



# Youth For Love

## Final Communication and Dissemination Report

### D.5.10 Press Office Outputs

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# Table of contents

Executive Summary .....	3
Act. 5.1 - Communication Planning and Execution .....	4
D5.1 Communication plan .....	4
1. .... Internal communication	4
2. .... External communication	4
2.1. Objectives .....	4
2.2. Timeline .....	5
2.3. Communication outputs.....	6
Act. 5.2 - Communication Tools & awareness campaign .....	6
D.5.2 Project logo .....	6
D.5.3 Project leaflet .....	7
Dissemination actions.....	7
1. Media coverage .....	7
2. Social media campaigns.....	13
Act. 5.3 - Project website.....	18
D.5.8 Project website.....	20
Act. 5.4 - Serious game .....	30
D.5.9 - Serious game.....	30
Act. 5.5 - National conferences / events .....	33
D.5.4 National conference in Greece .....	33
D.5.5 National conference in Romania.....	34
D.5.6 National conference in Belgium .....	36
D.5.7 Final conference in Italy .....	38

## Executive Summary

The present report contains the outputs and results of the communication and dissemination activities of the Youth For Love project co-funded by the Rights, Citizenship and Equality Program of the European Commission. It is managed by the Communication Officer in coordination with the Project Manager and staff of ActionAid International Italia Onlus, and the partner organisations' representatives.

The Communication and dissemination work package intended to reach three main scopes, linked to different audiences:

1. Share information regarding project activities and results, ensuring a high knowledge of the project and continuous use of its results and a high transferability at the level of other high schools in partner countries and other EU countries (*AUDIENCE: schools, school professionals, teachers, partnership and stakeholders' network members*).
2. Facilitate the use of 2 tools: the project website and the serious game addressing students and showing an interactive set of instruments for teenagers, meant to help prevent, manage or responding to cases of gender-based violence, sexual harassment and teen dating violence, from the tridimensional perspective: as a potential perpetrator, potential victim or a potential bystander (*AUDIENCE: Teenagers, students*).
3. Offer via the project website and partners' social networks resources for parents to recognise signs of distress in their teenage daughter/son and respond to specific gender-based violence/harassment situations (*AUDIENCE: parents*).

## Work package main results

Social media	
Reach	3.900.000
Impressions	over 6.200.000
Serious game	
Unique users	9.800
Players	15.000
Website	
Unique users	16.000
Page views	59.276
Media coverage	
Press releases and online/offline articles	nearly 100
National conferences	
People reached	576

## Attachments

All references (dates, links and screenshots) are available on the [Communication activities LOG file](#) and in the [Attachments folder](#).

## Act. 5.1 - Communication Planning and Execution

At the project begin, a communication task force (one expert per partner) was structured to plan in detail duly (which messages to use, target, using which channels etc.) all the communication activities and milestones.

### D5.1 Communication plan

#### 1. Internal communication

The purpose of the internal communication was to provide partners with an effective and efficient blueprint to follow in disseminating the project's work and results. ActionAid Italy, as overall coordinator of the communication process, has created a google drive shared folder dedicated to communication where they can find common materials such as EU communication guidelines for the correct use of emblems and logos, internal communication guidelines, dissemination materials like leaflets and photos, a timeline with key moments for communication activities, etc.

Internal communication was conducted via email, video-conference calls, and periodic face-to-face meetings.

#### 2. External communication

The communication and dissemination plan consisted of an integrated strategy developed throughout the project on both offline and online channels.

**The dissemination strategy assured a wide-reaching impact, uptake and use of project deliverables among identified targets.** Project activities and materials have been extensively disseminated and promoted within the educational communities, widely announced via appropriate channels and fully grasped by the targeted stakeholders.

Every partner was responsible for dissemination in its own country under the coordination of ActionAid Italy.

##### 2.1. Objectives

Communication activities had **three main objectives related to three different target audience.**

1. **For teachers, school professionals, and stakeholders:** the communication objective was to share information regarding project activities and results, ensuring a high knowledge of the project and continuous use of its results and a high transferability to other schools.
2. **For teenagers and students:** communication facilitated the use of the project website and the online tools, showing a set of interactive instruments meant to help prevent, manage or respond to gender-based violence cases.
3. **For parents:** the communication objective was to offer, via the project website and partners' social networks, resources on recognizing signs of distress in teenage child and how to respond to it.

## 2.2. Timeline

Key moments for communication activities (in purple) and contents creation (in pink) identified at the beginning of the project were respected as for the following timeline.

2019												2020											
J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D

The project was launched on offline and online media in **September 2019**, during the “back to school” period. For the media launch, ActionAid Italy prepared press releases in Italian and English available for the partners. The launch was also focused on digital channels due to the digital nature of the project. The launch aimed to present the overall project and its activities, but prominence was given to the web game/app for teenagers on GBV and stereotypes.

The Covid-19 pandemic led the project to a 3months extension that postponed Youth For Love's closure to **March 2021**. On this occasion, national and international events were held in the four countries.

All partners contributed to the implementation of communication activities. As for the launch and the closure:

- **ActionAid Italy** prepared some basic communication materials like a press release in English and other digital and visual contents to enable partners to translate and adapt them to their national contexts. A digital multichannel campaign was implemented through social ADV and sponsored digital contents to reach and engage a broader target audience and invite young people to join and participate in the web game. The project's closure was supported by a 2-days online event (due to Covid-19) engaging students, schools, youth associations and national institutions.
- **ActionAid Hellas** translated and adapted the first project press release to its national context to inform interested stakeholders about the project and the serious game. A social media campaign and newsletters also supported the dissemination activities in Greece. For the project closure a national event was held, a press release was issued and an interview was given in the radio.
- **AFOL Metropolitana** sent the project launch press release to inform stakeholders (schools, training centre, association) and the local institutions and municipalities involved in our activities. Digital and visual contents were relaunched from our social channels and web site.
- **CPE** translated and disseminated the project press release, adding Romanian-relevant data concerning the project topic. The Romanian version of the press release was disseminated through CPE's web page, Facebook page and directly sent to the database with school teachers and school counsellors. The serious game was also promoted through a social media campaign (paid Facebook campaign and google ads) and through the Facebook pages created in previous projects related to education and teenagers.
- **UCLL** prepared some basic communication materials like a folder in Dutch and other digital and visual contents to inform the local stakeholders. Digital information about the project will be launched and presented in UCLL's digital channels. Schools and organizations were informed about the serious game.



### 2.3. Communication outputs

- **Project logo:** The partnership decided to use an informal font and style to underline the central role played in the project by young people. The logo was used in any communication material related to the project together with the EU emblem. For the use of the logo, specific internal guidelines have been created and shared on the google drive folder.
- **Website:** A multilanguage website has been created and updated throughout the duration of the project. It contains project information, outputs, outcomes, and news from each partner. Several linked sections have been set up to respond the four different audiences addressed by the project: schools professionals and teachers, partnership and project stakeholders' network, teenagers and students, and parents and parental figures.
- **Serious game/ app for young people:** An interactive and digital tool for young people on GBV or gender stereotypes, based on gamification has been created and promoted among students and young people through offline activities, project website and a massive digital campaign aiming to involve them in participating to the game. Teaser visual materials in partners' languages have been prepared to support the promotion.
- **Brochure and leaflets:** Web and print informative materials (**2 leaflets and 3 toolkits per language**) have been produced and translated into partner's languages to present project to stakeholders (parents, teachers, local institution, media, etc.) during offline communication activities (local events, meeting, workshop).
- **Reserved area ("Learn more" download page):** On the website, a specific page has been settled to share documentation and other relevant materials, studies and reports concerning the project. All partners made sure to have it up to date with translations in their own languages.
- **Press releases and news:** Project's key moments have been accompanied by press releases and news disseminated both offline and online by all partners.
- **Digital and promotional campaign:** Web game and project were promoted mainly through a multichannel digital campaign. Partners have decided not to create specific social network profiles for the project, but all the digital materials have been relaunched from their own social channels.

## Act. 5.2 - Communication Tools & awareness campaign

Offline and online activities were developed and implemented through the creation of different tools. Project logo and leaflets were designed by the AAIT Communication Unit and distributed among the partnership. An awareness web campaign was put in place targeting teenagers and GBV prevention.

### D.5.2 Project logo

The partnership decided to use an informal font and style to underline the central role played in the project by young people. The logo was used in any communication material related to the project together with the EU emblem. For the use of the logo, specific internal guidelines have been created and shared on the google drive folder.

### D.5.3 Project leaflet

Web and print informative materials (**2 leaflets and 3 toolkits per language**) were produced and translated into partner's languages to present the project to stakeholders (parents, teachers, local institution, media, etc.) during offline communication activities (local events, meeting, workshop).

### Dissemination actions

The overall dissemination consisted of **offline** (local networking and events), **media** (press releases, news and partnerships) and **digital** coverage (news, social media promotions and digital events) of the projects' main outputs and activities.

#### 1. Media coverage

**ActionAid Italy** distributed to the partnership **2 English press releases** (launch and end the project) for the partners to translate and adapt to their national context. Besides these key moments, all partners were in charge of their national media coverage of main activities and results through their organisation's channels (website, blogs, newsletters, etc.) and networks.

#### ITALY – AAIT + AFOL

The project's broad national coverage and dissemination were assured by an integrated media plan involving **partners' website and channels**, press offices, **media relations**, and **partnerships**.

- **Partners' website and channels**

To reach out to both the general national audience and communities close to our work, **ActionAid Italy** created a **dedicated section on the institutional website**, integrated from time to time with pieces of news related to the project.

- **Press releases, media relations and partnerships**

**ActionAid Italy** produced **3 press releases** in total: project's launch, web game launch and project's closure (jointly with **AFOL**). Depending on the years of the project, the results obtained in terms of media coverage were different.

**In 2019**, the media releases in conjunction with the project's launch and serious game launch were numerous, especially online. In particular, the appreciated content that channelled the communication was the launch of the web game against bullying. Also, due to the pandemic, 2020 did not bring media releases.

**In 2021**, on the project's closure, efforts were concentrated on optimizing media releases, trying to change the final project recommendations in a communicative key. A handbook for multilevel actions to prevent gender-based violence in schools was therefore drawn up. This allowed for some media footage to which mentions were added on the national day against bullying. There were two radio releases, one on *GR Radio Sociale* and one on *Radio Lombardia*, with interviews with the project PM.

The *Redattore Sociale* took up the final event (9th and 10th of March), and the **the choice of having the national Press Agency Dire as a media partner was successful in optimizing content around the event and guaranteeing 6 media releases and an insertion of the news in the thematic newsletter for young people and schools**.

We are awaiting the release on *Left* with a paper special containing a contribution/story by a project's participant and negotiating for an article in *Il Giorno*.

**The launch and closure press releases were produced jointly with AFOL.**

**The list of media release are summarized HERE in the**



**GREECE - AAH****- Partners' website and channels**

To raise awareness among the general audience in Greece and the national educational community, a dedicated page on the Youth4Love project was created on the [ActionAid Hellas Educational Programmes website](#). Project news pieces were also posted on the main website of [ActionAid Hellas](#).

