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Social Innovation Initiative



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Deliverable: D001.002 Developed outreach strategy and report on its implementation

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IeLI International e-Learning Institute

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1. Introduction

This deliverable describes the strategy and communication tools envisaged to ensure visibility, consistency and correct dissemination of the project's activities and results. The Communication Plan defines objectives, targets, key messages, channels, tools, workflow and methods for monitoring the communication impact.

2. Objectives of the Communication

Communication in the project has the following main objectives:

1. **Ensure project visibility** from the earliest stages.
2. **Inform the public** about the results, activities and opportunities offered.
3. **Encourage the involvement** of direct recipients and stakeholders.
4. **Promote visual consistency** through a shared graphic identity.
5. **Ensure transparency** towards the Agency and the public.
6. **Support the dissemination** of the products and outputs generated.

3. Target of communication

Communication activities are aimed at:

- Beneficiaries of the project (young women, women with a migrant background, NEETs).
- Third Sector Organizations.
- Training institutions and social work realities.
- Local communities and territorial networks.
- Relevant institutions and stakeholders.
- General audience interested in digital issues, inclusion and female empowerment.

4. Visual identity of the project

A coordinated visual identity has been created, including:

- Official logo of the project
- Color palette
- Graphic templates (Word, PPT, posters, flyers, social communications)



All visual materials are collected in the project's shared folder and are used in every internal and external communication.

5. Communication tools and channels

5.1 Official website of the organization

Link: https://www.soseuropa.it/women-engagement-boost-in-technology-training-course/

Used for releases, news, updates and public materials.

5.2 Project website

Link: https://www.piattaformaprogetti.eu/women-in-technology/

It collects description, objectives, activities, outputs, events and final materials. It is the main point of reference for dissemination.

5.3 Social media

(SOS Europe – official channels)

- Facebook: https://www.facebook.com/SOSEuropa2016/posts/pfbid02dGj9aCYv19jF8jeL3nGDPKRTMex3ZfWpH5BJeUWWjZLin9s9DtyJA7hotwBoFX5Bl

  https://www.facebook.com/share/p/17Nd6rg2Qo/?mibextid=wwXIfr

- Instagram: https://www.instagram.com/p/DK_zhYptTZB/?igsh=MjVzNm8zODA0MTFp

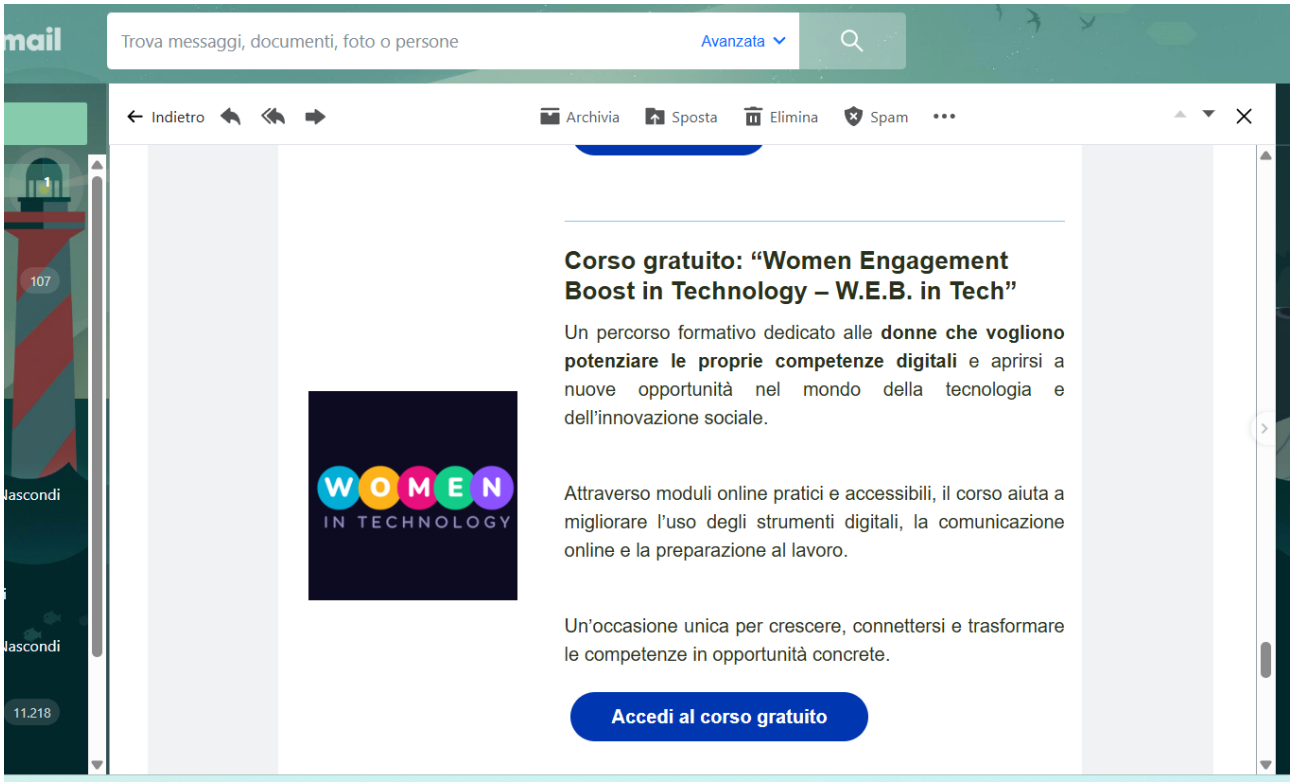
  https://www.instagram.com/p/DJkB9c7gEc0/?igsh=MWVoc2pkdHp5YWF3aQ==
  https://www.instagram.com/p/DRUh8l1CqHe/?img_index=1&igsh=MWIxaTlkbXg5NnM1cQ==

