



**Creative tools
to activate NEET**

2020-1-CZ01-KA227-YOU-094295

DISSEMINATION PLAN



Introduction:

NEETs (Not in Education, Employment, or Training) are individuals who are in the age group that is typically associated with education and employment but are not actively engaged in any of these pursuits. Understanding the needs of NEETs is crucial for developing effective interventions and support systems to help them transition into education, employment, or training.

Purpose:

This document presents the Dissemination Plan for “Creative tools to activate NEET” project. It serves as common guidelines and useful information for the communication and exploitation activities partners will and can implement in order to achieve an effective dissemination of the project and its results.

The Dissemination Plan identifies all the relevant channels, audiences, information and content to be disseminated by the project. Moreover, the implementation of this plan will optimize the target group’s and relevant stakeholders’ engagement, emphasizing the potential benefits that the project can deliver.

This document is under the responsibility of AC Amics de la biblioteca de la Fonteta. Amendments, comments and / or suggestions should be sent to Amics: admin@amics.eu

Dissemination management structure:

Project’s Dissemination Plan will be developed during the beginning and first 2 months of the project, while it will be also presented to all partners during the project’s kick-off meeting.

Amics, as the leading partner for the project’s dissemination activities, will establish a Communication Team that will be responsible for the organization and for providing guidelines for the implementation of our project’s communication, dissemination and exploitation activities.

One representative / staff member of each partner will be included in the project’s Communication Team with the responsibility of implementing and reporting the dissemination activities undertaken by each partner.



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At the start phase, as no results will be available, the communication strategy will focus on raising project awareness among the stakeholders' community, then as the first project results will become available, dissemination of project outputs will start and last until the end of the project period.

Planning of Dissemination:

Target Group:

Target group of NEETS are in urgent need to find a way to be active in social participation to develop skills based in non formal methods such as circus, theater, music, video editing or board games.

Dissemination tools:

The dissemination Plan of the project will use different digital ways to share the process as:

- **Newsletters** where we will find information about the different activities we will do.
- **Good practices** where we will find info about different actions related to our topics to involve youths to be active.
- **Webpage** where we will post all the results of the project during the process.
- **Informative posts** about the different meetings in the different social media of the partners which are:

Educator		
Social media	Name	Links
Facebook	Educator	Educator FB
Instagram	-	-



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Amics de la biblioteca de la fonteta		
Social media	Name	Links
Facebook	Amics Eu	Amics.eu - Home Facebook
Instagram	@amics.eu	Associació Amics (@amics.eu) • Instagram photos and videos

Teatro Metaphora		
Social media	Name	Links
Facebook	Teatro Metaphora	Teatro Metaphora
Instagram	@teatrometaphora	Teatro Metaphora (@teatrometaphora) • Instagram photos and videos

Cirkus La Bulle		
Social media	Name	Links
Facebook	Cirkus La Bulle	Cirkus La Bulle
Instagram	@cirkus_cik	Cirkus La Bulle



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Creative Tools to Activate NEETS social media		
Social media	Name	Links
Facebook	Activate NEET	Activate NEETS FB
Webpage	tools2activateneet	https://tools2activateneet.eu

Reinforcing, “Creativity tools to activate NEET” in a sustainable way is one of the core objectives of the Dissemination Plan and the relevant activities foreseen. Hence, communication activities ensure that the project improves the visibility of its outcomes and results and builds foundations for long-term Public Relations (PR) management.

To this direction, the project’s visual identity will be developed to contribute to the overall perception of the project and its uniform impression. It will include elements that will represent the project in a distinct and consistent way, such as the project’s logo, fonts, templates, etc.). Below, the key elements and principles of the project’s visual identity are being described:

- ✓ The EU logo and the disclaimer provided in the cover page of the Dissemination Plan should also be included in each template / document developed within our project in order to clearly show and highlight that this is an EU-funded project
- ✓ Here you can find all the info related to Visual identity and logos – EACEA https://eacea.ec.europa.eu/about-eacea/visual-identity_en
- ✓ PLEASE INCLUDE ALSO THE LOGOS OF Consortium partners when is possible.