**- Press releases and media relations**

ActionAid, Hellas issued in total 2 Youth for Love Press Releases and sent it to selected media. The one was issued in M19 main and the main aim of this communication activity was to promote the Youth for Love game further, which was now also available in Greek. Among the websites that posted our press release, there were youthful news websites, websites addressed to parents, and news websites targeted to the general public. ActionAid Hellas issued a further press release in M27 with a focus on the closure of Youth for Love project. Furthermore, In M21 ActionAid Hellas prepared a back to school Youth for Love article for [Huffington Post Greece](#).

**- Newsletter**

ActionAid Hellas has utilized its three types of newsletter (internal/ targeted to the educational community/ targeted to all ActionAid supporters) while implementing its Youth for Love communication strategy. More analytically:

- In order to raise awareness among the over 70 ActionAid Hellas employees, internal communication on Youth4Love project and project meeting was prepared and distributed - screenshot available [here](#) (M7) .
- Throughout the project (M10-M27), the ActionAid Hellas Education Department Newsletter, with more than 5.700 subscribers, was used to disseminate project updates to the educational community.
- An article about Youth for Love the game was included in the Action-Λόγου (M22), a newsletter/ magazine addressed to all supporters of ActionAid Hellas that is send out to more than 42.000 people.

**- Other**

Informing the general audience by presenting Youth4Love during ActionAid Hellas Open Day (M12).

Youth for Love also had two appearances in the Greek radio. More specifically, in M19, YFL made it to the **Greek National State Radio**, broadcasted in the whole country, with a full reference ([link](#)) to the Youth for Love game. Furthermore, in M27 the YFL project manager for Greece gave an **interview** in the show "Kokkini Svoura" of the Greek National State Radio ([link](#)), having the chance to present the YFL project, the YFL game and other YFL outcomes and to also give a teaser about the continuation of the project coming in May 2021.

A Youth for Love challenge was accepted to become part of the Connected we Stand festival (M24), giving an opportunity of a broad dissemination of the Youth for Love game to an audience of young people, as, according to the organisers of the festival, the app used got 2.700 unique users.

**ROMANIA – CPE**




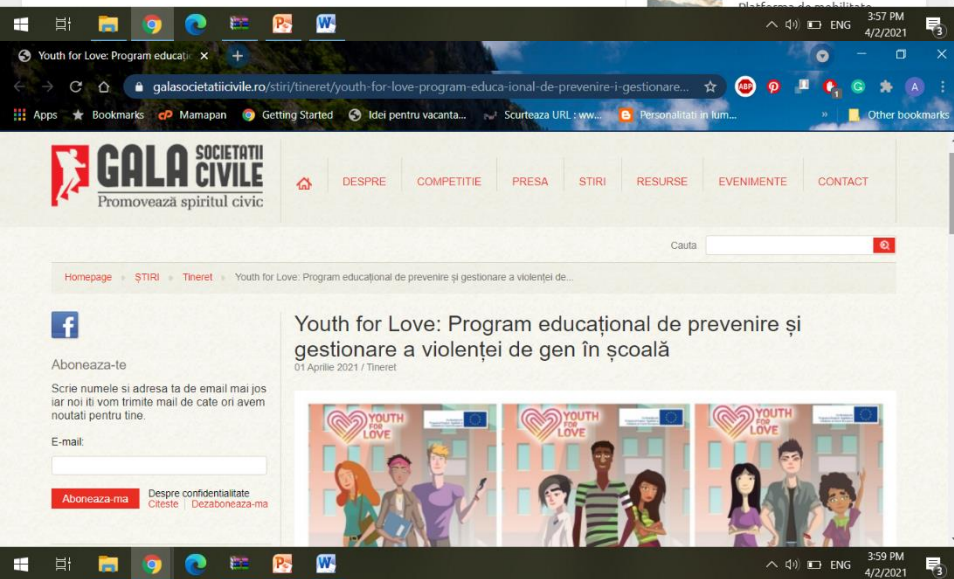
- Press releases and media relations

After the final conference in Bucharest, on **26th March**, held on the Zoom platform, the Youth for Love project was made public through a press release distributed on news websites dedicated to NGOs (stiriong.ro; galasocietatiicivile.ro; romaniapozitiva.ro), news website dedicated to people working in education (edupedu.ro), mainstream media (ecomunicate.ro).

Press release:

1. <http://www.romaniapozitiva.ro/romania-internationala/youth-for-love-program-educational-de-prevenire-si-gestionare-a-violentei-de-gen-in-scoala/>
2. <https://www.galasocietatiicivile.ro/stiri/tineret/youth-for-love-program-educational-de-prevenire-i-gestionare-a-violentei-de-gen-in-coala-20848.html>
3. <https://www.stiri.org/ong/educatie/youth-for-love-program-educational-de-prevenire-si-gestionare-a-violentei-de-gen-in-scoala?fbclid=IwAR1vaCmNFW-rwp6VTw5UvBeA-OvxEeAL60uA343TkNTg2S9XBCv-NVZtuWo>
4. <https://www.ecomunicate.ro/comunicat/youth-for-love-program-educational-de-prevenire-si-gestionare-a-violentei-de-gen-in-scoala/>

5. 

The screenshot shows the Romania Pozitivă website. The article title is "Youth for Love. Program educational de prevenire si gestionare a violentei de gen in scoala". It was published on April 1, 2021, by Echipa Romania Pozitivă. The website has a navigation bar with links like ROMÂNIA, DESCOPERĂ EXEMPLE POZITIVE, INSPIRĂ-TE, ÎNVĂȚĂ, and IMPLICĂ-TE. There are also social media icons for Twitter, Facebook, and YouTube.
6. 

The screenshot shows the Gala Societății Civile website. The article title is "Youth for Love: Program educațional de prevenire și gestionare a violenței de gen în școală". It was published on April 1, 2021, by Tineret. The website has a navigation bar with links like DESPRE, COMPETITIE, PRESA, STIRI, RESURSE, EVENIMENTE, and CONTACT. There is a search bar and a sidebar with a Facebook icon and a newsletter subscription form.



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7.

Știri.ONG

Home » ONG » Educație » Youth for Love Program educational de prevenire si gestionare a violentei de gen in scoala

## Youth for Love Program educational de prevenire si gestionare a violentei de gen in scoala

Stiri ONG 02 Apr 2021

8.

ecomunicate.ro

Comunicate, evenimente, articole

COMUNICATE DE PRESA | EVENIMENTE | ARTICOLE | BRANDING | PUBLICITATE | DEVINO CUNOSCUȚI! | CONTACT

AUTENTIFICARE | CONT NOU

## Youth for Love Program educational de prevenire si gestionare a violentei de gen in scoala

08/04/2021 | Domeniu: Comunicate de presa Educație | Județ: Comunicate de presa București

Proiectul Youth4Love a adus împreună, în perioada ianuarie 2019 – martie 2021, 12 școli din 4 țări

Colțul utilizatorului

- Condiții de publicare
- Ghid de redactare comunicate de presa
- Model comunicat de presa

Moreover, the Y4L project has been presented in the program on the national radio station – **Radio Romania News**, the Romanian Broadcasting Company. The recorded material has been presented in one of the broadcasting shows.

#### Youth for Love on air:

1. Buna dimineata, Romania! covers the time slot from 5 to 7 a.m
2. La Minut –covers the time slot from 14 to 15 p.m.
3. Obiectiv, Romania –covers the time slot from 16 to 19 p.m

## BELGIUM – UCLL

### - Partners' website and channels

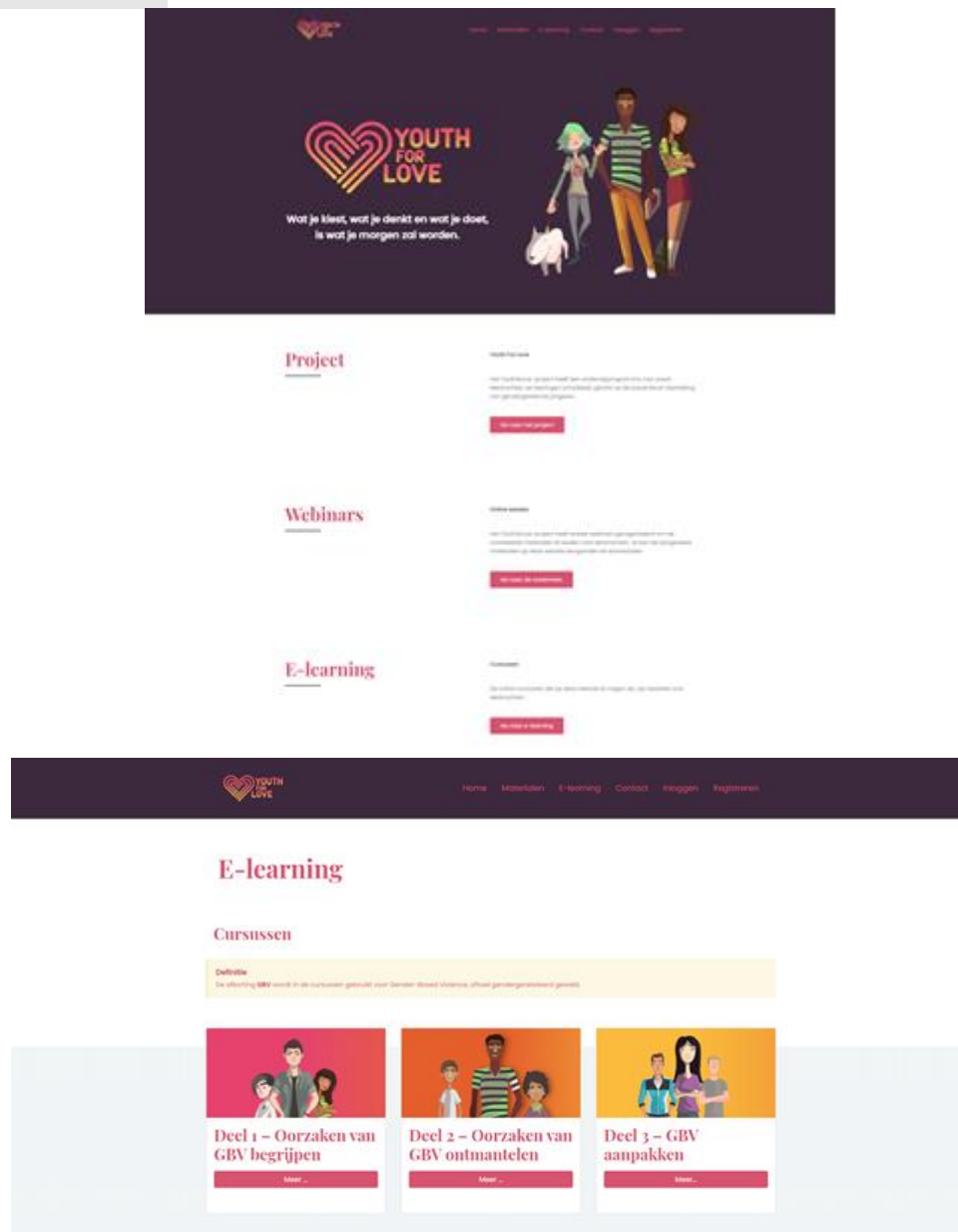
<https://learndash.ucll.be/y4l/>

UCLL fully adapted the materials developed within the project to the current needs of the Flemish educational landscape. References to existing organizations and initiatives that overlap with Youth For Love's project goals were also integrated.

