



**EXECUTIVE
COMMUNICATION
PLAN**

EYESS



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1. OBJECTIVES

The communication activity represents a fundamental pillar in a project with the goal of transferring the experience of **Mondiali Antirazzisti**, a sporting-cultural event recognized as a good practice for preventing and fighting racism. In this perspective, the dissemination activity becomes a fundamental opportunity not only to transfer the project beyond the 5 countries involved, but also to strengthen the involvement of European, national and local institutions, thus ensuring better replicability of the project.

Given this premise, the concrete objectives entrusted to communication and dissemination are:

- To contribute to the frontal training activity in Modena (Italy), through a didactic and copy-editorial planning. The training aims to transfer organizational know-how and communication skills to replicate the experience of the **Mondiali Antirazzisti**
- To support the communication path developed by the organizers of the event **Mondiali Antirazzisti** whose strategic, creative and media outlook will also become a tool for all events scheduled within EYESS
- Support remotely all partners for the correct execution of EYESS communication activities during all scheduled events (including in adapting materials to specific territorial needs). This coaching also becomes a training path (learning by doing) which should strengthen the skills acquired through frontal training
- To realize the *Antiracist Cup toolkit* both in the materials and in the graphic design project whose primary purpose is to facilitate the replicability of the event
- To disseminate the toolkit in order to create favourable conditions for the replicability of the event beyond the borders of the partner countries

2. TARGET

Actions' core target related to communication and dissemination activities coincide with the main actors of the project. Indeed, the primary strategic reason for the whole intervention detailed below is to build an optimal condition



of information, learning and dissemination useful for the replication of the **Mondiali Antirazzisti**. The target of the interventions will therefore be:

- Operators of upper secondary education
- Non-profit system, with a focus on youth organizations and operators active in social inclusion
- Political and institutional actors whose primary responsibilities are education and social inclusion
- Young people and students
- Immigrants

3. STRATEGY

The primary purpose of building optimal knowledge and learning requires a *communication and dissemination strategy* centred on information, that is, on the transfer of content to those who can contribute to the realization of the event.

The strategic value of the communication and dissemination action concerns the ability to create and disseminate a bouquet of products able to offer clear and comprehensible information on the value of the event and on the technical, organizational and creative conditions for its realization.

Specific choices in communication language, tools and channels are the key factors that will transfer the skills to repeat the event, as well as, multiply the number of interested parties who will be able to discover this event and access all the information necessary to replicate it.

Key messages of the intervention will be primarily five:

- Integration and contamination as cultural and economic wealth;
- Sport as an opportunity to trigger virtuous processes of inclusion;
- The education system and its operators as primary actors to intervene with positive integration actions;
- Young people as protagonists in fighting the phenomenon of racism;
- Institutions as a hub and first responsible for the implementation of policies to prevent and fight racism.



Objectives, adopted strategy and key messages impose a creative concept that will have the task of: a) improving the accessibility and usability of information; b) increasing the perception of the feasibility of the event ; c) highlighting the ability of this event to give concrete answers to the phenomenon of racism. This will be done without giving up emotional involvement.

The choice of communication channels falls on a media mix in which a digital dimension and a traditional dimension coexist. The digital one is organized through the social-web system that will allow access to all the information and products of the project (also in an e-learning logic). Instead, the traditional dimension encompasses information meetings and the final conference (which will foster public relations among actors belonging to the system of national and European institutions).

Referring to the output and deliverables section, it is worth highlighting that the communication and dissemination activities will be centred on a bouquet of tools (videos, editorial products, banners, infographics, slides and electronic -cards etc.). These tools will multiply the value of the event In terms of fighting against the phenomena of racism and the creation of an inclusive society. Similarly, they will also offer optimal conditions to enhance the use of the resources and know how produced during the project and to repeat the experience of the **Mondiali Antirazzisti** further.

4. MEDIA CHANNELS

As reported in the strategy, the media mix is able to make the most of the potential from both online and off-line channels. Reasons of geographical extension and target, as well as economic sustainability justify a media composition where the use of web-social digital media plays an important role.