To complete our dissemination digital area the team create a new logo which is gonna be used for the project:



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Organization of tasks and coordination (Timeline):

Amics is gonna be responsible for the dissemination area and will coordinate partners, being responsible to check that the work is revised and done on time. Here we can find the plan divided in organizations and months:

Creative tools dissemination plan				
Month	Amics	Cirkus La Bulle	Educator	Teatro Metaphora
October 2021	Preparatory meeting			
November 2021				
December 2021	2nd TPM	Newspaper		
January 2022				
February 2022				
March 2022				
April 2022				
May 2022				TPM Madeira
June 2022				
July 2022	Check	Good practices	Previous booklet	Good practices
August 2022				
September 2022				
October 2022	TC Ostrava	TC Ostrava	TC Ostrava	TC Ostrava



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November 2022				
December 2022	Workshops	Workshops	Workshops	Workshops
January 2023	Workshops	Workshops	Workshops	Workshops
February 2023	Workshops	Workshops	Workshops	Workshops
March 2023	TPM Valencia	Workshops	Workshops	Workshops
April 2023		Newsletter		
June/july2023	Results on webpage			

Impact and monitoring of dissemination process:

Within the application form, various key performance indicators (KPIs) have already been defined to measure the impact of the dissemination and communication activities that will be implemented within our project.

Monitoring a dissemination team is essential to ensure that the team is operating efficiently and effectively in achieving its goals. To achieve it we will evaluate Content and Channels: Assessing the quality and effectiveness of the content created by the dissemination team. Review the messaging, tone, and relevance to the target audience. Evaluating the performance of different communication channels used, such as social media, email marketing, press releases, or events. Analyzing engagement metrics, feedback, and audience responses to determine the impact of the team's content and channels.

The team will check every month all the dissemination process to update the social media and methods used to optimize the process and to develop new strategies to achieve the goals proposed in the beginning of the project.



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DISSEMINATION REPORT

The dissemination report of the Creative tools to activate NEET is done during the different steps we did as meetings, the training or workshops.

During the project we used different ways to disseminate every action we were doing such as facebook and whatsapp; we also created our own newsletter.

Since we started this process to involve NEETS in different skills to being active in social participation we can divide the posts in different kind as:

- **Newsletters** where we can find information about the different activities we did in this time like the training course or the transnational meetings.

You can download all the newsletter from here:

https://drive.google.com/drive/folders/1tmrVpxwwRsEBN3_rFPDxybgoJH-MJKmq?usp=sharing





Creative tools to activate NEET

MARCH 2023 NEWSLETTER NO. 2

CREATIVE TOOLS TO ACTIVATE NEET

THE OFFICIAL NEWSLETTER OF THE PROJECT

THE FINAL MEETING SUMMARY

16TH 16TH MARCH 2023

IN VALENCIA, SPAIN

For the final meeting, the representatives of the organizations gathered in Valencia to evaluate the work carried out in each country during the project and to highlight the tasks that still remain to be fulfilled. After the day meeting, various activities were carried out by each organization, which aimed to engage the NEET and young people. It was very important and interesting to share experiences between partners and reflect on the whole process. During the meeting participants also visited the youth center in Quart de Poblet to learn about their good practices and activities. They also had the opportunity to see **Homocidial Apple**, which promotes recreational and educational activities.

What will be next?

The strategic partnership explored different methods, tools, and solutions for the education and activation of young people, especially the NEET who faced challenges arising from the pandemic situation. The organizations developed fruitful activities and they are motivated to continue the local and international collaborations. On the way the impact of the project will remain in the long-term perspective.

