



*Get Addicted to Sport Values
Dissemination Guidelines*



**ERASMUS+ PROGRAMME
Sport – Collaborative Partnership**

Get Addicted to Sport Values

Dissemination Guidelines

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REGIONE AUTONOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

sportvalues.eu

The visibility and dissemination strategy of the project must be extensive, spread, efficient, and foresee a diverse set of activities and products.

IMPORTANT! REMEMBER! All of the project's products must have the obligatory logos of the Erasmus+ Sport programme, the European Commission, the disclaimers connected with the support of the EC and the sole responsibility of the authors for the contents (https://eacea.ec.europa.eu/about-eacea/visual-identity_en).

WHY? Timely and effective dissemination of results is an essential part of the Project. This ensures that the gained knowledge or exploitable foreground can benefit the whole society, and that any duplication of research and development activities is avoided.

TO WHOM? The dissemination of results is usually targeted towards specific groups of people. However it might be a benefit to look outside the box as there are plenty of others who might be interested in what the project is doing, such as the media, policy makers and the general public.

HOW? We would like you to consider and implement the following dissemination actions:

MEDIA

Media have to be involved throughout its realization and specifically for conferences and events. The visibility of the project is vital. Hence, special attention needs to be paid to it during all phases.

REMINDERS:

- Invite Media (Newspapers, TV, Radio, Online Magazine, Bloggers) to all your events;
- Write a press release to get their attention and give information in case they cannot attend directly. Save the press release and share it with the coordinators (in your language is fine, but a translation in English would be appreciated);
- Remember to add links and your contacts so they can call you or get in touch in case they need additional information;
- Provide relevant pictures together with the information in the press release;
- Keep record of all articles or reportages that are made by media (Links, Photos, Videos) and provide it to us as soon as possible;
- Share through your information channels (social media, website) the coverage given by media;

ORGANIZATION'S WEBSITE

Organizations should make their participation visible in their website.

REMINDERS:

- Add a section dedicated to the project in your website. It should contain logo, obligatory logos of the program and EACEA, all relevant info, contacts and links;

About this:

1. Include the full-title and acronym of the project;
 2. Acknowledge the source of funding and start/end dates;
 3. Include the logo of the project;
 4. If you write in English, have content that is proof read by a mother tongue English speaker before publication;
 5. Avoid placing the contract number ("2016-3636") in a visible position (this number is meaningless to anybody but project and commission administrators);
 6. We suggest you to keep a visitor counter on your web page or to monitor it via Google Analytics or other devices. If you have a counter on visitors to the page, update us on the general numbers and the views of the posts/articles/pages related to the project.
 7. Include the coordinators and the partners contact details;
 8. Websites of all project partners should link to the project's website and vice-versa;
 9. Include all relevant information, timetables and files;
 10. Include press releases, videos and other media related material.
- Put a banner of the project linking to the project's website;
 - Add in your news board a news about your participation in the project. Remember to update the news board also each time you implement an activity related to the project;
 - Remember to add images/pictures in each part related, as they are more attractive for people to check;
 - Keep record of all the relevant posts/news/pages about the project in your own website and provide us links, pictures and information;
 - Remember the project has its own website too so help us to keep it alive by sharing as many information, images, videos and materials as you can to upload it there. It can help your visibility too!

SOCIAL MEDIA

The usage of social media (Facebook, Twitter, Instagram, Tumblr, among others) is encouraged to get the attention of the general public and target groups first and then to document the project with material that can be later used for the final report.

REMINDERS:

- “Like” the GetVal Facebook page (<http://facebook.com/sportvaluesEU>) and invite your contacts through the dedicated Invite Button. If it’s possible, please ask your volunteers and member to do the same: we envisage that each partner brings at least 100 followers to the page;
- We suggest you to turn ON notifications for all posts, in order to receive all GetVal content on your Facebook home. We recommend you to click the like button for all our posts and to share them on your organization page: when people see a post with many likes it is more likely that they will read and share it. We usually write 3 or 4 posts per week;
- Whenever you can, publish news related to the project: local activities, dissemination events in which you shared materials and gave visibility, workshops, meetings with authorities or sportspersons, and general visibility to the project. When you publish something related to GetVal, for example about a local activity, be sure to always tag the GetVal Facebook page and let us know so that we can also share the posts;
- Use the hashtags #GETVAL #SPORTVALUES #GETVALPEOPLE for the posts in your social media;
- Remember to also tag involved people and/or their pages, especially if there are testimonials or relevant local partners in photos, videos etc. This will increase our visibility and the chances to have our content shared by other people;
- Use Twitter as much as you can during your events. Remember the tags, especially to our profile (@SportValuesEU). In case you have twitter and you have not followed our profile yet, please do it and try to enlarge our follower base;
- If you have an Instagram account, make a “Story” and remember to tag the people involved. Remember to follow our profile (@SportValues) and to promote it to help us support the growth of followers;
- If you make any videos, share them with us so we can upload them in our Youtube Channel (<https://www.youtube.com/channel/UC-jAn4M7Gzg8qV-tldoWUTg>);
- In special occasion, we can share with you the editor status to publish directly or stream contents through our channel, so be sure you inform us on due time.

