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## **EYES - Communication and diffusion plan**

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## **Table of contents**

INTRODUCTION

CONTEXT AND ISSUES

CONSORTIUM PARTNERS

MAIN OBJECTIVES

COMMUNICATION AND DIFFUSION OBJECTIVES

THE 17-29 YEARS OLD : A NON HOMOGENEOUS TARGET

LEVELS OF COMMUNICATION (TARGETS, MESSAGES, CHANNELS, TOOLS  
AND ACTIONS)

AMBASSADORS, INFLUENCERS AND RELEVANT PROFILES IDENTIFIED

AGENDA

## **INTRODUCTION**

The communication and dissemination activities are essential to improve project success and impact.

Therefore, the communication and dissemination plan drafting and sharing with the consortium partners ensures an efficient management of the activities and an optimal use of the tools created.

## **CONTEXT AND ISSUES**

The young generations have not the floor when it comes to think about the energy and climate planning in the society.

Young people from so-called "vulnerable" communities are more exposed to suffer from the climate change effects, whereas this population have great difficulties to be heard, even in a local area.

In the EYES project, innovative methods will be developed and implemented in order to improve inclusive education and/or youth involvement of those vulnerable and not vulnerable groups, in their specific contexts, focused on local climate and energy plannings.

The two main issues of the project are:

- Fight against inequality in the education, guiding young teams involvement in the local public life;
- Fight against «harder to reach» young people marginalization, population more exposed to the climate change effects.

## **CONSORTIUM PARTNERS**

The different partners and countries composing the consortium are :

- Ecoserveis - Spain ;
- Granollers City Council - Spain ;
- Union of Bulgarian Black Sea Local Authorities (UBBSLA) - Bulgaria ;
- EC Network - Denmark ;
- EUC Syd - Denmark ;
- Agenzia Napoletana Energia e Ambiente (ANEA) - Italia ;
- Agence Locale de l'Energie et du Climat de la Métropole de Lyon (ALEC Lyon) - France ;

- Polska Sieć Energie Cites (PNEC) - Poland ;

## MAIN GOALS

EYES intends to implement and evaluate an innovative method based on youth participation on the energy and climate local planning. Climate change is a global challenge that will especially affect young generations. However, young generations don't usually have a voice on energy and climate planning. In addition, vulnerable communities are more likely to suffer climate change effects while they usually have more difficulty having their voice represented. As such, young people from vulnerable communities represent a sector of society that is both hard to reach and especially disempowered on that topic.

Through the EYES project, young people in specific areas will be trained on climate change issues, enhancing them to involve themselves today for tomorrow. Currently, climate change represents a threat to younger generations. They are now rising up, claiming that governments and multinational companies should do more to limit climate change effects.

This project represents an opportunity to empower young people into being able to have a say into their political context.

That is why an innovative method based on youth participation in local energy and climate planning will be implemented and evaluated by the EYES consortium partners:

- Each country will create youth intervention teams (YITs), dialogue spaces, training, analysis, advocacy and communication on energy and climate change for young citizens from different origins, with a « harder to reach » people priority.
- These YITs will develop and conduct studies and interviews in order to identify key barriers and fears, according to young people, about local energy and climate policies.
- The results of these surveys will be gathered in a Recommendation Guide directed at local policy makers.

This process will be supervised by a multidisciplinary Advisory Board (AB), composed of local stakeholders, representatives of local communities, academics, experts...) which will serve as a model to guide the YITs all through the project.

To achieve this general objective, actions will be realized as :

- Develop innovative methods and practices: empower youth by improving group capacity through workshops and Advisory Board members guidance.
- Enhance inclusive education: develop an educational approach that takes into account the special needs of young people's teaching and learning, especially « harder to reach » people, marginalized and vulnerable. This approach will raise the educational chances, based on highlighting diversity as a major point of the teaching and learning process.