ONLINE MEDIA

In this regard, online channels provided are: Facebook, Instagram and YouTube. Each channel will become the vehicle of the campaign using both advertising and editorial activity. In addition to Digital PR action, preventive planning, constant monitoring and management of the spaces (which will be



purchased within the 3 platforms) will be crucial. Digital PR will feed the spread of creative products and stimulate interaction with the target groups on social media, thus favoring an effective viralization process. Each of these channels will be used consistently with the different role and positioning that has been achieved within the social-web environment.

YouTube

The strategic decision to realize video products gives to YouTube an important role. In this regard, the YouTube campaign will be structured in two main moments:

First phase with CPV model (cost per visualization):

- In stream ads: the video will appear before the content searched by the user and it will be possible to ignore it after six seconds

This first phase will increase the visualizations and the memory of the product (brand-awareness) and will therefore facilitate the work for the next phase.

Second phase with CPC model (cost per click):

- Ads beside-video / video discovery and in search result

In this second phase, the video will appear only for searches similar to a set of selected keywords. These keywords will be identified in order to be coherent with the campaign. Implementing an Adwords campaign implies very good monitoring. Indeed it provides daily reports of each search key and this will allow to enhance the most effective results, thus optimizing the relationship between expenditure and results achieved.

Facebook

The extension of the target makes essential the use of Facebook channel, which is the main social media platform with 375 million monthly users in Europe. On this social network a great deal of attention will be devoted to advertising, optimizing its potential for segmenting the target thanks to the access to very profiled information. Indeed, the structure of the advertising platform, allows to set up and optimize campaigns by immediately establishing multiple objectives, including increased awareness, coverage, generation of traffic on the



project page or site, up to the increase in views of a sponsored video. In addition to advertising management, an editorial activity will be developed which, in addition to feeding social interaction, will carry out a careful moderation of comments, which obviously will not be limited to the simple removal of any jamming, but will be open as far as possible to dialogue and sharing.

Instagram

The creation, management and subsequent linking of an Instagram profile to the project's Facebook page is not only an essential technical requirement, but also a good practice. Indeed, an Instagram profile is decisive to attract the youngest user segment. A careful use of the hashtags will increase the strategic and organic presence of the campaign on the channel and will enhance its awareness effects and coverage. Similarly important is the ability of this channel to tell the story of the events, which is a key moment for this project.

Chat and e-mail systems

The need to multiply the levels of involvement of the target by developing a coherent communication to the concerned category, has made it necessary to foresee the chat and / or email channels. These tools will be used in order to guarantee an opportunity for a one to one relationship in the form of an electronic card to which all the Toolkit materials will be linked.

OFFLINE MEDIA

The offline intervention is developed on three levels: local sporting events; local conferences and final conference. These are important occasions whose function ranges from the awareness raising of the target groups, to the training up and the involvement in a process of viralization of the experience. Below is a brief description of the profile of each category of events.

Pilot sport events

In each of the 5 countries involved in the project, the organization of sporting events will be organized that will mutate the experience of the **Mondiali Antirazzisti**. These occasions, which in addition to the practical execution of what was learned in the training phases, assume particular importance as



communication actions. Those actions are entrusted with the task of increasing awareness and commitment of the target group involved in the event, but also because communication will enrich the social web activity thus ensuring a return to effectiveness towards the broader category of public opinion. Each event will mobilize around 30 players with mixed backgrounds (Erasmus students, students with special needs, local students, youngsters from disadvantaged socio-economic backgrounds, migrants) and will be based on the sport and cultural activities selected by the local partner organization in agreement with local major needs. Thus, the local partner will engage public and private entities able to mobilize relevant target in the event. In this context, the 20 volunteers will play as leaders in the tournament. Partners will choose the specific date of the event to leverage other big sporting events so as to multiply the online and offline dissemination of the event.