ActiveNEET
#CreativeTools2ActivateNEET
#Educatca
#Educatca2023

PROJECT DESCRIPTION:

EU COORDINATION: **ASOCIACIÓN ADULTOS, CEBAN REPUBLICA DE ESPAÑA PARA LA EDUCACIÓN, EDUCACIÓN, AND CULTURE - CIV. EUROPEA**
 ES: **ASOCIACIÓN DE LA BOLSINERÍA DE LA FOTOGRAFÍA, BARRIO DE FERRAZ METAMORFOS - RESERVALES DE AMIGOS DAS ARTES, PORTUGAL**
 ES: **INSTRATA SOBRIAN RESERVA SOCIOAL, TAYIKISTAN**

Co-funded by the European Union

View this project on the website: <https://www.creative-tools.eu>

Project description prepared by EDUCATOR in the frame of the project - www.creative-tools.eu

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- Good practices where we can find info about different actions related to our topics to involve youths to be active.

GOOD PRACTICE II:

Best practice title: Video Production
 Funding Programme: ESJ, European Social Fund, Operational Programme Employment
 Best practice thematic field: Video and Photography
 Best practice type: Workshop

Summary of the best practice:

The Regional Volunteer Center of the South Moravian Region, Volunteer Center 67 provides young people aged 15 to 30 with information about volunteering opportunities in Brno, the Czech Republic and the world, and also involves senior volunteers. The main aim of the center is to connect volunteers and organizations that are looking for volunteers. The space offers young people the background for developing their own ideas, advice on finding resources for the implementation of their projects, the opportunity to find partners for their activities. The center supports the integration of NEETs into society, helps them gain experience and thus increases employability in the labor market.

The Video Production workshop, prepared in cooperation with IBM, focused on coordinators working with people aged 18-30, youth leaders, educators and other youth workers.

The workshop took place at the Volunteer Center 67 in Brno.

The workshop was divided into two parts: in the first part, the participants focused on dramaturgy and examples of good practice (eg suitable video length, musical background, etc.). In the second part, there was a practical video processing and professional consultation and advice.

The course participants then used their new knowledge to work with NEETs and passed on new experiences.

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GOOD PRACTICE IV:

Best practice title: Creation and Video
 Funding Programme: National Information and Advisory Center for Culture
 Best practice thematic field: Video and Photography
 Best practice type: Online seminar

Summary of the best practice:

The seminar is held regularly each year as a part of the event Art Week, is free, intended for young people interested in video and the arts, including those who are preparing or considering a job related to video.

The seminar called Creation and Video takes place in 4 online meetings. During the seminar, interested participants learn practical advice on how to see, shoot and share a video, it implies a creative approach, provides examples of professional and amateur work, advice on technical readiness and there is also room for questions and discussion.

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- Poster of the project



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- Xbanner of the project

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The main idea of Creative tools to Activate NEET is to share good practices that the organizations/offices do as methodology, tools or artistic ideas that can help, support and empower the NEET to be integrated in the society and to create a training course for youth workers using arts and creativity as an engagement tool for the inclusion of NEET in society in times of COVID.

Objectives

- ✔ To provide youth opportunities with art and creativity tools and methods to involve NEET's in the society.
- ✔ To support and empower the NEET to be integrated in the society.
- ✔ To improve the quality and competence of the youth workers to work with NEET using different artistic methods and tools.
- ✔ To develop transnational cooperation in the field of creativity, arts and social integration by exchanging good practices and experiences between partner.

During the project, TWP and Short Staff Training we will work in 6 areas:

1. LEADER's Tools (Greece (La Belle Strosse))
2. Video and photography (EDUCATOR, Czech Republic)
3. Board Games (Austria de la Pindoch, Spain)
4. Outdoor art activities (Tavira, Algarve, Portugal)
5. Music (Erzurum Semaik Belen Demeç, Turkey)

Educator

www.educatorspolek.com

ERASMUS+ KA227



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- **Informative post** about the different meetings in the different social media of the partners which are:

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Cirkus La Bulle		
Social media	Name	Links
Facebook	Cirkus La Bulle	Cirkus La Bulle
Instagram	@cirkus_cik	Cirkus La Bulle

Creative Tools to Activate NEETS social media		
Social media	Name	Links
Facebook	Activate NEET	Activate NEETS FB
Instagram	-	-

SILENT PARTNERS MAPPING

https://docs.google.com/spreadsheets/d/1itdcy2Lcy5XXN9eGyn_K8XOJatXRiERv/edit?usp=share_link&ouid=102683270296538859416&rtpof=true&sd=true



