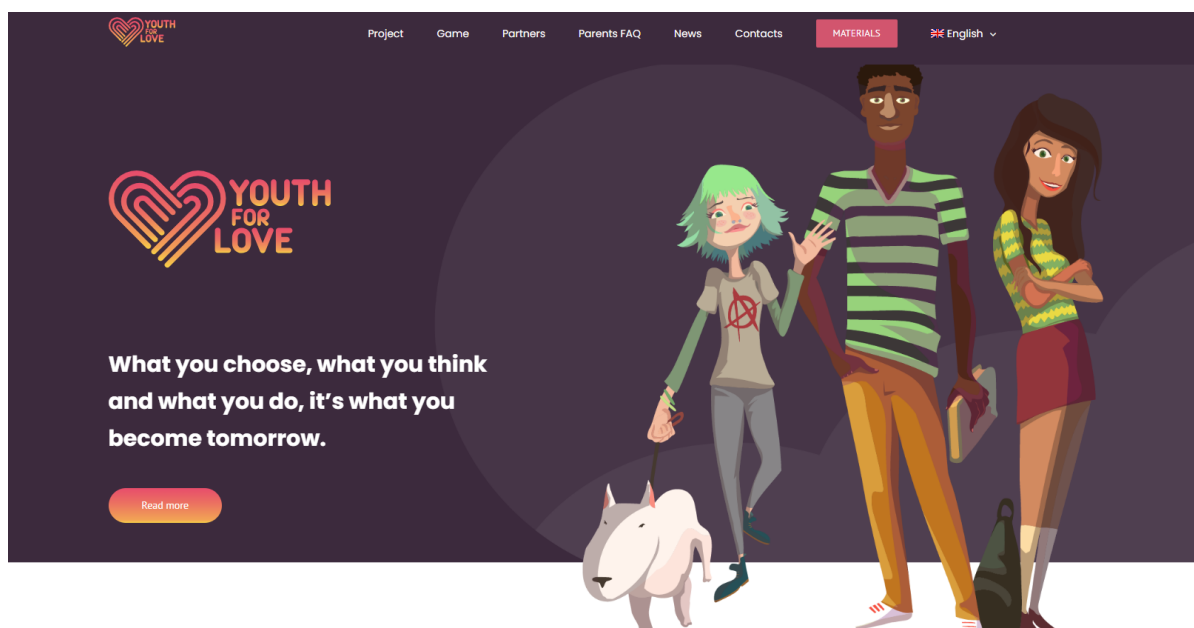


## Youth For Love 2 – D4.8 Website and Communication activities

*The deliverable 4.8 first gives an overview on how communication activities were organized and planned among the consortium, and then a resume on communication channels and dissemination tools produced, included all results and targets reached during the two years project.*



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*The report has been developed with the financial support of the Rights, Equality and Citizenship (REC) Programme of the European Union. The contents of this website are the sole responsibility of UCLL and the project partners and can in no way be taken to reflect the views of the European Commission*

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## 1 Executive Summary

The present report contains the outputs and results of the communication and dissemination activities of the Youth For Love 2 project co-funded by the Rights, Citizenship and Equality Program of the European Commission. It is managed by the Head of Communication (UCLL) in coordination with the Project Manager and staff of ActionAid International Italia, and the partner organization's staff.

All partners, supported by the Head of Communication, were responsible for implementing communication and dissemination activities throughout the project implementation period. The main communication objectives are:

- to raise awareness about peer violence and how to counter it.
- to disseminate contents and material produced by young people themselves.
- to transfer the results to appropriate stakeholders and multiply the impact of the action.

### Work package main results

Indicator	Target	Result
<b>Reach through all activities*</b>	1.500.000	<b>18.148.607</b>
<b>Social Media Reach</b>	1.000.000	<b>7.122.355</b>
<b>Website views 'youtforlove.eu'</b>	100.000	<b>156.688</b>
<b>Web-game players</b>	50.000	<b>67.620</b>
<b>Media Coverage</b>	40	<b>399</b>
Articles international		10
Articles national		28
Social media posts		168
Press releases		180
Other		13

\*The reach of all the communication activities, social media included.

## Attachments

All references (dates, links and screenshots) are available on the Communication Activity Plan & Log file and in the Attachments folder.

## 2 Coordination of Communication activities

Coordinating communication activities involves planning, organizing, and implementing communication strategies that ensure that everyone involved in a project or team is informed, engaged, and working towards the same goals. In this section you can read about how these communication activities were coordinated.

At the start of the project, a communication plan (D. 4.1) was written by the head of communication. This plan outlines the goals, objectives, audience, message, and timing of communication activities. It helped to ensure that all communication efforts are coordinated and aligned with the overall project or team goals.

We assigned clear roles and responsibilities for communication activities to ensure that everyone knows what they are responsible for and who they should contact if they have questions or concerns.

The Project Manager and Head of communication scheduled regular check-ins. It was important to have these check-ins with the other project partners to provide updates, gather feedback, and address any concerns. It was usually the habit to have extra time during each steering meeting for a check-up regarding the communication activities. During these check-ups feedback from team members was encouraged to ensure that communication activities meet their needs and expectations. The feedback was used to adjust our communication strategies and improve future communication efforts.

Collaboration tools such as project management software, team chat apps, and shared document repositories can help were frequently used to coordinate communication activities and ensure that everyone has access to the same information.

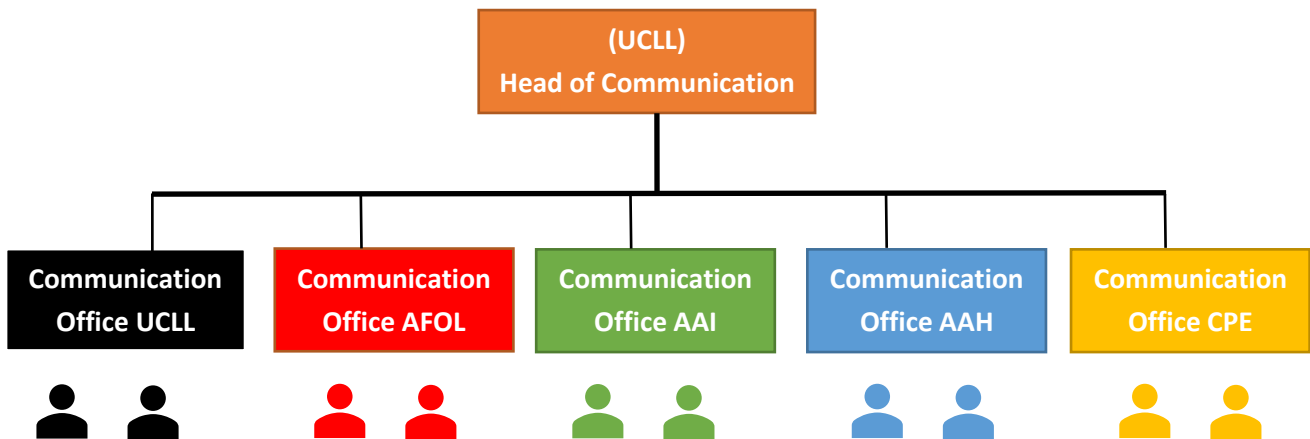
The main tool, a shared document called 'Communication Activity Plan & Log' was intensively used to guide all communication activities. This shared document contained contact information of all Communication officers, an activity plan in the form of a calendar and a log file per partner to report all activities.

## 2.1 Communication officers

The communication team was defined at the start of the project. Each project partner selected 2 project officer who, together with the communication officer, managed all the communication activities.

The first page of the shared document, 'Communication Activity Plan & Log', contains all information on who is responsible for communication during of the project. As some partners' Communication Officer changed during the project, updating the shared document meant everyone always had the most up-to-date data.

Besides the contact details of the communication officers, the document also contained the responsibilities, permissions, and personal code of the digital communication systems (dashboards/website).



Communication Activity Plan & Log

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	A	B	C	D	E	F
2			<b>Communication officers</b>			
3						
4			List of contact persons for each organisation for the communication of Youth For Love 2. These persons:			
5						
6			- have responsibility for the organisation's communication activities			
7			- have access to the content management system of youthforlove.eu in order to place content directly online.			
8			- Be included in any mail concerning the communication/dissemination of the project.			
9						
10			<b>Login to dashboard youthforlove.eu:</b>			
11						
12			<a href="https://www.youthforlove.eu/wp-login.php?itsec-hb-token=pannello">https://www.youthforlove.eu/wp-login.php?itsec-hb-token=pannello</a>			
13						
14						
15			<b>Organisation</b>	<b>Name</b>	<b>Email</b>	<b>PassWord</b>
16			UCLL	Andy Veltjen	andy.veltjen@ucll.be	
17			UCLL	Nele Kelchtermans	nele.kelchtermans@ucll.be	
18			AFOL	Mara Ghidorzi	m.ghidorzi@afolmet.it	
19			AFOL	Chiara Tentori	c.tentori@afolmet.it	
20			AAI	Giulia arosio	giulia.arosio@actionaid.org	
21			AAI	Fabiana Costantino	fabiana.costantino@actionaid.org	
22			AAH	Angelina Tsakiri	Angelina.Tsakiri@actionaid.org	
23			CPE	Ana Maria Olteanu	anolteanu@cpe.ro	
24			CPE	Livia Aninosanu (as backup person)	laninosanu@cpe.ro	

Communication officers Activity Plan UCLL log AFOL log AAI log AAH log CPE log

## 2.2 Activity Plan

A second section in the shared document 'Communication Activity Plan & Log' embraces the activity plan. This plan consists of an agenda divided into the 2 project years. This agenda is the backbone of all communication activities defined at the start of the project. The plan indicates which partner is responsible for a particular activity and when these efforts should be carried out. This document also acts as a checklist for the head of communications to identify lagging activities.

The activity plan fulfilled the following functions:

- To know what types of communication activities must be held.
- To know when a partner is responsible for implementing a communication activity.
- Track the status of predefined communication activities (done/pending)

In addition, key dates including **National & International Days/Weeks** (“Interesting dates to write about”) and **project activities** (“Steps in the project to write about”) are included in the calendar. This is to tie all communicative activities in with these dates and as a result increase efficiency in communication. International days are occasions to educate the general public on issues of concern, to mobilize political will and resources to address global problems, and to celebrate and reinforce achievements of humanity.

## Project year 1

Communication Activity Plan & Log														
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R6														
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1		Partners	UCLL	ACTIONAID ITALY	ACTIONAID HELLA!	AFOL	CPE	All partners						
2														
3														
4														
5		Communication Type	mei-21	jun-21	jul-21	aug-21	sep-21	okt-21	nov-21	dec-21	jan-22	feb-22	mrt-22	apr-22
6		Interesting dates to write about					International Day of Non-Violence	Vlaamse week tegen pesten (flemish week against bullying) (Belgium), International Day for Tolerance	International Day for Tolerance	Human Rights Day			International Women's Day, International Day for the Elimination of Racial Discrimination	
7		Steps in the project to write about					Kick Off Bucharest, Local campaign and advocacy				Teen support program Activity	European Campaign	School staff training program, Web game integration and promotion	
8		1. Articles international (youthforlove.eu)					1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x
9		2. Articles national (youthforlove.eu)					1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x
10		3. Social Media Posts (FB, Twitter, LinkedIn,...)					2 x	2 x	2 x	2 x	2 x	2 x	2 x	2 x
11														
12														
13		Communication Type	mei-21	jun-21	jul-21	aug-21	sep-21	okt-21	nov-21	dec-21	jan-22	feb-22	mrt-22	apr-22
14		4. Press Releases (Radio, Tv, Journal, Newspaper)	2xUCLL										1xAALIT	4xAALIT
15														
16														

## Project year 2

10

### 2.3 Activity Logs

A separate logbook is provided for each partner to report their own communication activities. The timely and accurate completion of this logbook is crucial for the oversight of all activities by the head of communication and the project manager. Without recording these activities, it is impossible to check whether the communication objectives are being met as the project progresses. It was a useful tool to easily track which activities were not running as well and therefore needed to be kept under extra attention. We identified areas for improvement in the communication process. By reviewing the log regularly, the team could better identify communication challenges and develop strategies to address them.

The activity log provided us a comprehensive record of all communication activities, including who was involved, what was discussed, and when it took place. This is useful for legal and compliance purposes, as well as for future reference. By documenting communication activities, everyone involved is aware of their roles and responsibilities, and can be held accountable for their actions.

Overall, using this communication activity log led to more effective communication, better collaboration, and improved our project outcomes.

The following data was reported for each communication activity:

- **Communication Type** (Online articles, social media, press release, Other)
- **Media Detail** (Name of the platform, organization, agency, ...)
- **Date** (Release of the activity)
- **Main message**
- **Link**
- **Target Audience**
- **Audience reached**
- **Extra info**

Communication Activity Plan & Log									
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A1 Communication Type									
1	Communication Type	Media Detail (e.g Facebook, LinkedIn, Radio 1 Live, CNN, Il Giornale...)	Date	Main message (s)	Link (create downloadable media, if offline communication type e.g newspaper) <i>*Recommendation: make printscreens in case articles disappear online</i>	Target Audience (Families, Schools, NGOs, Service Providers, Local authorities, ALL)	Audience reached (print runs, likes, views, shared, clicks...) <i>*Benchmark for external websites: Average number of monthly visitors</i>	Extra info 'optional'	
2	Press release	* Het Belang Van Limburg	5/11/2021	Press release Y4L1 and introduction tot Y4L 2	<a href="https://www.hbvl.be/indien/2021/05/10/98000318">https://www.hbvl.be/indien/2021/05/10/98000318</a>	ALL	627.700	627.700	
3	Press release	* Het Nieuwsblad	5/11/2021	Press release Y4L1 and introduction tot Y4L 3	<a href="https://www.nieuwsblad.be/indien/2021/05/10/98000318">https://www.nieuwsblad.be/indien/2021/05/10/98000318</a>	ALL	2.000.000	2.000.000	
4	Social Media Post	* Facebook R&E	5/11/2021	Press release Y4L1 and introduction tot Y4L 3	<a href="https://www.facebook.com/ucell.repost/1972812708191389">https://www.facebook.com/ucell.repost/1972812708191389</a>	ALL	1.403	1.403	
5	Social Media Post	* Facebook UCLL	5/11/2021	Press release Y4L1 and introduction tot Y4L 3	<a href="https://www.facebook.com/hogeschoolUCLL/posts/293159">https://www.facebook.com/hogeschoolUCLL/posts/293159</a>	ALL	18.066	18.066	
6	Article international	* youthforlove.eu	9/10/2021	Transnational Partner Meeting Bucharest	<a href="https://www.youthforlove.eu/en/the-international-partner-meeting-bucharest/">https://www.youthforlove.eu/en/the-international-partner-meeting-bucharest/</a>	ALL		156.688	
7	Article international	* youthforlove.eu	10/10/2021	The International Day of Non-Violence	<a href="https://www.youthforlove.eu/en/the-international-day-of-no">https://www.youthforlove.eu/en/the-international-day-of-no</a>	ALL		156.688	
8	Article national	* youthforlove.eu	9/10/2021	Kick off @schools Spectrum & Helix	<a href="https://www.youthforlove.eu/en/9/2021/">https://www.youthforlove.eu/en/9/2021/</a>	ALL		156.688	
9	Social Media Post	* Facebook: Lesidee	9/10/2021	Searching For Schools	see screenshots	Schools	22.800	22.800	
10	Social Media Post	* Facebook: Private Group Teachers SO	9/10/2021	Searching For Schools	see screenshots	Schools	9.100	9.100	
11	Other	* Event: Schoolvoorbeelden	3/10/2022	Dissemination of the project Modernisation of sexual criminal law. This should not only provide better protection against sexual violence, but also adapt our laws to the sexual morality of the 21st century.	see pictures	Schools	148	148	
12	Article national	* youthforlove.eu	3/18/2022	Dissemination of sexual criminal law. This should not only provide better protection against sexual violence, but also adapt our laws to the sexual morality of the 21st century.	<a href="https://www.youthforlove.eu/en/nieuws-sekswet-graadde-uit-de-veel-beter-aansluit-bij-de-seksuele-moral-van-de-21ste-eeuw/">https://www.youthforlove.eu/en/nieuws-sekswet-graadde-uit-de-veel-beter-aansluit-bij-de-seksuele-moral-van-de-21ste-eeuw/</a>	ALL		156.688	
13	Article international	* youthforlove.eu	3/18/2022	Dissemination of sexual criminal law. This should not only provide better protection against sexual violence, but also adapt our laws to the sexual morality of the 21st century.	<a href="https://www.youthforlove.eu/en/nieuws-sekswet-graadde-uit-de-veel-beter-aansluit-bij-de-seksuele-moral-van-de-21ste-eeuw-2/">https://www.youthforlove.eu/en/nieuws-sekswet-graadde-uit-de-veel-beter-aansluit-bij-de-seksuele-moral-van-de-21ste-eeuw-2/</a>	ALL		156.688	
14	Social Media Post	* Facebook R&E	6/1/2022	Modernisation of sexual criminal law. Learn more about it @youthforlove.eu	<a href="https://www.facebook.com/ucell.repost/1972812708191389">https://www.facebook.com/ucell.repost/1972812708191389</a>	ALL	1.403	1.403	
15	Social Media Post	* LinkedIn R&E	6/1/2022	Modernisation of sexual criminal law. Learn more about it @youthforlove.eu	<a href="https://www.linkedin.com/posts/ucell.repost/1972812708191389">https://www.linkedin.com/posts/ucell.repost/1972812708191389</a>	ALL	2.306	2.306	
16	Article national	* youthforlove.eu	7/5/2022	Parents still have the right to use violence	<a href="https://www.youthforlove.eu/en/ouders-hebben-nog-alle-d-e-recht-om-het-kind-geweld-aan-te-doen/">https://www.youthforlove.eu/en/ouders-hebben-nog-alle-d-e-recht-om-het-kind-geweld-aan-te-doen/</a>	Families	200.000	200.000	
17	Press release	* Het Belang Van Limburg	7/11/2022	Summerschool in Greece	<a href="https://www.hbvl.be/indien/2022/07/11/9562171">https://www.hbvl.be/indien/2022/07/11/9562171</a>	ALL	627.700	627.700	
18	Social Media Post	* Facebook UCLL	7/18/2022	Summerschool in Greece	<a href="https://www.facebook.com/hogeschoolUCLL/posts/16860">https://www.facebook.com/hogeschoolUCLL/posts/16860</a>	ALL	18.066	18.066	
19	Social Media Post	* Facebook R&E	7/18/2022	Summerschool in Greece	<a href="https://www.linkedin.com/posts/ucell.youth-for-love-leed-in-en-onderzoekers-activy-6962329606847892-69-3">https://www.linkedin.com/posts/ucell.youth-for-love-leed-in-en-onderzoekers-activy-6962329606847892-69-3</a>	ALL	1.403	1.403	
20	Social Media Post	* LinkedIn TEL	7/26/2022	Summerschool in Greece	<a href="https://www.linkedin.com/posts/ucell.youth-for-love-leed-in-en-onderzoekers-activy-6962329606847892-69-3">https://www.linkedin.com/posts/ucell.youth-for-love-leed-in-en-onderzoekers-activy-6962329606847892-69-3</a>	ALL	132	132	
21	Social Media Post	* LinkedIn UCLL	7/26/2022	Summerschool in Greece	<a href="https://www.linkedin.com/posts/ucell.youth-for-love-leed-in-en-onderzoekers-activy-6962329606847892-69-3">https://www.linkedin.com/posts/ucell.youth-for-love-leed-in-en-onderzoekers-activy-6962329606847892-69-3</a>	ALL	21.443	21.443	

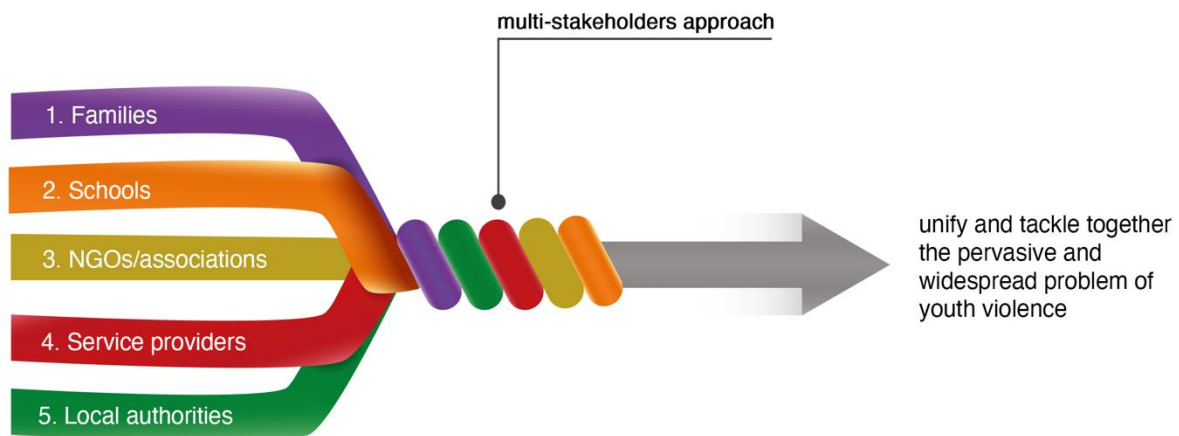
### 3 Implementation of communication activities

In this section, we shed light on the implementation of communication activities. As you can already infer from the previous section, different types of communication activities were carried out. Choosing between a varied range is part of the overall communication strategy described in the communication plan. Of course, each type of communication activity was carefully chosen according to its purpose.

Each activity started with following a logical framework of steps.

What are the goals and objectives of the communication activities. What do we want to achieve? Who do we want to reach with our message? What are their needs and interests? What is the best way to reach them? Depending on your audience, choose the right communication channels (type).

For each activity we used a clear and concise message that conveys your objectives and resonates with the specific audience. As written in the chapter “Tailoring communication to the target group” of the communication plan we kept in mind that different audiences may require different messages, so tailor your communication accordingly.



**Important note:** This section of implementation shows only a few concrete examples for each type of communication activity used. The full list of all activities per partner can be viewed through the "Attachments".

## Attachments

All references (dates, links and screenshots) are available on the [Communication Activity Plan & Log](#) file and in the [Attachments](#) folder.

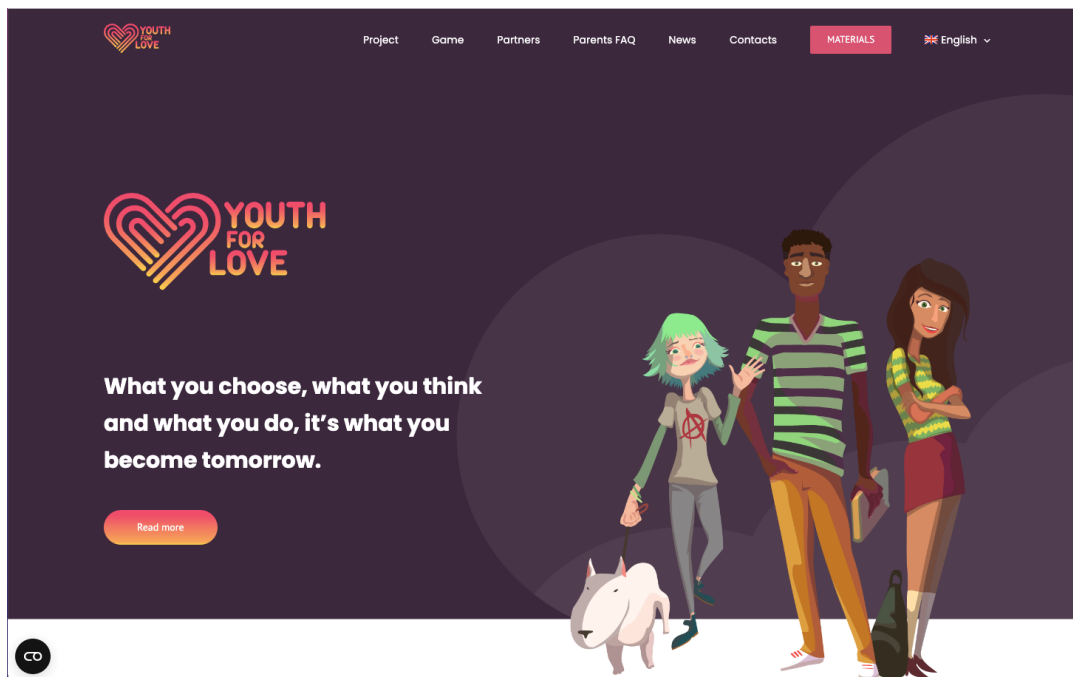
### 3.1 The website

A conscious decision was made to keep the website from the previous project. This to ensure the recognizability and trust that has already been built. This portal underwent a transformation in terms of content and structure. This way, the contents of the 2 different projects are offered simultaneously with a clear distinction between both project periods.

