUNICATION OBJECTIVES IN GENERAL

1. INCREASING KNOWLEDGE
2. IMPROVING UNDERSTANDING OF LINKAGES AND MOTIVATING FOR ACTIONS
3. WIN BETTER LIFE WITH THE OWN CHANGEMENT

The three levels of action assumed:  
KNOW > ACT > CHANGE

Key communication message (concept) of the project is:

**Everyone can be active on global issues such as climate change and migration**

The message will be developed in close collaboration with the communication agency and with the network of local communication experts, under the coordination of the communication leading group (Regione Piemonte).

Additional communication messages (concepts to be further developed) will be:

- Change the rules. Play now
- LAs and CSOs have the opportunity to get closer to young citizens and to activate them
- "Mindchangers" project researches the most effective ways to engage youths .
- "Mindchangers" project offers two rounds of subgranting and capacity building for LAs and CSOs



## COMMUNICATION TOOLS AND CHANNELS

### 4. MAIN COMMUNICATION TOOLS AND CHANNELS

- ✓ coordinate image guideline
- ✓ promotion of the calls and notices
- ✓ websites and social media accounts.
- ✓ digital communication (banner, webcards etc)
- ✓ electronic newsletters, online articles
- ✓ information campaigns, events, visits, stakeholder meetings
- ✓ press releases
- ✓ audio-visual material
- ✓ leaflets, brochures and other printed materials
- ✓ online surveys
- ✓ reports

#### 4.1. Main communication activities envisaged and indicative schedule

creative design of the logo and visual identity of the Mindchangers project - [first half of 2021](#);

creative development of the coordinated image and the basic tools of online and below the line communication, including implementation of guidelines for partner regions - [july 2021](#)

creative design of information and communication materials (informative, informative and awareness-raising materials, aimed at young people) indicatively 2 folding, 2 posters, cards, bookmarks, series of ads x adverts, banner and card x web and social - [second half of 2021](#);

graphical templates (invitations, save the date, slide, pro-memory) – [july 2021](#);

promotional layout of the calls for projects – [may 2021](#);

realization of 2 video and 30 videopills-interviews to young people to be used as testimonial (videostories x web and social) – [from the second half of 2021 onwards](#)

website development and management - [from august 2021 onwards](#)

digital communication: start and management of FB and Instagram accounts (as far as YT is concerned, we'll use the Regione Piemonte one) - [from september 2021 onwards](#)

newsletter management – [from november 2021 on an indicatively quarterly basis](#)

communication coordination for partner regions - [from october 2021 onwards](#)

co-design of the sensibilization campaign (pan-European awareness-raising campaign on climate change and migration) - [from december 2021 onwards](#)

design and management of the “Mindchangers Youth Meetings”. The structure of these events will be: two days of workshops with youths coming from the 6 Regions, one day opens to the general public as an open structured-dialogue between youth and local politicians – [from 2022 onwards](#) (under the coordination of Regione Piemonte and COP for the Turin meeting, Baden-Württemberg and SEZ for the Stuttgart one).

design and management of the International closing event - [last semester of the project](#) (under the coordination of Fédération Wallonie-Bruxelles)

## FOCUS ON MAIN TOOLS AND CHANNELS

All channels, tools and modalities of communication of the project will comply with the “Communication and Visibility requirements for EU External Actions”.

These are:

### Website

The Mindchangers website will be developed by the communication agency, with CMS platform and in english language. The website will be responsive.

Also, it will embed social media profiles of the project (FB and Ins).

The website will be the “heart-hub” of the project and of the sensibilization campaign as it will gather all communication products produced by the agency and by the subgranted LAs and CSOs.

A section of the website will be dedicated to stories of Mindchangers and to the peer-to-peer communication. It will also contain information about the opportunities offered by the project: the Mindchangers social media contests and the two rounds of subgranting.

In this case, the content will lead to the partners' website where all documents for submitting a project proposal will be available.

A section of the website will be the “database” of the subgranted projects, including an interactive map and a search engine to sort out projects by region.

The database will contain title, short abstract, name of the LA or CSO responsible of all subgranted projects.

The Research on how to shift from awareness to active engagement, the Practical Guide and all the materials used for the capacity building will be downloadable from the website, in all languages available.

The website will host yet the electronic Newsletter, a “online survey area” and the 6 regional landing pages, that will be the only area with own country-languages.

### Social media

In an effort to encourage open dialogue with stakeholders, and to reach a broad audience while showing that “Mindchangers: Regions and youth for Planet and People” is a dynamic and active project, social media profiles of the project will be strongly used throughout the project.

Using social media will help the campaign reach young people, communicate with them in familiar settings and make messages about relevant issues such as climate change and migration accessible for them.

Also, the messages will be further shared by youths reaching other peers, increasing the audience of the campaign.

In addition to this, the network of the partner social media profile will share and spread information, products and messages of the campaign.

All partners will use their own profiles as the subgranted third parties will use social media to promote their projects, all in line with Mindchangers communication mood, following the indications contained in the communication toolbox.

The action, as well as the partners and the subgranted third parties, will announce updates and opportunities and direct their messages to the attention of relevant stakeholders by the use of hashtags.

### General media

Press releases will be spread for every relevant moment of the project, communicating the activities, main achievements and opportunities. We'll use also newspapers, local radio, local TV and realize information materials to spread in local events.

