



45 practical communication strategies for Third Sector organisations

Rome, 18-19 June 2026

D003.002 - Final Dissemination Event



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PROJECT WORKS



What the Project Works are

Practical application of the competences developed in WP2

45

communication strategies

3

countries: Italy, Germany, Malta

1

common strategic framework

Each participant translated a real organisational communication need into a structured strategy. The works therefore function both as learning outputs and as practical portfolio evidence for the Third Sector.

D002.003 collects and systematises the full set of strategies.



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The common structure

A shared model ensured comparability, practicality and replicability

- 1 Organisational profile
- 2 Needs assessment
- 3 Communication objectives
- 4 Target audiences
- 5 Key messages
- 6 Channels and tools
- 7 Short-, medium- and long-term actions
- 8 Link with the WP2 training pathway
- 9 Expected results and KPIs
- 10 Sustainability and replicability



How a Project Work is built

From organisational need to a measurable communication plan



The common model links project-based learning to real Third Sector communication needs.



Example of the common model

Extract from D002.003

Size:

Small (volunteer-based, limited staff)

Field of activity:

Social innovation, youth engagement, creative and community-based initiatives

Target groups:

- Young people
- Local communities
- Women and vulnerable groups (indirectly aligned with project target)

Current level of digitalization:

LOW

Existing communication tools:

- Facebook page (primary channel)
- Occasional visual content (basic Canva use)
- Informal communication (no structured plan)

2. Needs Assessment (Based on WP1 Findings)

2.1 Communication Gaps

- Absence of a structured communication strategy
- Irregular posting and lack of editorial planning
- Limited storytelling capacity
- Low visibility beyond local network

2.2 Organizational Challenges

- Volunteer-based structure → limited time for communication
- Lack of dedicated communication roles



Specific Objectives

1. Increase online visibility and consistency of communication
2. Develop effective storytelling to showcase impact
3. Engage target audiences (youth, community, women)
4. Support participation in project activities (W.E.B. in Tech)

4. Target Audiences

Primary Targets

- Young women (including NEETs and migrant background)
- Local youth and community members

Secondary Targets

- NGOs and third sector stakeholders
- Volunteers and collaborators

Tertiary Targets

- Local institutions
- Potential partners and funders

5. Key Messages

- "Digital skills can empower women and communities."
- "Small organizations can create big impact through digital tools."
- "Participation and inclusion start from accessible communication."



Why the Project Works matter at the dissemination event

Participants as ambassadors and potential professionals

Evidence of learning

The works show practical application of digital communication and strategic planning skills.

Portfolio value

Each strategy can be presented to external organisations as evidence of applied competences.

Third Sector relevance

The strategies are built around concrete communication needs of different types of organisations.

Ambassador role

Participants can explain their process, choices and learning journey to stakeholders.

Employability bridge

Project Works connect learning, skills validation, networking and professional activation.