The website [www.youthforlove.eu](http://www.youthforlove.eu) is the heart of our digital outreach to all stakeholders. In addition to being the point of contact, the website is also a digital meeting place and centralizes all the tools that were developed during the project.

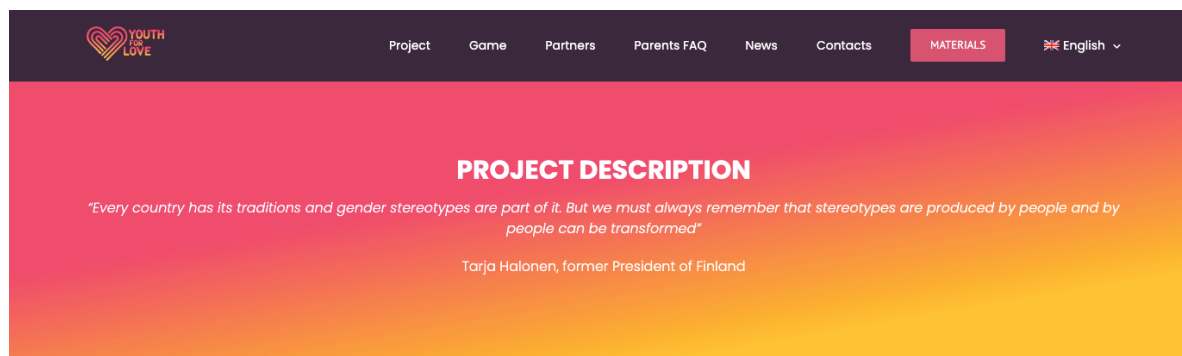
For every communication activity, the website is included as a reference with an additional call-to-action to guide the audience towards the website. This portal includes the following key components that played a key role in the dissemination of the project:





### 3.1.1 Project description

The project description briefly summarizes the project details. It is needed to communicate the full context of the project to visitors.



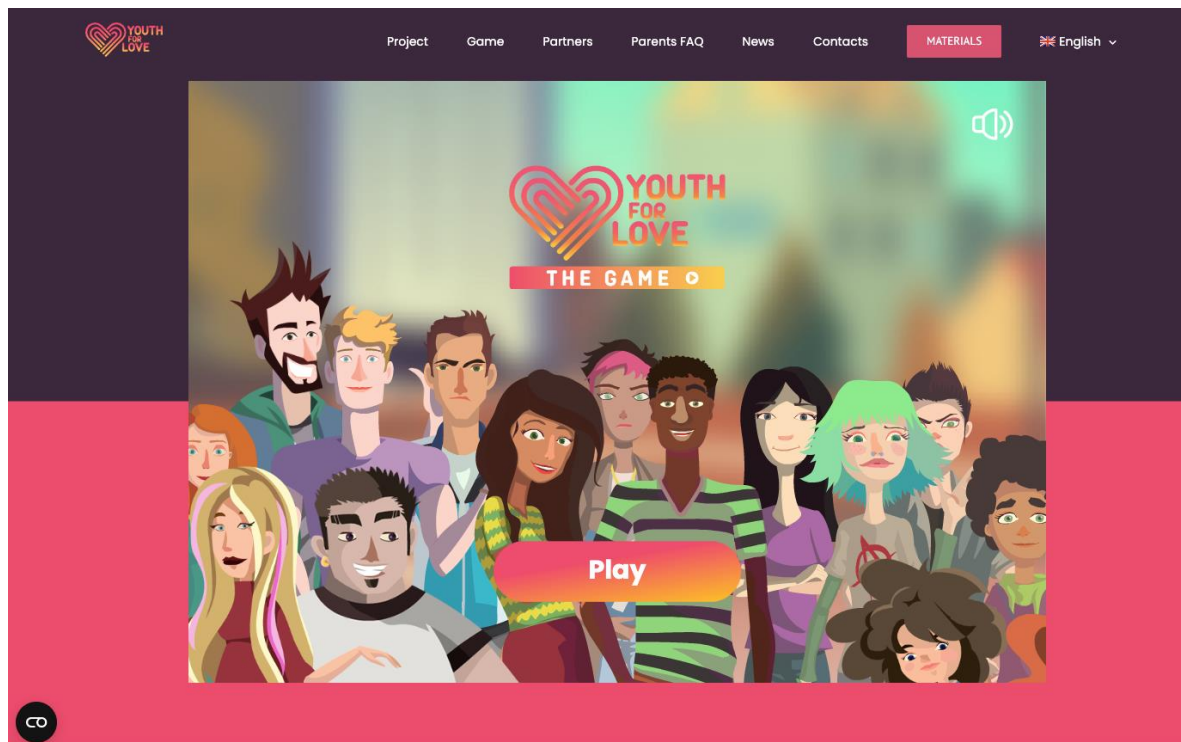
YFL2 – May 2021 – April 2023

The WHO acknowledges youth violence as a major public health issue. Youth violence can take up many forms including physical, verbal, psychological and sexual. The UNICEF 2018 Report "An Everyday Lesson: #ENDviolence in Schools" shows that half of the students aged 13–15 experiences bullying or physical fights within a year. The Council of Europe Strategy on the Rights of the Child 2016–2021 has identified violence prevention as one of the five priority areas to guarantee the promotion of children's rights. Research shows that there are numerous risk factors strongly associated with youth violence that occur at different levels: individual level (i.e. personality and behavioural factors), family and close relationship level (i.e. negative peer influence, lack of social ties, poor parent-child relationships, parents' antisocial behaviours etc.) and community and society level (i.e. low social cohesion, inequality, insecurity, gender and cultural norms) (Center for Disease Control and Prevention, WHO, 2015).

As with risk factors, also protective factors can be built at these different levels to reduce the likelihood of youth violence. Therefore, based on this evidence and the lessons learnt from the previous project, the "Youth 4 Love 2" project will promote the adoption of a comprehensive multi-stakeholder approach that involves actors that do not typically cooperate such as youth, parents, educational professionals (school and community), associations, private service providers (private and third sector), public services and authorities (public sector) at local, national and EU level. This approach acknowledges that schools are important to reduce and prevent peer violence because they can involve many young people at one time. Nonetheless, school-based interventions need to be integrated by broader violence-prevention initiatives conducted at the community level to address the risks factors that stem from outside the school environment. The process of such community engagement starts from the actors around the schools (youth, teachers, families and community associations) to build broad coalitions and cooperation and advocate for better policies with authorities and decision makers.

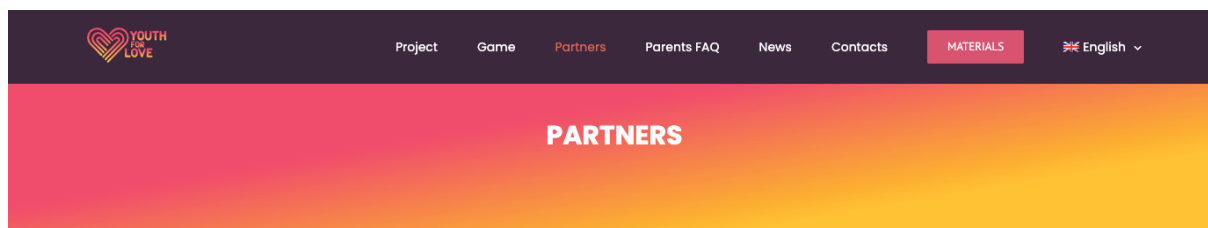
### 3.1.2 Access Web-game

Accompanying the project, a web game has been developed that plays an important role in landing the project with European youth. This web-game can be accessed in this section.



### 3.1.3 Partners description

A brief description of the project partners can be found here.



**act:onaïd**  
— REALIZZA IL CAMBIAMENTO —

ActionAid is an international organization working in Italy and in 45 countries worldwide to defeat poverty and injustice. We have been working for a fair and just world with people, communities and groups for over 40 years too achieve sustainable and lasting change and increase social equity. Our mission is to put people at the center, so that they can claim their rights, creating spaces for democratic participation in communities, wherever they may be, from the Italian suburbs to the smallest Indian villages.

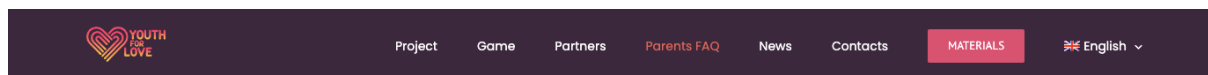
CO

**act:onaïd**

ActionAid Hellas was founded in 1998 and it is part of an independent, international organization that has been working since 1972, with over 15 million people in 45 countries for a world free from poverty and injustice. Through education, collective action and solidarity, ActionAid brings real change to the lives of the most marginalized people. It supports people to rely on their own power to claim a life of dignity. It helps local communities take action to hold their governments accountable, and joins forces together with local organizations to advocate against policies and practices that perpetuate poverty and social injustice.

### 3.1.4 FAQ for parents

The frequently asked questions for parents and educators were adopted from the previous project. There is still the possibility to submit additional questions via a form.



## FAQ

- 💬 [WHAT IS THE YOUTH FOR LOVE SCIENTIFIC AND METHODOLOGICAL PLANT?](#)
- 💬 [HOW THE CHILDREN INVOLVED IN THE PROJECT ARE PROTECTED?](#)
- 💬 [HOW ARE PARENTS INVOLVED IN YOUTH FOR LOVE?](#)
- 💬 [FIRST USEFUL TIPS FOR PARENTS AND TUTORS](#)
- 💬 [WHO TO CONTACT IN CASE OF SUBJECT VIOLENCE?](#)

### Ask a question

CO



### 3.1.5 News articles

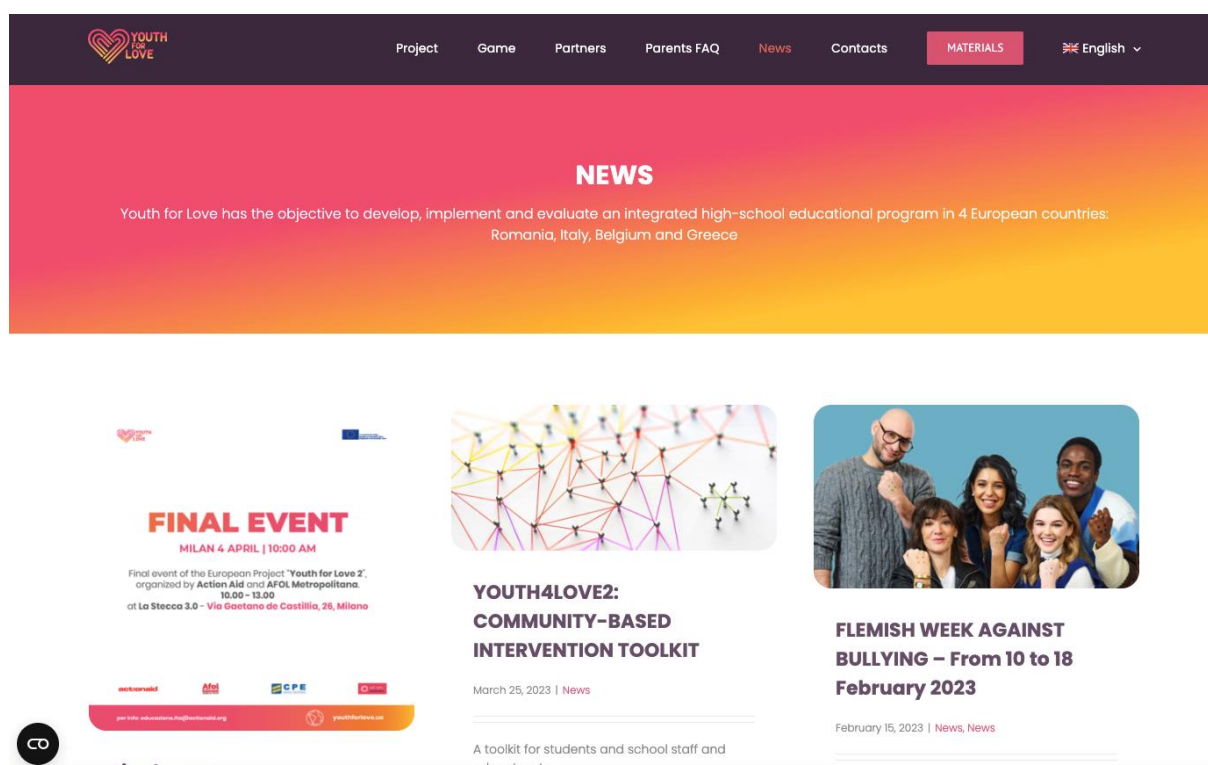
The news articles had the important function of leading new visitors to the website. This section consists of a dynamic page that adapts according to the choice of your language selection. Thus, news for local visitors, tailored to the partner country, is offered as well as news for international visitors.

The articles were provided by the communications officers of each organization. They were planned in the calendar of the activity plan. Each month, a specific project partner was responsible for writing 1 National and 1 International article. Each partner was responsible for 4 non-consecutive project months resulting in 4 national and 4 international articles per partner on the youth4love.eu website. The details can be found in the [Communication Activity Plan & Log](#) file. In collaboration with the head of communication, the articles were posted online.

The content of these articles was varied. Several articles concerned important dates such as the anti-bullying week and international women's day. To help the communication officers think about these important days of awareness, the most common international days were included in the activity plan. Other articles were about sharing important project activities, such as the summer school and the final event. A final category of articles was written on topics related to violence that appeared in the media.

A commonly used strategy was to share these news items through social media channels to attract new visitors that way.

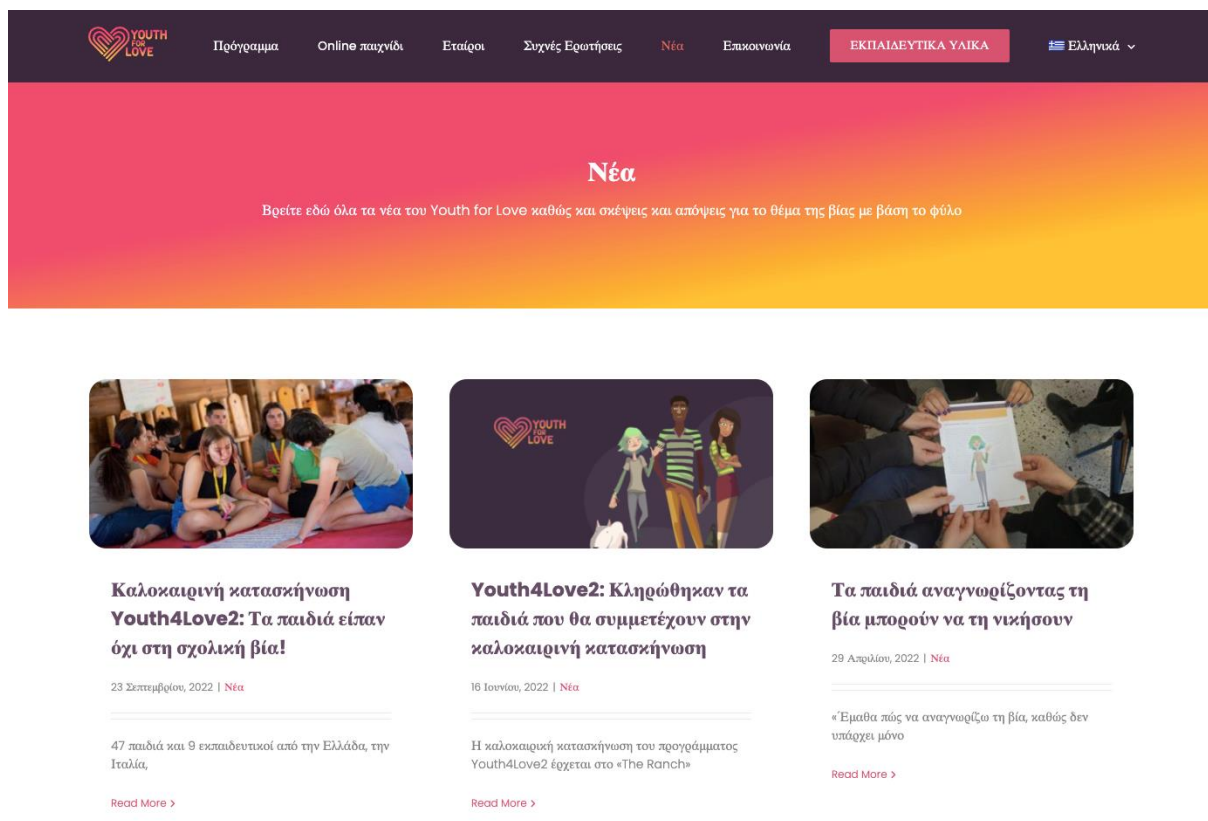
#### International News Articles



The screenshot shows the 'NEWS' section of the Youth4Love website. The header includes the Youth4Love logo and navigation links: Project, Game, Partners, Parents FAQ, News, Contacts, MATERIALS, and a language dropdown set to English. The main heading is 'NEWS'. Below it, a paragraph states: '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'. The news section displays three articles:

- FINAL EVENT**: MILAN 4 APRIL | 10:00 AM. Final event of the European Project 'Youth for Love 2', organized by Action Aid and AFOL Metropolitana. 10:00 - 13:00 at La Stecca 3.0 - Via Gaetano de Castilia, 26, Milano.
- YOUTH4LOVE2: COMMUNITY-BASED INTERVENTION TOOLKIT**. March 25, 2023 | News. A toolkit for students and school staff and educators to...
- FLEMISH WEEK AGAINST BULLYING - From 10 to 18 February 2023**. February 15, 2023 | News, News.

### National News Articles (Greek Example)



The screenshot shows the Youth4Love website interface. At the top, there is a navigation bar with the Youth4Love logo and several menu items: Πρόγραμμα, Online παιχνίδι, Εταίροι, Συχνές Ερωτήσεις, Νέα, Επικοινωνία, ΕΚΠΑΙΔΕΥΤΙΚΑ ΥΛΙΚΑ, and Ελληνικά. Below the navigation bar is a large pink and orange gradient banner with the word "Νέα" (News) in the center. Underneath the banner, there are three news article cards. Each card features a thumbnail image, a title, a date, and a "Read More" link.

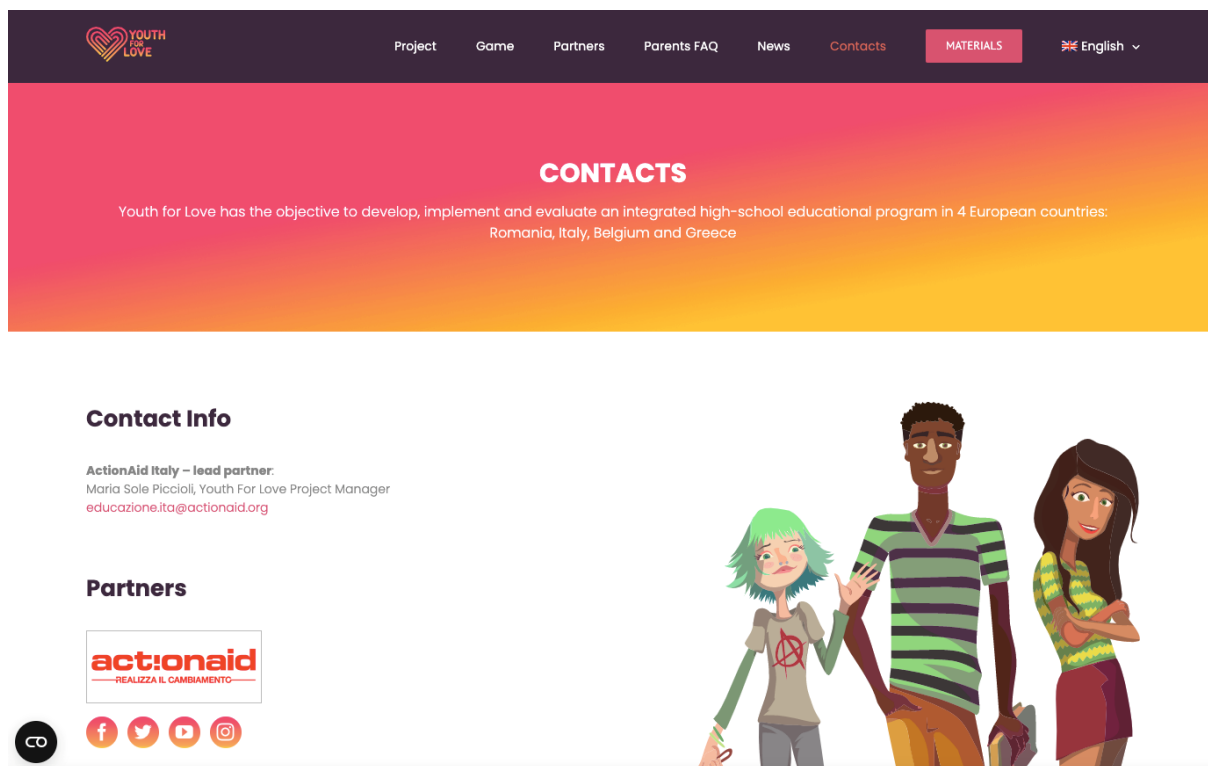
**Article 1:** Καλοκαιρινή κατασκήνωση Youth4Love2: Τα παιδιά είπαν όχι στη σχολική βία! (Summer camp Youth4Love2: The children said no to school violence!). 23 Σεπτεμβρίου, 2022 | Νέα. 47 παιδιά και 9 εκπαιδευτικοί από την Ελλάδα, την Ιταλία. [Read More >](#)

**Article 2:** Youth4Love2: Κληρώθηκαν τα παιδιά που θα συμμετέχουν στην καλοκαιρινή κατασκήνωση (Youth4Love2: The children who will participate in the summer camp were drawn). 16 Ιουνίου, 2022 | Νέα. Η καλοκαιρινή κατασκήνωση του προγράμματος Youth4Love2 έρχεται στο «The Ranch». [Read More >](#)

**Article 3:** Τα παιδιά αναγνωρίζοντας τη βία μπορούν να τη νικήσουν (The children, recognizing violence, can win it). 29 Απριλίου, 2022 | Νέα. «Έμαθα πώς να αναγνωρίζω τη βία, καθώς δεν υπάρχει μόνο». [Read More >](#)

### 3.1.6 Contact information

The contact details of the project manager and partner country coordinators are available here.



### 3.1.7 Materials & developed toolkits

What's in it for me? Perhaps the most interesting and important page for visitors is this one of the materials and toolkits developed. Y4L offers all deliverables designed specifically for the target groups involved in the project. These ready-to-use toolkits are provided here in pdf form. The materials can be filtered based on 3 categories. The first category concerns 'Communication & Dissemination'. In this category you can find materials such as flyers, posters, press kits and other materials developed to make the project known to the public. The 2nd category 'Education & Training' shows all the materials developed to get started actively with the young people immediately. In other words, the toolkits. Guidance tools for schools and other youth organizations are also located here. The 3rd category 'Monitoring & Evaluation' offers deliverables regarding project evaluation.

The section was often integrated into communication activities on social media specifically aimed at educators, teachers, parents, and other organizations working with young people.