Local conference

A conference will be organized after the implementation of the local pilot events. The event aims at increasing awareness and engagement of the diverse local stakeholders related to the local implementation of the pilot sport events. The conference will represent an important moment to develop networks and will also represent a lever for online viralization. Indeed, each event will be streamed and shared on the social channels of the project and the event and will support the online PR activity (see O.2). During the conference, project objectives, values and results will be presented. Good practices on the topic of sport as a lever for social inclusion and multicultural dialogue and the potentialities of the model will be discussed with stakeholders (i.e. training institutions, local authorities, civil society, non-profit organizations).

Final Conference

The final conference represents an important opportunity for public relations towards the system of national and European institutions. A final conference will be held in Bologna, in the spaces made available by the project leader UISP. The aim will be to present the major results of the project activities and its outputs, and involve relevant stakeholders (institutions, civil society, universities) to discuss and think about the impact of Antiracist Cup as a model to tackle discrimination. Each partner, depending on its thematic and geographi-



cal features, will be responsible for the involvement of the relevant stakeholders to be invited to the conference. The conference will be streamed and communicated online through various social channels.

5. PRODUCTS

Graphic-editorial project and subsequent layout of all the information and training materials required by the project

Presentation documents in slide and infographic formats, the package of educational materials provided for the training activity, the products that make up the Antiracist Cup toolkit (Guidelines ebook and Layman's Report), will be subject to editing, copy and graphic work in order to improve its usability.

Tutorial Video*

Photos, archive videos and new footage of the Modena event will become a tutorial video able to show the main steps of the organization and implementation of the event. The entire video will be accompanied by a narrative voice and texts that will allow to better interpret the dynamic story. The video will be elaborated in different formats to make it more in line with the channels on which it will be transmitted. The video tutorial will also become the basis for the realization of a spot/teaser that will drive target attention beyond the boundaries of the countries involved in the project.

Social pages*

In order to multiply the communication, information and involvement capacity of the target, 3 social pages will be opened next to the website (Facebook, Instagram, You Tube). These channels will be used to create the optimal conditions for an interactional activity through news, images, and videos that will support advertising. Each channel will be set up consistently with the creativity and design choices of the communication campaign.

Multilanguage web platform*

A cross-device responsive platform will be designed and developed. The digital

* TTL (Through The Line) In the internet era is a form of expression born from the integration of ATL and BTL and creates actions that combine Web marketing, Social media and Events.



platform will be implemented by a multilingual tool that will recognize the location of the user and will automatically provide the contents in his/her own native language. The structure will be developed paying particular attention to the accessibility and usability of all the training materials that will be created, both those supporting the frontal teaching and those that will make up the toolkit.

Products for the dissemination of the communication campaign

One of the objectives of the dissemination activity is to create the conditions to facilitate the access to all information that will increase the replicability of the event. This implies the need to make training materials more attractive, ie. able to get the interest and attention of the target. In this regard, the creative concept of the campaign will be declined in the digital and typographic materials necessary to convey the message on the online and offline channels chosen in this plan.

Stakeholder mapping

Targeted interventions are needed for effective communication and dissemination campaigns. In this perspective, a mapping activity will be implemented on the following targets: institutional, university and non-profit actors. This mapping will be carried out to identify those subjects who will be able to play an influencer role towards their social / professional system. This in order to guarantee a multiplier effect of the subjects reached with the dissemination.

Typographic BTL** materials for setting up and supporting the event

The choice of a hybrid strategy in which the offline channels contribute significantly to the objectives of the communication, gives particular importance to the creation of the bouquet of products. In this regard, the creation of posters, roll ups, brochures, and invitation letters has been planned.

6. EXPECTED RESULTS

The expected results of this communication plan can be summarized through

** BTL (Belove The Line) means all the materials supporting the communication campaign: posters, brochures, leaflets, direct marketing, etc. The communication campaign on TV, Prin, Radio, Web is called ATL (Above The Line).



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the number of subjects reached both through online and offline channels. This is conceived in the perspective of an increase of the plans to replicate the experience of **Mondiali Antirazzisti**, but also in the more immediate perspective of the growing awareness on the phenomenon of racism, the value of inclusion and the cultural and social contribution of sport.

The number of subjects reached by the Toolkit will assume a primary value. It is therefore clear that the number of education workers, as well as policy makers and non-profit organizations interested in the topic are fundamental values to concretely measure the results of this campaign.