## **COMMUNICATION AND DISSEMINATION GOALS**

### **General Goals**

The communication and dissemination goals of the EYES project are :

- Organize an efficient communication between project stakeholders, on different levels (European, National and Local level) ;
- Make the EYES project well known by the potential participants and the main beneficiaries ;
- Maintain Young Intervention Teams involvement for the project duration
- Inform and communicate about the main results to public and private agencies (national, European and local institutions)

The communication and dissemination plan includes internal and external communication activities.

### **Internal communication goals :**

- Keep a common information level for all project partners (administrative and financial commitments, responsibilities and project progression following up ;
- Ensure a good communication organization between project partners, particularly between partners and workpackage leaders ;

### **External communication goals :**

- Make the EYES project known for the different targets : objectives, context, consortium of partners, commitments and attended results.
- Make the results known, the successes and difficulties encountered during the project;
- Elaborate and realize communication strategy, mainly oriented through social media, in order to reach the targets at different levels (local, national and European level).
- Design communication tools, services and products adapted to targets and used by all project partners.
- Incite key actors (local policy makers, social structures) to develop a similar approach in their area by diffusing a Recommendation Guide in a communicant style.
- Diffuse knowledge acquisition through an innovative method improving young people involvement in the public local citizen life.

## **THE 17-29 YEARS OLD : AN NON-HOMOGENEOUS TARGET**

To approach the young people 17-29 years old, it is necessary to know some of the codes they use in their daily lives and how they are connected with the rest of the society. In order to get an effective communication campaign well adapted to them, we have to answer at their consumption patterns, their expectations and their needs.

Young people are not a homogeneous group, we must know how to adapt our communication to their "tendencies".

On the he ecological transition subject, young people is an divided target in different levels of implications:

- The "trendy" youth, with great interest of any "fashionable" initiative,
- Youth "militant" from an environmental point of view, with political claims ,
- Youth "thrifty by nature" because they have limited financial means and therefore are attentive to their consumption,
- "Vulnerable" youth, excluded from debates and political discussions on climate issues, and with a rebellion potential desire in front of issues that they just see in a

negative way, because they suffer from the concrete consequences of climate change.

To get in touch with this volatile and demanding youth, despite the low purchasing power, traditional media (advertising, TV spots, flyers) are no longer the most relevant.

The use of smartphones has upset the receptivity of young people to the information they are supposed to receive. Campaigns carried out via traditional media have a lower transformation rate on young people than when they are orchestrated on social media.

Not only because it corresponds to their uses but also because they can more easily identify with messages and products, the effective campaigns with young people are those that have relied on the principle of virality or power of recommendation of influencers.

## LEVELS OF COMMUNICATION

The external communication is divided into 4 different levels. For each level, we answered the following questions :

- **Why ?** Why should we communicate to this target ?
- **To Whom ?** Who is the target exactly ?
- **What ?** Message, Keywords, Hashtags, Communication channels
- **How ?** Communication tools and actions
- **When ?** Date of start and end ? Potential rate ?
- **By whom ?** Who is in charge and who contribute in the consortium ?

### Level 1 : European Level

## **Why ?**

The communication at European level is essential in order to gather and present the local activities and the project results and foster replication of the methodologies by other municipalities beyond the consortium.

## **To whom ?**

For this level of communication, the targets are the European Union and other structures potentially interested by the project (other European partners or structures), Networks of European Cities and Regions, the Covenant of Mayors network, Managenergy, Umbrella organisations representing youth, among others.

## **What ?**

At this level, the communication is focused on the project description, the partners composing the consortium, the local experiences and activities in each country and mostly the project results and its potential for replication in other European contexts.

## **Message**

The message is directly linked to the two main issues of the EYES project.

« The climate change effects can be more effectively mitigated by involving « harder to reach » youth in the local life participation, to enhance inclusive education »

## **Keywords**

The keywords in this level are : inclusive education, change, citizens, local, vulnerable communities, youth and climate change

## **Hashtags**

The main hashtags in this level are : #education, #citizen, #climatechange, #betterlife, #fridays4future, #climateaction #SocialInclusion #ClimateEmergency, #PolicyAdvocacy

A common hashtag to follow the entire project **#EyesErasmus**

## **Communication channels**

The communication channels at European level are mainly linked to the communication tools detailed in the following paragraph.