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Here it is the table with all the links for the dissemination post:

Project title	Creativity Tools to Activate NEETS				
Dissemination type	Organisation	Date	Short description	Partners involved	Link
Preparatory Meeting	Activate Neet FB	15.10.21	FB post about the preparatory meeting	All partners	preparatory meeting
Second TPM Eslovenia	Activate Neet FB	13.12.21	IG post about the second TPM happened in Eslovenia.	All partners	TPM 2 Eslovenia
Newspaper	Activate Neet FB	13.12.21	Newspaper about the meeting on Eslovenia	All partners	Newspaper CTTNEETS
Post in Madeira of the meeting	Teatro Metaphora	5.5.22	FB Post of Madeira meeting	All partners	Camara de Lobos
Post in Madeira of the meeting	Educator	5.5.22	FB Post of Madeira meeting	All partners	Meeting Madeira
Previous booklet post	Activate Neet FB	9.7.22	Previous booklet post on FB	All partners	Booklet
Good practices Teatro Metaphora	Activate Neet FB	18.7.22	FB post about some good practices of	All partners	Good practices TM



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			Teatro metaphora and some info about the organization		
Good practices VOL I	Activate Neet FB	22.7.22	FB post about some good practices of the Czech team	All partners	Good practice vol I
Good practices	Activate Neet FB	22.7.22	FB post about some good practices of the Cirkus la Bulle	All Partners	Good practice Cirkus La Bulle
Good practices VOL II	Activate Neet FB	23.7.22	Good practices about the project	All Partners	Good practices VOL II
Good practices VOL III	Activate Neet FB	24.7.22	FB post about VOL III of good practices	All Partners	Good practices VOL III
Good practices VOL IV	Activate Neet FB	25.7.22	FB post about VOL IV of good practices	All partners	Good practices VOL IV
Good practices VOL V	Activate Neet FB	26.7.22	FB post about VOL V of good practices	All partners	Good practices VOL V
Training course Ostrava	Activate Neet FB	6.10.22	FB post about the training course	All partners	TC Ostrava



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			happened in October 2022		
Newspaper Vol II	Activate Neet FB	28.10.22	FB post about the newspaper of the project	All partners	Newspaper VOL II
Training course Ostrava	Amics	11.10.22	Instagram post about the training course happened in October 2022	All partners	TC CZECH
Training course Ostrava	Teatro Metaphora	04.10.22	Instagram post about the training course happened in October 2022	All partners	TC CZECH
Training course Ostrava	Educator	14.10.22	FB post about the training course happened in October 2022	All partners	TC Ostrava
Training course Ostrava	Teatro Metaphora	29.10.22	Instagram post about the training course happened in October 2022	All partners	TC CZECH
Workshop Teatro Metaphora	Teatro Metaphora and FB Activate	1.2.23	FB Post about the workshop done in Portugal	All partners	Teatro Metaphora workshop



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	Neets		from teatro metaphora		
TPM Valencia	Amics	30.03.23	Instagram post about the TPM we had in Valencia to finish everything we have to do for the report	All partners	TPM Valencia
Stories on Instagram	Amics	5.10.22 to 30.03.23	All the posted stories on instagram we did during TC and workshops	All partners	Stories on IG
5th newsletter	Educator	4.4.23	FB post about the 5th newsletter of the project	All partners	5TH NEWLETTER



Dissemination results numbers:

- No. of young people involved in the project +200 people
- Number of youth workers involved in the project + 15
- No. of stakeholders involved +30
- No. of youth workers in the field of youth in training activities 15
- No. of local training events by members 5
- No. of young people in the local training course +100
- No. of people reached by the activity/awareness campaign/dissemination +100
<https://www.facebook.com/Activate-NEET-103914265400730>
- No. of people reached by official social media channel (Facebook) 669 followers
- No. of people like the facebook 273
- Number of people reached with the positions 2033 people
- No. of publications created on (Facebook) Total: 25
- No. of people reached by the official social media channels of the partner organizations
The partners created a total of 74 posts on their social media channels, reach 10,000+



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