Finally, UCLL did not make the teacher training a one-time event but intended to reach as many people as possible by allowing all interested teachers to train themselves on preventing gender-based violence. To meet all these needs, UCLL launched the Youth For Love online platform during the final national conference. The following aspects were covered here:

- A brief description of the project referring directly to the official project website.
- A clear list of the processed materials adapted to the needs of the Flemish education system.
- An e-learning track where teachers could work independently in different modules, using clear, interactive exercises and become experts in preventing and dealing with gender-based violence.

**The concept is in line with the principle of "think global, act local" and was fully provided with the Youth for Love project's corporate identity. Didactic, structured and with a touch of fun, the project can be widely distributed on a local level.**



UCLL also promoted the project and activities on their websites and those of relevant network organizations. **On the UCLL website**, the scope was to promote the [teacher training](#). **On their interactive platform**, custom-developed for the Y4L project, they aimed at

1. promoting the project activities and [link more visitors](#) to the official project website;
2. promoting the teacher training materials, adjusted to the local context, all provided as an [E-learning traject](#);
3. promoting the [toolkits for students and teachers](#), adjusted to the local context;
4. enlarging their network and [connect to new stakeholders](#).

**On Eventbrite** - a website to reach new stakeholders, teachers, drive demand and build relationships with their built-in marketing and communication tools - the scope was to promote the teacher training and the final conference.

**On the website of Klascement** - part of the Ministry of education and accessible for everyone in education (more than 200 000 active users, with more than 50.000 learning resources and online teaching materials) - the objectives were:

1. disseminate the web game and [inform teachers about the project](#)
2. promote the [teacher training](#)
3. promote the [National Final Conference](#)

- **Press releases and media relations**

The final press release was scheduled for March 2021 and aiming at reaching a broad general audience. This action consisted of a close internal collaboration between UCLL researchers and communication and press officers.

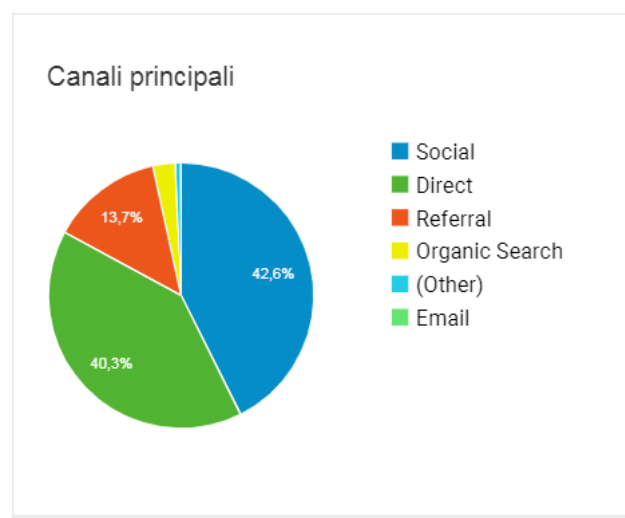
The press companies considered to engage were the newspaper 'Het Belang van Limburg', a provincial newspaper with a national audience of no less than 100.000 daily readers and TVL, a local TV station with 170,000 viewers daily.

The press release included experiences from the different beneficiaries engaged in the project: a teacher, a student, and an internal researcher at UCLL. It was focused on the local research completed in collaboration with three schools and on the web game, which is a very relevant tool to entertain students who are now often limited in activities due to Covid-19 in an educational way.

Our stakeholders were notified to share the press release in their networks.

## 2. Social media campaigns

Digital and, more precisely, social media actions represented **the primary source of users acquisition** on the project's website (over 42%). The combination of partners' social networks, influencers' engagement, and targeted promos led to **reaching out to over 3 millions young people at the European level**.



The project's main hashtags used by the consortium are **#youth4love** and **#empowerment**.





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**ActionAid Italy** conducted an intense social media campaign based on organic and sponsored posts on **Facebook, Instagram, LinkedIn and Twitter**.

**Organic posts** spread on the 4 AAIT social media channels targeted the **Italian general audience**, while **sponsored posts and ads** on Facebook and Instagram targeted Italian **young people between 13 and 35 years old**. Both categories disseminated the main project's news and results, focusing on the website and the web game.

The social promos were specifically planned, from November 2019 to March 2021, to **acquire people on the website and gain a high number of web game players** reaching the successful result of:

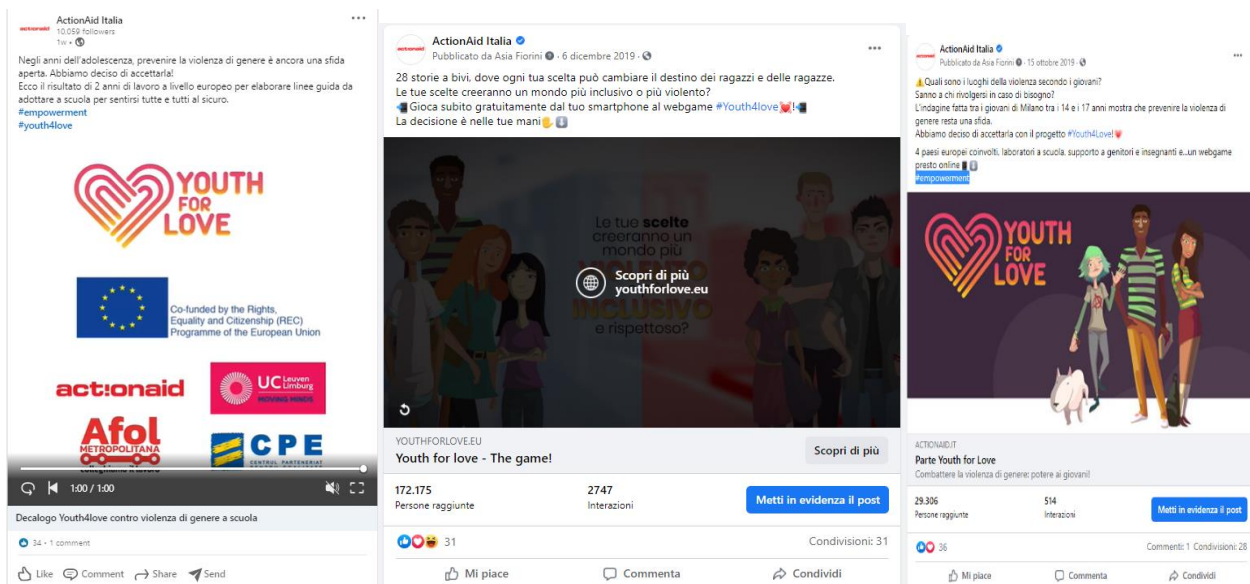
- **3.331.474 people reached** (1.809.768 female, 1.507.051 male, N/A)
- **6.214.599 total impressions**
- **27.233 total clicks**.

The campaign registered **two peaks** coinciding with 1) the video game influencers' engagement during the web game launch (**November-December 2019**) and 2) the dissemination of the final results (**February-March 2021**).

**AFOL** conducted its own organic campaign through their social media channels.

All references (dates, links and screenshots) are available on the [Communication activities LOG file](#) and in the [Attachments folder](#).

**Some examples:**



**List of posts:**

<https://www.facebook.com/73493613024/posts/10157121329758025>

<https://www.instagram.com/p/B3o6-pDoSSO/>

<https://twitter.com/ActionAidItalia/status/1184065313106726912>

<https://www.facebook.com/73493613024/posts/10157130021253025>

<https://twitter.com/ActionAidItalia/status/1202914366070427648>

**act:onaaid**





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<https://www.instagram.com/p/B5urvGZlC1I/>

<https://www.facebook.com/73493613024/posts/10157272442283025>

<https://www.instagram.com/p/B6DLC49DMnd/>

<https://www.facebook.com/ActionAidItalia/photos/a.74100753024/10157446882023025>

<http://www.facebook.com/73493613024/posts/10157454776958025>

<https://www.instagram.com/p/B8RKYudKPTg/>

<https://www.facebook.com/73493613024/posts/10157646947758025>

<https://www.facebook.com/73493613024/posts/10157755074203025>

<https://twitter.com/ActionAidItalia/status/1258751348528623616>

[https://www.linkedin.com/feed/update/urn:li:activity:6764916906358005760/?updateEntityUrn=urn%3Ali%3Afs\\_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6764916906358005760%29](https://www.linkedin.com/feed/update/urn:li:activity:6764916906358005760/?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6764916906358005760%29)

[https://www.linkedin.com/posts/actionaid-italia\\_decalogo-youth4love-contro-violenza-di-genere-activity-6782335435407409152-wO83](https://www.linkedin.com/posts/actionaid-italia_decalogo-youth4love-contro-violenza-di-genere-activity-6782335435407409152-wO83)

#### GREECE– AAH

The multifaceted communication campaign implemented by **ActionAid Hellas** encompassed the utilization of different social media, Facebook, Twitter, Instagram, YouTube, to reach the different target audiences.

For **Facebook**, a strategic combination of the different Facebook pages owned by ActionAid Hellas was used, depending on the content of each message and the intended audience. The main Facebook pages used were the central ActionAid Hellas Facebook Page (liked by 219.673 people), that was used for messages targeted to the general audience, and the ActionAid Hellas Education Facebook Page of the educational department of ActionAid Hellas (liked by 3.672 people), that was used for messages targeted to the educational community. Furthermore the ActionAid Hellas Community Centre FB page (liked by 960 people) was used for the communication of activities related to the community center, ActionAid Hellas Youth FB page (liked by 684 people) was used for communication to Youth and ActionAid Hellas – Cyprus Friends (liked by 12.169 people) was used to spread the Youth for Love message to another Greek speaking country, Cyprus. Some indicative Facebook posts are listed below, while the extensive list of posts can be found in the Youth for Love Communication Log:

- Informed the general audience by presenting Youth4Love Serious Game trailer via an primary text article and a Social Media post in ActionAid Hellas Facebook page, reaching 12.184 people in total, reposted in ActionAid Hellas Education Facebook page reaching 357 people, on the occasion of the 14<sup>th</sup> February (M14).
- Promoted the game to the general public about the game we did a post in M19 via the “ActionAid Hellas” Facebook page ([link](#)). *Total people reached: 10.016 Engagements: 201*
- Promoted the game to the educational community and inform them on the Youth for Love outputs and the topic of gender-based violence some related posts were also done during this whole period in the “ActionAid Hellas - Education” Facebook page.
- The Youth for Love game was promoted to related audiences in Cyprus with a post via the “ActionAid Hellas – Cyprus friends” Facebook page ([link](#)) in M19. *Total people reached: 552 Engagements: 8*



Finally, a Facebook event was created for the promotion of the National Final Conference, with 1.000 people “interested” and 83 shares of the event.