During the project, the main communication channel is the **European website**, but social networks (and especially Twitter) will also be used for more dynamic communication

There will be a twitter account of the project @EyesErasmus for political advocacy and network at the EU level.

There will be a facebook page that will be mainly used to communicate about events at european level (meetings and others events) and project relevant news.

## How ?

### Communication tools

At this level, we use the following communication tools :

- **1 EYES European website**, in english, including the project activities and results in each country ;
- **1 Twitter account** in english for political advocacy and network at the EU level
- **1 Facebook page** in english that will be mainly used to communicate about events at European level and sharing information between European partners (topics, news...) ;
- **1 Youtube channel** : The Youtube channel is used as a video storage for all the videos planned (Best Practises, Key actors interviews, Case Studies, Instagram story selection, Final video). One EYES Youtube channel with 6 playlists (one for each country).

### Communication actions

In this level, we use the following communication actions :

- **1 Press release at European level**, in english, describing the project results
- **1 Recommendation Guide**, written in english, shaped in a communicant way ;
- **1 European Final Video**, in english, gathering all partners videos and Instagram stories ;

## When ?

The different due dates are :

- **EYES European website** : July 2019
- **EYES European Social media (Twitter account, Facebook page and Youtube channel)** : July 2019.
- **Recommandation Guide** : January 2021.
- **European Final Video** : January 2021.
- **Press release at European level** : January 2021.

## By whom ?

- **EYES European website**: ALEC Lyon (France) is in charge of the website creation (write functional specifications, choose the provider, follow the realization). All partners are the web content contributors, especially results in their country.
- **EYES social media at the EU level** : ALEC Lyon (France) will be in charge of managing the EU social media accounts. Each partner will have access to publicate contents according to ALEC-Lyon guidelines.
- **Recommandation Guide** : ANEA is in charge of the template (WP4) and all partners are the content contributors.
- **Final Video** : ALEC Lyon is in charge of the Final Video created from all partners national videos.
- **Press release at European level** : ALEC Lyon is in charge of the press release in european level.

## Level 2 : National Level

### Why ?

The communication at National level is essential in order to present the local experiences, the activities and the project results in each country, during the project

life, and foster replication and uptake of the model by other municipalities and regions in the consortium partner countries.

## To whom ?

For this level of communication, the targets are the local/national stakeholders (municipalities, local partners...), Advisory Board members, the local and national media.

## What ?

At this level, the communication is focused on the project description, the news and events announcements, the links to other projects, the project activities and the project results.

## Message

The message is more focused on climate change and local life with the appearance of the pronoun « I » in order to highlight identification.

« The climate change effects can be more effectively mitigated by involving vulnerable youth in the local life engagement, to empower citizenship in their territory »

## Keywords

The keywords in this level are : climate change, future, habits, change, youth, climate action, participation, climate emergency,

## Hashtags

The main hashtags in this level are: #climatechange #ClimateAction #changeit #betterlife , #FridaysForFuture, #ClimateEmergency #systemchangeNOclimatechange #ClimateStrike

## Communication channels

The communication channels in this level are detailed in the following board:

Channel	✓ or X	Why ?
Traditional media (ads, press article, poster...)	✓	Relay in social media

Twitter	✓	News sharing
Facebook	✓	Media reaching everyone – Easy connected with Instagram (same company). Social media essential to create and relay events.
Instagram	X	Visual media. Sharing is not possible on Instagram.
Snapchat	X	Passing media used by 15-25 years old.
Youtube	✓	Easier to get some videos and share them on Facebook or post on Instagram.