## Welcome

Download more information and tools to be used in your school and in your area.  
This section provides free access to first (YFL1) and second (YFL2) edition of project deliverables

[ALL](#)
[COMMUNICATION & DISSEMINATION](#)
[EDUCATION & TRAINING](#)
[MONITORING & EVALUATION](#)
[Y4L1](#)

### Toolkit – Parent's Toolkit – Youth for Love 2 – Y4L2



### Toolkit – Youth for Love 2 School teen support programme Toolkit – Addendum – Y4L2



### Toolkit – Youth for Love School staffs' training Toolkit Addendum – Y4L2



### 3.2 The web-game

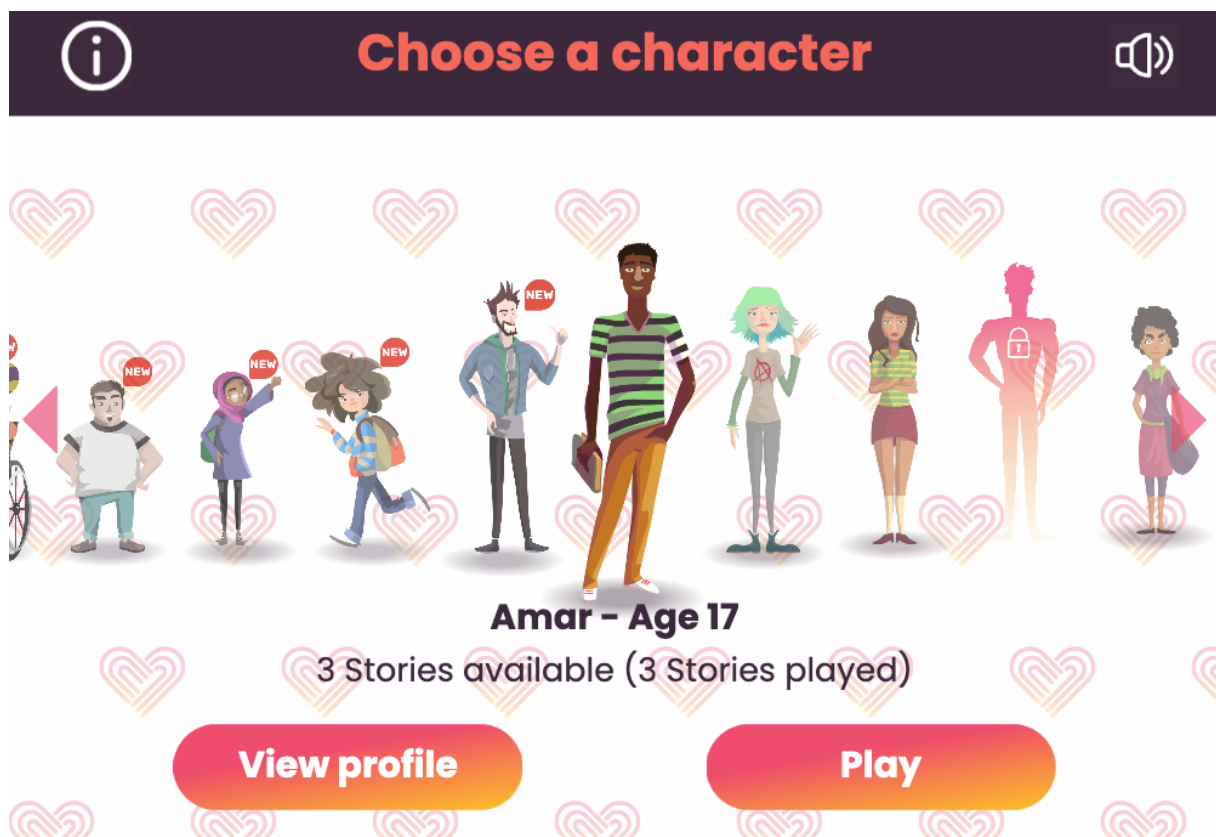
Games can be a powerful tool to create awareness and promote social change. By engaging players in an interactive and fun way, games can help to raise awareness about important issues and encourage people to take action.

The web-game was an important tool to connect with European youth. In the communication activities with young people, a call-to-action was always provided to play the game. The game acted as the project's flagship. The game was used as a communication tool in different ways. Besides eagerly sharing on socials, influencers were also engaged to play the game live .

The game was also of great value during the dissemination & workshops in schools. As an educational didactic tool, the game was used to start teaching-learning discussions around this sensitive topic.

Every time the project was presented to various stakeholders, the game was pushed forward to generate interest. The success is therefore evident with more than 67,500 game players.

In the deliverable D4.6 Web-game, you can read more in detail about the development and the use of the game.



### 3.3 Social Media

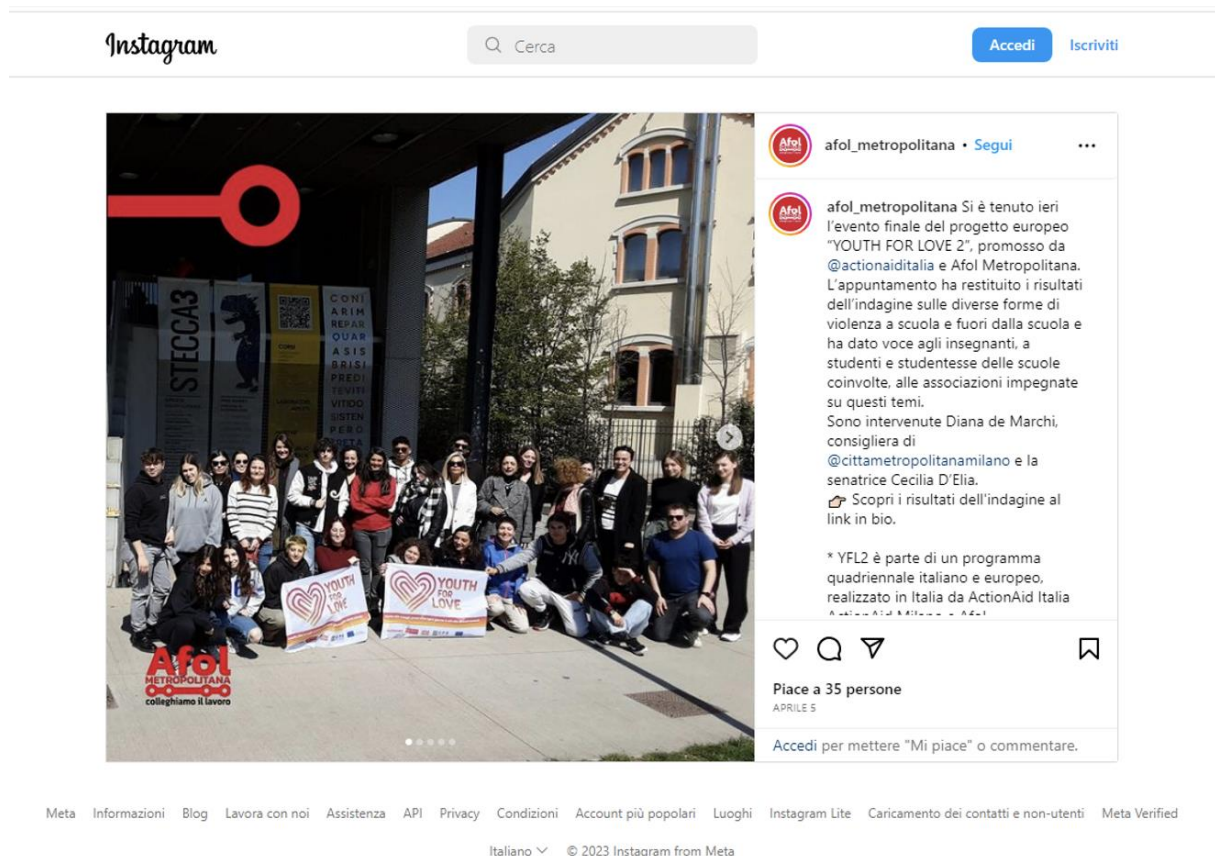
Social media has revolutionized the way we communicate, connect, and consume information. It has become a powerful tool for organizations to promote their brand, products, or services, and reach a wider audience.

We chose to fully engage on social media to reach the widest possible audience and create awareness. A conscious decision was made to use the social networks of each partner organization to take advantage of the networks already established.

Via these networks we had the chance to increase our brand's visibility and reach a wider audience. By creating engaging content, using hashtags, and engaging with followers, we increased more brand awareness and attract new customers.

Another great advantage with social media is targeted advertising. Platforms like Facebook allow us to target the ideal audience using a variety of demographic, behavioral, and interest-based targeting options. This helped the project to reach the right people at the right time and increase the effectiveness of their advertising campaigns.

All partners used both single posts and the more sophisticated paid ad campaigns. In this section, we provide some concrete examples of these activities. The full list of social media activities per partner can be viewed in the [Communication Activity Plan & Log](#).

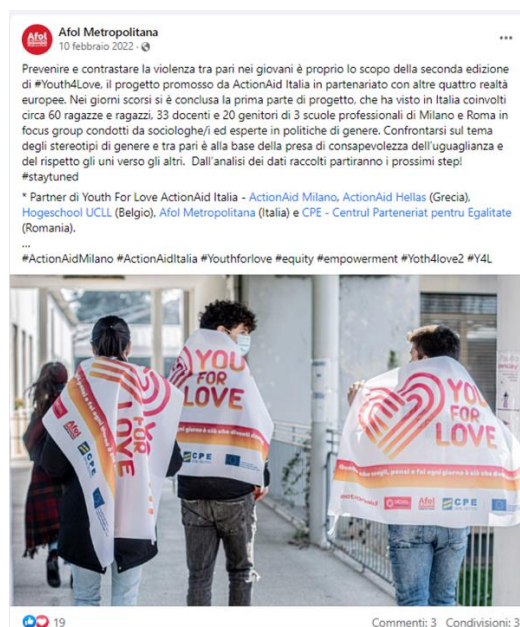
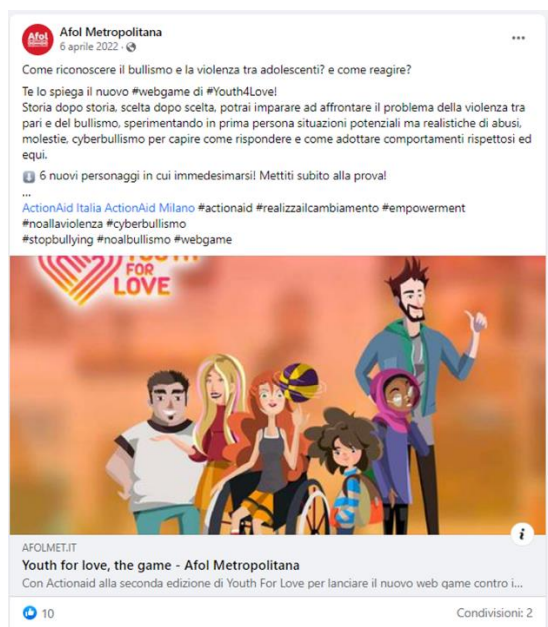


### 3.3.1 Single posts

Social media single posts are individual posts that are shared on the partner's social media platforms like Facebook, Twitter, Instagram, or LinkedIn. These posts included various forms of content such as text, images, videos, links, and hashtags.

For the posts it was important to use eye-catching visuals. Social media users are more likely to engage with posts that include eye-catching visuals like images or videos. The message was concise and to the point. At the end we encourage engagement by including a clear call-to-action, such as asking to play our game, to check out our new toolkits or to spread our message.

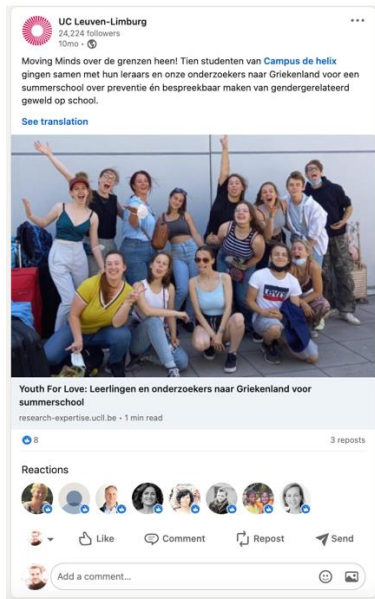
#### Examples AFOL



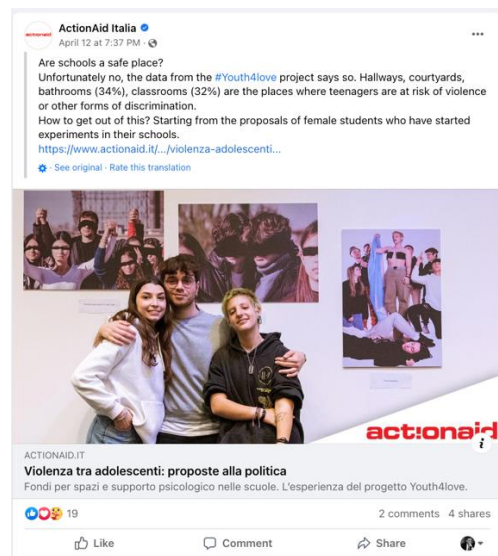
#### Examples UCLL



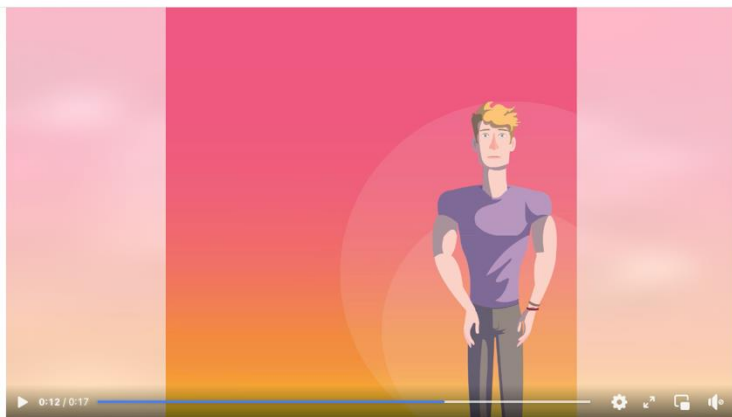
Co-funded by the Rights,  
Equality and Citizenship (REC)  
Programme of the European Union



## Examples AAI



## Examples AAH



**Youth4Love2: Αναγνωρίζοντας τη βία μπορούμε να την αντιμετωπίσουμε**

Like Comment Share

3 · 149 views

Write a comment...

Be the first to leave a comment.

Overview Comments

! Κανένα παιδί δεν πρέπει να δέχεται bullying στο σχολείο. Παιξε το παιχνίδι Youth4Love2 και δες πώς με τη συμπεριφορά σου μπορείς να αλλάξεις τη ζωή σου και τις ζωές των άλλων για ένα συμπεριληπτικό σχολείο χωρίς βία. <https://bit.ly/32FGreV> #You...

See more

**ActionAid Hellas Education**  
September 27, 2022

Τα παιδιά λένε όχι στη σχολική βία! 47 παιδιά και 9 εκπαιδευτικοί από την Ελλάδα, την Ιταλία, τη Ρουμανία και το Βέλγιο βρέθηκαν φέτος το καλοκαίρι στην κατασκήνωση του προγράμματος #youth4love2. Οι μαθητές και οι μαθήτριες κατανόησαν τη δύναμη που έχουν να διαμορφώνουν και να επηρεάζουν μέσα από τις συμπεριφορές τους το περιβάλλον τους, ενώ απέκτησαν τις γνώσεις και τα μέσα για να γίνουν οι ίδιοι φορείς της αλλαγής για ένα πιο δίκαιο και συμπεριληπτικό σχολείο!

See Translation



YOUTH4LOVE.EU  
**Καλοκαιρινή κατασκήνωση Youth4Love2: Τα παιδιά είπαν όχι στη σχολική βία!**  
47 παιδιά και 9 εκπαιδευτικοί από την Ελλάδα, την Ιταλία, τη Ρουμανία και το Βέλγιο βρέθ...

Like Comment Share

Write a comment...

**Tweet**

**ActionAid Hellas**  
@ActionAidHellas

«Ένα αγόρι έβγαλε τον επίδεσμο από το χέρι μου & είδε τις ουλές. Τους επόμενους μήνες μου φώναζαν "πέθανε, κόψε τα χέρια σου και αυτοκτόνησε"».  
[bit.ly/3B1G47q](https://bit.ly/3B1G47q)  
#WorldSuicidePreventionDay #youth4love2 #EducationMatters

Translate Tweet

news247.gr  
Βία στα σχολεία: Υπάρχει και είναι πιο σκληρή απ' ό,τι νομίζ...  
Σύμφωνα με έρευνα της ActionAid σε εφήβους για τη βία στα σχολεία, η σωματική και η λεκτική βία είναι φαινόμενα...

10:05 AM · Sep 10, 2022

1 Like

Reply

Tweet your reply

## Examples CPE



### 3.3.2 Paid advertising

We used paid advertising in combination with other communication tactics to achieve the best results. This was a very effective way to reach our target audience and increase awareness.

This type of communication allowed us to target our audience based on demographics, interests, behaviors, and more. As a result, we reached the people who are most likely to be interested in the youth for love project.

It was a very cost-effective way of reaching out audience. We had quick results. Unlike other marketing tactics, such as SEO or content marketing, this method generated immediate traffic and conversions.

To land our European campaign beyond the borders of the partner countries, this was the chosen implementation of communication.

Paid advertisements require more sophisticated approaches compared to a single post. The target audience, the tailored messages, and budgets you set must be carefully considered. For each paid advertisement, a strategy was written for the social media manager. Below is an example from design to implementation.

### 3.3.3 Influencers

Another important communication strategy during the project was the use of influencers.

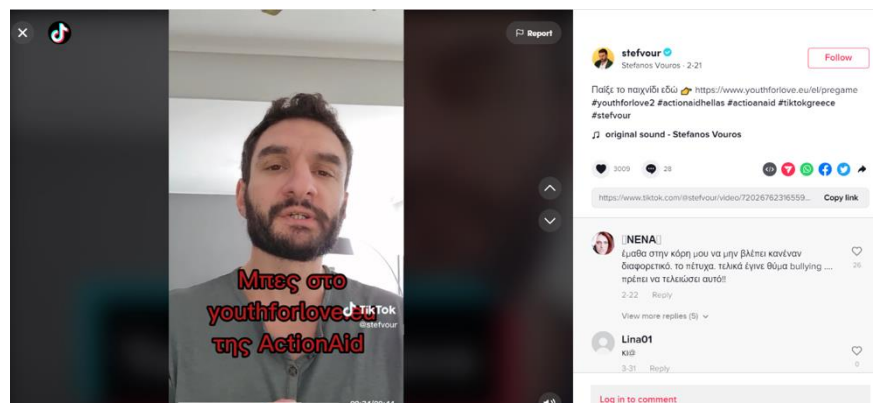
Influencers are individuals who have gained a significant following on social media platforms and can influence the opinions, behaviors, and purchasing decisions of their followers. They typically focus on specific niches or areas of interest such as fashion, beauty, fitness, travel, technology, or lifestyle.

Compared to traditional advertising methods, influencer marketing can be a cost-effective strategy, especially when working with micro-influencers. Instead of investing in expensive production and media placements, you can allocate your budget towards collaborating with influencers who have a dedicated following in your target market.

These influencers created content in various formats, including photos, videos, blogs, and podcasts, and engaged with the audience of youth for love through platforms like Instagram, YouTube, TikTok, Twitter, and Facebook.

Influencers are seen as relatable figures by their followers. When they promote your message, it is often perceived as a personal recommendation rather than traditional advertising. This authenticity and trust can lead to higher engagement, conversion rates, and more awareness.

Concrete examples of working with influencers can be found mainly in European campaigns.



## ***Design the campaign***

### Target students 14-18y

- The choices you make today determine who you are tomorrow. Play Youth For Love!
- Youth for Love - the game. Feel good about yourself by making the right choices.
- What you choose, think and do affects your life and the lives of others. Get into the characters of Youth For Love and experience it for yourself!

### Estimate clicks campaign students

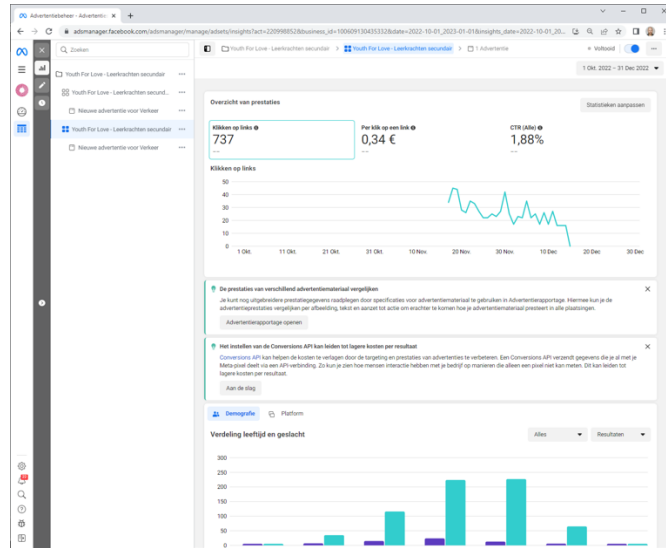
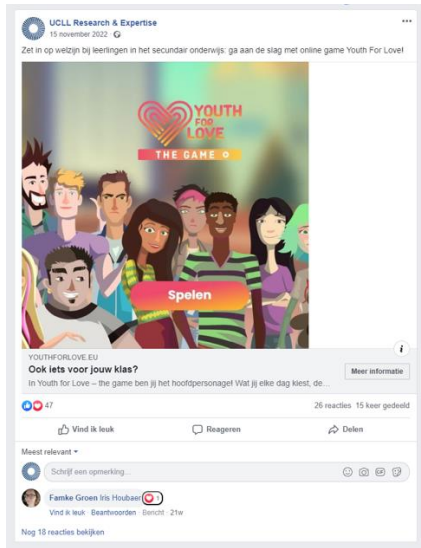
- Age 14-18y
- Location Flanders & Netherlands
- Campaign runs for 1 month (15 Nov - 15 Dec)
- Budget 1,000 euro (initial)
- Gives this estimate - for 1 month: between 2,640 and 7,620 clicks with target group students. Start and adjust if necessary around 15 Dec.