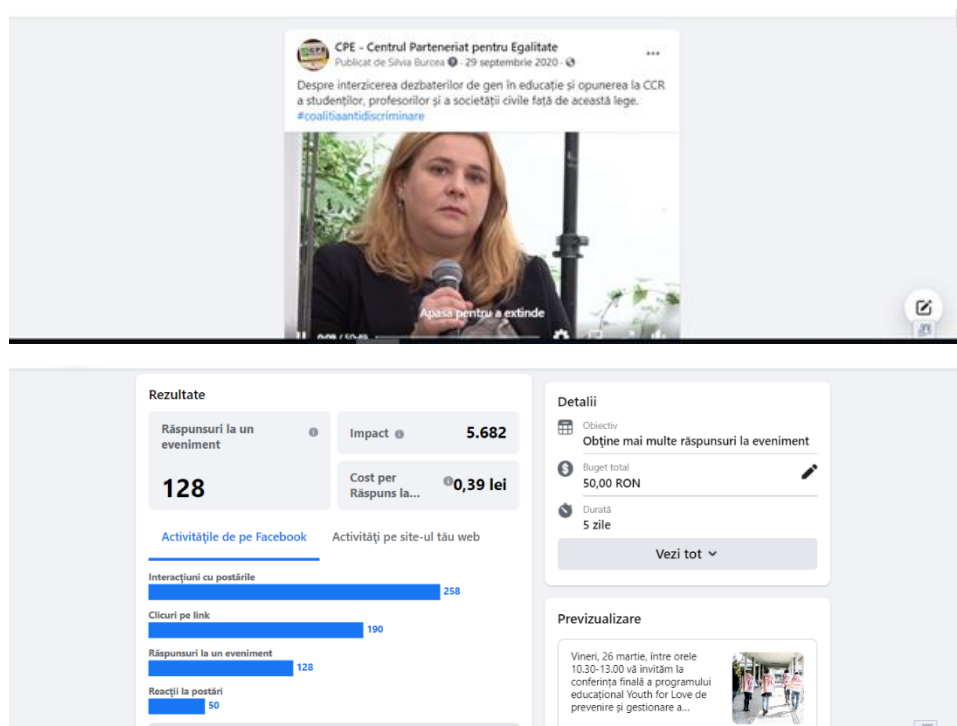
Complementary to Facebook, ActionAid Hellas **Twitter** profile (with 12.760 followers) was used for shorter messages to the general audience, ActionAid Hellas **Instagram** profile (with 29.811 followers) was used for messages targeted to younger audiences and ActionAid Hellas **YouTube** channel (with more than 11.400 subscribers) was used for YFL videos. The extensive list of posts in these media can be found in the Youth for Love Communication Log.

## ROMANIA – CPE

The Romanian social media campaign focused on the transmission of the Youth For Love project's objective, that of supporting students and teachers in the prevention and management of gender violence among adolescents. *Facebook* is a popular worldwide social networking; therefore, the CPE foundation chose it to be the Youth for Love project vector. We did this project known to the public on Facebook through the posts about terms such as gender violence, cyberbullying, inclusion, bullying; educational tools created between 2019-2021 (Toolkit for students, Toolkit for teachers, and Peer to Peer Toolkit); news section of the Y4L website; the partner organizations; final events. We engaged visitors both on CPE Facebook pages and the website with those posts.

The online audience was involved by posting on the CPE Facebook page. The text of the Y4L posts contained the logo and the five hashtags of the Program: #YouthforLove #ActionAidItalia #ActionAidHellas #UCLL #AFOLMetropolitana.

The Youth for Love events was promoted on the CPE websites and social media pages (Facebook) and were evaluated in terms of **website visitors**, **organic reach achieved (1,5K)**, likes, shares, and comments received.



**BELGIUM – UCLL**

The Youth For Love package consisted primarily of three major parts: The Teen Support Program, the Teacher Support Program and the Y4L web game. Therefore, UCLL set out **4 communication strategies** to reach out to different target audiences through UCLL Research & Expertise channels, Youth 4 Love stakeholders, Press actions and Webinars.

**UCLL Research & Expertise** main channels were the website, the Facebook page, the LinkedIn page and Twitter. The target audience consisted mainly of other researchers, partners of UCLL, and professional organisations:

- <https://learndash.ucll.be/y4l/>
- [https://www.linkedin.com/posts/ucleuvenlimburg-re\\_youth-for-love-the-game-activity-6754352325931868160-j3QG](https://www.linkedin.com/posts/ucleuvenlimburg-re_youth-for-love-the-game-activity-6754352325931868160-j3QG)
- <https://www.facebook.com/ucll.re/posts/1881612501978077>
- [https://www.linkedin.com/posts/ed-ict-ucll\\_online-workshops-youth-for-love-activity-6763390887394443264-gTWE](https://www.linkedin.com/posts/ed-ict-ucll_online-workshops-youth-for-love-activity-6763390887394443264-gTWE)
- <https://www.facebook.com/ucll.re/posts/1909150685890925>
- [https://twitter.com/ucll\\_re/status/1372838586203131905](https://twitter.com/ucll_re/status/1372838586203131905)
- <https://www.facebook.com/ucll.re/posts/1932607290211931>
- [https://www.linkedin.com/posts/ucleuvenlimburg-re\\_we-helpen-bij-het-besprekbaar-maken-%C3%A9n-de-activity-6778604606491504640-mwN-](https://www.linkedin.com/posts/ucleuvenlimburg-re_we-helpen-bij-het-besprekbaar-maken-%C3%A9n-de-activity-6778604606491504640-mwN-)
- [https://twitter.com/ucll\\_re/status/1361596850747416578](https://twitter.com/ucll_re/status/1361596850747416578)
- [https://www.youtube.com/watch?v=nwc5oBC4Gt0&t=1s&ab\\_channel=HogeschoolUCLL](https://www.youtube.com/watch?v=nwc5oBC4Gt0&t=1s&ab_channel=HogeschoolUCLL)

The **Youth 4 Love stakeholders** were partners actively or passively involved in the project. They were willing to propagate one or more Youth For Love package elements in their own network. For example, the Regenbooghuis Limburg connected UCLL to the local LGBTQ+ community. The presence of the Y4L web game on the KlasCement platform provided interactions with teachers who conveyed it to their students, and the JAC Hasselt is an example of our stakeholders reaching out directly to young people through their social media channels.

UCLL expanded their stakeholder network as widely as possible to include both local and national organisations in the project.

- **Peer to peer activities**

As part of the Teen Support Program of WP3, activities were conducted in several schools under the peer-to-peer principle. Here below, 3 examples of sensibilisation campaigns to involve the general public within the preventive approach around gender-based violence.

1. People for love official – Instagram page: <https://www.instagram.com/people.for.love.official/>

Managed by 3 students who want to raise awareness The page People For Love offers daily information in all possible ways on important topics. They also want to appeal to every age group through short, interesting posts on current topics (*38 followers, 17 posts*).

2. Second\_sexism – Instagram page: [https://www.instagram.com/second\\_sexism/](https://www.instagram.com/second_sexism/)

An instagram page developed by students to raise awareness among the general public about sexism towards men and what role is divided between men and women in Western culture (*27 followers, 6 posts*).

3. Kahoot on gender – Kahootquiz: [https://kahoot.it/challenge/08a03ce8-84da-4c15-af0c-091fbe6c8d74\\_1616835159012](https://kahoot.it/challenge/08a03ce8-84da-4c15-af0c-091fbe6c8d74_1616835159012)



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A quiz to playfully introduce people to terms such as gender, sex, sexuality, LGBTQ. Made by students as part of the peer-to-peer activities.

## Act. 5.3 - Project website

The project website was intended as a tool containing project information, outputs and outcomes. Several sections were set up in order to respond to the 4 different audiences addressed by the project:

1. schools/professionals/teachers, partnership and project stakeholders' network (act.1.7)
2. teenagers and students and
3. parents and parental figures.

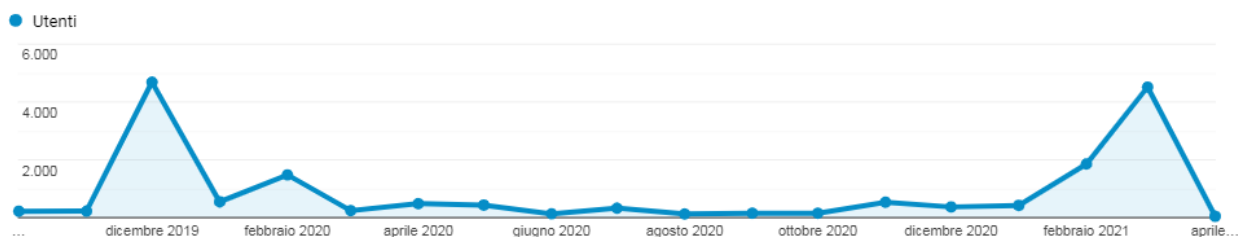
The website contains the following information:

- project activities and results, incl. project deliverables
- support, represented by indication and guidelines on how to set up similar programmes in other schools and on how to develop internal policies and regulations on sexual harassment and gender-based violence
- resources for teachers: regarding how to recognize unhealthy school environment, signs of distress in students, how to respond to specific sexual harassment situations happening in classroom/school, how to assess messages and responses through the perspective of gender stereotyping, victim-blaming etc.
- interactive set of instruments for teenagers, meant to be useful in preventing, managing or responding to cases of gender-based violence, sexual harassment and teen dating violence, from the tridimensional perspective: as a potential perpetrator, potential victim or a potential bystander
- self-evaluation instruments relating to recognising unhealthy boundaries and unhealthy relationships, level of tolerance to violence and abuse, preparation in responding to a situation of gender-based violence/sexual harassment/cyber violence happening in school etc.
- resources for parents on how to recognize signs of distress in teenage daughter/son, how to respond to specific gender-based violence/harassment situations happening to a teenage child etc.

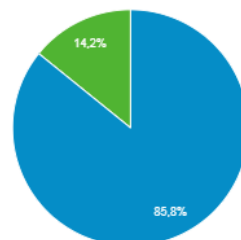
The entire partnership carried out content creation and online community management.

**At the end of the project, the website is updated with 48 articles and 27 materials and toolkits available for download. It reached over 16k unique users, with over 23k sessions and 60k page views. The most visited page was the web game page with over 15k views. Most of the users were acquired through the social media campaign. 176 people registered to the download page "Learn more".**