## How ?

At this level, we use these following types of communication tools for each country:

### Communication tools

- **1 EYES National page (instead of « Microsites »)**, directly on the European website or included to the partner website. For news, events announcements, topics and project results.
- **1 EYES Facebook page (optional)** : For news, events announcements, topics sharing, during the project life. An EYES Facebook page created in each country. Easy connected to the Instagram EYES account (Level 3). EYES national Facebook page is an great link between the communication levels 2 and 3. Use each partner's Facebook page can be an option too.
- **1 Twitter account (optional)** : For news and to communicate and advocacy in local language. Use each partner's Twitter account can be an option too.
- **1 Communication kit** : Roll-up, Word and Powerpoint presentations

### Communication actions

- **6 Videos :**

For each country, the different videos expected are :

- Case Studies Videos done by/with the YITs: 2 Case Studies examples for each country ;
- Key actors Interviews : 3 interviews (2 expert profile and 1 person representing youth group) for each country ;

- Final video : 1 Final Video for each country ;
- **2 Press releases at national level** : at the beginning and at the end of the project
- **2 project presentations at national/local level events** : at the end of the project
- **Newsletters** : to gather all the project news

## When ?

The different due dates are :

- **EYES National page (instead of « Microsites »)** : July 2019
- **EYES Facebook page** : July 2019
- **Twitter account (optional)** : July 2019
- **Communication kit** : July 2019
- **Videos** :
  - 2 Best Practises Videos : July 2020
  - 3 Key actors Interviews : July 2020
  - 1 Final video : November 2020
- **Press releases at national level** : one in september 2019 and one in july 2020
- **Project presentations at national/local events** : 2 presentations between july 2020 and december 2020
- **Newsletters** : every 3 months (after each Advisory Board meeting for example) ;

## By whom ?

- **EYES National page (instead of « Microsites »)** : ALEC Lyon in charge of page creation (if included in the EU website). Each partner in charge of the contents.
- **EYES Facebook page** : Each partner in charge of the creation and administration.
- **Twitter account (optional)** : Each partner in charge of sharing posts about EYES project.
- **Communication kit** : ALEC Lyon in charge of the template. Each pilot partner in charge of the adaptation.
- **6 Videos** :
  - 2 Best Practises Videos : Each partner in charge (recording, editing, posting on Youtube channel)
  - 3 Key actors Interviews : Each partner in charge (recording, editing, posting on Youtube channel)
  - 1 Final video : November : Each partner in charge (recording, editing, posting on Youtube channel)
- **Press releases at national level** : Each partner in charge (writing and dissemination) ;
- **Project presentations at national/local events** : Each partner in charge ;
- **Newsletters** : ALEC Lyon in charge of the template creation. Each partner in charge of the newsletters (writing and dissemination).

### **Level 3 : Young Intervention Team Level**

#### **Why ?**

The communication at Young Intervention Team level is focused on the Young Intervention Teams (YIT) creation and following during the project.

#### **To whom ?**

For this level of communication, the targets are the Youth local organizations and young people in the target areas.

## What ?

At this level, the communication is focused on the project description, and the benefits that joining the project bring to the youth community.

## Message

The message is more focused on climate change, its impacts in their local life and the value of participating in a team.

*« I can have a voice by joining a team, finding the ideas and means to engage concrete actions and ask the decision makers, to make my city livable and mitigate the climate change in my nearby environment »*

## Keywords

The keywords in this level are: impact, actions, ideas, team, advocacy, climatepolitics

## Hashtags

The main hashtags in this level are : #creative #team #together #actions #simple #now, #FridaysForFuture #LocalLife #ClimateAction #BetterToday #SustainableLifeStyle

## Communication channels

The communication channels at this level are detailed in the following board :

Channel	✓ or X	Why ?
Traditional media (ads, press article, poster...)	X	Relay in social media
Twitter	✓	News sharing
Facebook	✓	Media reaching everyone – Easy connected with Instagram (same company).
Instagram	✓	Visual media. Sharing is not possible on Instagram.