Similar important will be the numbers of online communication, which in the adopted strategy represents a particularly relevant media. In this regard, the data on the total views, on the profiling of the users exposed to the videos, on the duration of permanence in the visualization as well as in general on the engagement metrics (Comments and Sharing Interactions) will allow to have a further measure of the success of the campaign.

For the reasons reported above, some results are shown below on which the success of the campaign can be measured:

- 150 youngsters involved in the replication phase (ie. local pilot events), where a pilot version of **Mondiali Antirazzisti** will be implemented in each country (about 30 participants per country, 6 teams, 5 players per team)
- 3.000 people involved in the pilot events as audience;
- 2 universities and 1 Academy, 1 youth organization, 2 non-profit organizations specialized on Sport and social inclusion will be engaged in **Mondiali Antirazzisti** and local pilot events;
- At least 10 other non-profit entities (working in the field of sport, social inclusion and academic environment) will be involved in the local pilot events;
- 15 local authorities and institutional stakeholders will be involved in dissemination activities.

Online communication and dissemination activity will reach the following target:

- 45 K young people 15-29 year old (25 K in Italy, 5 K in each country Greece, Hungary, Austria, Denmark);
- 1 K Teachers and Professors in 6 partners country;
- 200 no-profit organizations specialized on antidiscrimination, youth and inclusion.



7. WORK GROUP

It is beyond doubt that for the success of this strategy the construction of a professional team will be decisive, able to preside over all the elements on which the communication and dissemination intervention is composed, from the technological ones to the creative and copy ones, up to those of thematic specialization for the development of information products. To go in this direction, the following professional figures are expected to be involved:

- *Communication strategist*, will have the task of perfecting and governing the executive process of the proposed strategy;
- *Art director*, will have the task of developing creativity in the campaign and editorial project of the toolkit and all BTL materials;
- *Videomaker*, will have the task of creating the video products envisaged by the project (video tutorials and commercials), as well as, making the shootings, photos, audio for the construction of the same products;
- *Graphic designer*, will have the task of realizing all the executive products designed by the art director, both editorial ones and those that will accompany the information campaign through the different media channels;
- *Web developer*, will have the task of creating all the web products foreseen by the campaign (website, social channels);
- *Social Media manager*, will have the task of governing the flow of content that will be conveyed through digital web / social channels;
- *Editor*, will have the task of working on the contents of the toolkit both in order to increase its usability level and to adapt them and make them consistent with the different channels on which they will be conveyed.



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8. TIME SCHEDULE

Months/Activities	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
WP1-Management																								
Activity 1.1 - General coordination		✓										✓						✓						✓
Activity 1.2 - Risk management and quality assurance																								
Activity 1.4 - Financial and administrative coordination												✓												✓
WP2 - Theoretical and practical training																								
Activity 2.1 - Preparation of the training material																								
Activity 2.2 - Selection of the group of 5 young volunteers per participating country																								
Activity 2.3 - Development of training activities																								
WP3 - Pilot events in local areas																								
Activity 3.1 - Realization of a mapping activity of relevant local and national stakeholders												✓												
Activity 3.2 - Setting up and animation of online identity of the event for local stakeholders and participants																								
Activity 3.3 - Organization of the pilot event																								
Activity 3.4 - Implementation of the pilot events																	✓	✓						
Activity 3.5 - Elaboration of the case-study of the local pilot event																		✓						
WP4 - Mutual learning and elaboration of the toolkit																								
Activity 4.1 - Preparation of the mutual learning session																								
Activity 4.2 - Mutual learning session																								
Activity 4.3 - Elaboration of the toolkit																								✓
WP5 - Impact and evaluation																								
Activity 5.1 - Development of the evaluation plan																								
Activity 5.2 - Evaluation of the impact																								
WP6 - Dissemination activity																								
Activity 6.1 - Local Conferences																	✓	✓	✓					
Activity 6.2 - Online dissemination																								
Activity 6.3 - Final Conference																								✓



9. CREATIVE PROJECT



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By **mondiali
antirazzisti**

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