

CUBE



**Igniting Creative Minds
through CCI's Entrepreneurship**

ERASMUS-YOUTH-2023-CB

Project Number: 101131629

Igniting Creative Minds through CCI's Entrepreneurship

CUBE

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Dissemination & Communication Plan – Dissemination Handbook

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C U B E

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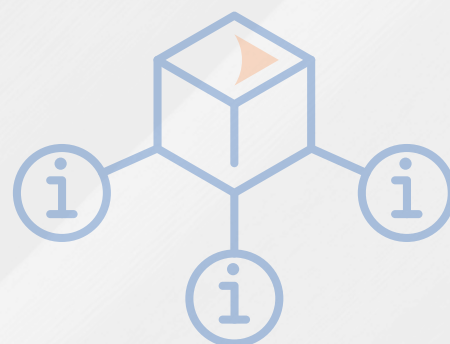
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EXECUTIVE SUMMARY

The **CUBE** Project aims to **enhance employability and career development** opportunities for young people in the **Creative and Cultural Industries (CCI)** by fostering non-formal learning, mentorship, and skill-building programs across Europe and neighboring regions. This initiative, coordinated by a diverse consortium of international partners, aims to strengthen youth competencies within the CCI sector, facilitating greater workforce readiness and cultural engagement. The dissemination and communication plan for CUBE is designed in a manner to ensure the project's objectives, outcomes, and advantages are clearly communicated to stakeholders, optimizing visibility, impact, and sustainability. The **core objectives** of the dissemination strategy are to **promote awareness of CUBE's goals, engage youth, educators, and CCI employers**, and encourage collaborations among these stakeholders. By effectively reaching these audiences, CUBE intends to influence policymakers, foster partnerships, and integrate non-formal learning opportunities into the broader educational sector. The project aims to establish a **sustainable model** that benefits future generations within the CCI sector. CUBE's dissemination strategy targets two main audiences: **the primary group includes young people, educators, cultural organizations, and CCI industry participants**; the **secondary group consists of policymakers, government bodies, NGOs, and the general public**. Each group is essential to either directly benefiting from or supporting CUBE's outcomes, helping ensure that the project contributes to meaningful change. Each project partner has specific dissemination guidelines tailored to their local context, enhancing the resonance and relevance of CUBE's activities within diverse regional and national networks. Partners will implement strategies that cater to their respective communities, ensuring that CUBE's messages reach a wide audience. For instance, EQUALINE will lead project management and coordination efforts; Fifty Fifty will contribute by developing CCI-related educational tools; SYL will promote skill-building and entrepreneurial skills within the CCI sector; and uDevelop will lead dissemination and impact measurement efforts. This motif allows the project to maximize reach, ensuring CUBE's impact is felt across a broad geographical area. Finally, the dissemination plan includes mechanisms for ongoing evaluation, tracking both qualitative and quantitative metrics to measure the success of communication efforts. Regularly assessing dissemination activities will help CUBE refine its approach, ensure objectives are met, and evaluate its impact on policy and the CCI sector.

INTRODUCTION TO THE HANDBOOK

This Handbook provides a practical guide for the dissemination activities and visual identity of the **CUBE project**. It outlines key strategies, tools, and methods for effectively communicating the project's objectives, results, and impact to diverse stakeholders at local, regional, and international levels. It also includes specific guidance on how to adapt dissemination efforts to the unique needs and contexts of each partner organization, ensuring maximum relevance and impact. The CUBE project is dedicated to enhancing youth employability and entrepreneurship within the Creative and Cultural Industries (CCI) sector. By equipping youth workers with the skills, resources, and tools needed to support young people, the project aims to foster innovation, promote sustainable career paths, and empower youth across Europe and beyond. **Dissemination** plays a crucial role in achieving these goals by **raising awareness**, building networks, and ensuring the sustainability of project outcomes. This Handbook is designed to support project partners at every stage of the dissemination process, from initial planning and execution to ongoing monitoring and evaluation. It offers comprehensive guidance on: crafting customized dissemination strategies for specific target groups, producing engaging content for both digital and print media, planning and executing impactful events like workshops, conferences, and stakeholder gatherings, utilizing digital tools and social media to enhance outreach, and maintaining a cohesive and professional visual identity across all project materials. Additionally, the Handbook includes a dedicated section on the **project's visual identity**, offering clear guidelines on the use of logos, colors, fonts, and templates. These guidelines ensure a unified and professional representation of the CUBE project across all communication channels. By following the recommendations outlined in this document, partners will be equipped to effectively communicate the project's key messages, foster collaboration, and create lasting impact within the CCI sector. Whether planning a dissemination campaign, developing promotional materials, or engaging with stakeholders, this Handbook serves as a reliable and practical resource to guide your efforts.