Snapchat	X	Passing media used by 15-25 years old.
Youtube	X	Professional videos.

## How ?

At this level, we use these following types of communication tools and actions for each country :

### Communication tools

- **1 EYES Facebook page** : For news, events announcements, topics sharing, during the project life. An EYES Facebook page in each country will be essential. Easy connected to the Instagram EYES account (Level 3). The Facebook page is the main link between the communication level 2 and 3. The YIT members will be motivated to like the Facebook page and share some posts.
- **1 Twitter account (optional)** : For news mainly, using the structure account. The YIT members will be motivated to follow the Twitter account and potentially act (likes, retweets).
- **1 EYES Instagram account** : For news, events announcements, pictures sharing and mostly Instagram stories. The administration is shared between YIT members and EYES coordinator in each country. The EYES Instagram account is the link between the communication level 3 and 4.

### Communication actions (for YIT creation)

- **Flyer (optional)** : A flyer pushing young people to join a YIT.
- **Event (optional)** : An event pushing young people to join a YIT.

### Communication actions (after YIT creation)

- **Facebook actions** : Each partner will create an EYES community and make online actions to stimulate it : quizz, polls, competitions, topics...
- **Events** : The community stimulation has to be online and offline. Events organization (posted on the Facebook page) will bring dynamic for sure.
- **Online relay for YIT actions** : The Facebook page will be administered by each partner. It is essential to relay the YIT actions, making the link between



EYES Instagram profile (administered by the YIT) and the EYES Facebook page.

## When ?

The different due dates are :

- **EYES Facebook page** : July 2019
- **Twitter account (optional)** : July 2019
- **EYES Instagram account** : July 2019
- **Flyer for YIT creation (optional)** : Template in June 2019
- **Event for YIT creation (optional)** : From June to September 2019
- **Facebook actions** : From September 2019 to July 2020
- **Events** : From september 2019 to July 2020
- **Online relay for YIT actions** : From september 2019 to July 2020

## By whom ?

- **EYES Facebook page** : Each partner in charge of the page creation and administration.
- **Twitter account (optional)** : Each partner in charge of sharing posts about EYES project.
- **EYES Instagram account** : Each partner in charge of the page creation and sharing administration with the YITs members (see level 4).
- **Flyer for YIT creation (optional)** : ALEC Lyon in charge of the template creation, each partner in charge of the adaptation.
- **Event for YIT creation (optional)** : Each partner in charge.

- **Facebook actions** : Each partner in charge. Each partner can model their actions closely on other partners actions (discuss to plan during the meetings).
- **Events** : Each partner in charge. Each partner can model their actions closely on other partners actions (discuss to plan during the meetings).
- **Online relay for YIT actions** : Each partner.

## **Level 4 : “Peer to peer” Level**

### **Why ?**

The communication « Peer to peer » is an indirect way of communicate. This is the communication level between the YITs members and other young people of the targeted areas. This level is essential for the day by day communication in order make the EYES project becoming viral.

### **To whom ?**

For this level of communication, the targets are the young people in targeted areas.

### **What ?**

At this level, the communication is focused on videos, photos, information and events.

### **Message**

The message is more focused on changing life in the neighbourhood.

*« I can have a voice by participating in concrete actions, to make my city livable, protect my environment and incite the politics to make the right decisions »*

### **Keywords**

The keywords in this level are : motivation, change, life, action

### Hashtags

The main hashtags at this level are : #lifechange #myneighbourhood #mycommunity #myCity #myVillage #motivation #youth4climate, #FridaysForFuture #climatejusticenow #ClimateActionNow #ClimateAdvocacy #ClimateTipps #ClimateEmpowerment

### Communication channels

The communication channels at this level are detailed in the following board :

Channel	✓ or X	Why ?
Traditional media (ads, press article, poster...)	X	Relay in social media
Twitter	X	News sharing
Facebook	✓	Media reaching everyone – Easy connected with Instagram (same company).
Instagram	✓	Visual media. Sharing is not possible on Instagram.
Snapchat	X	Passing media used by 15-25 years old. Can be used between young people, but partners will not be able to get all the messages and moderate them efficiently (channel too much ephemeral).
Youtube	X	Professional videos.