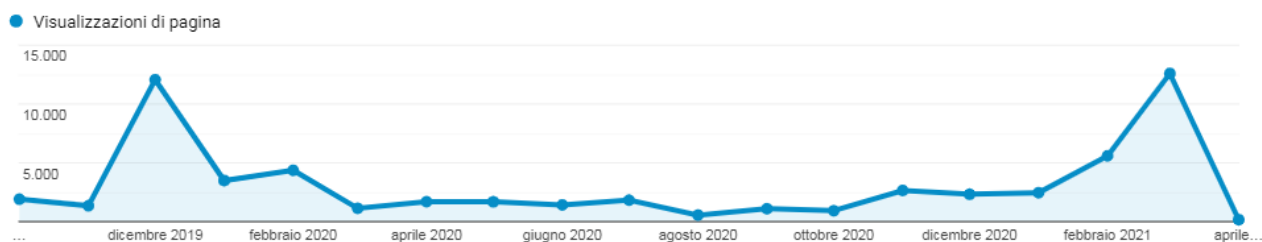
- **Public overview**



New Visitor Returning Visitor



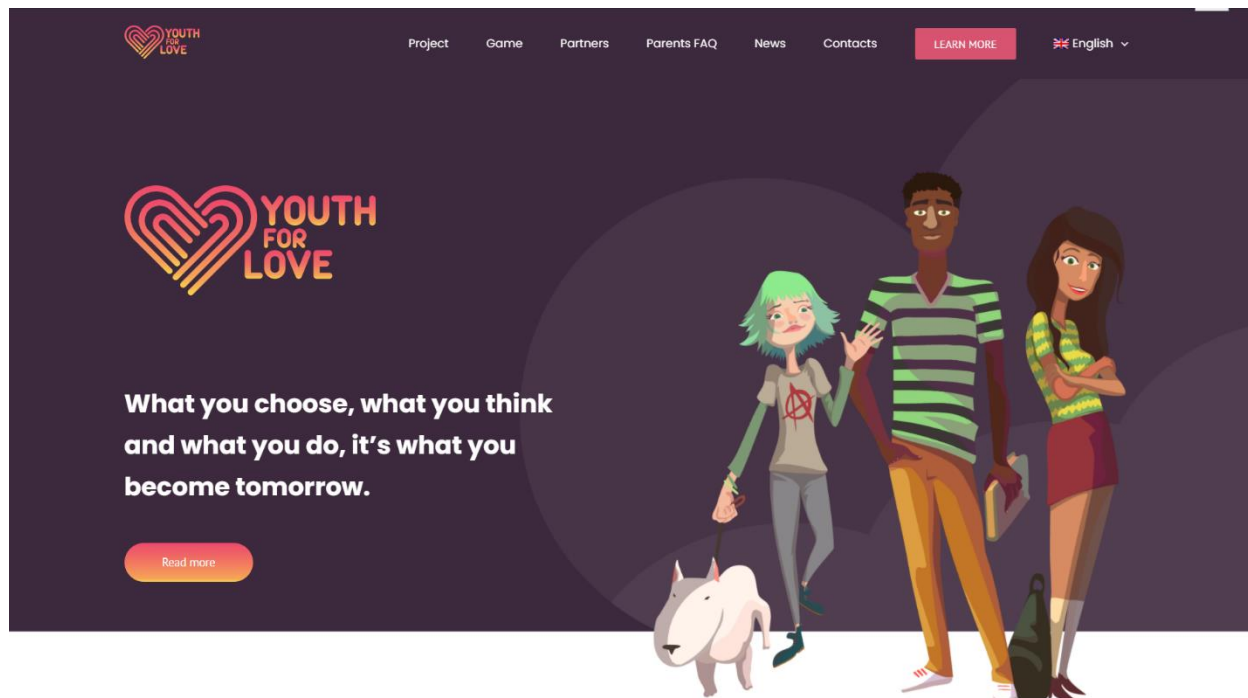
## - Behavior overview



Pagina	Visualizzazioni di pagina	% Visualizzazioni di pagina
1. /game/	15.182	25,61%
2. /	6.600	11,13%
3. /pregame/	4.985	8,41%
4. /progetto/	2.543	4,29%
5. /game	1.429	2,41%
6. /en/	1.177	1,99%
7. /project-description/	1.112	1,88%
8. /en/game/	993	1,68%
9. /ro/inregistreaza-te/	767	1,29%
10. /nl/	642	1,08%

Zoom

## D.5.8 Project website



The [website](#) was developed in **five languages** (English, Italian, Greek, Dutch and Romanian) and comprised different sections explaining the **project's purpose, development and activities**, with a part dedicated to the [web game](#). All partners have contributed to the translation of texts and web game components into their languages.

**The website was officially launched in October 2019** via press releases, news and social media posts. As WP5 leader, **ActionAid Italy** prepared some basic English communication materials for partners to translate and adapt to their national contexts.

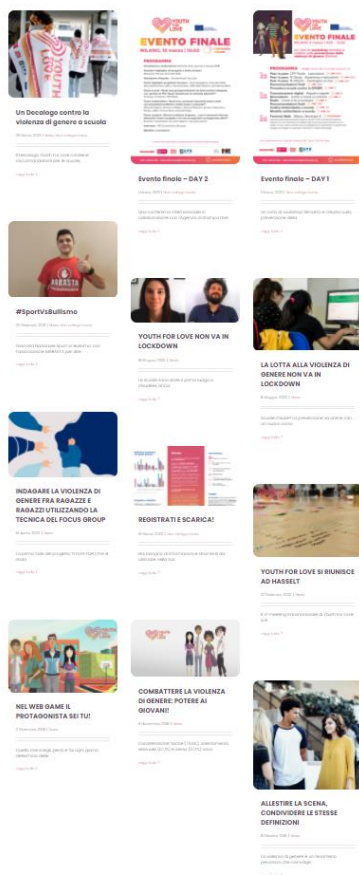
All partners updated the **News section** with articles, posts, and photos concerning their countries' activities and events. During the project's second year, a new section called "**Learn more**" has been implemented to let users download valuable materials developed by the project: leaflets and toolkits categorized as a) communication and dissemination, b) education and training, or c) monitoring and evaluation, according to the topic.

### ITALY – AAIT + AFOL

ActionAid Italia and AFOL contributed to the [Italian news section](#) uploading **12 articles** and official communications regarding local project activities and developments, gender-based violence material and data analysis based on the focus group methodology.

## NEWS

Tutti le iniziative e gli eventi di tutti gli enti, istituzioni e cittadini di interesse culturale e linguistico per la scuola e la società in genere, vengono pubblicati su questo sito.



The [Italian “Learn more” section](#) reached a total of **8 materials and tools** among informative leaflets and toolkits, both addressed to a) general public, b) students, c) parents, d) teacher and educators.



## Benvenuto


Scarica maggiori informazioni e strumenti da utilizzare nella tua scuola e nel tuo territorio

TUTTI

COMUNICAZIONE E DIFFUSIONE

EDUCAZIONE E FORMAZIONE


### 10 AZIONI PER PREVENIRE E CONTRASTARE LA VIOLENZA DI GENERE A SCUOLA



Il Decalogo Youth for Love contribuisce a sensibilizzare gli studenti e gli educatori per la violenza di genere e per intervenire correttamente.

**DESCARICALO**


### Toolkit Peer-to-Peer



Il toolkit per studenti, studenti-teacher, genitori, educatori ed educatori per rispondere meglio ai ragazzi nello sviluppo di comportamenti positivi e di un programma di educazione. Risponde al bisogno di coinvolgimento, alla prevenzione e al contrasto della violenza di genere.

**DESCARICALO**


### Toolkit per studenti e studentesse



Il toolkit per studenti, studenti-teacher, genitori, educatori ed educatori per rispondere meglio ai ragazzi nello sviluppo di comportamenti positivi e di un programma di educazione.

**DESCARICALO**


### Toolkit per Docenti e Comunità Educativa



Il toolkit per attività educative rivolte ai docenti, per coinvolgere la comunità educativa nella prevenzione, nella gestione e nel contrasto della violenza di genere.

**DESCARICALO**


### I nostri consigli per genitori e tutori



Il toolkit per genitori e tutori per coinvolgere i figli e le figlie e prevenire e contrastare la violenza di genere e la violenza di genere tra gli studenti.

**DESCARICALO**


### Diagnosi Scolastica – Toolkit



Il toolkit per la diagnosi della violenza di genere all'interno della scuola. Il toolkit è composto da una serie di strumenti (questionari, interviste, focus group) che aiutano a identificare i punti di forza e di debolezza della scuola e a sviluppare strategie di prevenzione e contrasto della violenza di genere.

**DESCARICALO**


### Il problema del bullismo scolastico



Il toolkit per la diagnosi della violenza di genere all'interno della scuola. Il toolkit è composto da una serie di strumenti (questionari, interviste, focus group) che aiutano a identificare i punti di forza e di debolezza della scuola e a sviluppare strategie di prevenzione e contrasto della violenza di genere.

**DESCARICALO**

### Diagnosi Scolastica – Check list



Il toolkit per la diagnosi della violenza di genere all'interno della scuola. Il toolkit è composto da una serie di strumenti (questionari, interviste, focus group) che aiutano a identificare i punti di forza e di debolezza della scuola e a sviluppare strategie di prevenzione e contrasto della violenza di genere.

**DESCARICALO**

ActionAid has also contributed to the [English news section](#) with 2 articles, and to the [English “Learn more” page](#) with the overall setting up and upload of translated materials and toolkits.



## NEWS

Youth for Love has the objective to develop, implement and evaluate an integrated high-school educational program in 4 European countries: Romania, Italy, Belgium and Greece



### TEN ACTIONS TO PREVENT AND TACKLE GBV AT SCHOOL

April 10, 2021 | News, Recs, Unregistered

Thanks to the Youth For Love project, young people, teachers,

Read more »



### GENDER STEREOTYPES ARE LIMITING CHILDREN'S POTENTIAL AND CAUSING LIFELONG HARM

February 25, 2021 | News

1 harmful gender stereotypes are significantly limiting children's potential, warns a

Read more »



### Gender-based violence during lockdown

January 28, 2021 | News

We do not yet have comparative worldwide data but some

Read more »



### YOUTH FOR LOVE PARTNERS GATHER IN HASSELT

February 27, 2020 | News

The 3rd transnational meeting for Youth For Love was held

Read more »



### SETTING THE SCENE, SHARING THE SAME DEFINITIONS

October 5, 2019 | News

Gender-based violence (GBV) is a pervasive phenomenon that concerns everybody


Read more »

## Welcome

Download more information and tools to be used in your school and in your area

ALL
COMMUNICATION & DISSEMINATION
EDUCATION & TRAINING
MONITORING & EVALUATION


### School Staff Training Toolkit



A toolkit for school staff and educators to support schools in preventing and managing School Gender-based Violence.

DOWNLOAD


### Teen Support Programme Toolkit



A toolkit for students, school staff and educators to support students in recognising, preventing and managing Gender-based Violence.

DOWNLOAD


### The problem of school bullying



Learn more about Youth for Love's activities to prevent and combat school bullying and gender-based violence among teenagers.

DOWNLOAD


### School Diagnosis - Check list



The analysis and preparation of the context are fundamental for the success of the educational intervention program. The following guide aims to provide schools and organisations involved in the educational and social sector with a clear vision of all the procedures to be carried out in the preparatory phase of diagnosis.