ABOUT THE CUBE PROJECT

The CUBE project is a **24-month** project focused on enhancing youth employability within the cultural and creative industries (CCIs) across Europe. The project, which aims to meet the increasing demand for skilled workers in these industries, recognizes the important role CCIs play in the economy and how much they contribute to GDP and employment. The goal of the program is to equip young people—especially those who are struggling with socioeconomic disadvantages—with the knowledge and abilities needed to succeed in the rapidly changing labor market, which has been greatly impacted by COVID-19 and automation.

Central to the **project's objectives** is the promotion of transnational cooperation among South Mediterranean countries, fostering inclusive education and training programs tailored to young people's unique needs. The CUBE project also aims to enhance the capabilities of youth workers through capacity-building training, which will ultimately support the development of young people's entrepreneurial skills and competencies. Key activities include creating an e-Guidebook for youth workers and establishing a Mentoring e-Platform to facilitate connections between youth and mentors, thereby enhancing networking and learning opportunities.

Additionally, a comprehensive dissemination and sustainability plan will ensure that the project's outcomes are shared widely, promoting the resources developed and their long-term impact. By focusing on skill development and inclusivity, the CUBE project aims to create a more competent workforce, driving economic growth and fostering democratic values within the CCIs.



OBJECTIVES

The CUBE project's **communication and dissemination plan** aims to increase its influence and visibility on a local and global level. Increasing awareness of the project's creative approaches to entrepreneurship, employability, and skill development in the Creative and Cultural Industries (CCIs) sector is one of its main goals. The **objective** is to successfully share the project's actions and outcomes with important stakeholders, such as youth workers, educators, corporations, policymakers, and community organizations, by communicating its mission and outcomes using a variety of venues. By doing this, CUBE hopes to establish itself as a pioneering program in assisting young people and youth workers in the CCI sector, creating a hub in which these fields flourish as promising employment options for young people. A crucial component of the CUBE communication plan is to foster deep engagement with diverse stakeholders. These include youth workers, youth organizations, educational institutions, businesses in the CCI sector, and policymakers. By actively involving these groups in the project's activities, the aim is to create collaboration that will address the challenges faced in youth employment and entrepreneurship. This engagement will provide opportunities for stakeholders to interact with the project's outputs, share feedback, and co-create solutions, ultimately strengthening the project's sustainability and ensuring its outcomes are embedded in real-world practices. The dissemination strategy also emphasizes promoting the **best practices and innovative methodologies** developed within the CUBE project. These include the integration of skills development programs with hands-on work experience, mentoring, and entrepreneurship training for young people in the CCI sector. By widely distributing these methodologies and tools — including training resources, digital platform, and networking opportunities — the project aims to empower educators, youth workers, and organizations to replicate and adapt these approaches in their own contexts. This knowledge-sharing and capacity-building focus ensures that the project's outputs are accessible to all, driving a culture of innovation and entrepreneurship within the CCI sector. Furthermore, the dissemination plan focus to foster **long-term partnerships** with a wide range of networks, including educational institutions, businesses, governmental agencies, NGOs, and international organizations. These collaborations will help extend the reach of CUBE's efforts, deepen its impact, and ensure that the project's outcomes are integrated into broader youth employment, education, and entrepreneurial systems.