### How ?

At this level, we use these following types of communication tools and actions for each country :

#### Communication tools

- **EYES Facebook page** : For news, events announcements, topics sharing, photos and videos during the project life. The EYES Facebook page is managed by each partner, bringing the project information and main events to YIT members and other young people. However, YIT members and other

young people can add likes and comments or participate in events and polls created by each partner.

- **1 Twitter account (optional)** : For news mainly, naming the partner's account. The YIT members and other young people will be motivated to follow the Twitter account and potentially act (likes, retweets).
- **1 EYES Instagram account** : For news, events announcements, pictures sharing and mostly Instagram stories. The EYES Instagram account is the main tool of communication level 4. The administration is shared between YIT members and EYES coordinator in each country, in order to get a day by day communication. The EYES coordinator will act as a moderator mainly. The EYES Instagram account is the link between the communication level 3 and 4.
- **Online groups (Facebook, Instagram, Whatsapp, Snapchat...)** : These groups will be created and used by the YITs and other young people. However, there is a risk that these groups could be mainly used out of the partner visibility, so out of moderation.

### **Communication actions**

- **Instagram stories (videos)** : The YIT members will feed regularly the EYES Instagram account, especially the stories. The stories will be saved to avoid them disappear.
- **Instagram posts (videos and pictures)** : The YIT members will also feed regularly the EYES instagram account with Instagram posts.
- **Events** : The YIT members will imagine and realize events, relayed with the EYES Instagram account and the EYES Facebook page. The EYES coordinator in each country will help the YIT members on brainstorming and logistical support for the event realization.
- **Official videos (optional)** : Videos described in the communication level 2 can be realized by the YIT members and other young people. For this, the YIT members have to justify specific skills on recording and editing videos.

### **When ?**

The different due dates are :