DOWNLOAD

### Diagnosi Scolastica - Toolkit

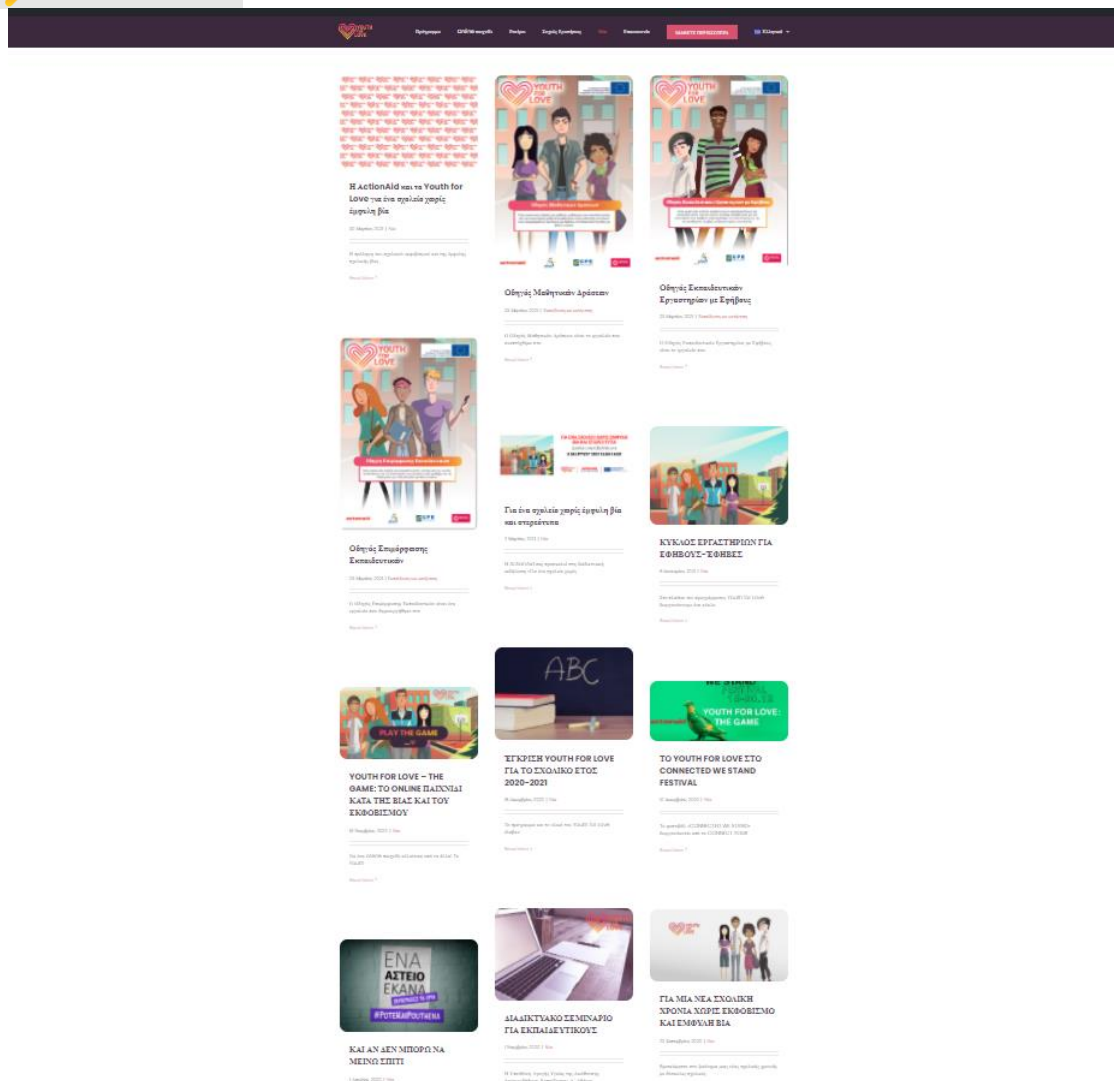


Indagare la violenza di genere utilizzando la tecnica del focus group. Il seguente toolkit è rivolto al personale scolastico (docenti, educatori, tutor) degli istituti Superiori e vuole essere uno strumento di facile utilizzo che supporti le scuole interessate a replicare il programma educativo YL.

DOWNLOAD

## GREECE - AAH

For the [Greek news section](#), **12 articles** were created by ActionAid Hellas in total. The scopes included raising awareness on the use of inclusive language, GBV (Connection with Covid situation), on the use of inclusive language, project updates, and final national event.




The [Greek “Learn more” section](#) has been updated with **3 toolkits** addressed to students, teachers and educators.

## Καλώς ήρθατε

Εγγραφείτε ή συνδεθείτε για να κατεβάσετε περισσότερες πληροφορίες και εργαλεία που μπορούν να χρησιμοποιηθούν στο σχολείο και στην περιοχή σας

ALL ΕΚΠΑΙΔΕΥΣΗ ΚΑΙ ΚΑΤΑΡΤΙΣΗ


**Οδηγός Μαθητικών Δράσεων**



Ο Οδηγός Μαθητικών Δράσεων είναι το εργαλείο που αναπτύχθηκε στο [...]

[DOWNLOAD](#)


**Οδηγός Εκπαιδευτικών Εργαστηρίων με Εφήβους**



Ο Οδηγός Εκπαιδευτικών Εργαστηρίων με Εφήβους είναι το εργαλείο που [...]

[DOWNLOAD](#)

**Οδηγός Επιμόρφωσης Εκπαιδευτικών**



Ο Οδηγός Επιμόρφωσης Εκπαιδευτικών είναι ένα εργαλείο που δημιουργήθηκε στο [...]

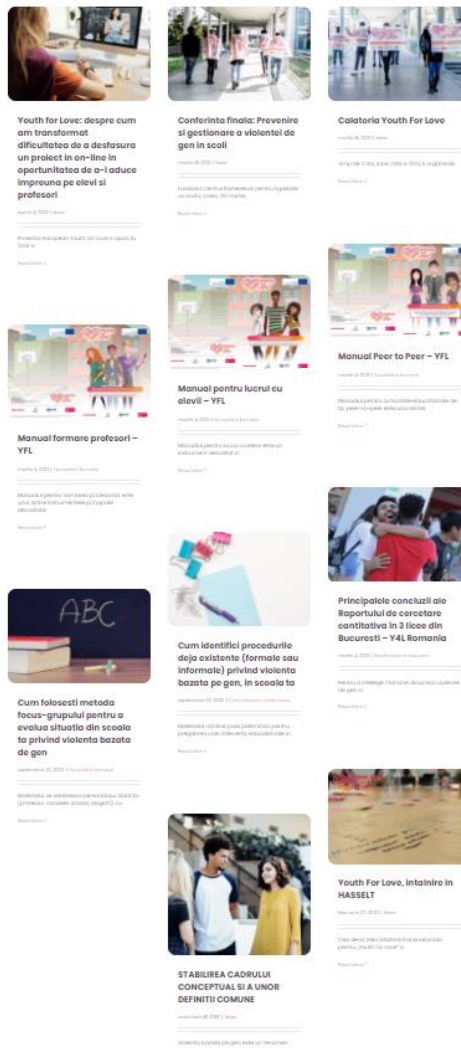
[DOWNLOAD](#)

### ROMANIA - CPE

In the [Romanian news section](#) are published **9 articles** focused on the educational materials (school diagnosis checklist, school diagnosis tools and toolkits), updates from the project: meeting in Hasselt, Y4L journey and the quantitative research report in 3 high schools from Bucharest.



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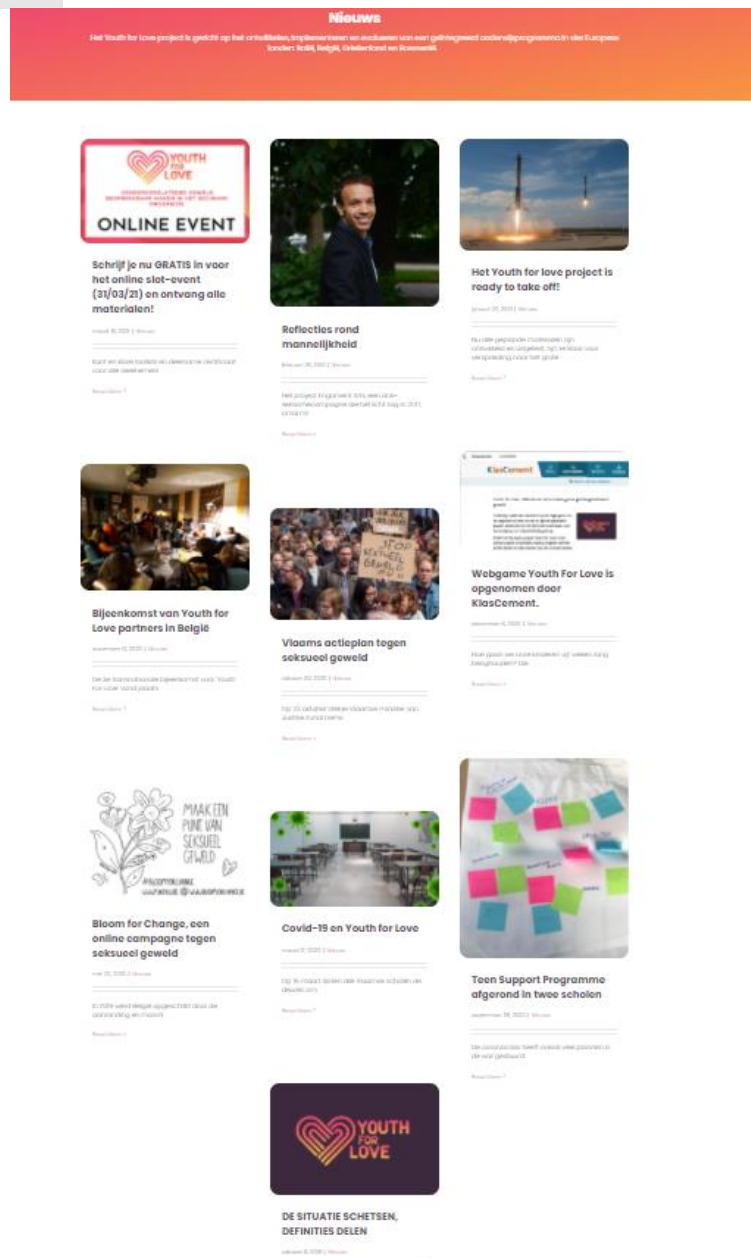
In the [“Learn more” section](#), we wanted both students and teachers to have access to download the educational tools developed in the Youth for Love project. **5 materials and tools** are now available.

## Bine ai venit

Inscrie-te sau conecteaza-te pentru a descarca mai multe informatii si instrumente pe care sa le utilizezi in  
scola sau zona ta

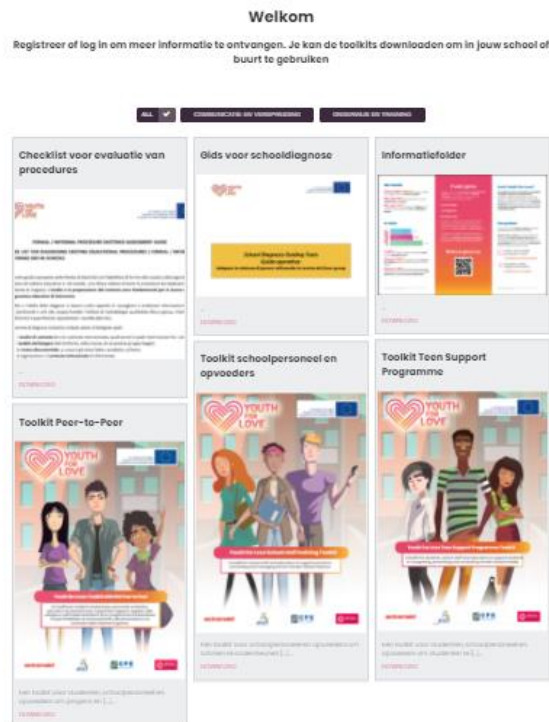
ALL                                                                 





The [Dutch “Learn more” section](#) includes **6 materials and tools** among informative leaflets and toolkits, both addressed to a) general public, b) students, c) parents, d) teacher and educators.