## FOCUS ON MAIN TOOLS AND CHANNELS

### Videos

2 videos will be produced during project implementation. One video will be youth-oriented, and the other will be institutional. They will be host on YT profile of the project.

Treatments of the two videos will be elaborated by the main communication agency, gathering suggestions and successful stories from the partners.

Video n. 1: it will target mostly youths and it will be spread mainly via all the social media of the project.

The aim will be to push youth towards engagement on the issues related to climate change and migration.

In order to do so, dab videos will be shot, each one showing one Mindchanger's story of engagement.

Dabs are short pieces, under 2 minutes, include a readable text, visually interesting and highly sharable, do not require the audio to be turned on to be understood, created to be seen mainly on mobile phones.

The dab videos will be spread individually on the social media; each one will have the Mindchangers visual identity, the final image will comprehend logo, website and hashtags of the project.

Each dab may be subtitled in all project languages (EN, IT, DE, FR, ES, RO). The dabs will be then put together in a video that will show stories of Mindchangers across Europe. Elements that will be definitely included are: experiences from all 6 Regions and from urban, suburban and rural contexts, representation of refugees/migrant-background Mindchangers, constructive communication.

The complete video will be ready by year 3, but in the meantime, the individual dab videos will be uploaded on Mindchangers social media and website.

Video n. 2: it will have an institutional approach, giving high-visibility to project results.

It will collect mainly moments from the International Events, showing the dialogue and collaboration between LAs, CSOs and youths. It will be used in institutional contexts.

It will explain the ratio of the Action, the composition of the partnership, the results achieved by the Mindchangers Campaign and by the entire project.

It could be subtitled in all project languages (EN, IT, DE, FR, ES, RO) and uploaded on the Youtube profiles of the partners.

### Public events and conferences

All along the campaign, 12 regional events will be organized in the 6 EU Regions concerned by the Action.

The Mindchangers regional events will be connected to well-established and widely-known events, in order to guarantee high impact in terms of visibility and to reach a wider audience.

During the regional events, the project, the campaign and the outcomes will be presented, as well as topics and focuses related to sustainable development, youth engagement, SDGs, climate change and migration issues.

The "Mindchangers Youth Meetings" are international events that will occur twice during the project implementation.

The International closing event in Brussels will target decision makers and political representatives, in order to present the results of the 4-year action and the recommendations from the engaged youth.

Furthermore, all the partners of the "Mindchangers: Regions and youth for Planet and People" project are often invited as speakers at conferences and events at regional, national and international level about international cooperation, sustainable development, climate change, migration.

## 6. Indicators

Indicators from the logical framework:

OP 1.1

No. of media products about SDGs issued through the subgranting

OP 2.1

No. of EU citizens/young people reached by the Campaign and informed about the project activities

No. of project website visits

No. of followers-subscribers to the social media of the project

No. of posts published on social media of the project

No. of contacts reached (impressions-likes, shares) on social media

Indicators from the DEAR Reporting Framework:

No. of people reached during events (physical or online)

No. of youtube views of project videos

No. of people reached through social media and activity on social media (on e.g. Facebook, Instagram and Twitter)

No. of people reached through print media (e.g. articles or ads) e.g. daily newspaper circulation

No. of articles written / publications made as consequence of project

## EVALUATION

These indicators are part of the MEL plan of Mindchangers.

Other indicators might be used to monitor the effectiveness of the communication strategy.

## 7. Means of verification / feedback

This part will be further developed with the support of Mindchangers MEL expert.

## RESOURCES

### 8. Human resources: communication focal point

communication leading group	4 people
communication agency support	4 people
local communication expert network	4 subcontractors
local communication referents	7 people

### 9. Financial resources: budget available for communication activities

TOTAL COMMUNICATION BUDGET OF THE PROJECT  
**€. 266.925,00**

#### macro-activities

logo and graphic design  
production of promo-materials  
creation of a project website  
production of promo-materials - awareness raising material kit  
(stickers, pins, bags, USBs pens, t-shirts)  
production of roll-ups for all the partners  
production of 2 videos  
co-design of communication campaign

#### indicative breakdown by year (euro)

2020	20.000,00
2021	75.925,00
2022	85.000,00
2023	71.000,00
2024	15.000,00

## COMMUNICATION MATRIX - INSTRUMENTS/TARGET

	Youth aged 15-35	LAs staff and decision-makers	CSOs staff and decision-makers	Researchers and experts on youth education	Researchers and experts on sustainable development	Other projects working on the same topics	General public	Press and media
Website	X	X	X	X	X	X	X	X
Facebook	X	X	X			X	X	
Instagram	X		X			X	X	X
Youtube	X	X	X	X	X	X	X	X
Press releases	X	X	X	X	X	X	X	X
TV, radio, in tv, radio, print media, online press	X	X	X	X	X	X	X	
Posters	X	X	X				X	X
Leaflets and Practical Guide	X	X	X		X	X	X	X
Videos	X	X	X	X	X	X	X	X
Regional Events	X	X	X	X	X		X	X
International Events	X	X	X					
Liaison with other initiatives				X	X	X		

Main target groups and many communication tools and channels have been paired in the matrix upon. Thus, the matrix constitutes a visual reproduction of the communication plan.

The matrix will be reviewed at regular intervals, as the status of stakeholders as well as communication means may change over time and over the progress of the project.