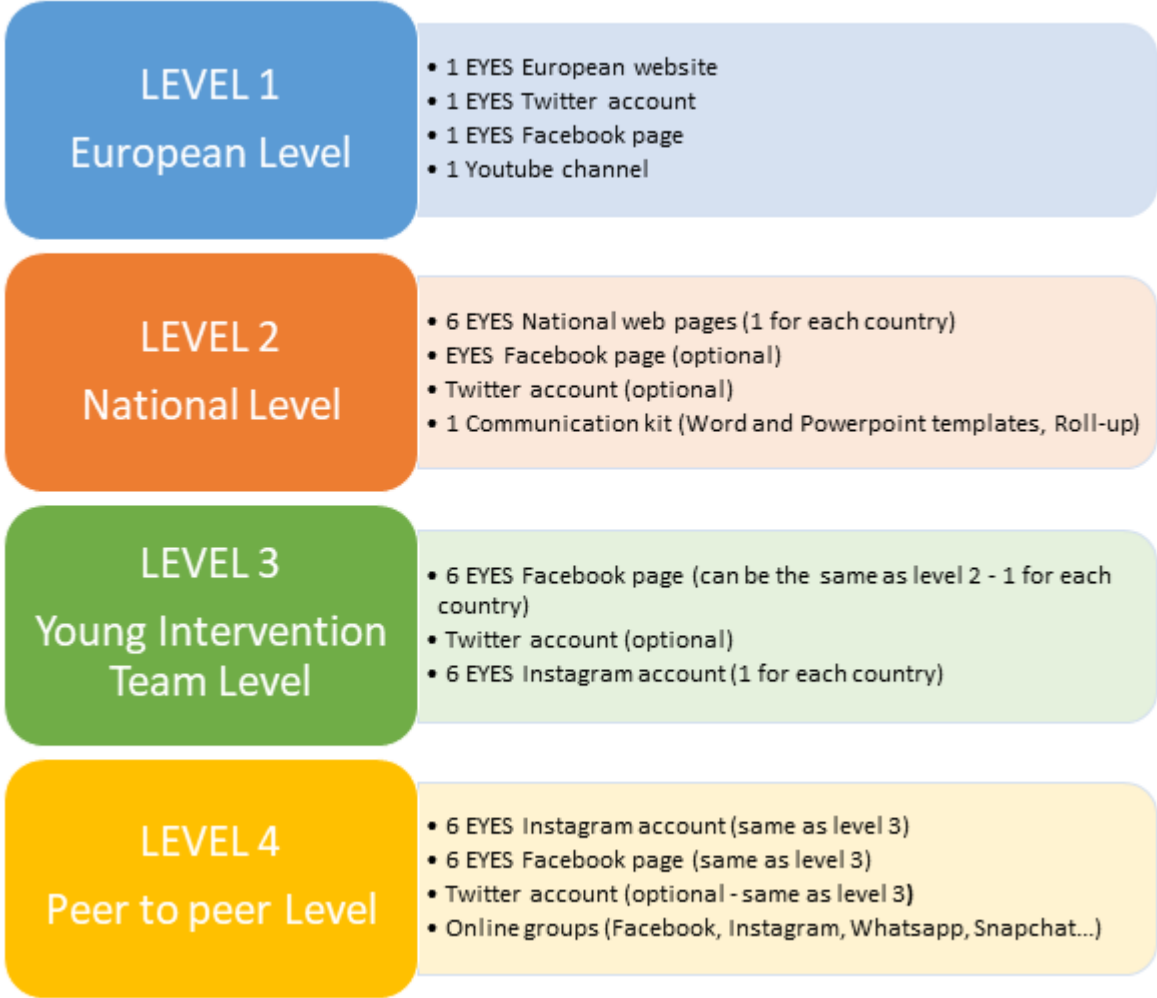
- **EYES Facebook page** : July 2019
- **Twitter account (optional)** : July 2019
- **EYES Instagram account** : July 2019
- **Instagram stories and posts** : From September 2019 to July 2020
- **Events** : From september 2019 to July 2020