### Target group teachers

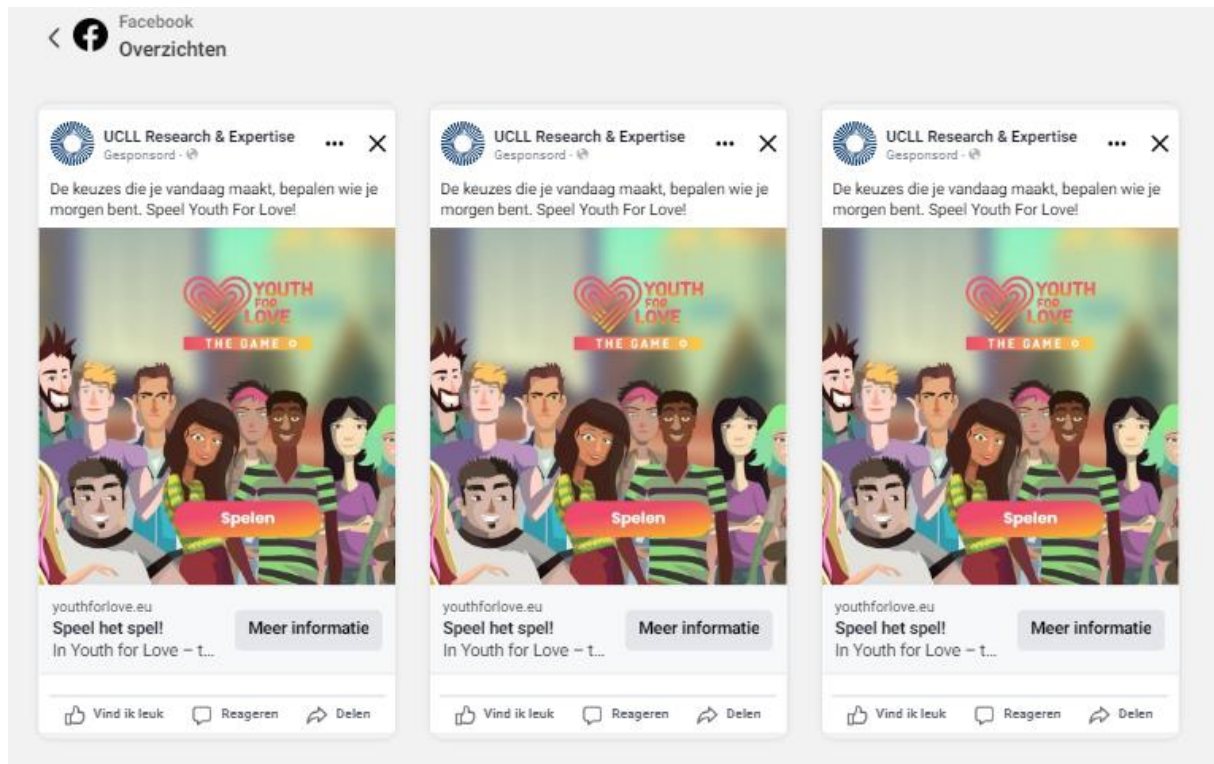
- Focus on well-being among secondary school pupils: get started with the online game Youth For Love!
- Youth For Love helps young people between 14 and 18 to deal with bullying and violence. Also something for your class?
- Refer to: <https://www.youthforlove.eu/nl/game/>

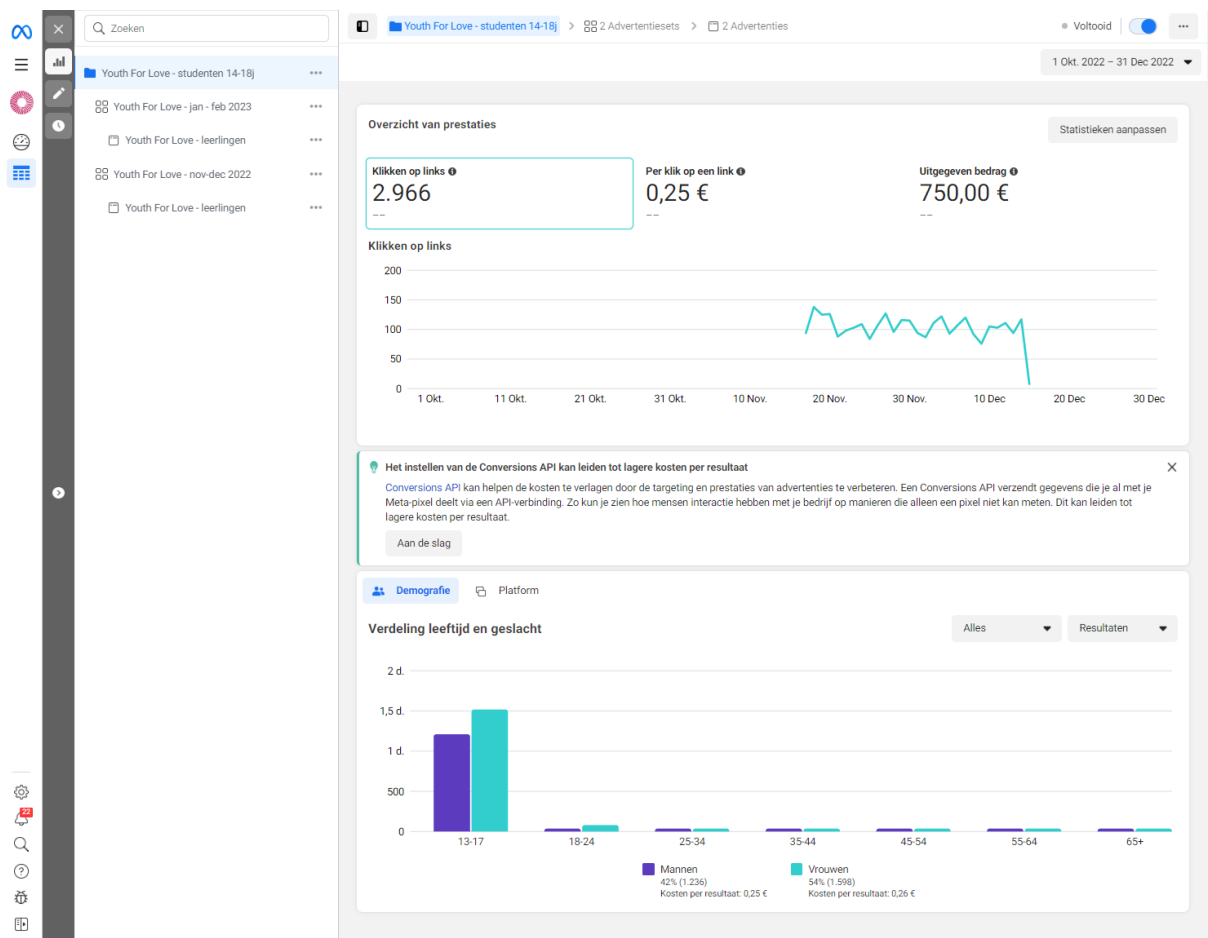
## ***Implementation of the campaign***

### Target group teachers



## Target group students

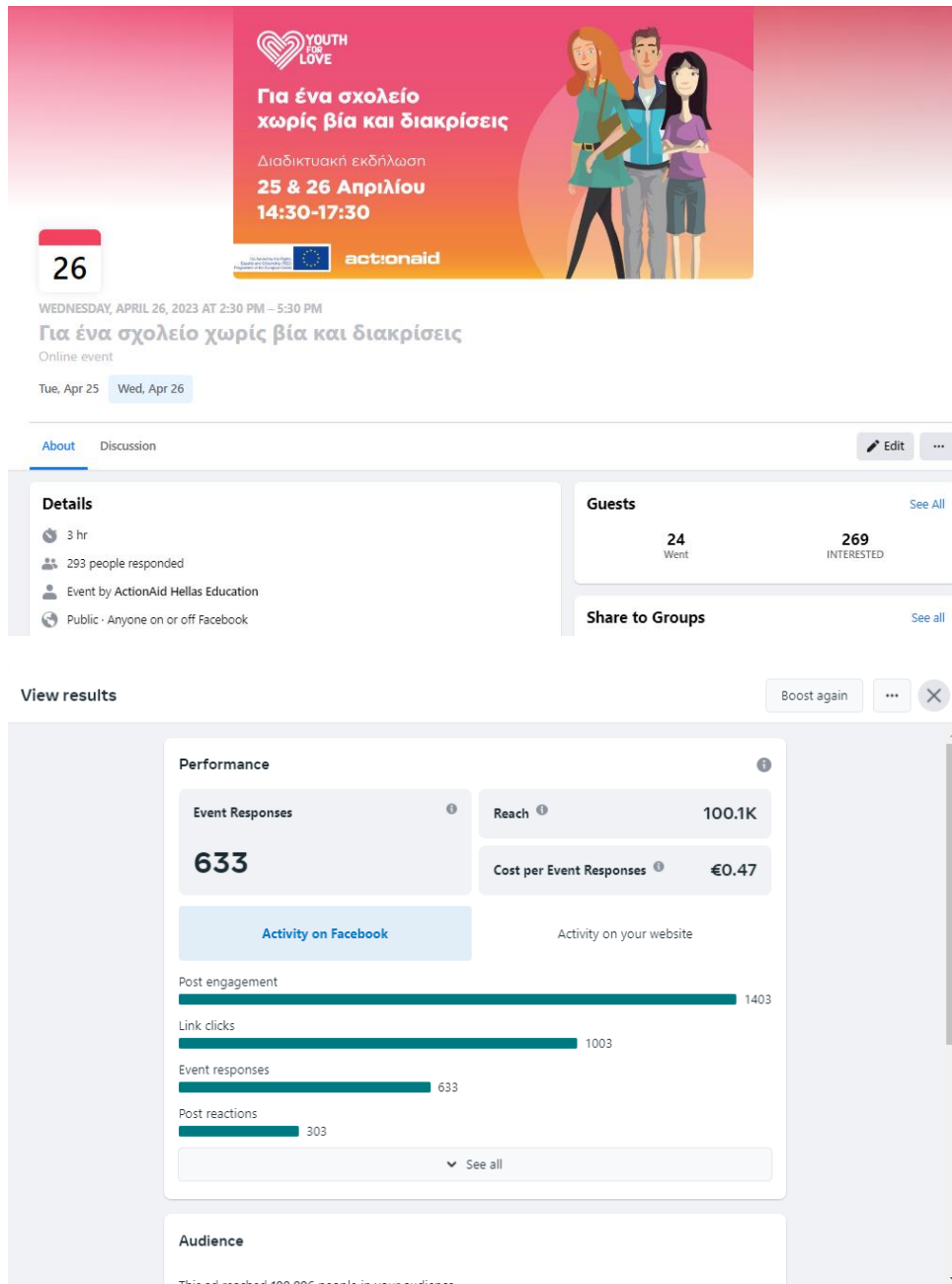




## More examples

### Online event

- Reach: 100.100
- Engagement: 1.403
- Clicks: 1.003
- Event responses: 633
- Amount spent: 300 euros
- Audience: Teachers and the educational community in Greece.
- Key message: For a non violent school.



### Promoting the educational materials to teachers and the educational community

- Duration: 24/02-10/03/2023
- Reach: 235.522
- Engagement: 5.950
- Clicks: 5.123
- Amount spent: 300 euros
- Audience: Teachers and the educational community.

- Key message: With education we can deal with violence among adolescents.
- Graphics created for the promotion.



### 3.4 Brochures, Leaflets & Newsletter

While brochures and leaflets can still be effective marketing tools in certain situations, in this project we deliberately chose to not focus on this type of communication.


Producing and distributing high-quality brochures and leaflets can be costly. We learned from other projects that in some cases, brochures and leaflets may not reach their intended audience and can end up being discarded, resulting in wasted resources and environmental impact.

Brochures and leaflets are typically distributed in a specific geographic location or at a specific event, which can limit their reach compared to digital marketing tactics that can reach a global audience.

From these traditional communication techniques, most partners chose to rely on newsletters. It was an effective way of providing valuable and relevant information about the project to the subscribers of the existing partner networks.

#### ***Examples of newsletters***

AAI

<a href="#">Subscribe</a>	<a href="#">Past Issues</a>	<a href="#">Translate ▼</a>	<a href="#">RSS</a> 
---------------------------	-----------------------------	-----------------------------	---

## Voci dai territori: la scuola si racconta

### IL DIRITTO AD UNA VITA SENZA VIOLENZA

La **violenza giovanile tra pari** è un importante problema di salute pubblica che può assumere molte forme (tra cui fisica, verbale, psicologica e sessuale).

Concrete azioni e misure di **prevenzione della violenza** sono quindi indispensabili per garantire la promozione e la tutela dei diritti dell'infanzia e dell'adolescenza.

Prevenire, individuare e affrontare la violenza tra pari incentivando l'adozione di comportamenti positivi e aumentando la consapevolezza sul tema: è l'obiettivo di "Youth 4 Love", progetto ormai giunto alla sua seconda edizione, che per ridurre la probabilità di violenza giovanile punta a coinvolgere non solo i e le giovani in prima persona, ma anche genitori, professionisti e professioniste del settore dell'istruzione, associazioni e rappresentanti dei servizi pubblici e privati.



[Scopri di più sul progetto!](#)

Inoltre, puoi trovare più informazioni sulla seconda edizione di Youth for Love e sul web game nel paragrafo "Le nostre proposte per voi" di questa newsletter!

UCLL

[www.youthforlove.eu/nl](http://www.youthforlove.eu/nl)



## Zet in op het welzijn bij leerlingen in het secundair onderwijs



### PROJECT

Via een geïntegreerd onderwijsprogramma wil het project geweld bij leeftijdsgenoten onder adolescenten voorkomen, opsparen en aanpakken.  
Het Youth For Love project is actief in 4 Europese landen (Roemenië, Griekenland, Italië en België).

[Lees meer](#) →



### MATERIALEN

Verschiedende toolkits boordevol diverse werkvormen werden ontwikkeld voor het voorkomen van en omgaan met geweld op school en onder leeftijdsgenoten. Deze aparte materialen voor begeleiders, jongeren en ouders staan gratis ter beschikking.

[Download](#) →



### WEBSITE

Blijf op de hoogte van aankomende events, relevante actualiteit, nieuwe materialen of acties in de toekomst.

[Ontdek](#) →



Kies het personage dat je het meest inspireert, betreed zijn of haar virtuele wereld en begin je avontuur. Krijg kans om vanuit verschillende perspectieven situaties van geweld door leeftijdsgenoten, pesten en cybergeweld te beleven.

**GRATIS WEBGAME VOOR JONGEREN**



[Spelen](#)

AFOL



## l'evento finale del progetto youth for love 2

29 MARZO 2023



**EVENTO FINALE**  
MILANO 4 APRILE | ORE 10:00  
Evento di chiusura del Progetto Europeo "Youth for Love 2", organizzato da Afol e Aifa, Metropolitana.  
L'evento sarà in streaming su YouTube, 24 ore.

Una comunità attiva nel contrasto e prevenzione della violenza tra pari e di genere è l'evento finale del progetto europeo "YOUTH FOR LOVE 2", promosso da ActionAid Italia e Afol Metropolitana. L'appuntamento, che si tiene martedì 4 aprile 2023 dalle ore 10 alle 13, presenta gli esiti del progetto ed alcune importanti riflessioni emerse nel corso delle attività sulle diverse forme di violenza a scuola e fuori dalla scuola tra gli studenti e le studentesse coinvolti e le loro proposte per contrastarla.

La violenza tra pari e di genere anche nel target adolescenziale assume caratteristiche particolarmente complesse e sfaccettate. Comprende diverse manifestazioni di violenza fisica, sessuale e/o psicologica.

**CATEGORIE**

Seleziona una categoria

**CERCA UNA NEWS**

SEARCH



### 3.5 Press Releases

Social media has a huge advantage in conducting communication, but media companies of radio, television and newspaper remain the absolute best when it comes to spreading news and creating awareness. This is evident when we benchmark the analytics with these communication activities. Experience has shown that this method of communication is the best way to connect with policymakers, an important target group for anchoring the project in society. The activity plan proposed organizing 2 press releases per partner. The partners distributed press release to different media outlets and journalists to potentially gain coverage and exposure in news stories and articles. In this section, we show some results where the project was noticed by the media and shared as an interesting news item. The full list of press releases per partner can be viewed in the [Communication Activity Plan & Log](#).

#### ***Example UCLL***

39

ACCESSO ARCHIVI

# LAPRESSE

WHERE THE NEWS IS

Breaking News International   
Breaking News France 

POLITICA **CRONACA** ESTERI CORONAVIRUS CALCIO SPETTACOLI GOSSIP VIDEO FOTO GREEN ALTRE SEZIONI 

ULTIMA ORA: 12:13: Medioriente: Israele, dopo razi da Gaza congelati colloqui tregua 11:57: Nuoro: sparatoria in pieno centro, agente fer

Home » **Cronaca**



## Roma, al liceo Rossellini sportelli di supporto contro bullismo

### L'iniziativa nell'ambito del programma europeo di ActionAid 'Youth for Love 2'

5 Aprile 2023

Uno studente adolescente su cinque è vittima di **bullismo** (22,3%) oppure ha preso parte attivamente a episodi di bullismo verso un compagno o una compagna (18,2%). È ciò che emerge per l'anno 2021-2022 dalla **piattaforma ELISA**, strumento del Ministero dell'Istruzione per monitorare bullismo e cyberbullismo nelle scuole. Inferiore la quota di studenti che ha subito online episodi di violenza (8,4%). Le ragazze hanno maggiori probabilità di subire bullismo psicologico, cyber-bullismo, violenza sessuale e molestie. I ragazzi invece spesso subiscono punizioni corporali. La maggior parte degli studenti Lgbtqi+, inoltre, riferisce di aver subito atti di bullismo o violenza. **Youth for Love 2**, programma europeo di ActionAid e Afol Metropolitana, si inserisce in questo contesto. L'obiettivo è prevenire, individuare e affrontare la violenza tra gli adolescenti e la violenza di genere (14-18 anni) in cinque comunità di quattro Paesi europei (Italia, Belgio, Grecia e Romania). Sono stati formati 400 studenti, 200 tra insegnanti e personale scolastico, e 50 genitori/tutor dell'istruzione superiore. Altri 300 tra studenti e giovani, 50 tra attori locali e istituzioni sono stati coinvolti in percorsi di coprogettazione di pratiche comunitarie per prevenire e gestire la violenza. E sono state un milione e mezzo le persone coinvolte attraverso campagne online e webgame interattivi. Tra le tante iniziative c'è anche quella di un gruppo di ragazzi dell'istituto cine-tv 'Roberto Rossellini' di Roma che hanno aperto uno sportello di supporto tra pari. "Noi coetanei parliamo delle nostre esperienze. Aiutiamo i ragazzi più piccoli o della nostra età che hanno problemi di bullismo a scuola", racconta il 18enne Enea in un'intervista realizzata da ActionAid.

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Tag: [actionaid](#), [Roma](#)

Condividi questa Notizia:

**ULTIME NEWS**



Giornale radio del mattino, venerdì 12 maggio



Nuoro, sparatoria in centro: agente ferito



Treviso, 17enne ucciso a coltellate: fermato 18enne



Caro affitti, si allarga la protesta delle tende

Example AAI

<b>DailyNet</b>	<b>act:onaid</b>	Quotidiano	Data 01-04-2022
			Pagina 27
			Foglio 1

## Progetti di comunicazione ActionAid e Afol Metropolitana lanciano la seconda edizione del gioco sociale "Youth for Love"

"Youth For Love - The Game" giunge alla seconda edizione. Il gioco online, ideato da ActionAid e Afon Metropolitana, rivolto a ragazzi e ragazze per mettersi alla prova e imparare ad affrontare il problema della violenza tra pari e del bullismo che adottando un terreno virtuale permette di sperimentare in prima persona situazioni potenzialmente realistiche di abusi e capire alla fine come rispondere e come adottare comportamenti rispettosi ed equi. Con l'arrivo della pandemia di Covid-19 le vite di milioni di ragazzi e ragazze sono state improvvisamente stravolte. La costrizione in spazi chiusi, la frattura nella routine quotidiana e scolastica e l'interruzione delle relazioni sociali, con adulti e coetanei, ha avuto forti conseguenze sulla salute mentale dei giovani. Dai focus group condotti negli scorsi mesi dall'Università Bicocca con studenti di Milano e Roma, come parte integrante del progetto, è emerso anche un cre-



**Un web game contro il bullismo e la violenza tra gli adolescenti per riconoscere i segnali nei contesti che i giovani sperimentano quotidianamente e incoraggiare la riflessione**

scente livello di rabbia repressa che richiede agli educatori e alle figure genitoriali di dotarsi di nuovi strumenti per contri-

buire alla gestione di conflitti e situazioni di violenza, subita o agita. Secondo i dati della piattaforma ELISA, strumento di moni-

toraggio finanziato dal MIUR per i fenomeni di bullismo e cyberbullismo, nell'anno scolastico 2021-2022 il 22,3% degli studenti è stato vittima di bullismo mentre il 18,2% ha preso attivamente parte a episodi di bullismo verso un compagno o una compagna. "Con il sensibile aumento nell'utilizzo dei mezzi digitali durante la pandemia sono emersi fenomeni nuovi tra adolescenti, come lo zoombombing, ovvero l'accesso abusivo alle piattaforme di didattica a distanza, il catfishing, gli assembramenti organizzati online, e le baby gang virtuali. La nostra sfida è quella di prevenire e combattere la violenza in tutte le sue forme e sviluppare un programma educativo", dichiara Maria Sole Piccioli, Responsabile Education di ActionAid. A livello europeo il progetto coinvolge oltre 400 studenti, quasi 200 fra docenti e personale scolastico e 50 genitori. Saranno invece 1,5 milioni le persone raggiunte da una campagna di sensibilizzazione e dal gioco online.



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*Example AAH*

ΚΟΙΝΩΝΙΑ

## Βία στα σχολεία: Υπάρχει και είναι πιο σκληρή απ' ότι νομίζουμε



Κορίτσι σε σχολείο © ISTOCK

Σύμφωνα με έρευνα της ActionAid σε εφήβους για τη βία στα σχολεία, η σωματική και η λεκτική βία είναι φαινόμενα που βρίσκονται στην ημερήσια διάταξη.

news247 21 Ιανουαρίου 2022 16:04

«Ως άτομο με ανορεξία και κατάθλιψη έβλαπτα τον εαυτό μου. Ένα αγόρι έβγαλε τον επίδεσμο από το χέρι μου και είδε τις ουλές. Τους επόμενους μήνες μου φώναζαν «πέθανε, κόψε τα χέρια σου και αυτοκτόνησε».

Όσο ακραίο και σκληρό και αν ακούγεται, οι έφηβοι μπορεί να αναπτύξουν πολύ επιθετικές συμπεριφορές απέναντι σε συμμαθητές τους, χωρίς απαραίτητα να κατανοούν πλήρως τον αντίκτυπο αυτής της συμπεριφοράς. Σύμφωνα με έρευνα της ActionAid σε εφήβους για τη βία στα **σχολεία**, η σωματική και η λεκτική βία είναι φαινόμενα που βρίσκονται στην ημερήσια διάταξη. Όπως ανέφερε ένας μαθητής χαρακτηριστικά: «Δεν θα μιλήσω για βρισιές, καθώς αυτό αποτελεί καθημερινότητα στο σχολείο μου. Όλοι βρίζουν τους άλλους. Θα το θεωρούσα βία αν κάποιος με βρίσει

### 3.6 Other important communication activities

During the project there were a lot of communication activities that did not fall into the above categories of communication types. Nevertheless, these are no less important, on the contrary.

These are mainly activities where there was direct contact, face to face, with the public. Participation in events with corresponding subjects and activities with the target group and stakeholders belong to this other important communication activities. a complete list can be viewed in the Activity log file. Here are some examples of these activities.

#### Conference on 'Using ICT in schools' (educational games)

Info | contact      profiel | afmelden

## ICT PRAKTIJKWEEK

2e ICT-praktijkweek #ictweek2  
13 - 17 februari 2023 online in onze gezellige hub

ICT in basisschool, secundair, hoger en volwassenenonderwijs  
Hands-on workshops, presentaties en educatieve ICT-beurs

Start AANBOD    Spreker Deelnemer    Opleidingendatabank

Sessies Lijst    Sessies Matrix    Kostprijs    Inschrijven    Lesmateriaal

### 3402. Aan de slag met gender, peer pressure en identiteit.

Toegang tot de Y4L leeromgeving met kant en klare modules + webgame

**Inhoud**

**Inleiding**

Zet in op het welzijn bij leerlingen in het secundair onderwijs met kant en klaar lesmateriaal rond o.a. identiteit, peer pressure, preventie van gendergerelateerd geweld...

**Inhoud**

**Project**

Het Youth For Love project is actief in 4 Europese landen (Roemenië, Griekenland, Italië en België).

Via een geïntegreerd onderwijsprogramma wil geweld bij leeftijdsgenoten onder adolescenten voorkomen, opsporen en aanpakken.

**Materialen**

Verscheidene toolkits boordevol diverse werkvormen werden ontwikkeld voor het voorkomen van en omgaan met geweld op school en onder leeftijdsgenoten. Deze aparte materialen voor begeleiders, jongeren en ouders staan gratis ter beschikking in een leeromgeving.