TOOLS, PRODUCTS & PROMOTIONAL MATERIALS

The production of promotional materials should guarantee the sharing of the results among partners and to external actors even after the end of the project. All the impact will be felt throughout the entire project and in a long lasting way. The products realized will affect the educational patterns in the future and will be used as a new base for educational sport activities, and will have an effect in the long run.

REMINDERS:

- Create posters, flyers, brochures, roll-ups, flags and various printed materials in English and the languages of your country, with the logo of the project and the logo of the programme. You can be as creative as you want but remember they have to contain those obligatory information to be considered as eligible expenses. You have a budget line for printing within your costs, that can be used for such reasons, as well as the possibility to buy specific materials for workshops or the Sport Village;
- Create promotional materials: bags, caps, t-shirts, balls, balloons, and other promotional gadgets with the above mentioned logos;
- Our website (<http://sportvalues.eu>) has a dedicated section for the sharing of educational tools. Be sure, whenever we publish new ones, that you give them visibility through all means necessary.

PHOTOS & VIDEOS

Photos and videos are an essential tool to be used to give visibility to the project activities.

REMINDERS:

- Produce as many pictures as possible to be shared through the different platforms, as in our era all contents need to have catchy images in order to be checked by our audience (especially youngsters);
- It's important to take photos with people active on social networks, so if you have the opportunity to take photos with famous athletes, politicians, TV VIPs and so on, do your best to involve them;
- Try to provide us at least 5 generic photos for each event and as many photos as you can for the gallery "GetVal people" (pictures with our promotional sign, that you can find on the google drive to print it and use it). If there is a relevant testimonial, we will probably publish it as a separate post;
- Photos should be catchy and in good quality to be shared;
- Photos are great but videos are interesting too: if you have the opportunity, streaming live videos on Facebook would be another great tool to promote our activities;
- If you have specific budget in your budget lines for the production of videos, be sure you record as much materials as possible during any event, so that we can use it in the end for the production of the videos (to be edited by us on the base of the materials you provide).

DISSEMINATION ACTIVITIES

To ensure the success of the project and for the sustainability of outputs in the long term, all the partners have to organize different dissemination actions at their local levels and therefore promote the results of the project at international level as well.

Standard measures have to be implemented to raise awareness and educate the community on respective issues, and to determinately engage groups into performing the feedback and coming up with the feasible intentions for future engagement.

REMINDERS:

- An opening and a closing event have to be organized in each of the countries participating in the project. Please check in your budget if it's your responsibility and follow the deadlines, trying as much as possible to cooperate to bring as many people as possible;
- Participation in other events (organized by municipalities, ministries, sport federations, sport clubs, schools, NGOs or others) can give an added value and be an important occasion to further promote the project through other wider audiences. Please provide photo and video proof (at least 2-3 pictures each time) to help us sharing about it and share it yourself using official hashtags and tags;
- If you organize any other event, try to connect it as well with our project, so that we can give additional visibility. It's possible to combine different projects in one event.

Other actions the partners have to implement to make the project visible:

- If you have a newsletter or maybe even a blog it can be a good way of keeping both the members of the consortium and all other interest groups on the map of what is going on in the project, so please add information about the project in general and what are your actions in it. Also, share with us the newsletters so we can keep them for reporting;
- Subscribe to our Newsletter. If you have a newsletter connected to your website, remember to add all the activities related to the project;
- Creating and spreading official slogans and hashtags for the project and its phases in general and in the different countries;
- A coordinated campaign to promote integrity in sport, with dedicated slogans, materials and images. We will have to cooperate together to share ideas to realize it and spread it as much as possible;
- The realization of the Sport Village in each of the participating countries, a one day open event to attract the broader public with tournaments, debates and the participation of different sport representatives;
- The short report about the project, with pictures, data and facts will have to be translated in the languages of the countries participating in the project and shared as much as possible;
- In our GetVal Google Drive folder you will find the files to print the GetVal promotional sign, use it during your activities to promote the project: write a sport value on it and try to involve participants by asking them to let you take a photo of them with the sign well visible. On the sign there are logos of the partners and our hashtag #GETVAL;
- Please send all the material to our email (getval@tdm2000international.org) together with some information like the names of the people in the photos, so that we can publish everything on the GetVal page and tag the right people involved;
- If you need any help on how to adjust your facebook page settings or any other doubt or matter you would like to be clarified related to the dissemination and visibility strategy, do not hesitate to contact us.