### **By whom ?**

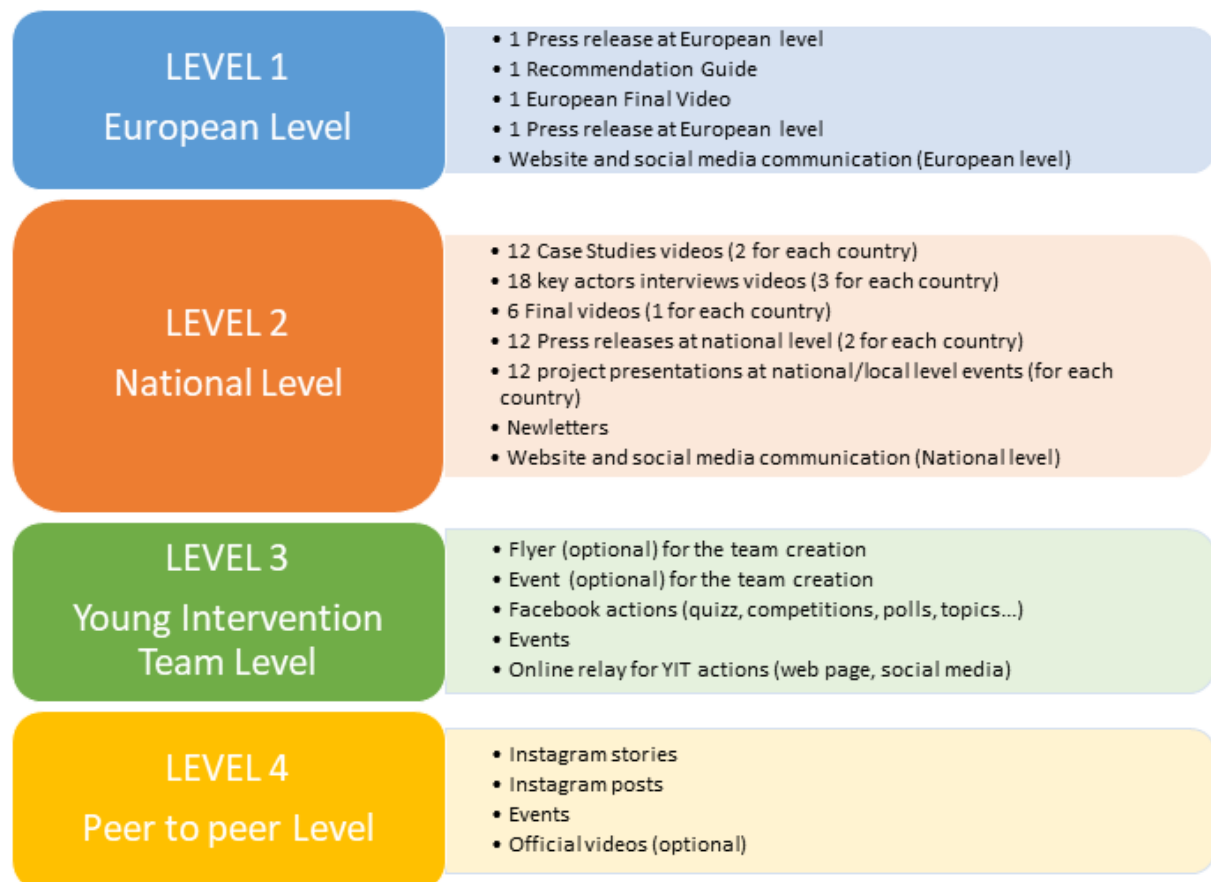
- **EYES Facebook page** : Relay from each partner
- **Twitter account (optional)** : Relay from each partner
- **EYES Instagram account** : YIT members in charge of posts and stories, each members in charge of moderation
- **Instagram stories and posts** : YIT members in charge of posts and stories, each partner in charge of moderation
- **Events** : YIT members in charge of posts and stories, with help and relay from each partner.

### **Levels of communication Synthesis**

Communication and dissemination tools



## Communication and dissemination actions



# **AMBASSADORS, INFLUENCERS AND RELEVANT PROFILES IDENTIFIED**

## **Ambassadors**

Today, we talk a lot about influencers. In the young people world, there are ambassadors : personalities who stand out in their school, on their campus, in their group of friends, their city, their neighborhood, etc.

Without necessarily being known nationally or gathering hundreds of thousands of followers (influencers), they are famous in their environment.

The prescribing power of the ambassadors is enormous. They are very approachable by other young people enhancing the ability of other young people to identify. They make others young people want to test or consume a product, participate in a process, use a service, share experiences. This energy will impulse the engagement in a team, with their immediate environment.

Multiplying the number of ambassadors in the EYES campaign will guarantee the rise of an EYES community.

With the help of internal communication tools, the ambassadors who participated in the development of the project will be able easily to inform, convince and mobilize members of their community.

## **Influencers and relevant profiles identified**

Instagram and Twitter influencers identified and potentially interested in the EYES project are divided into the following subjects :

European Erasmus +  
@EUErasmusPlus

Fridays for Future social movement :

Greta Thunberg @gretathunberg,  
Anuna De Wever @anuna\_dewever,  
Kyra Gantois @kyrgnts  
Climate change activists :



@ExtinctionR

Climate change photographs : James Whitlowdelano @jameswhitlowdelano and Zaria Lynn @zarialynn

Plastic free :

Annemieke Van den Dool @plasticfreetuesday

Clean energy and green tech :

Green Matters @greenmatters

Zero waste :

@ZeroWastehome

@bezerowastegirl

Vegan

Immy Lucas @sustainably\_vegan

Blue Ollis @blueollis

Eco Friendly Living

Monica Rosquillas @monicarosquillas @girlforacleanworld