**Interessant voor**

- Leerkracht - Docent
- Pedagogisch begeleider
- Zorgcoördinator

**Uit:**

- Secundair/Voortgezet onderwijs

**Thema's**

- ICT in je klas of vak
- Zorg
- (Serious) gaming

**Tijdstip**

Dag 3 Tijdslot 4 (15.02 15:30 - 16:00)  
Kostprijs: € 11  
Er zijn 24 plaatsen waarvan er 0 bezet zijn.  
Voor deze sessie wil ik me graag

**INSCHRIJVEN**



## 2 days national event on promoting 'Youth For Love'

### Violenza tra adolescenti: la scuola non è un luogo sicuro



EMBED

<div class="jw\_embed" data-mediald="Sv0IAZhs" style="position: relative;">

f t e

Piccioli (ActionAid): "Più attenzione da parte della politica"

Milano, 5 apr. (askanews) - Il fenomeno è più accentuato negli istituti tecnici ma è diffuso in maniera preoccupante anche nei licei. E' proprio a scuola che chi è vittima di bullismo - 1 studente adolescente su 5 in Italia - subisce con maggior frequenza episodi di violenza fisica e psicologica o altre forme di discriminazione.

"Ragazze e ragazzi da 15 anni in sù iniziano a sperimentare forme di violenza sia tra pari, ma anche forme di violenza purtroppo determinate dal mondo degli adulti - spiega ad askanews Maria Sole Piccioli, Responsabile Education di ActionAid -. E la scuola diventa in qualche modo un ripercussore di tutte queste problematiche".



### Secondary school teachers' study day



## Webinars via ZOOM



Ondersteuning Nederlands ▾



### You cannot register for this webinar

This webinar has ended. Thank you for your interest.

Onderwerp	Ψηφιακά μέσα στην εκπαίδευση για την ενεργό πολιτεότητα
Date & Time	Selected Sessions: 22 mrt. 2023 04:00 p.m.
Beschrijving	<p>Η ActionAid σας προσκαλεί στην εκδήλωση «Ψηφιακά μέσα στην εκπαίδευση για την ενεργό πολιτεότητα» την Τετάρτη 22 Μαρτίου 2023 στις 16:00-19:00. Το θέμα της εκδήλωσης είναι η αξιοποίηση ψηφιακών τεχνολογιών στην εκπαίδευση για την ενεργό πολιτεότητα και για την ενεργό συμμετοχή των νέων, μέσω της παρουσίασης και συγκεκριμένων εργαλείων και παραδειγμάτων. Στη συνέχεια, στο δεύτερο μέρος της εκδήλωσης θα μας απασχολήσουν τα οφέλη και οι προκλήσεις της χρήσης τους καθώς και προτάσεις για την επόμενη μέρα. Μείνετε συντονισμένοι στο FB event της εκδήλωσης για την ατζέντα και τους προσκεκλημένους ομιλητές! Η εκδήλωση θα πραγματοποιηθεί υβριδικά, με τη δυνατότητα συμμετοχής είτε δια ζώσης στο γραφείο της ActionAid (Λεωφόρος Μεσογείων 204, 155 61 Χολαργός) είτε διαδικτυακά μέσω Zoom. Η συμμετοχή είναι δωρεάν απαιτείται όμως προεγγραφή. Η εκδήλωση πραγματοποιείται στο πλαίσιο του Erasmus+ προγράμματος BET - Beyond COVID-19- The new era of Teaching. Digital learning for social inclusion. ----- Πώς επεξεργάζομαστε τα δεδομένα σας: Για τη συμμετοχή</p>

**All Project Activities in the work packages (Summer school Greece/Community workshops/...)**



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#### 4 Reporting of Communication activities

In this section we report all communication activities in numbers by quantifying and measuring various metrics to evaluate the effectiveness and impact of our communication efforts. We look at the indicators included in the project proposal and compare them with the results achieved.

Below you get the overview of the predetermined target and results. Further we discuss each indicator more in detail. All Full detailed reports are available in the Attachment folder. Specifically, we are talking about the activity log of each partner and the reports from the Google Analytics.

Indicator	Target	Result
<b>Reach through all activities*</b>	1.500.000	<b>18.148.607</b>
<b>Social Media Reach</b>	1.000.000	<b>7.122.355</b>
<b>Website views 'youtforlove.eu'</b>	100.000	<b>156.688</b>
<b>Web-game players</b>	50.000	<b>67.620</b>
<b>Media Coverage</b>	40	<b>399</b>
Articles international		10
Articles national		28
Social media posts		168
Press releases		180
Other		13

\*The reach of all the communication activities, social media included.

## Attachments

All references (dates, links and screenshots) are available on the Communication Activity Plan & Log file and in the Attachments folder.

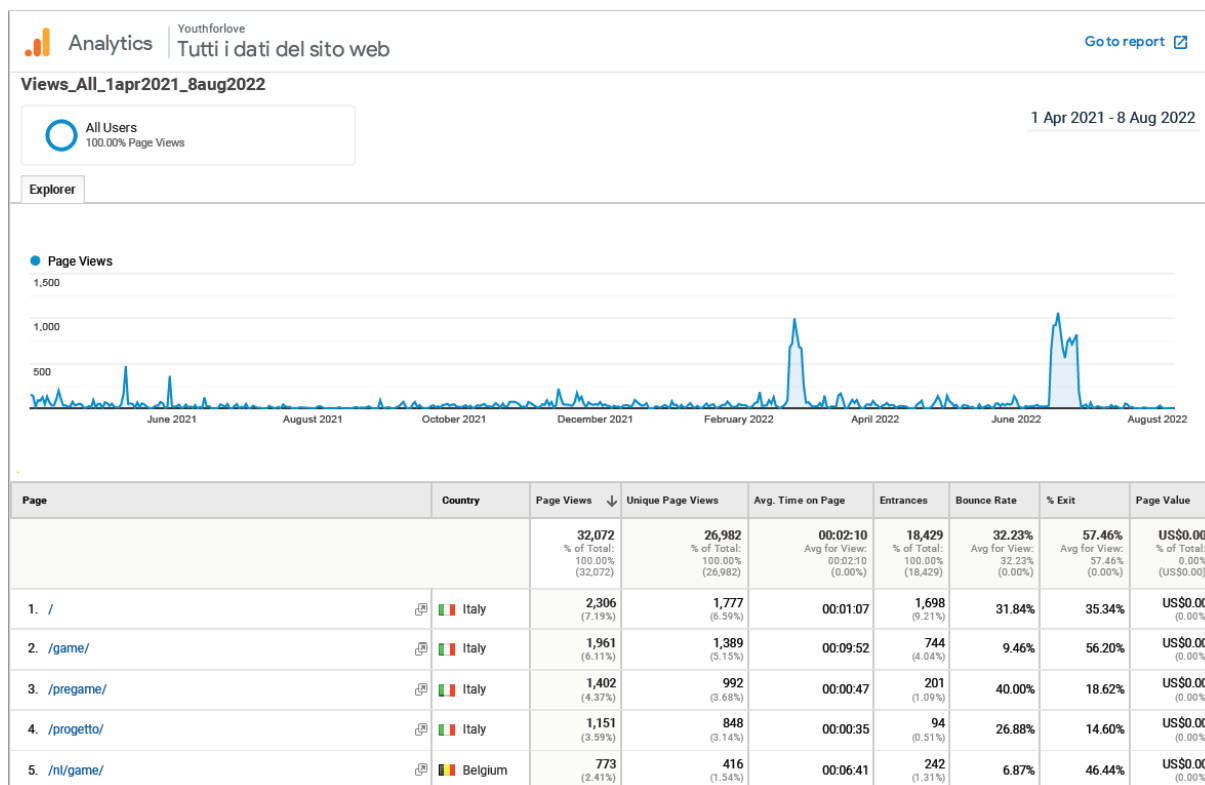
Bottom table show summary of website reviews. These views are divided into 2 periods because of a switch from Google Analytics 3(GA3) to Google Analytics 4(GA4). Google itself recommended upgrading as soon as possible to provide a more advanced and comprehensive approach to tracking and analyzing user interactions on websites and mobile apps. If you look at the detailed reports, you will notice the difference between the two systems.

[illegible]

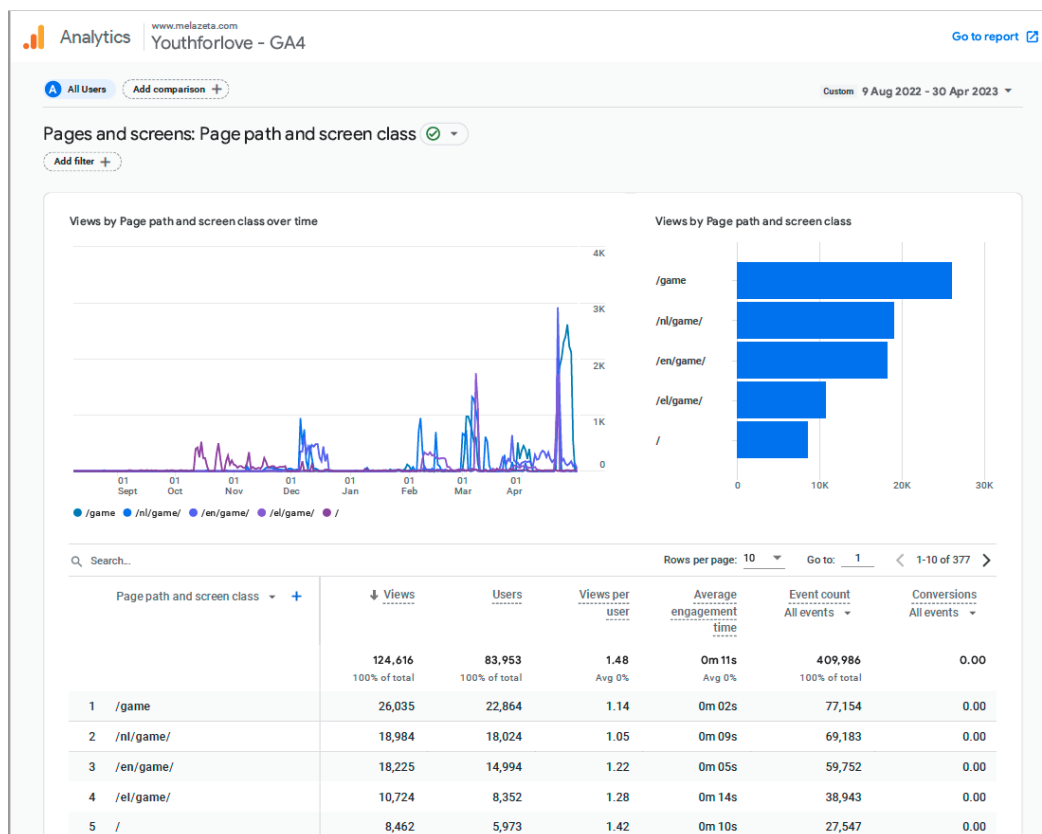
Further in this section you will get a detailed overview by country. The graphs clearly show where the peaks in visitor numbers are located. Usually these can be linked to intensive communication activities.