OBJECTIVES

One of the primary objectives of the dissemination plan is to influence local, national, and European policy discussions related to youth employment, education, and entrepreneurship. By presenting the project's findings, CUBE seeks to advocate for the integration of its innovative training models and digital tools in both formal and non-formal education settings. Engaging policymakers and educational leaders will contribute to the broader discourse on improving youth employability and entrepreneurship within the CCI sector, ultimately encouraging systemic changes that better support young people's career pathways. Sustainability is a core element of the CUBE project's communication efforts. Beyond achieving immediate success in terms of engagement and visibility, the project aims to ensure that its impact continues long after its conclusion. This will involve developing a strategy for continued engagement with stakeholders, maintaining partnerships, and providing ongoing access to the resources, tools, and training developed through the project. By ensuring the long-term availability of these outputs, CUBE aims to create a lasting impact that continues to benefit young people, youth workers, and the CCI sector at large. An overarching goal of the dissemination plan is to promote social inclusion and equity within the CCI sector. The communication strategy is designed to reach underrepresented and marginalized youth groups, ensuring that their voices are heard and their participation is encouraged. By addressing social and educational inequalities, CUBE seeks to provide equal access to opportunities in the CCI sector, empowering young people from all backgrounds to pursue careers in this dynamic and growing field. Finally, the CUBE project aims to encourage digital literacy and innovation through its communication activities. By using digital platforms and tools, the project will engage a broader audience and extend its reach to youth workers and young people worldwide. The promotion of digital tools will not only enhance accessibility to the project's resources but also align with the modern demands of a digitally connected world. This objective underscores CUBE's commitment to equipping participants with the digital competencies required for active participation in the labor market, entrepreneurship, and the global economy.

TARGET GROUPS

Identifying **target groups** for the CUBE project is important to ensure that the interventions are specifically tailored to meet the needs of youth workers and vulnerable young people in the cultural and creative industries (CCIs). This focus allows for effective resource allocation and enhances the project's impact, ensuring that the tools and methodologies developed are relevant and beneficial. The **primary target group** includes youth workers and educators, who form the core group directly engaged in the project's activities. This group is responsible for delivering workshops, facilitating entrepreneurial education, and mentoring youth. Youth workers will gain the knowledge and tools necessary to help young people develop entrepreneurial skills in the Creative and Cultural Industries (CCI). They will also play a key role in project implementation and dissemination within their networks. The young people (18-30) targeted by the project are the primary beneficiaries, particularly those from marginalized backgrounds, such as youth from rural areas, individuals with disabilities, and those from socio-economically disadvantaged communities. These youth will be actively involved in the project's activities, especially those interested in pursuing entrepreneurship in the Creative and Cultural Industries. They will engage with learning modules, training opportunities, and other initiatives designed to enhance their entrepreneurial skills and prepare them for active participation in the CCI sector. In addition, project partners and staff make up a significant part of the primary target group. This includes the individuals and organizations responsible for the day-to-day management, implementation, reporting, and dissemination of the project. These internal stakeholders will actively contribute to the success of the project by sharing their expertise, managing activities, and ensuring that progress is reported and outcomes are achieved. The **secondary target group** includes educational institutions, such as universities, vocational schools, and lifelong learning institutions. These institutions, especially those working with young people from disadvantaged backgrounds, will be engaged to adopt innovative educational methodologies like non-formal learning and entrepreneurship training. They will integrate the project's outcomes into their curricula and teaching practices, benefiting from the resources created by the project and expanding its impact. Civil society and community organizations, including NGOs and local youth organizations, are key stakeholders in the secondary group. These organizations support youth inclusion, social entrepreneurship, and community development.

TARGET GROUPS

They will play a crucial role in implementing the project on the ground, engaging local youth in CCI-related entrepreneurial education, and ensuring the project's activities are inclusive and impactful at the grassroots level. These groups will serve as key intermediaries, connecting the project's activities with local needs and fostering broader community engagement. Additionally, policy makers and government bodies at local, regional, national, and EU levels are essential to the project's long-term sustainability. Policymakers will be engaged to ensure the integration of the project's results into policy frameworks. Local authorities, ministries of education, and youth ministries will be targeted through advocacy efforts to incorporate CUBE's outcomes into youth and education policies, helping ensure that the project's impact is sustained and scaled beyond the project's lifecycle. The **tertiary target group** includes business and industry stakeholders, particularly those interested in fostering the link between education and workforce development, especially within the Creative and Cultural Industries sector. Local businesses, small-to-medium enterprises (SMEs), and larger corporate entities will be approached to collaborate with educational institutions, ensuring that the entrepreneurial skills young people develop through the project align with labor market needs. These business partners will also support the project's goals through partnerships, funding, or by providing practical experiences and mentorship opportunities for young entrepreneurs. Finally, industry associations and corporate social responsibility (CSR) departments will play an important role in connecting young entrepreneurs with the business world, particularly in sectors related to creativity, culture, and innovation. These stakeholders will be instrumental in promoting active citizenship and supporting the project's community service initiatives. By fostering entrepreneurship in the CCI sector, they will help bridge the gap between education and employment opportunities for young people, contributing to the project's overall success in enhancing youth entrepreneurship and creativity.