## Act. 5.4 - Serious game

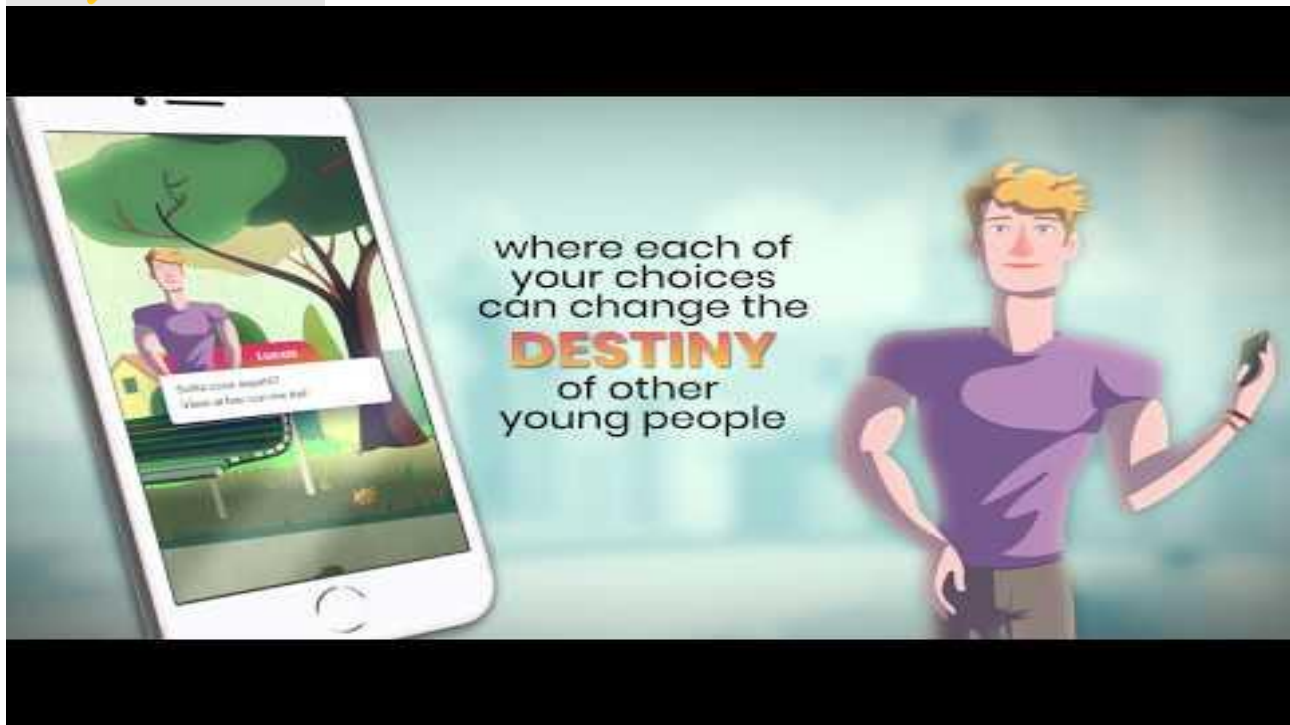
A web-based game was running on the project website based upon personal experience and gamification. A real-based experience game where the players can choose how their avatar should behave. The results are an interactive graphic novel addressing teenagers' involvement in taking a stance on situations related to GBV. The players can choose the story plot and the avatar to play with. The choice made by each player will develop the story and the well-being of their own avatar in different ways. The story will thus be articulated following different crossroads. In each of them, the players should make a choice. All the possible choices are listed on the screen on a dedicated text box. Each crossroad is articulated in two sections: one of contextualisation and the other of a game.

The game was intended as a social experience to be distributed via Instagram and Facebook, using a campaign targeting students and teenagers living in the area where the school programmes were implemented. The game was coupled with a Multi-language teaser trailer and a budget for specialised digital distribution.

### D.5.9 - Serious game

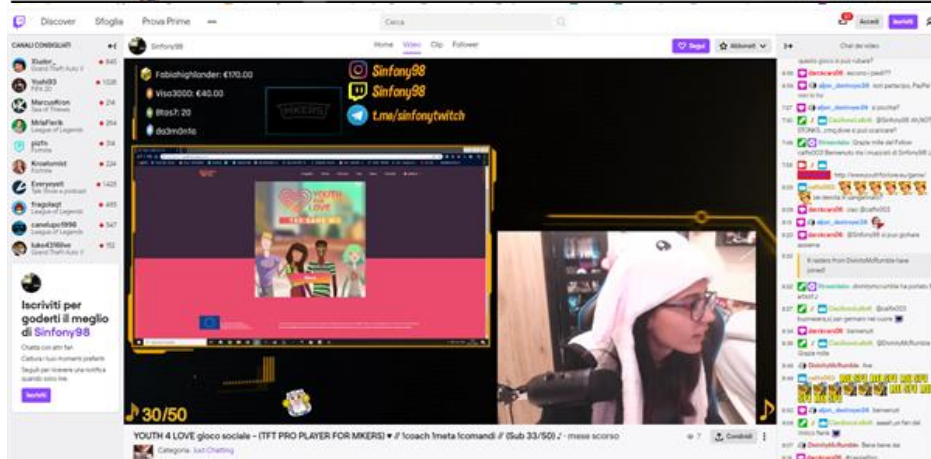
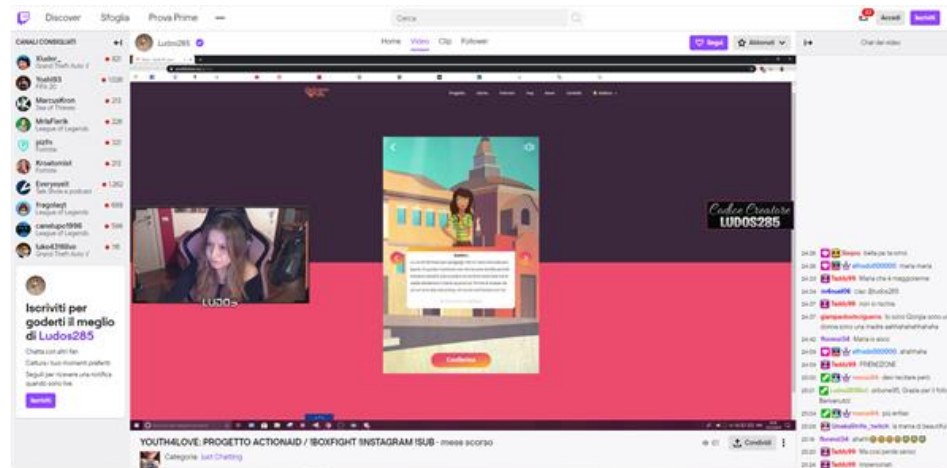
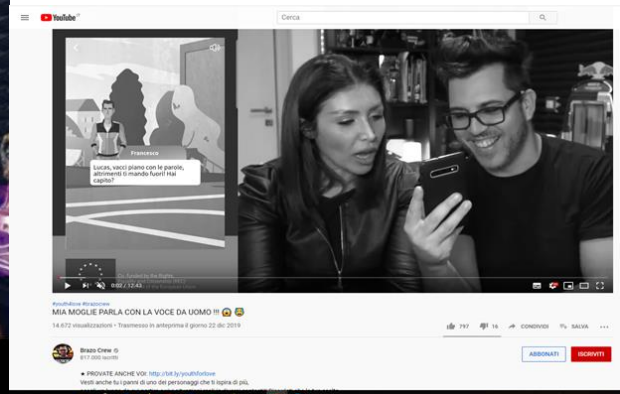
**The web game (available in 5 languages: English, Italian, Romanian, Greek and Dutch) was launched in November 2019** and promoted throughout the project during an integrated communication and dissemination campaign.

**ActionAid Italy**, with the support of the communication agency, produced **5 video teasers** (one for each partners' language plus English) and **over 10 different visual formats** for the social media promotion.



The launch was supported by a digital partnership with Mkers Official and the video game influencers Brazo Crew (817k subscribers), Ludos285, Sinfony98, and SloppyR6. They produced 2 promotional videos, reaching over 40k YouTube views and a live stream on Twitch.tv (the world's leading live streaming platform for gamers) consisted of videos and chats among fans from around the world while playing the YFL serious game.

At the end of the project, the web game has been played over 15k times.



## Act. 5.5 - National conferences / events

National conferences were organised in each participating country to present the project results, the peer-to-peer activities' creative outcomes, and let practice the project tools during small practical workshops. Among the participants, there were professionals from education, school staff, Educational experts, NGO representatives, media, etc.

### D.5.4 National conference in Greece

The Youth for Love National Conference in Greece was organized on the **8th of March 2021**. It was titled "Youth for Love Online Event - For a school without gender-based violence and stereotypes". Due to COVID-19 restriction the event was conducted online, with the use of the platform Microsoft teams Live Event. The event was targeted mainly to educators, but also to other professionals from the field of education, school staff, Educational experts, NGO representatives, media etc. The scope of the event was to present Youth for Love project results, to acquaint participants with Youth for Love Outputs (especially the three educational toolkits and the Youth for Love Webgame) and to spark a discussion around preventing and addressing a discussion among different stakeholders on preventing and addressing gender-based violence and stereotypes in schools, in three levels: inside the classroom, on a school level and on an institutional level. The event, with a total duration of 3-hours, had **19 speakers and 144 attendees**.

A communication campaign, especially for the event, was planned and executed. It included a bunch of different activities and the usage of different media (website, social media, emails, newsletter and an official invitation for institutional stakeholders), in order to reach out to all different groups of the target audience. There were also some websites (Directorate of Primary Education of Arta – [link](#), greekteachers - [link](#), The Press Project - [link](#), Thisisus - [link](#)) that posted the information about the event.

A detailed description of the communication campaign, as well as the event and its outcomes and follow up activities, is available in D. 5.4 National Final Event Greece.





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## ΓΙΑ ΕΝΑ ΣΧΟΛΕΙΟ ΧΩΡΙΣ ΕΜΦΥΛΗ ΒΙΑ ΚΑΙ ΣΤΕΡΕΟΤΥΠΑ

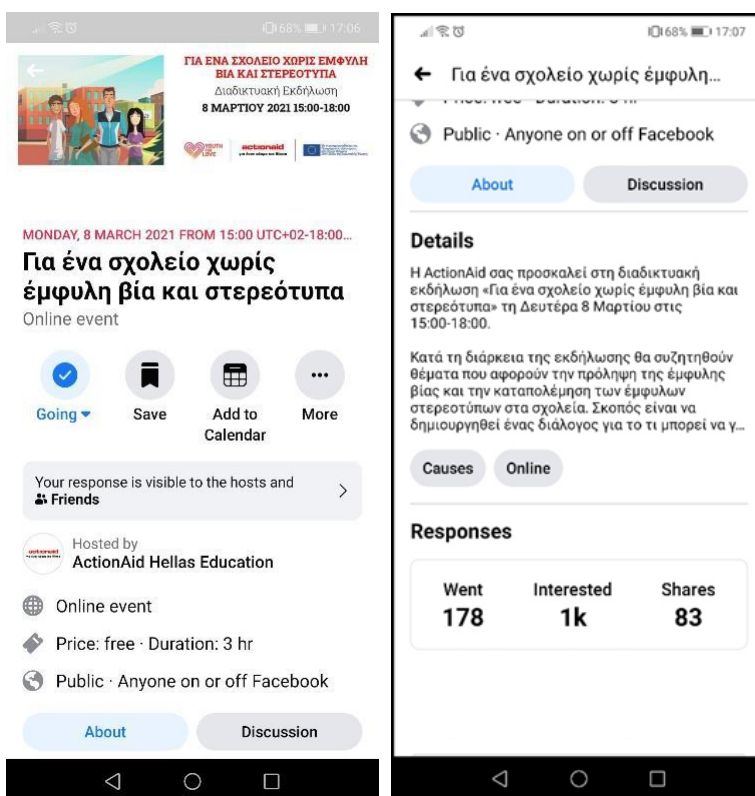
Διαδικτυακή Εκδήλωση

**8 ΜΑΡΤΙΟΥ 2021 15:00-18:00**



**act:onaid**  
για έναν κόσμο πιο δίκαιο

Με τη συγχρηματοδότηση του  
Προγράμματος «Δικαιώματα,  
Ισότητα και Αξιοκρατία  
2014-2020» της Ευρωπαϊκής Ένωσης



National conference Greece – Facebook event

### D.5.5 National conference in Romania

In Romania, the National conference was organized online the 26th March 2021, with zoom application, and dedicated to the communication of final projects national results. Schools, stakeholders and other organization joined the event, that saw the participation of 218 attendee and 17 panelists. Especially students have been protagonist of the interesting speeches.