#### 4.1.1 Details website views total

### Period 1

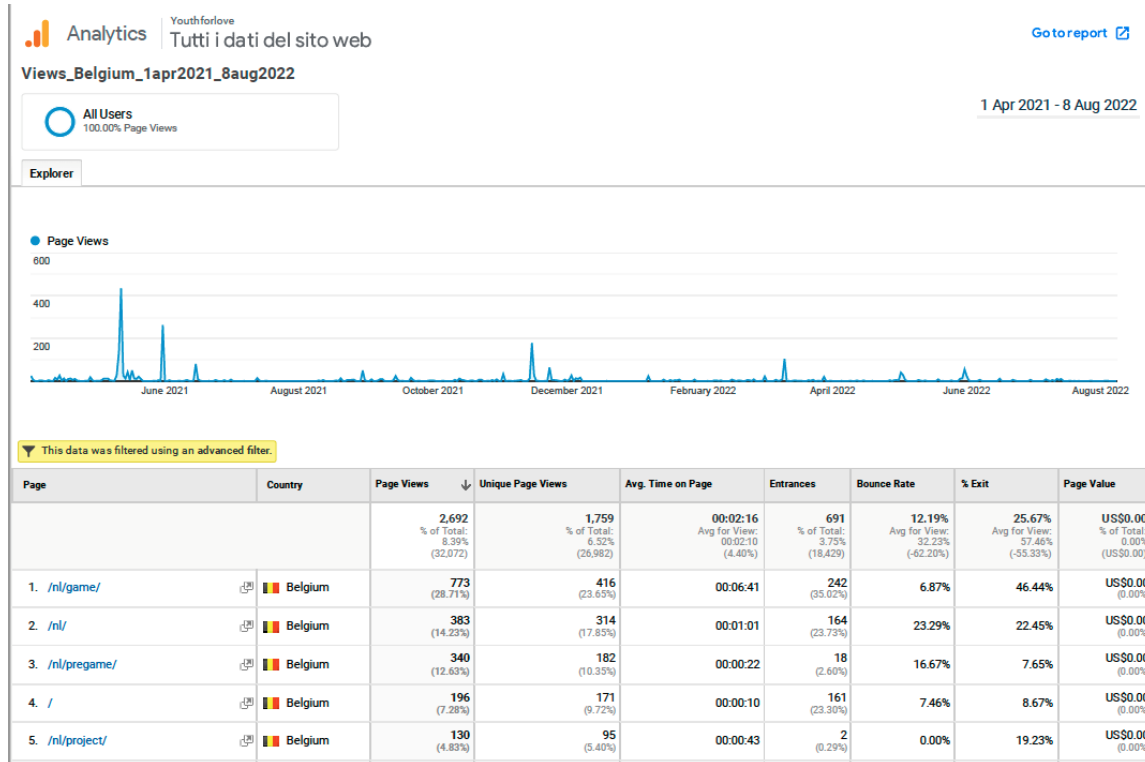


## Period 2

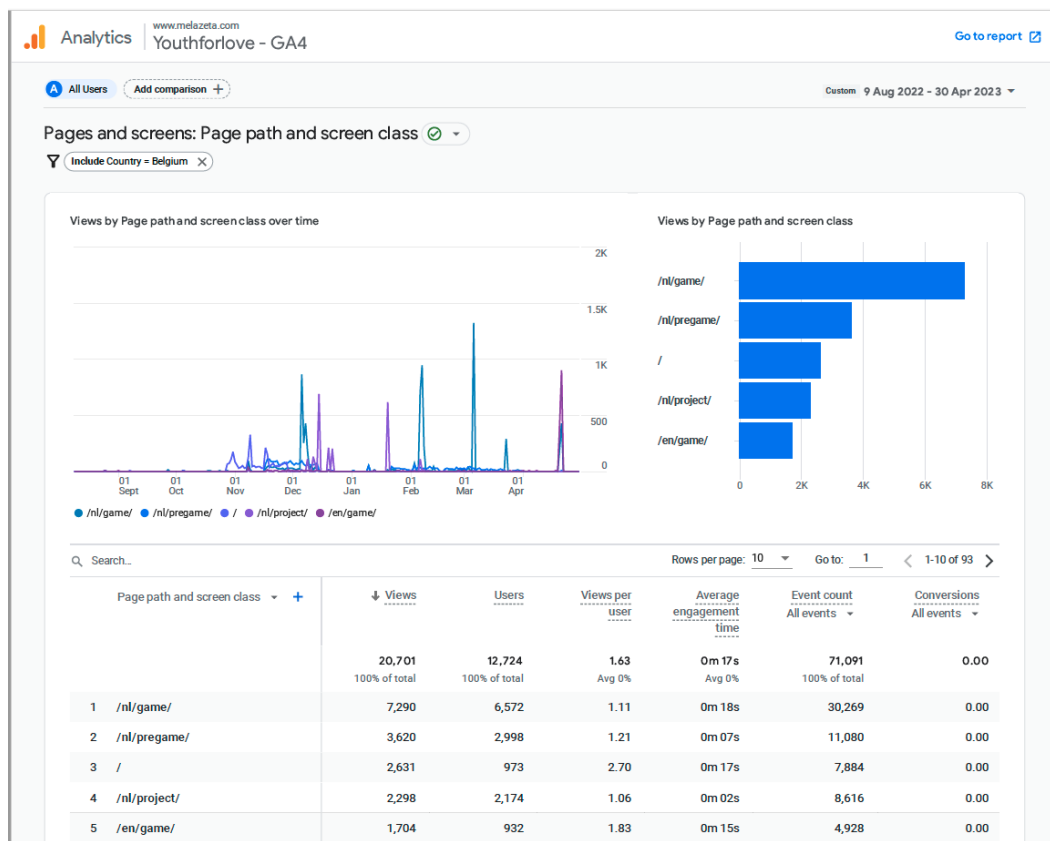


## 4.1.2 Details website views Belgium

### Period 1

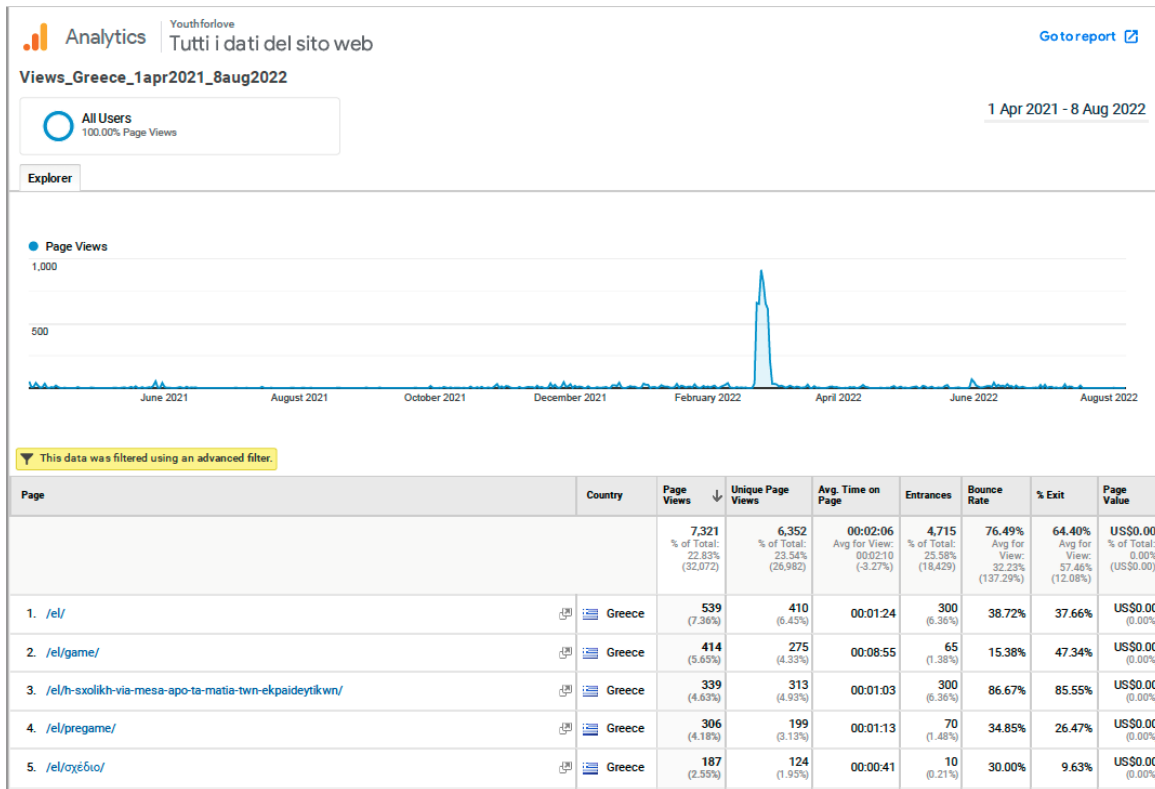


### Period 2

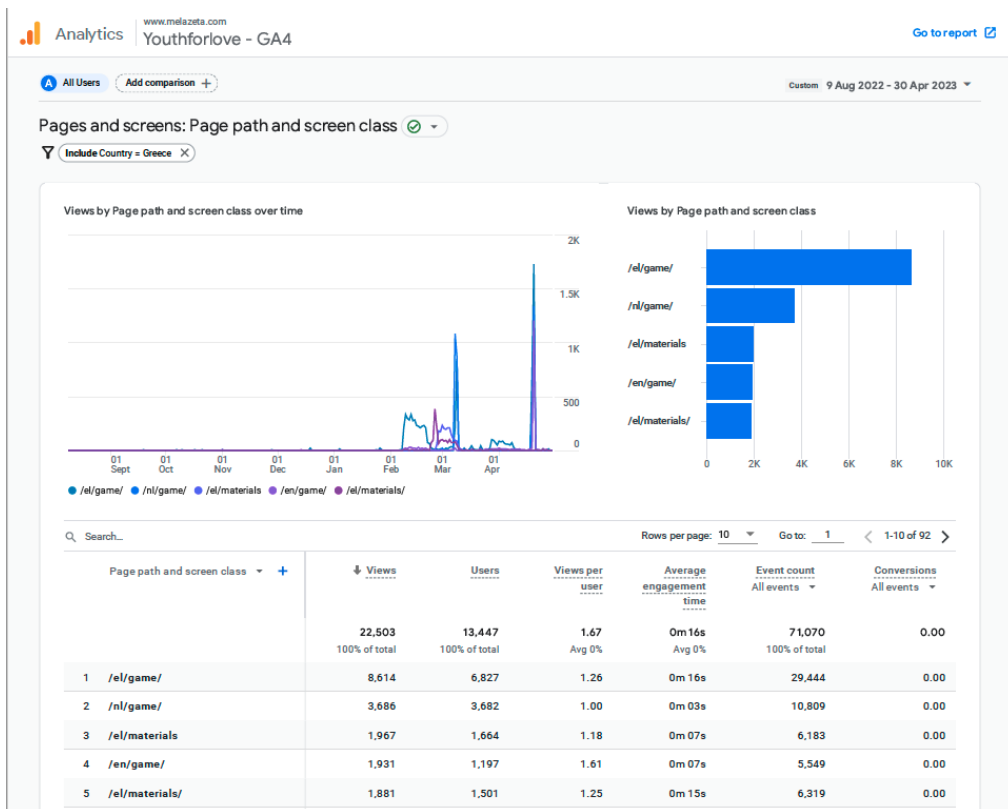


#### 4.1.3 Details website views Greece

##### Period 1

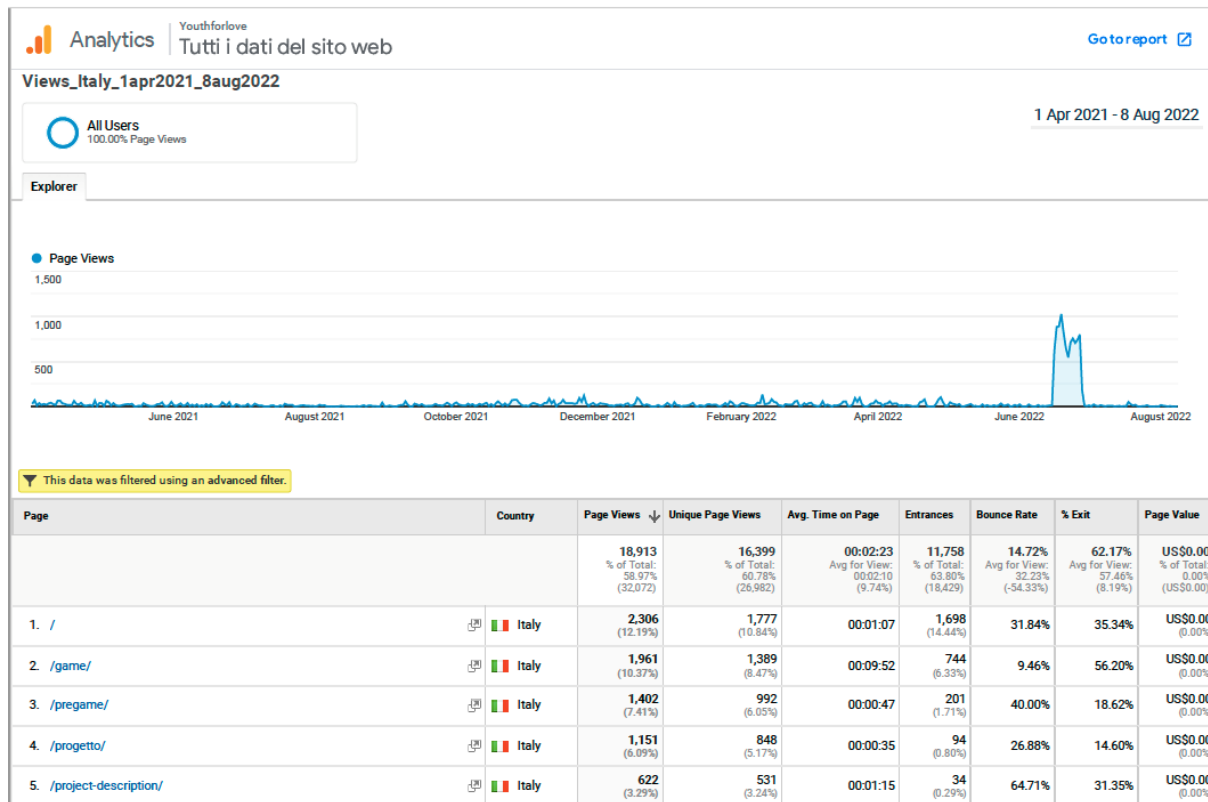


## Period 2

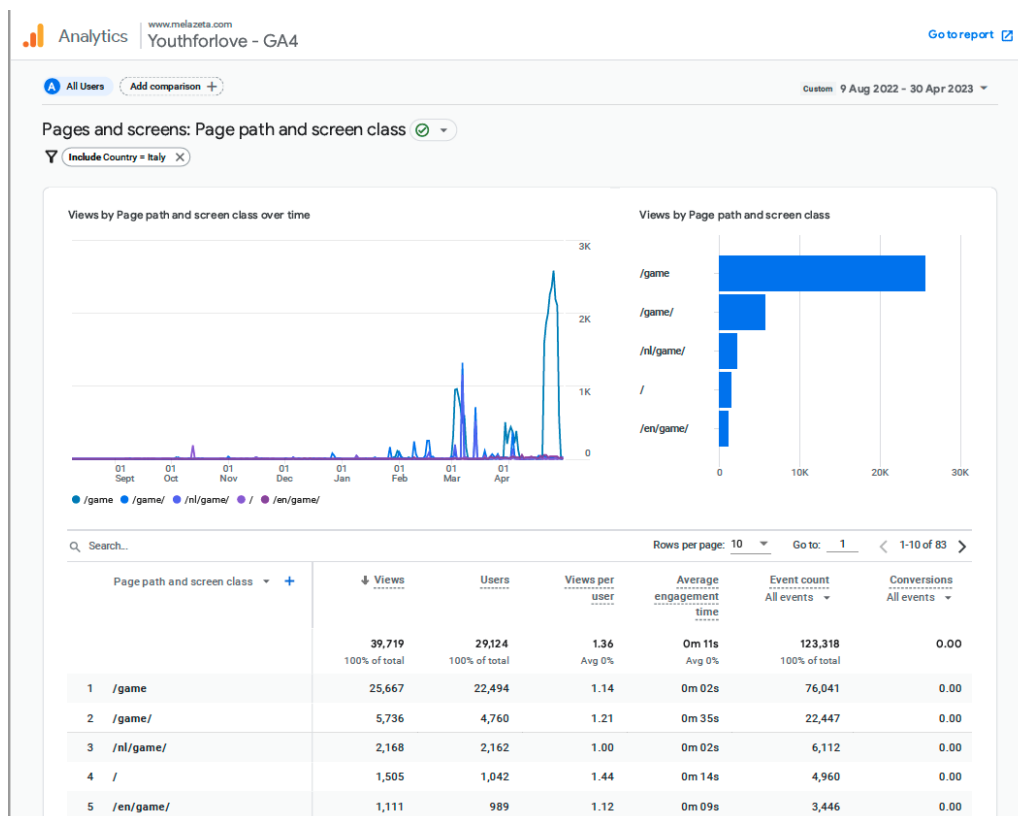


#### 4.1.4 Details website views Italy

##### Period 1



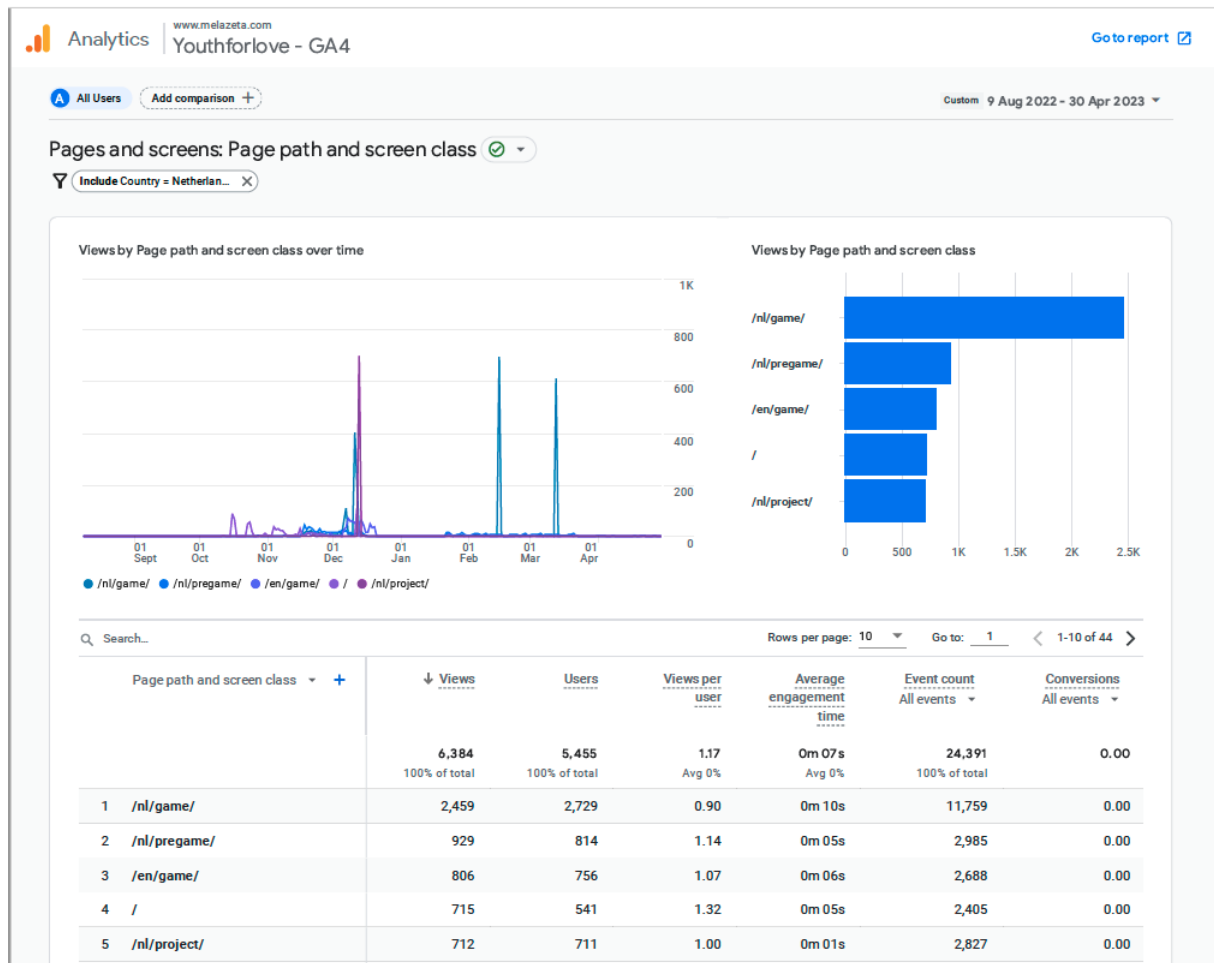
##### Period 2



#### 4.1.5 Details website views Netherlands

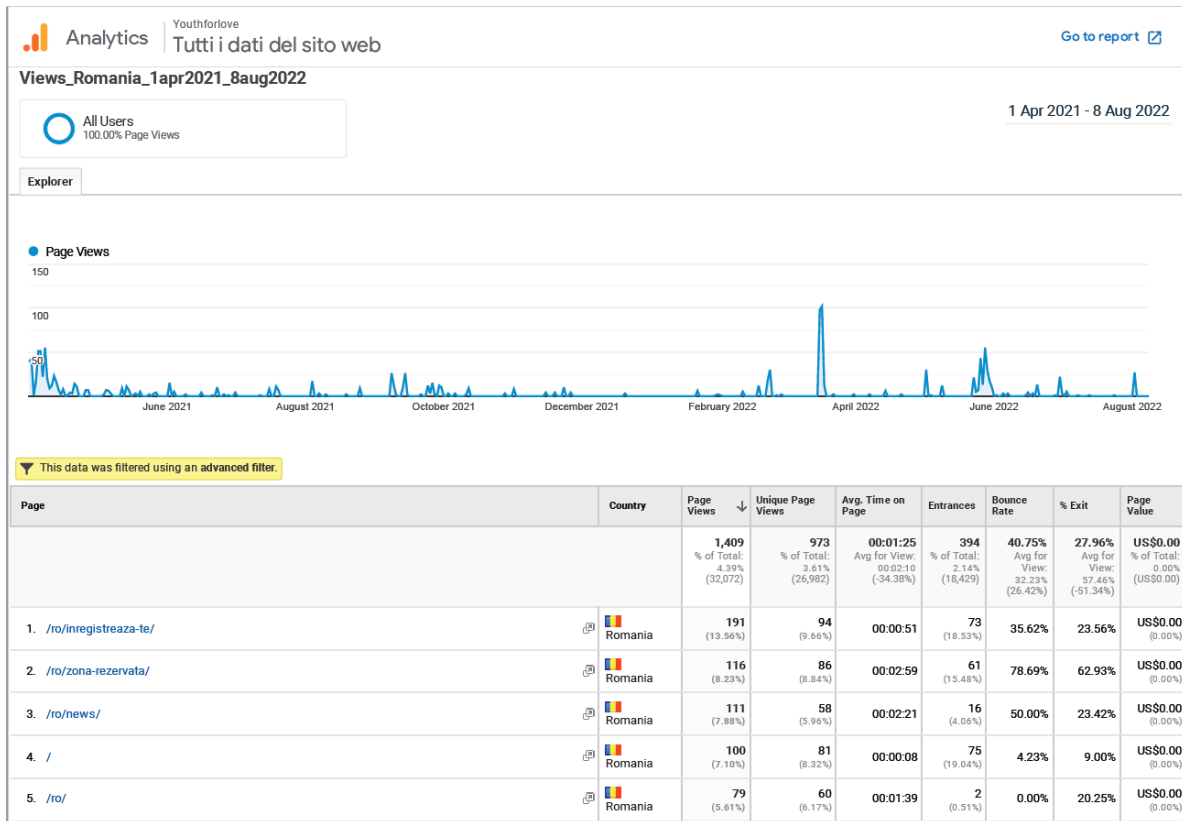
For the 2nd reporting period, Belgium decided to also include the Netherlands in all activities. This was necessary since it was determined that we can only reach a part of Belgium with the Dutch language. Since the Netherlands speak the same language, we can compensate for the loss of the French-speaking Belgians. This is why a separate detailed report was kept for the results in the Netherlands.

#### Period 2

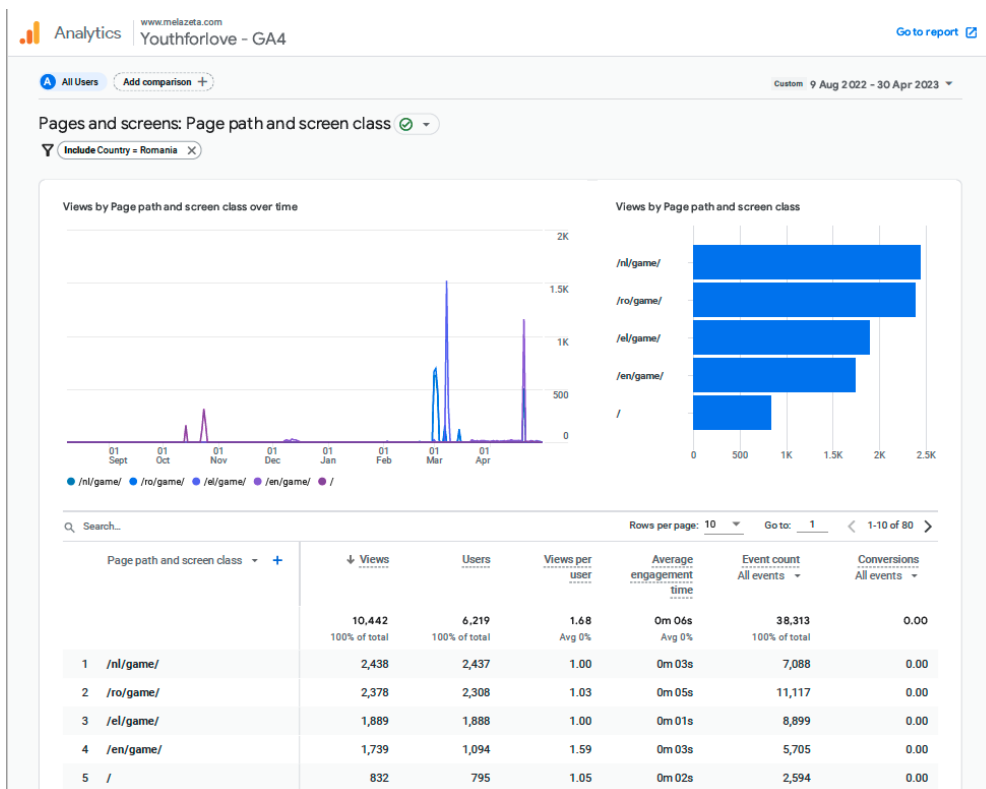


#### 4.1.6 Details website views Romania

##### Period 1



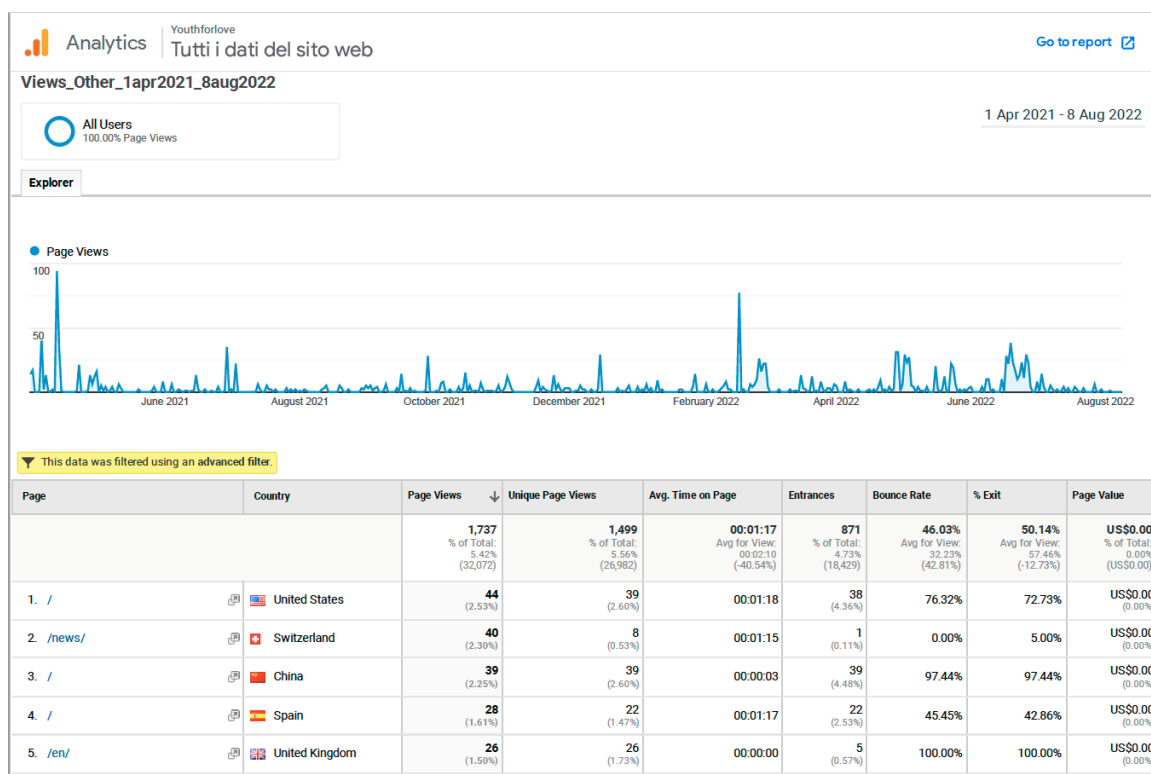
## Period 2



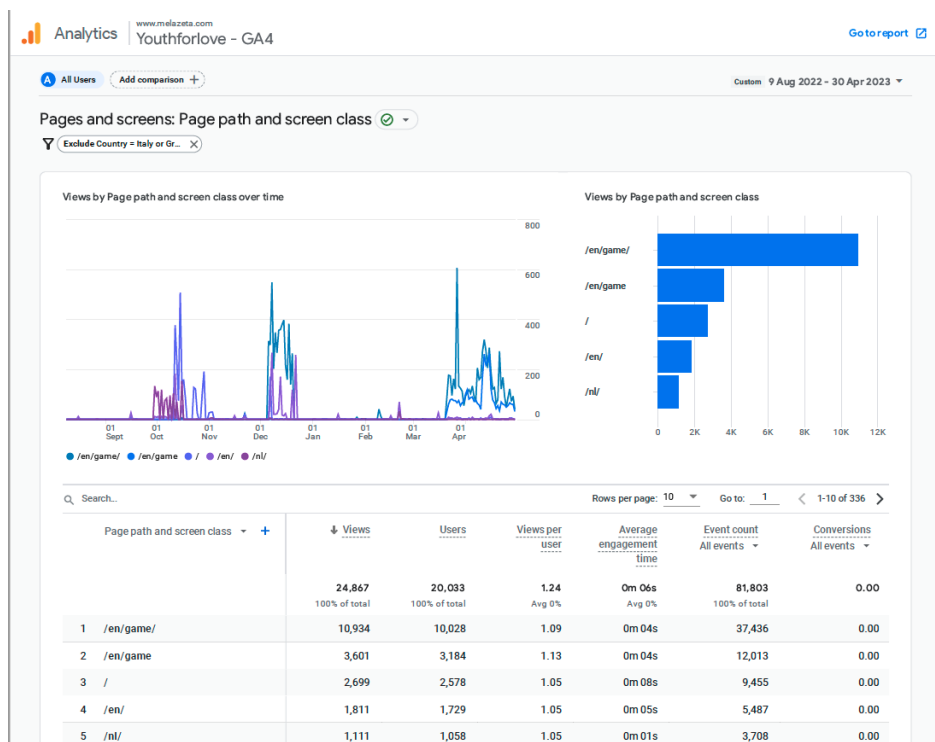
#### 4.1.7 Details website views Other Countries

By other countries we mean all countries with Greece, Italy, Romania, Belgium & the Netherlands excluded.

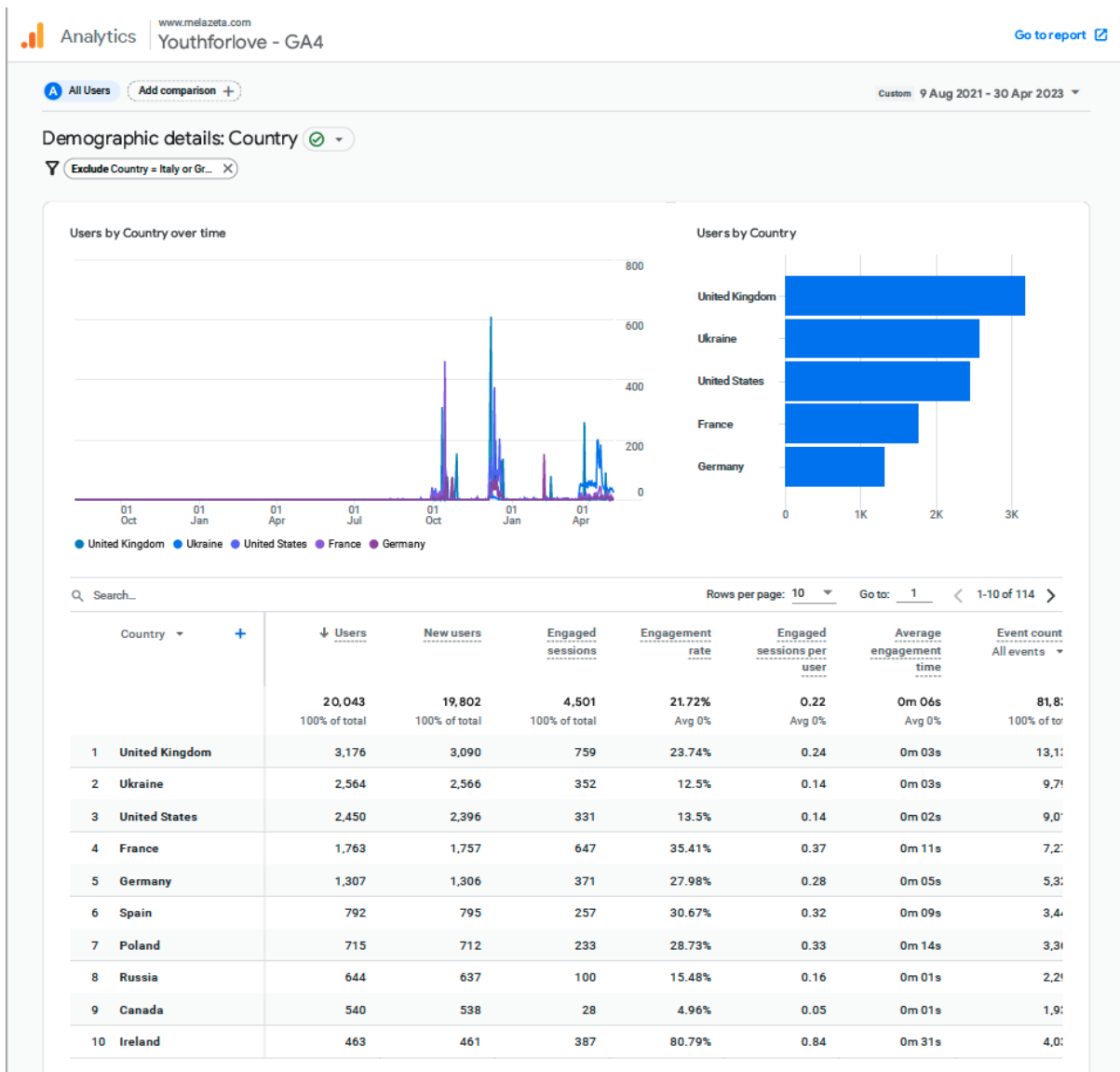
##### Period 1



##### Period 2



Extra info: Details top 10 other countries





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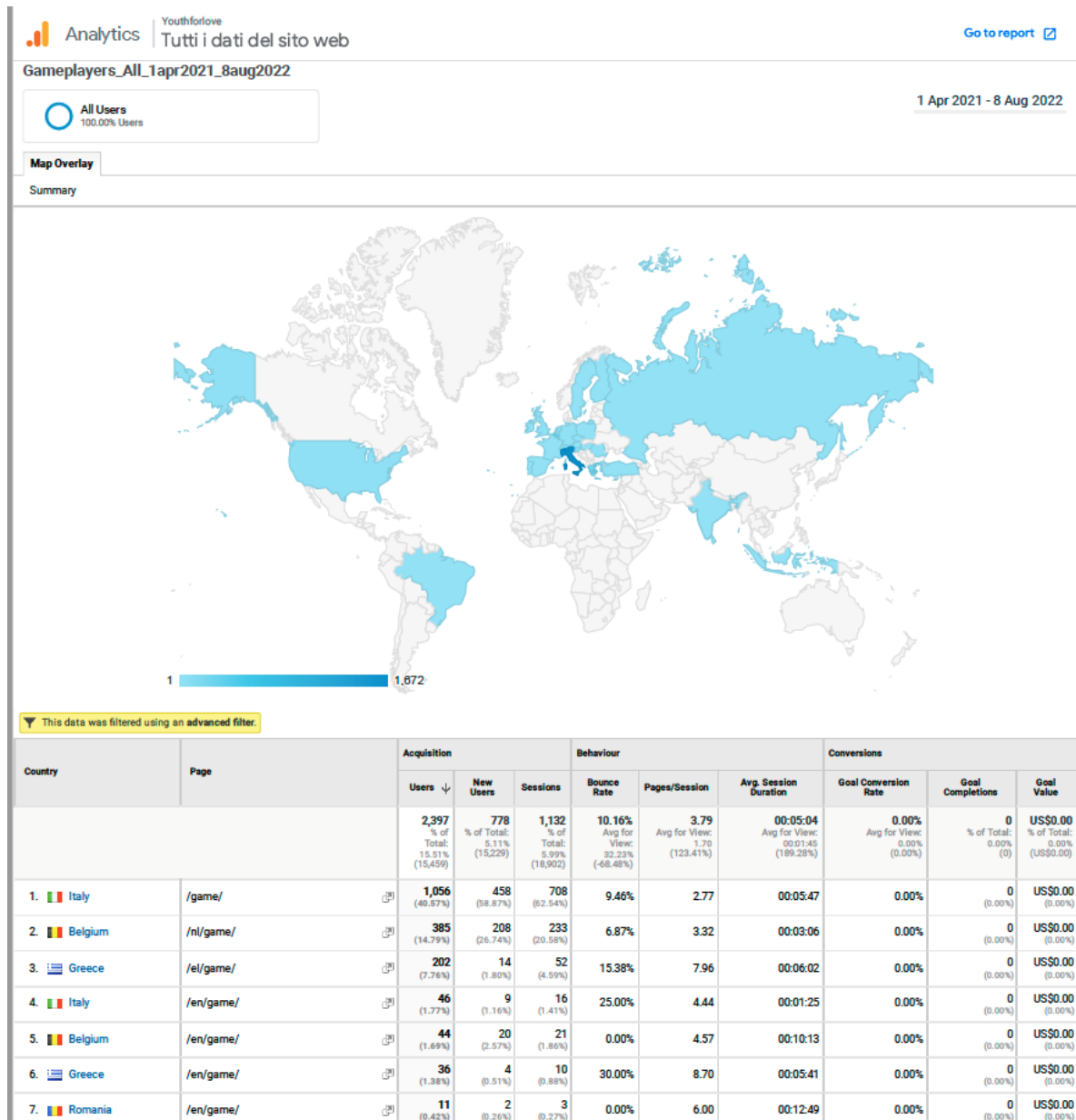
The table below shows a summary of unique web-game players. After the table we show a detailed overview of the results by country.