NON DISCRIMINATION POLICY

A major factor in the further distribution of the CUBE project's findings is the general public. This includes local communities that will gain from programs centered on youth entrepreneurship and the Creative and Cultural Industries (CCI), particularly those in the areas where project activities are carried out. By promoting and supporting the young people's involvement in civic and educational activities, young minds will indirectly interact with the initiative. Their participation improves the project's ties to the larger community and contributes to the creation of a nurturing atmosphere for young people's growth. By amplifying the visibility of the CUBE project through social media channels, the project will reach a wider audience, generating interest and support. Social media campaigns will help increase awareness, ensuring that the project's objectives and outcomes are well-known and widely recognized. International organizations, particularly those involved in education, digital innovation, and youth engagement, will be part of the tertiary target group. European networks and platforms focused on these areas will be engaged to ensure the CUBE's alignment with broader European and international initiatives. Their involvement can potentially ensure the sustainability of the CUBE Project beyond its initial funding period, securing further support for its long-term impact on youth entrepreneurship and education in the CCI sector. The CUBE Project hopes to accomplish the following through its dissemination efforts:

- Highlight the commitment and work put into the creation and execution of the project.
- Disseminate important project findings, best practices, and insights.
- Emphasize the assistance obtained from additional financial sources and the Erasmus+ Program.
- Make partner organisations profiles better and show how their contributions to the project have an impact.
- Provide free access to the project's resources for possible replication and educate other societal actors, such as legislators, youth organizations, and educational institutions, about the goals and results of the project. By involving larger audiences and encouraging greater societal engagement, the project can reach a wider audience and produce better results.
- Encourage the formation of fresh alliances with other initiatives, groups, and interested parties who have comparable objectives and principles.

ERASMUS+ DISSEMINATION AND EXPLOITATION GUIDELINES

The Erasmus+ Dissemination and Exploitation Guidelines ensure that project results are effectively shared, promoted, and utilized to maximize impact and sustainability. Dissemination involves communicating project activities and outcomes to relevant stakeholders, while exploitation focuses on integrating these results into policies, practices, and future initiatives. For KA220 Youth projects, dissemination efforts must target key audiences, including youth, educators, NGOs, policymakers, and the broader public. Projects are required to maintain an online presence through a dedicated website or a section on a partner organization's platform, actively engage on social media (Facebook, Instagram, LinkedIn, X, YouTube), and contribute to Erasmus+ platforms like EPAL and SALTO-YOUTH. Organizing workshops, training sessions, and multiplier events is crucial for increasing outreach and engagement. Additionally, projects must produce publications such as handbooks, policy recommendations, and research papers while ensuring open access to educational resources. A fundamental requirement is the Erasmus+ Project Results Platform (PRP), where all key outputs must be uploaded for wider accessibility. To enhance sustainability, projects should encourage stakeholders to integrate outcomes into their daily practices and policies while fostering long-term collaborations. Monitoring and evaluation are essential, requiring projects to track engagement metrics, collect qualitative feedback, and report dissemination activities to their National Agency. Lastly, all communication materials must acknowledge Erasmus+ funding, using the official logo and disclaimer: "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them." By following these guidelines, Erasmus+ projects ensure their impact extends beyond the project's duration, contributing to long-term improvements in youth work and education.



VISUAL IDENTITY

A logo of the project has been designed and must be displayed on all communication and dissemination support tools. In addition, communication and dissemination materials must also clearly reference the Erasmus + Programme logo.



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“CUBE” project must be consistent with the **visual identity guidelines of the Erasmus+** Programme (guidelines available on Erasmus+ Programme website).

DISCLAIMER

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Consistency is a cornerstone of the “CUBE” visibility strategy. Project partnership has adopted a project logo as an important tool to attract target groups’ attention and make project results sustainable. Project logo is unique, and its shape and colors will remain the same through the project implementation and through its activities toward third parties. All project partners must follow the common **“CUBE”** visual identity as follow:

COLOR BOARD AND PROJECT LOGO


The visual identity of a brand, including its logo, colors, typography, and design elements, plays a crucial role in conveying its values and establishing a recognizable presence. A strong visual identity helps create a cohesive and memorable brand image. A consistent visual identity is essential to a wide and effective communication and dissemination of the project results.


