

# COMMUNICATION PLAN

**Pathways to belonging: From interculturAL  
dialogue to social INclusion - ALL IN**



## PURPOSE

**How and whom to spread the message about the project and its transnational activities?**

Each partner is responsible to post about the project activities on their respective social channels and webpage. Moreover, partners will also use all available channels such as - newspapers, TV stations, Radio, Newsletters, Platforms and ensure high level of visibility of the project. Beside that, partners disseminate blog link as often as possible and share it with their National Contact Point and different stakeholders.

## DURATION OF PROJECT

1st of January 2019 - 31st of December 2020

## TIMELINE OF PROJECT MEETINGS



## Meetings in 2019

[illegible]

## Meetings in 2020

[illegible]

## MAIN COMMUNICATION GOAL

To reach the highest possible level of project visibility and to disseminate its objectives and results among the target groups.

## OBJECTIVES

- Fostering intercultural dialogue, voluntary work mutual understanding and tolerance
- Raising the awareness about migrations as an old phenomena
- Fostering civic and democratic participation at Union Level

## TARGET GROUPS

The project is addressed to different target groups:

- European citizens
- stakeholders, NGO and policy makers
- asylum seekers, migrants, foreigners, ethnic groups (e.g. Romas)



# DISSEMINATION



## SOCIAL CHANNELS AND MEDIA:

- Facebook (#EU4Citizens)
- LinkedIn
- Instagram (#EU4Citizens)
- Partners web pages
- Newsletters
- Local/regional/national media
- EU 4 Citizens platform  
([https://ec.europa.eu/info/funding-tenders/projects\\_en](https://ec.europa.eu/info/funding-tenders/projects_en))

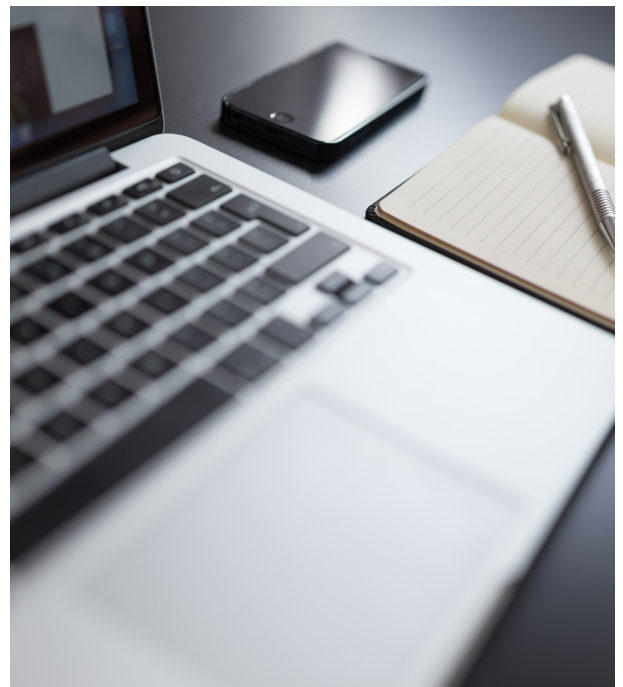


Each partner will post about project on all available social channels. Partners will also provide promotion about the project and project activities in other available medias, such as newspapers, TV stations, radio etc.

## BLOG

Project blog consists of three chapters:

- *Project meetings' good practices*
- *Faces of migration* migration stories (collected by each partner) with a message to encourage people to send their migration stories or a story with intercultural background
- *Food recipes* (they will bring piece of foreign culture to every single household)



## BROCHURE

Blog will also serve as a base for PDF brochure which will be the final result of the projec.

Brochure will be composed of:  
good practices which will be  
presented in meetings, recipes  
and stories Faces of migration.



Brochure will be released at the end of the project and will be disseminated to the partners who will spread it among local, regional, national and international networks, media, local, regional and national authorities and all relevant stakeholders and policy makers.

## VISUAL PRESENTATION OF PROMOTION TEXTS

All promotion texts must have the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material. The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Europe for Citizens programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Europe for Citizens programme of the European Union" next to the EU flag.



Co-funded by the  
Europe for Citizens Programme  
of the European Union

EU emblems in the context of EU programmes must be used accordingly to the Guidelines for beneficiaries and other third parties, which can be found at this address:

[http://ec.europa.eu/research/pdf/eu\\_emblem\\_rules\\_2012.pdf](http://ec.europa.eu/research/pdf/eu_emblem_rules_2012.pdf).