[illegible]

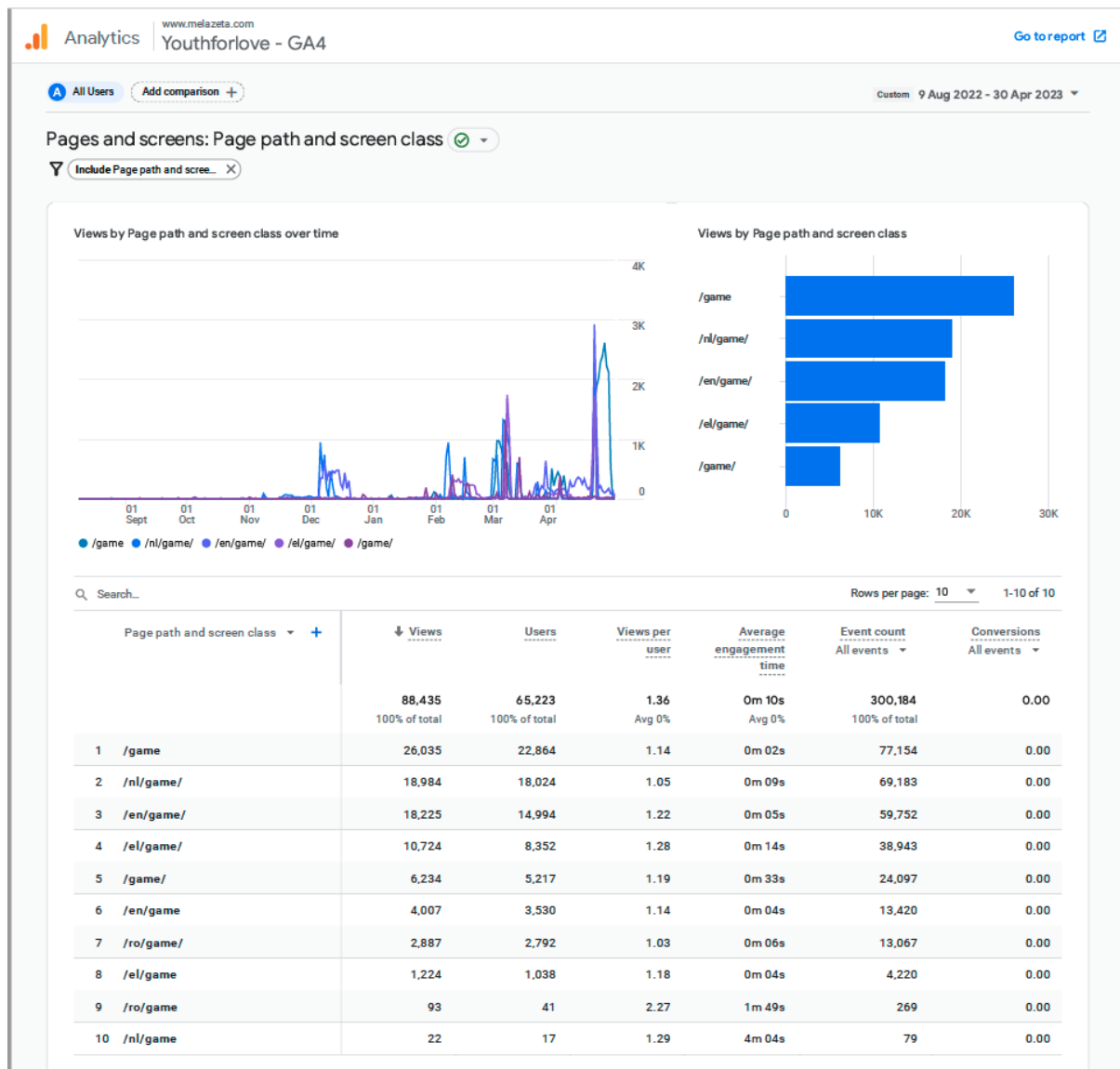
In the detailed results you get an overview from where the game is played (Location). Thus, the numbers are not based on language choice of the game. For example, a player playing the Greek version in Italy is counted as a result for Italy.

#### 4.2.1 Details web-game total

##### Period 1



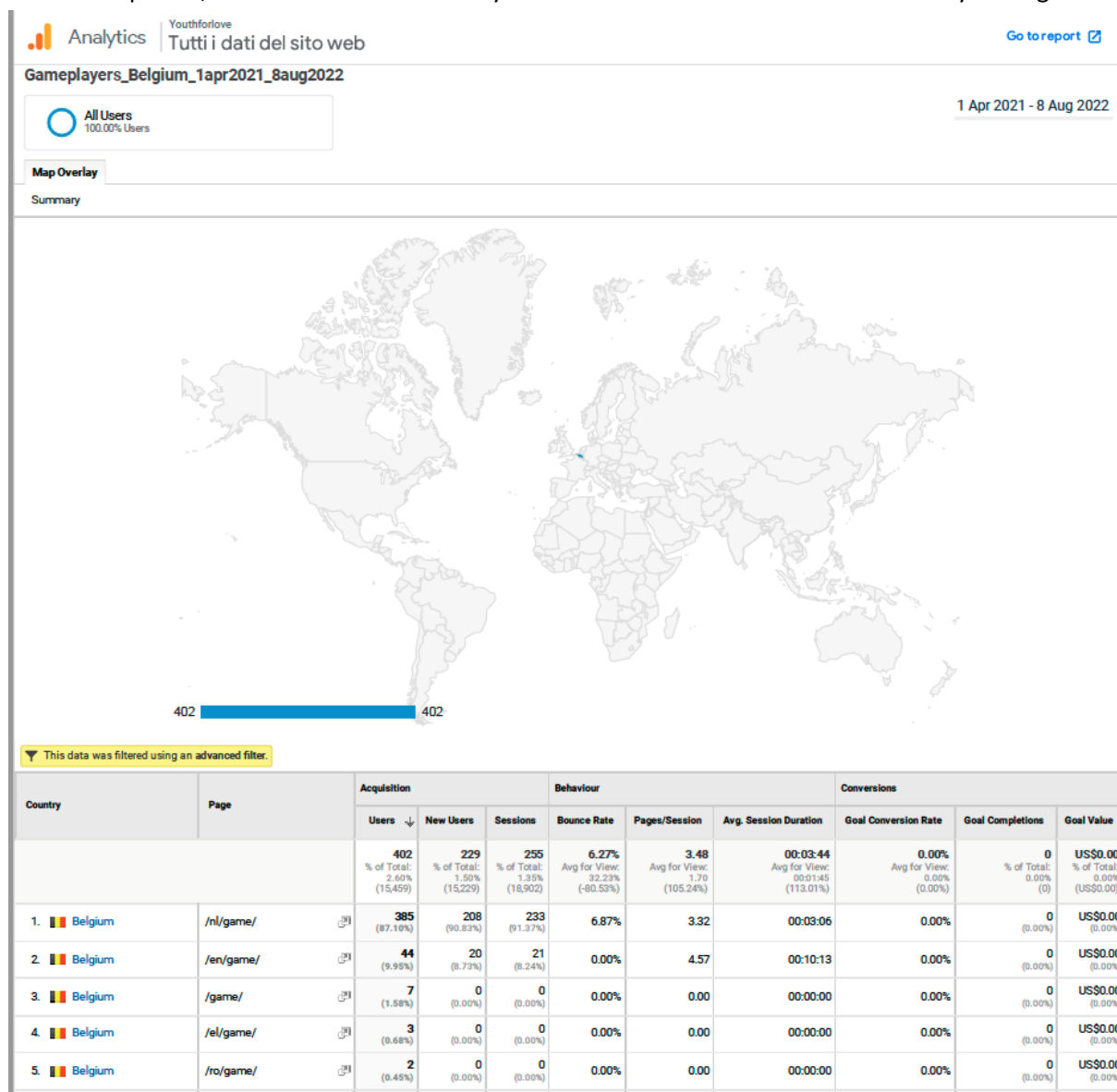
## Period 2



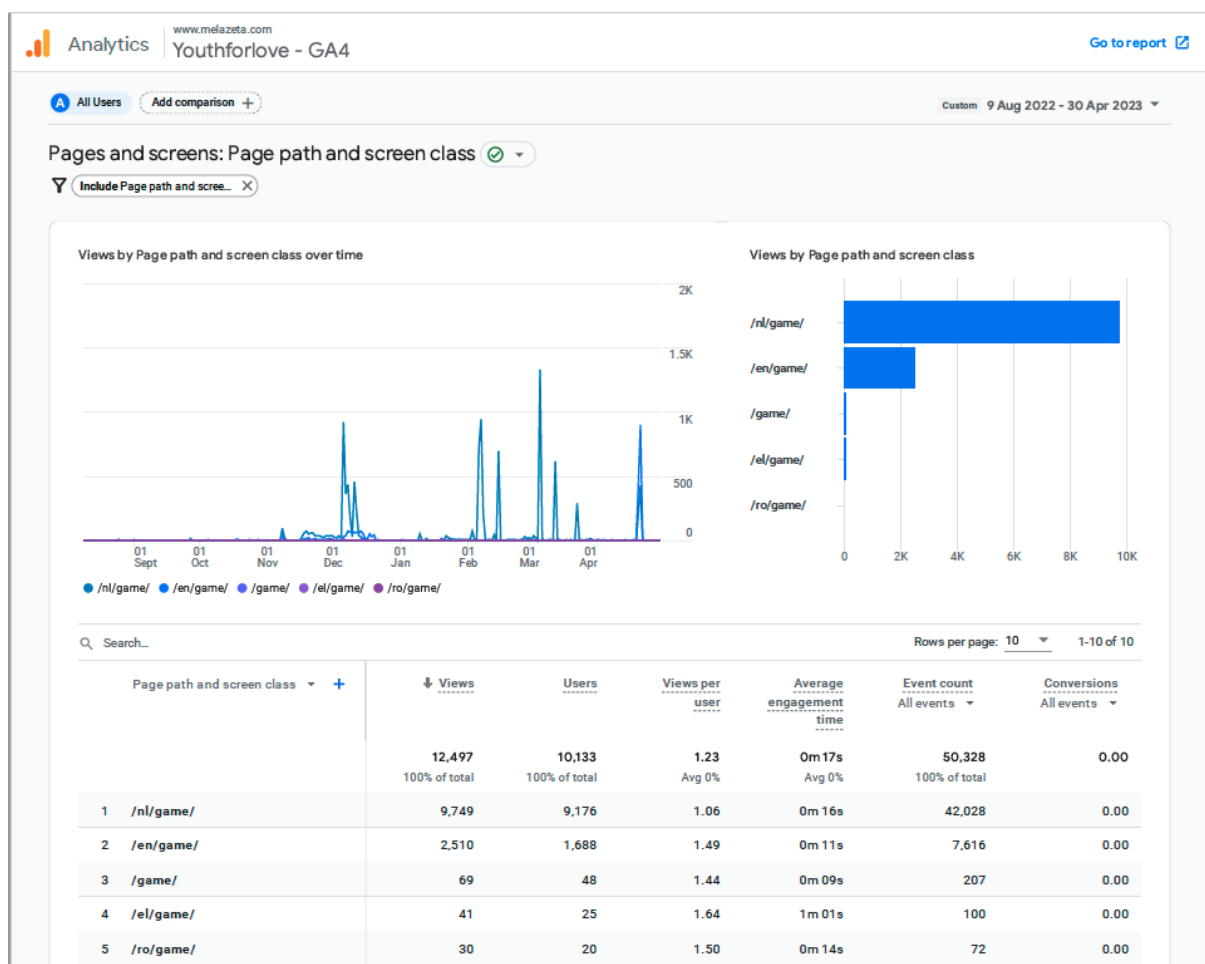
#### 4.2.2 Details web-game Belgium & Netherlands

##### Period 1

In the first period, the Netherlands was not yet included since communication was only in Belgium.



## Period 2





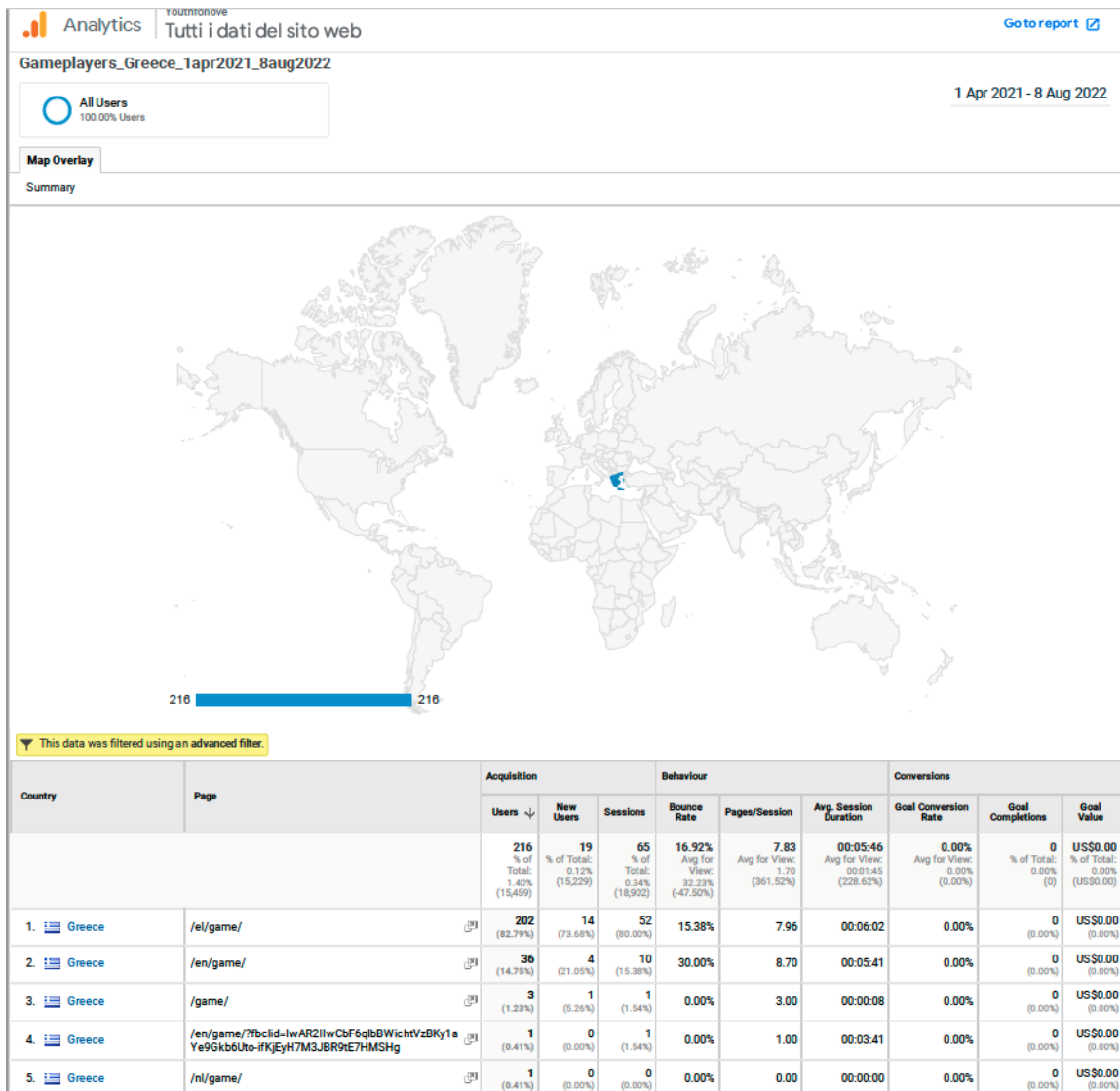
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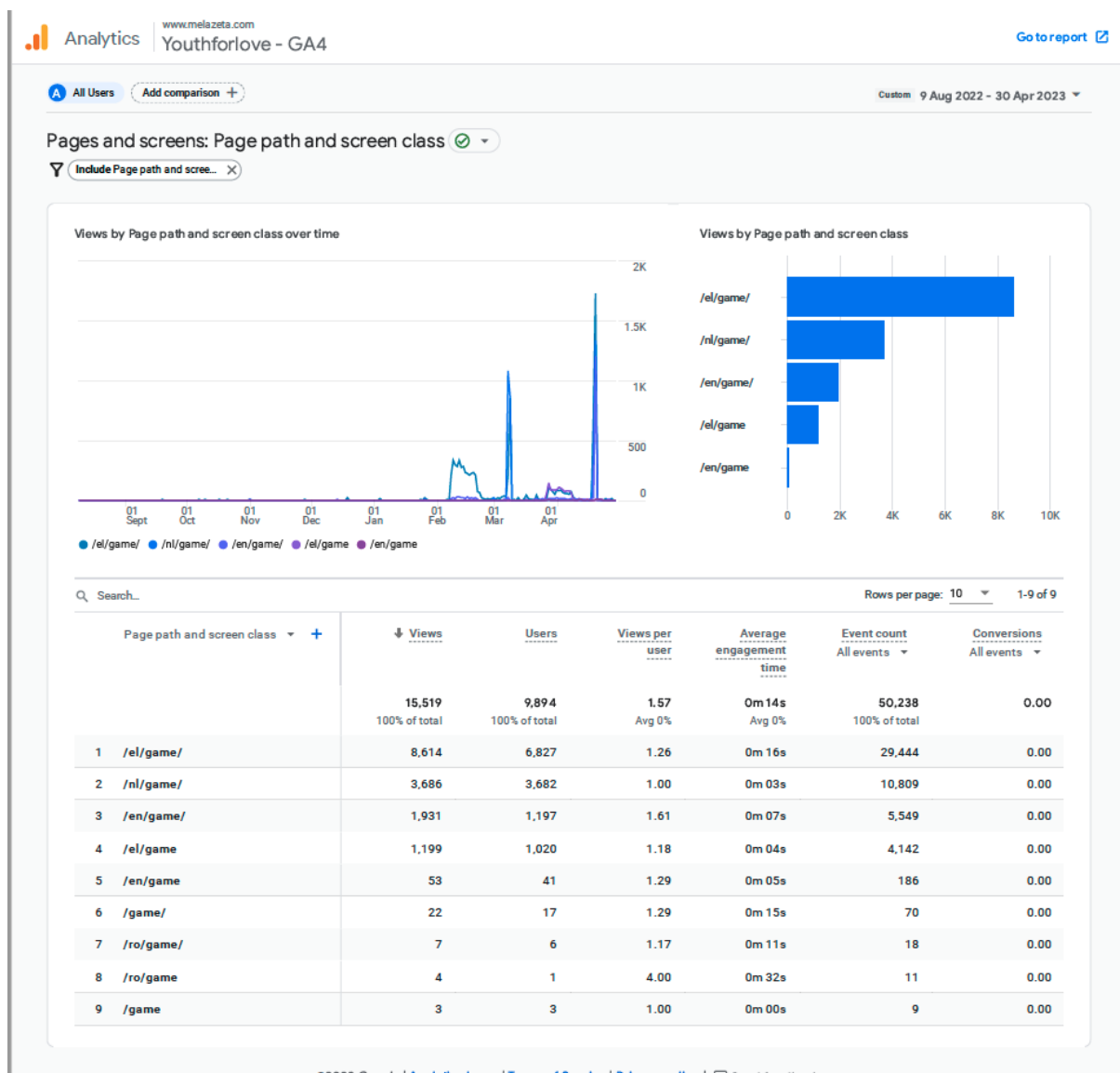
#### 4.2.3 Details web-game Greece