VISUAL IDENTITY


CUBE Logo

The logo is the cornerstone of the CUBE Project's visual identity. It should represent the core themes of the project, including creativity, entrepreneurship, youth empowerment, and the Creative and Cultural Industries (CCI). The logo should be simple, bold, and memorable, allowing it to be easily recognized across various platforms and materials. It should be flexible enough to work in different formats, whether displayed on websites, documents, presentations, or promotional items. The logo will be prominently featured on all project-related materials, acting as the key symbol of the project's mission.

Primary Colors

 **Blue:** A deep or medium shade of blue to represent trust, professionalism, and stability. It will be used for the main headers, backgrounds, and key elements of the design to establish the project's foundation and credibility.

 **Orange:** A bold and energetic orange that symbolizes creativity, innovation, and enthusiasm. This will be used for accents, call-to-action buttons, and highlights to inject energy and attract attention.

 **Yellow:** A bright and optimistic yellow to evoke inspiration, youthfulness, and opportunity. Yellow will be used for additional accents, emphasizing key messages and areas that require focus.



VISUAL IDENTITY

#fedd5a

#fe914c

#014aad

#0d489c



Typography

Selecting an appropriate typography for the project dissemination is a crucial aspect of creating a cohesive and visually appealing communication strategy. The choice of fonts can significantly impact readability, convey professionalism, and contribute to the overall visual identity of your project.

Font Name: Montserrat

Characteristics: Is a modern and geometric font. It has a clean and elegant appearance, making it suitable for headings and titles. It comes in various weights, providing flexibility in design.

EXAMPLE

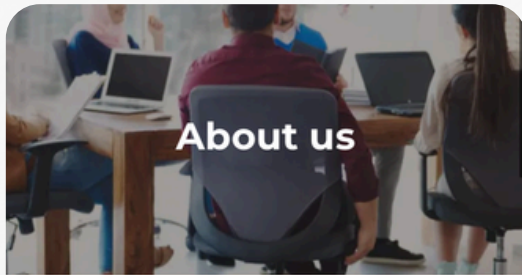
PROJECT WEBSITE

The website is designed to be the central hub for all information related to the project. Its purpose is to provide stakeholders, including partners, youth workers, and participants, with easy access to key project details, such as objectives, activities, events, and results. Throughout the project, the site will be regularly updated with content such as reports, toolkit, guides, and case studies to keep the community engaged and informed about the project's progress.



In addition to sharing updates, the website will offer valuable resources to support youth workers and organizations in the Cultural and Creative Industries (CCIs). This will include links to the Creative Minds Hub, access to the Youth Employability Guidebook, and the Best Practices Open Educational Resource (OER). These tools are meant to help improve the skills and employability of young people in the CCI sector. All of this content is currently being translated into the respective languages of each project partner, ensuring accessibility and relevance for all stakeholders involved.

PROJECT WEBSITE



Our Mission

Welcome to Cube-youth.eu!

CUBE (Creative and Cultural Industries Capacity Building) is an Erasmus-funded project aimed at equipping young people with essential skills to thrive in the Cultural and Creative Industries (CCIs). Our mission is to empower youth and enhance their employability in the dynamic sectors of CCIs, through innovative training, skill development, and

The "Our Mission" and "Project Objectives" sections of Cube-youth.eu effectively communicate the CUBE project's vision and goals. They highlight its focus on empowering young people in Cultural and Creative Industries (CCIs) through skill development, international collaboration, and inclusion.

By emphasizing digital upskilling, employability, and transnational cooperation, the project aligns with Erasmus+ values, promotes inclusivity, and supports youth with fewer opportunities. This section enhances credibility and engagement by showcasing the project's commitment to creating a skilled and socially conscious workforce.

The Activities section of the CUBE project outlines initiatives designed to equip youth workers with skills for the Cultural and Creative Industries (CCIs). Key activities include the Creative Collaborations Summit in Morocco, a Capacity Building Workshop in Jordan, and Job Shadowing in Greece, focusing on areas like business planning, marketing, and non-formal education. Local workshops on youth entrepreneurship will be held in each partner country, providing practical training. Additionally, transnational meetings, multiplier events, and online group reflections will promote collaboration and continuous feedback, aiming to enhance youth employability in CCIs.