Below the agenda and topics of the event.

**10.30 11- Project presentation and results** (Irina Sorescu – Project Manager)





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**11.00 – 11.40 – Presentation of the tools developed during the project:** Focus-groups highlights, Teen Support Program highlights, Toolkit for teachers, Toolkit for students (Livia Aninosanu – Educational Expert)

**11.40 – 12.00 – Presentation of the Peer to Peer Activity:** Peer to Peer Toolkit Structure, Example of Methods to be used in schools, Presentation of the Peer to Peer Activities developed in the 3 high-schools (Daniela Draghici – Advocacy Specialist and Peer to Peer Facilitator)

**12.00 – 12.45 – Testimonials from Teachers and Students**

**Would you recommend a school to get involved in a project such as Youth for Love?** Rodica Popa, teacher, Nicolae Kretulescu Commercial High-School in Bucharest, Loana Lavinia Ionita, school counsellor, Sincai High-School in Bucharest

**What good thing do you take with you from YFL?** Mihai Velecholova, student Viilor High-School, Dragos Constantin, student Viilor High-School

**How do you see a good relationship and how can teenagers build good relationships?** Mario Ionescu, student, Viilor High-School

**What did you discovered about yourself when you were a Peer to Peer Educator in the Peer to Peer Activities?** Iulian Pavel, student, Viilor High-School

**What might be difficult for a teenager's integration in the high-school?** Marius Niculae, student, Viilor High-School

**How would you convince a student to participate in Y4L?** Mihaela Toader, student Kretulescu High-School, Marius Stoicescu, student Kretulescu High-School

**What motivated you to run a workshop as Peer to Peer Educator?** Iarina Tanasoiu, student Kretulescu High-School

**What qualities of your self did you discovered during the project?** Denisa Istrate, student Kretulescu High-School, Larisa Scripcariu, student Kretulescu High-School

**How would you persuade a teacher to involve his class in a project like Youth for Love?** Alina Gabriela Jandarmu, student Kretulescu High-School

**What does it mean to have good relationships in adolescence?** Alexandra Iancu, student Kretulescu High-School

**12.45 – 13.00 – Questions and answers and closure**



## D.5.6 National conference in Belgium

The final event in Belgium was organized online on Wednesday 31st of March from 14 to 16. Because of the Covid-19 pandemic and the restrictions, the event was held online, with teams app. 28 participants joined the event.

The final conference involved teachers, students and stakeholders in discussing the results of the project and procedures and approaches to discuss and handle gender-based violence in secondary education.

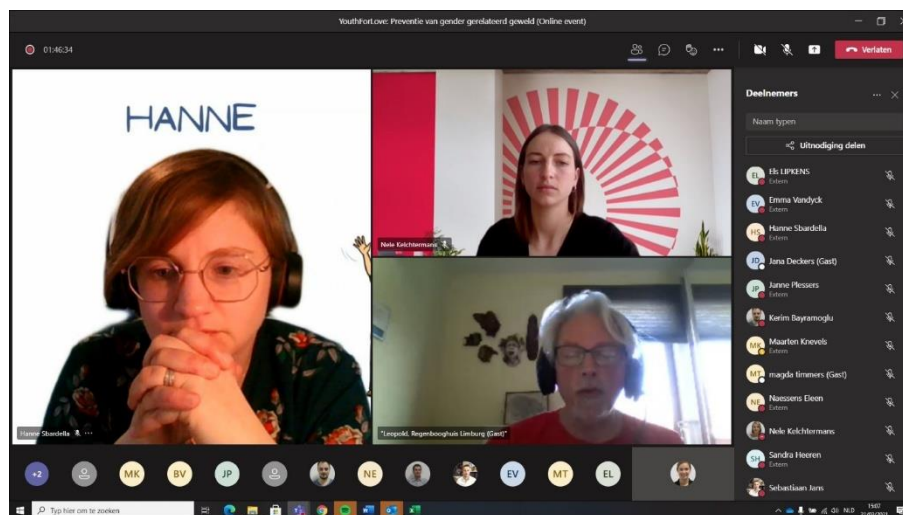
The first presentation was by Nele Kelchtermans from UCLL to present the activities in the Youth for Love project in the past two years, and the main findings from the research and the workshops with teachers and students. The aims and objectives of Youth for Love 2 were also presented to the participants. Next, Hanne Sbardella from JAC Hasselt presented their organizations and how they approach gender-based violence among youth. Leopold Lindelauff from Regenbooghuis Hasselt also presented their way of working and how they address the issue of gender-based violence with students and in schools. The event concluded with a presentation by Andy Veltjen from UCLL presented the new e-learning tool for teachers to follow the professionalization track for school professionals online.

### Agenda:

- **Introduction** (Nele Kelchtermans, UCLL)
- **Youth For Love toolkits** (Nele Kelchtermans UCLL)
- **Explanation and contextualization of the LGBTQ+ community** and their experiences around prevention of GBV (Leopold Lindelauff, president of Het Regenbooghuis Limburg)
- **Prevention of gbv at the policy level** and explanation of the functioning of different support services in Belgium (Hanne Sbardella, JAC Hasselt)



- **Presentation and explanation of the website and the launch of the online platform** that UCLL customized for the Y4L project. The participants were given a demo where to find the developed materials, how to follow the teacher training program as e-learning and how to be part of the Youth for Love community.



Relevant stakeholders: Regenbooghuis Limburg, JAC Hasselt, teachers, socialworkers, parents, press, researchers, lecturers.



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### D.5.7 Final conference in Italy

ActionAid Italy and AFOL jointly organised a **2-day national event on the 9<sup>th</sup> and 10<sup>th</sup> of March 2021**. It was held online due to the pandemic situation and restrictions. The total of participants to the 2 days Final Conference, were 191.

On the 9<sup>th</sup> of March, the **1<sup>st</sup>-day event consisted of 11 thematic and creative workshops** on preventing gender-based violence, addressed to **Italian students, teachers and stakeholders** like youth associations.

They were distributed **from 9 am to 1 pm in different Zoom rooms and groups of participants**. The workshops included:

- 3 peer to peer sessions with the 3 Italian schools participating in the project
- 1 session on final recommendations
- 1 session on schools procedures against SRGBV
- 2 sessions on anti-harassment and anti-bullying codes and models at school
- 3 sessions on communicating gender-based violence on social media, traditional and online media, and radio.

Finally, a **Feminist walk** was planned for the end of the day to let young students explore and discover some spaces and services dedicated to gender equality within the Municipality 6 of Milan. Due to Covid-19, we were not allowed to implement it and had to cancel it.

On the 10<sup>th</sup> of March, for the **2<sup>nd</sup>-day event**, we organized an **online conference addressed to students, schools, relevant national and international stakeholders from the 4 countries of the project**. The event was also open to the general audience and promoted through a *save the date* to the Italian press, all partners' channels (website, social media and others) at the European level and supported by Italian/English simultaneous translation. As a media partner, the Italian **Press Agency Dire** moderated the entire event and assured its coverage before, during and after.

From the project's highlights and lessons learned to policy recommendations and youth actions, **4 roundtables** gave the floor to all the different stakeholders involved by the thematic (YFL consortium, students, schools, national institutions and youth associations).

**3 youth associations** were actively involved in the final event: UDS-Students Union, MaBasta and Zainet. 6 stakeholders, 3 teachers and school directors, 9 students were involved in the roundtables. For details, please see D 5.7 final conference Italy.



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## EVENTO FINALE

MILANO, 9 marzo | 9:00 - 16:00

Un ciclo di **workshop** tematici e creativi sulla **prevenzione della violenza di genere** (Online)

### PROGRAMMA TARGET: Studenti (S) | Docenti (D) | Stakeholder (T)

- 9:00** Peer to peer, CFP Paullo - Laboratorio [LINK](#) [SIDIT](#)
- 10:30** Peer to peer, IS Giorgi - Esperienza e laboratorio [LINK](#) [SIDIT](#)
- Peer to peer, IS Vittorini - Campagna on-line [LINK](#) [SIDIT](#)
- Raccomandazioni finali [LINK](#) [SIDIT](#)
- Procedura scuola contro la SRGBV [LINK](#) [D](#)
- 11:00** Comunicazione digital - Regole e segreti [LINK](#) [S](#)
- 12:30** Giornalismo - Come si scrive un articolo [LINK](#) [S](#)
- Radio - Come si fa un podcast [LINK](#) [S](#)
- Raccomandazioni finali [LINK](#) [SIDIT](#)
- Codice Antimolestia a scuola [LINK](#) [SIDIT](#)
- Modello antibullismo a scuola [LINK](#) [SIDIT](#)
- 14:00** Feminist Walk - Milano, Municipio 6 [REGISTRATI](#)
- 16:00** Lasciate guidare alla scoperta di spazi e servizi contro la violenza di genere. Esplora con noi il Municipio 6 di Milano alla ricerca dei luoghi simbolici per la parità. Un tour urbano pensato da una delegazione di studentesse e studenti del progetto per leggere e osservare il territorio in chiave femminista.

Con la partecipazione di: Agenzia di stampa DIRE, Zainet, UDS, Ma Basta



Info: ActionAid - educazione.ita@actionaid.org



## FINAL EVENT

MILAN, 10 March | 10:00



### PROGRAMME

Introduction and moderation: Maria Nicoletti, Agenzia di stampa DIRE

Project's results and highlights at the European level  
Maria Sole Piccioli, ActionAid Italia

Impact evaluation - Camilla Guasti, ArcoLab

Focus roundtable: "Project highlights from countries" - Giusti Megaglianni, ActionAid Hellas | Nele Keltchermans, UCLL | Livia Aninosanu, CPE | Mara Ghidori, Afol Metropolitana

School roundtable: "Lessons learned and best practices from YFL: what are the benefits for the educational communities?"  
IS Giorgi, IS Vittorini, CFP Paullo

Stakeholders roundtable: "What crucial aspects emerged as policy recommendations at the local and national level?"  
Diana De Marchi, Municipality of Milan | Monica Pasquino, Scosse | UDS | Corinne Reier, ActionAid Italia

Students roundtable: "Youth and gender-based violence: what must be done to tackle it? How did the project make you key and active players?"  
Students from Italy and country partners

Debate and conclusions

Italian/English simultaneous translation will be provided during the event



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Different outputs were produced during the final event ([articles](#) and social media posts from the creative workshops, draft recommendations from the thematic ones). Among them, a **handbook containing the 10 actions to prevent GBV at school** was promoted at the project's closure and boosted by a **final video**.