- LinkedIn: https://www.linkedin.com/posts/sos-europa_women-engagement-boost-in-technology-training-activity-7397631384875470849-c1SI?utm_source=share&utm_medium=member_ios&rcm=ACoAAAjSzXcBeN7GtPWl9sYH3joggl1jNaOVyXQ

Used for periodic updates, awareness campaigns, storytelling, event launches and dissemination of results.

5.4 Newsletter

Periodic sending via existing mailing list, useful for updating stakeholders and interested public on the main phases of the project.



5.5 Promotional materials

- Digital brochures and flyers
- Dedicated social posts
- Short presentation videos
- Infographics

6. Planned communication activities

1. **Launch of the project**: initial communication, presentation of the website and channels.
2. **Regular updates** on activities, events, and milestones.
3. **Promotion of the training course** and opportunities for participants.
4. **Collection of testimonies** and stories of impact.
5. **Communication of outputs** (manuals, toolkits, training materials).
6. **Final campaigns** to promote the results of the project and their replicability.

7. Monitoring and evaluation of communication

The following will be monitored:

- Number of views and visits to the project website
- Social Engagement & Reach
- Opening newsletters
- Participation in events
- Download published materials
- Ability to achieve the intended target

The indicators are analysed quarterly during the coordination meetings.

7.1 Impact Monitoring Table

Impact Area	Indicator	Target Value (Project End)	Current Result (Mid-Implementation)
1. Improved employability of young migrant women	Number of women enrolled in the training programme	45 participants	32 enrolled
	Completion rate of the training	80% of enrolled participants	60% currently completing modules
	Increase in self-reported digital skills (pre/post)	+40% improvement	+28% after first modules
2. Enhanced digital & communication skills (ICT)	Compliance with DigComp competence areas	Minimum level: Intermediate (B1)	Mostly A2–B1 achieved
	Number of completed learning modules	10 modules delivered	10 delivered; average 7 completed per learner
3. Increased accessibility of training for target group	Availability of flexible learning tools	100% lessons available online	Achieved
	Participation of mothers/caregivers with limited time	At least 60% of all participants	65% of participants are mothers/caregivers
4. Strengthened inclusion & engagement of migrant communities	Number of outreach / focus group events	6 events	4 events completed

Impact Area	Indicator	Target Value (Project End)	Current Result (Mid-Implementation)
	Number of participants in dissemination events	100 total participants	72 reached so far
5. Strengthened role of NGOs in digital upskilling	Adoption of the training model by NGOs	4 partner NGOs	3 NGOs already testing materials
	Use of produced materials (manuals, toolkit, videos)	100 downloads/accesses	62 accesses documented
6. Progress toward increased employability outcomes	Number of participants accessing career services	45	29 currently engaged in CV/LinkedIn sessions
	Number of women entering internships/job placements (pilot)	10 placements	3 early placements (pre-pilot)

8. EU visibility and requirements

All materials include:

- European Union logo
- Official Disclaimer Required
- Information on project funding

EU guidelines on communication and visibility are respected.

9. Conclusion

The defined Communication Plan makes it possible to ensure an effective and coordinated dissemination of the project throughout its phases. Through the online channels and tools made available, the project ensures transparency, impact and adequate involvement of the beneficiaries and the reference community.