---

##### ***Period 1***

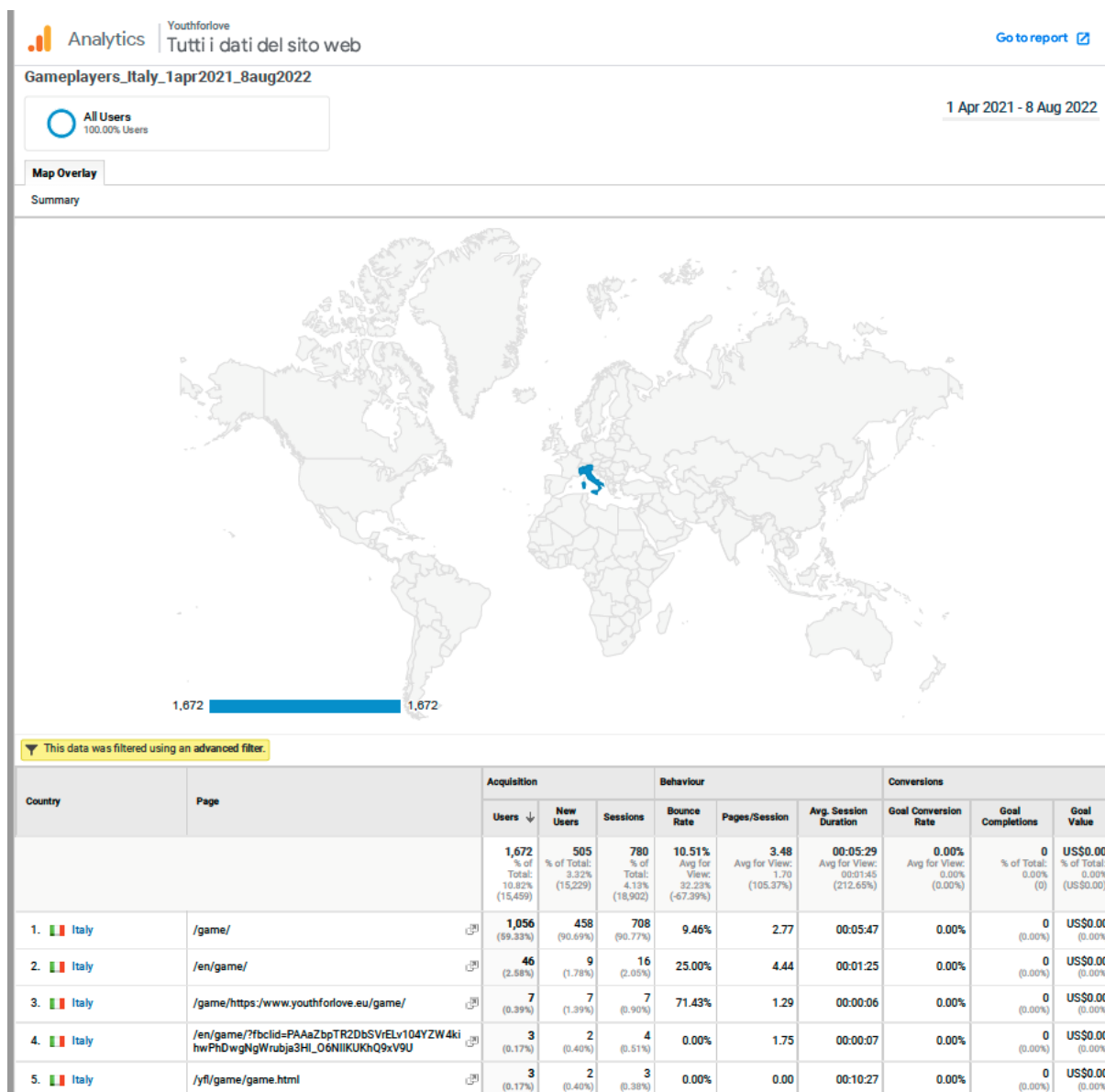


## Period 2

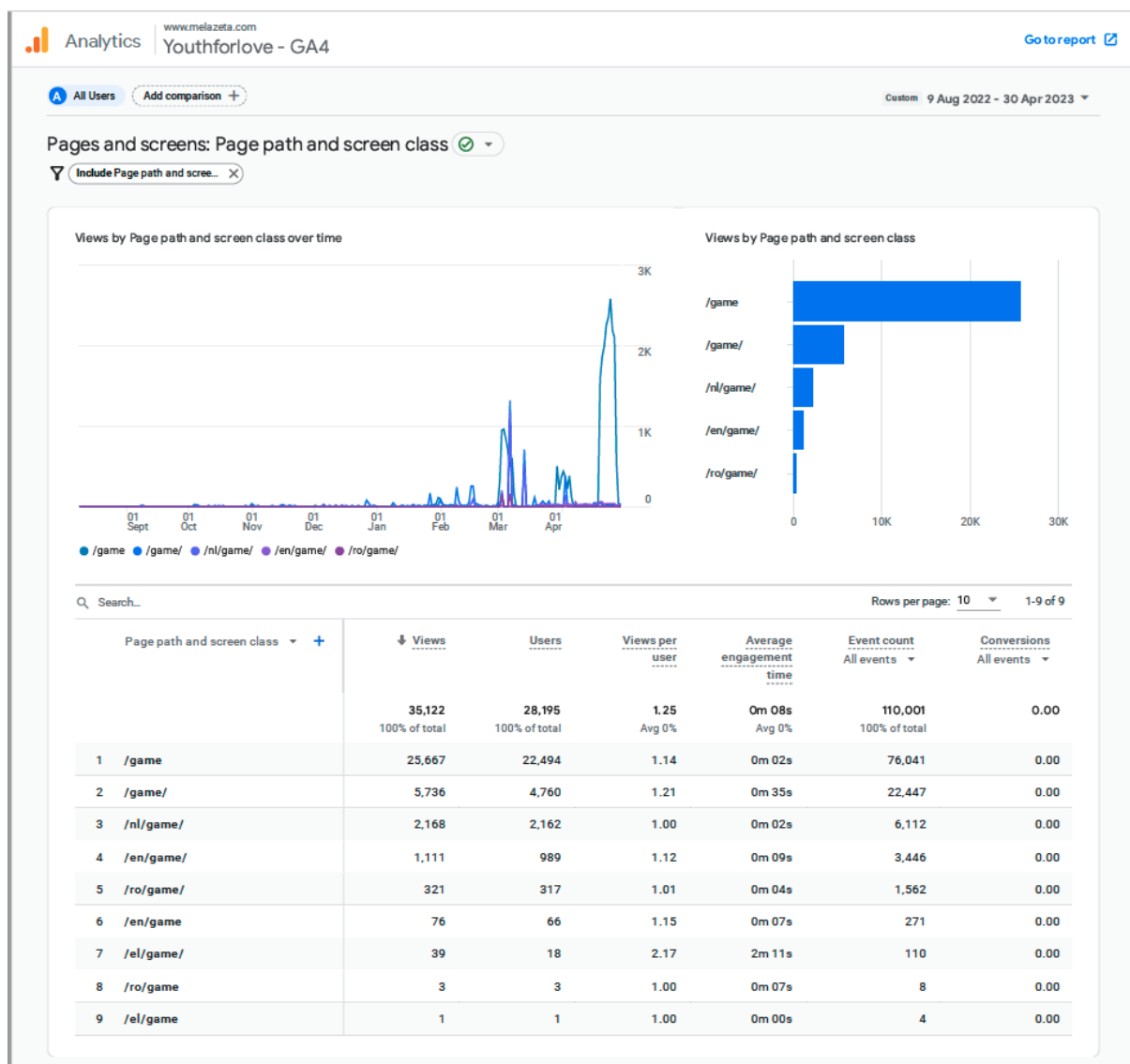


#### 4.2.4 Details web-game Italy

##### Period 1

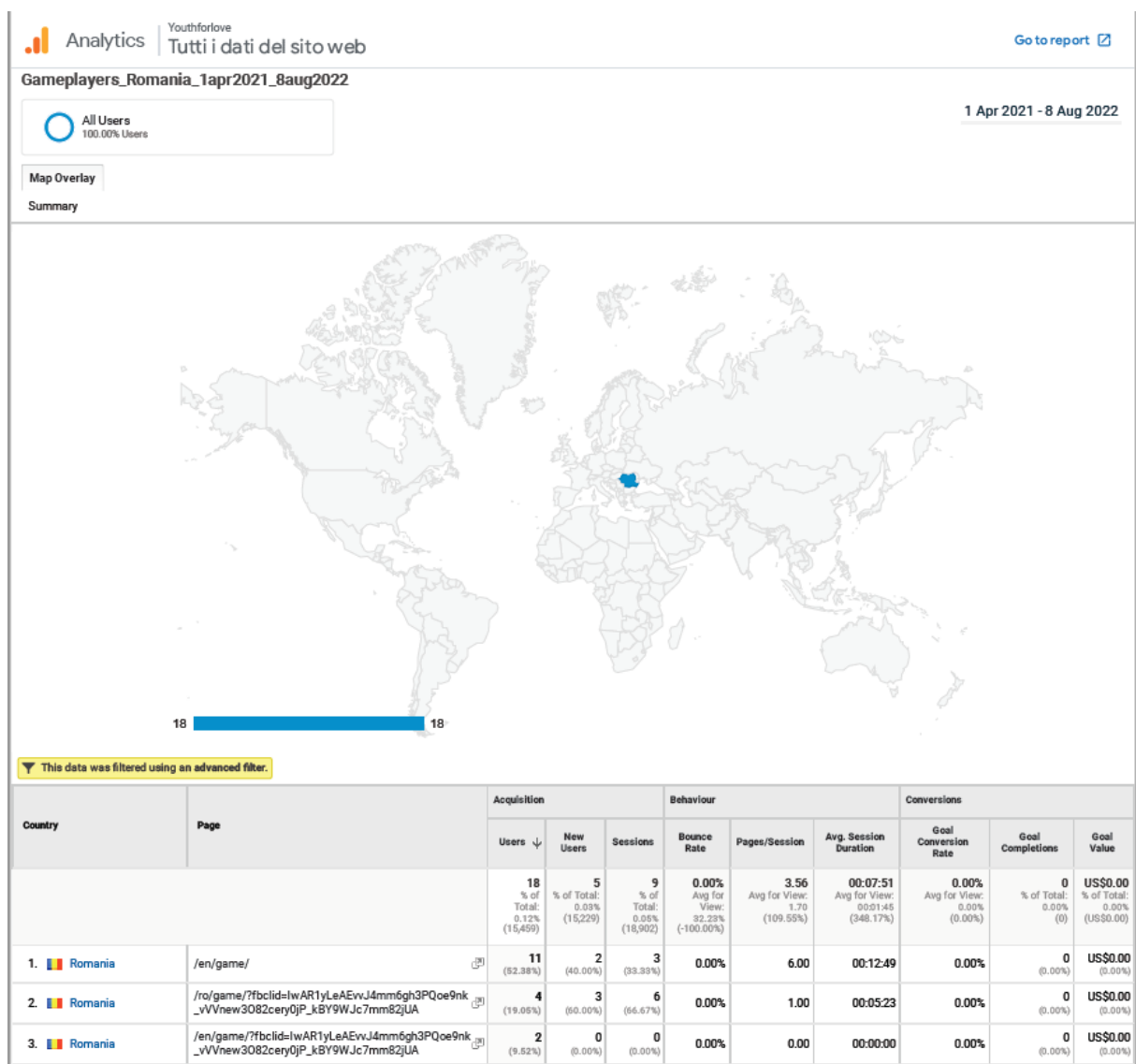


## Period 2

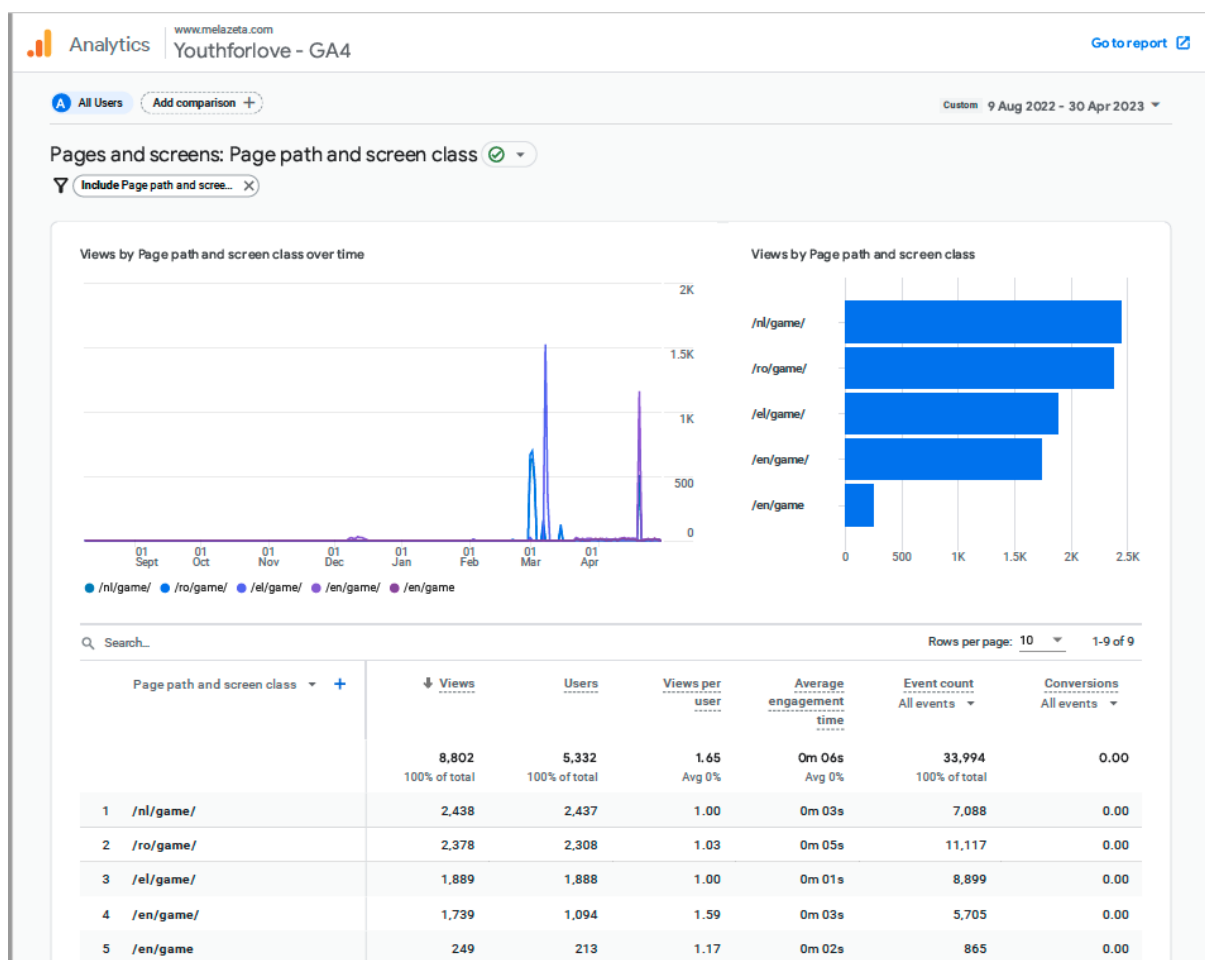


#### 4.2.5 Details web-game Romania

##### Period 1



## Period 2





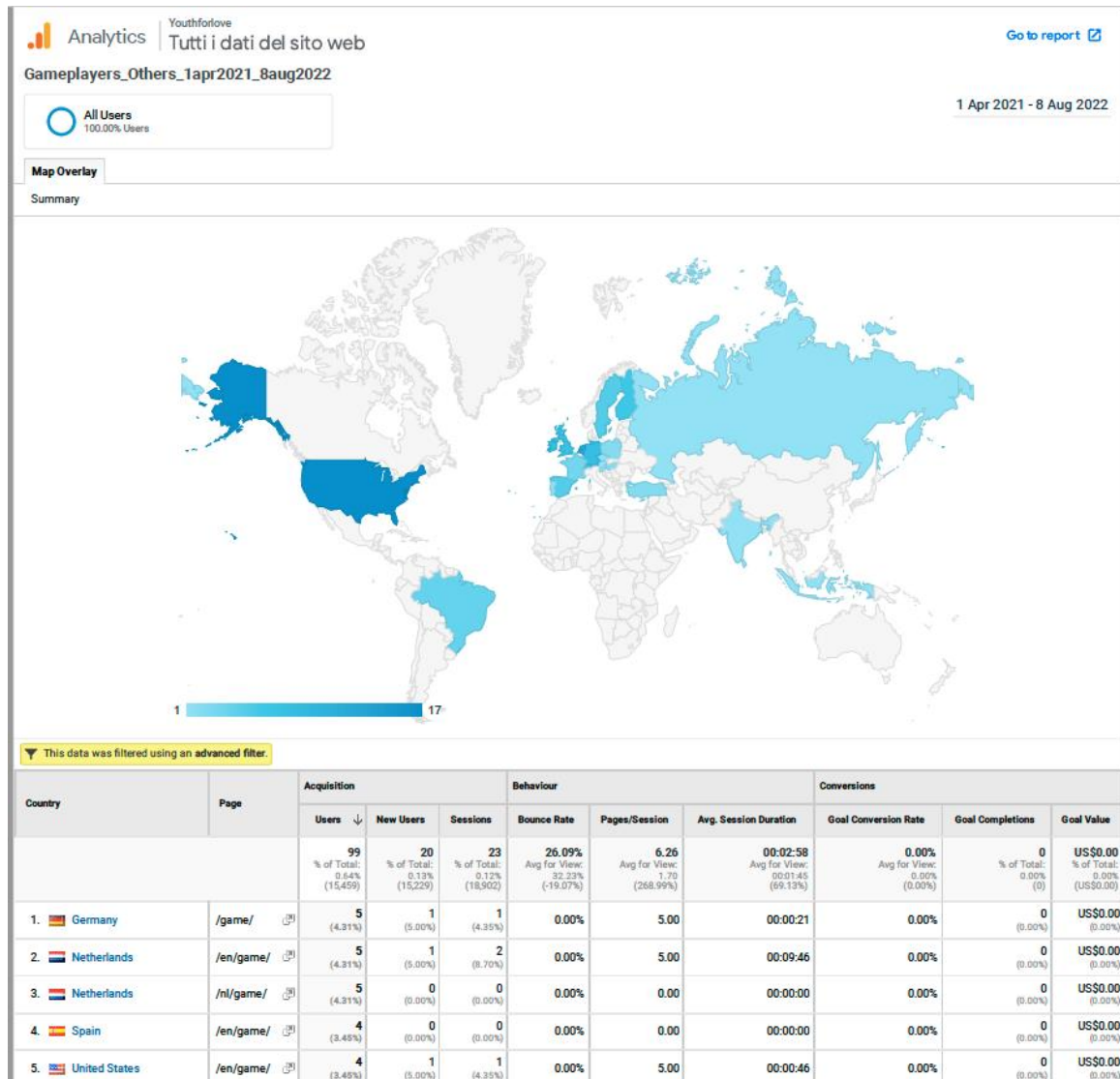
Co-funded by the Rights,  
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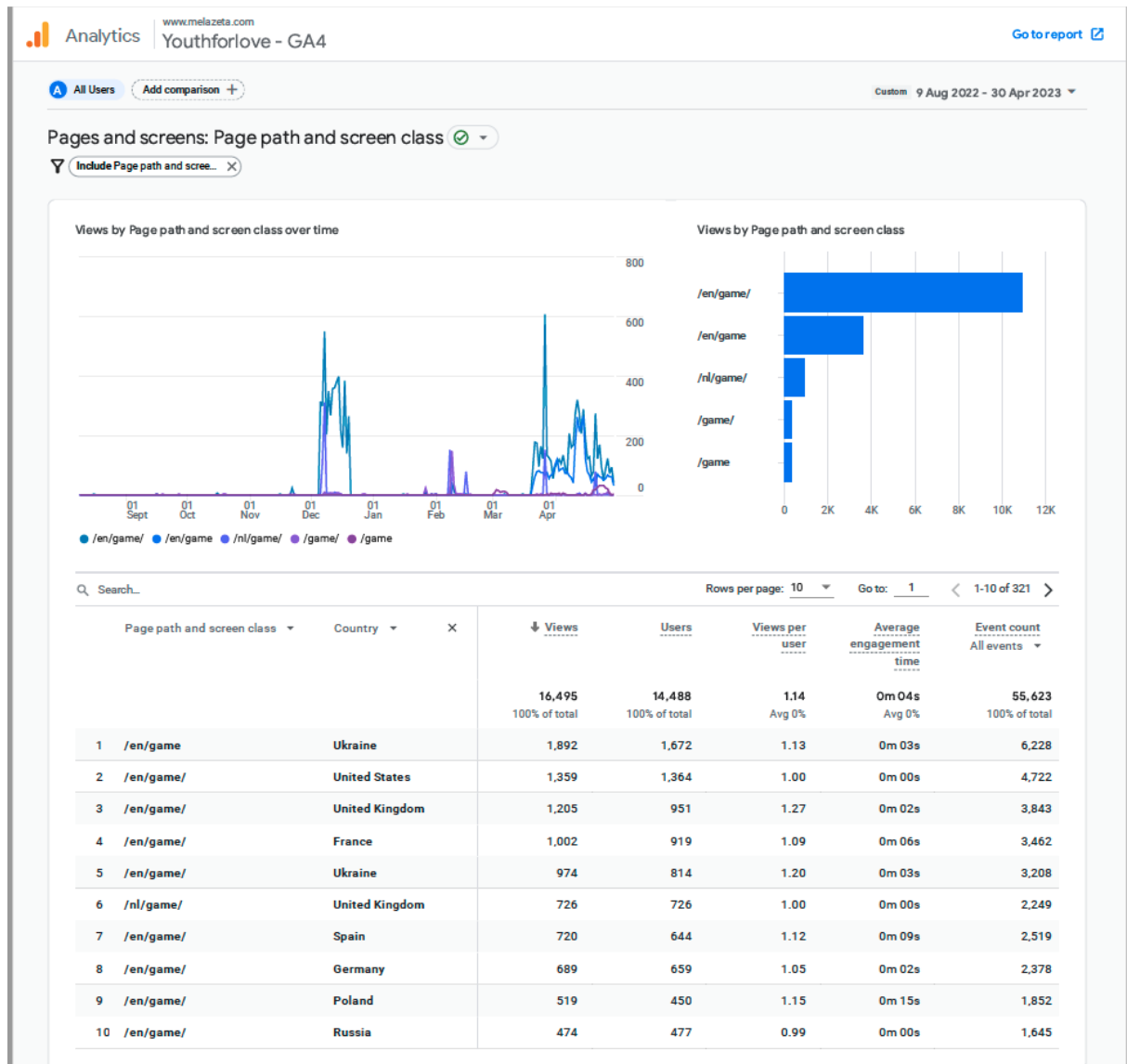
#### 4.2.6 Details web-game Other Countries

---

##### ***Period 1***



## Period 2



#### 4.3 Media coverage, People Reached online and via social media

With media coverage we refer to all the project news & activities that are presented and distributed by various forms of media, such as newspapers, television, radio, and the internet. It includes the range of topics that are reported on, the tone and style of the reporting, and the extent to which the news is disseminated to the public.

With this media coverage we have a significant impact on public opinion and behavior, as it shapes the way in which people perceive events, issues, and individuals. It can influence political decisions, social attitudes, and economic outcomes. The media coverage ensured that we met our stated goal in terms of reach, views, and players.

In this section you get a detailed overview of all communication activities carried out by each partner. This detailed overview is distilled from the Communication Activity log - file. The sources to each individual activity can also be found in this file. Regarding the range of some activities, you will notice that not always a range was included. This since no reference of range could be defined. However, these are often media platforms with a large reach, these numbers were not included in the total reach. The most important thing is that the distribution by these media platforms did result in noticeable traffic to the website and the game.

You can find the full table of statistics on the following page.

### Attachments

All references (dates, links and screenshots) are available on the Communication Activity Plan & Log file and in the Attachments folder.

Targets to be reached:		
Communication type	Target	Current status
<b>Individual Targets</b>		
<b>Articles International</b>		<b>10</b>
UCLL		5
AFOL		2
ACTIONAID ITALY		0
ACTIONAID HELLAS		3
CPE		0
<b>Articles National</b>		<b>28</b>
UCLL		6
AFOL		7
ACTIONAID ITALY		4
ACTIONAID HELLAS		10
CPE		1
<b>Social Media Posts</b>		<b>168</b>
UCLL		15
AFOL		33
ACTIONAID ITALY		55
ACTIONAID HELLAS		56
CPE		9
<b>Press Release</b>		<b>180</b>
UCLL		3
AFOL		18
ACTIONAID ITALY		157
ACTIONAID HELLAS		2
CPE		0
<b>Other (Events/Conferences/...)</b>		<b>13</b>
UCLL		11
AFOL		0
ACTIONAID ITALY		2
ACTIONAID HELLAS		0
CPE		0
<b>Total Media Coverage</b>	<b>40</b>	<b>399</b>
<b>Shared Targets</b>		
<b>Website views</b>	<b>100.000</b>	<b>156.688</b>
<b>Y4L Game players</b>	<b>50.000</b>	<b>67.620</b>
<b>Social media reach</b>	<b>1.000.000</b>	<b>7.122.355</b>
<b>Total activities reach</b>	<b>1.500.000</b>	<b>18.148.607</b>



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