Summit in Morocco

Equipping youth workers with innovative tools for the CCI sector. This summit focuses on marketing, and digital literacy, helping participants gain hands-on experience.

Workshop in Jordan

Enhancing Non-Formal Learning for Youth Workers in CCIs," dedicated to equipping youth workers with practical non-formal education. The workshop emphasizes CCIs-specific strategies for the creative industries.

SOCIAL MEDIA

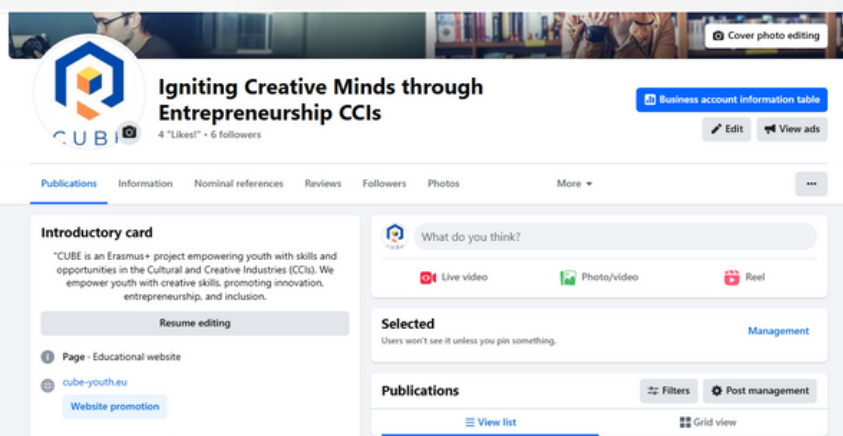
Social media is a vital tool for the "CUBE" project's communication strategy. Constant updates on project profiles aim to present it as an active and engaging initiative.

Social networks serve as a key tool to reach third parties, the research community, and the public. They are used to communicate new results, progress, and the project's impact on the robotics industry.

Building a substantial follower base is crucial for impact. Partners collaborate closely to generate content and share relevant information on their social networks. This channel efficiently communicates project developments and establishes a robust online presence.

All partners are encouraged to use their social networks to disseminate project news and events, especially to policy makers and public officials. A dedicated hashtag links to the project's website, boosting traffic. The website features a tweet feed from the hashtag.

Primary hashtags for partners include **#CUBEPROJECT**, **#Erasmusplus projects**, **#Erasmusplus**, and others. These accompany project-related information, linked to the project's website for increased visibility. The project primarily uses institutional Facebook profiles. Social media presence is to be maintained throughout the project.



CUBE DISSEMINATION TOOLS

The communication tools selected to effectively engage with all target audiences and ensure widespread dissemination of the CUBE Project's results include:

● **Dissemination Plan:**

A comprehensive plan outlining the strategy for reaching the project's diverse target groups, detailing the methods and tools to be used for maximum visibility and impact.

● **Visual Identity Guidelines:**

Clear guidelines on the use of the CUBE logo, color schemes, typography, and other visual elements, ensuring consistent and professional branding across all dissemination materials.

● **Official Project Web Page:**

A dedicated website featuring detailed information about the project, its objectives, outcomes, and resources. This will act as a central hub for stakeholders to access up-to-date information and project materials.

● **Official Project Hashtag:**

#CUBE for easy tracking and engagement on social media platforms. This hashtag will be used in all posts and updates, helping to consolidate all conversations and interactions related to the project online.

● **Additional Hashtags:**

To expand reach and improve discoverability, additional hashtags will be created, including those that target specific activities or themes within the project, such as **#CreativeYouth**, **#EntrepreneurshipInCCI**, and **#YouthInnovation**.

CUBE DISSEMINATION TOOLS

Project Posters, Banners, Leaflets, and Roll-ups:

Printed materials such as posters, banners, and leaflets will be created to visually promote the CUBE Project at local, national, and international events. These materials will highlight the project's goals, key activities, and achievements.

Articles and Press Releases:

Written articles and press releases will be prepared to share key milestones, project updates, and outcomes with the public and media outlets. These documents will be distributed to local and international media channels, raising awareness and promoting the project's impact.

Photographs of Events and Activities:

High-quality photographs from events, training sessions, workshops, and multiplier events will be used in reports, on social media platforms, and in other dissemination materials to visually communicate the project's progress and success.



CUBE DISSEMINATION TOOLS

🔗 **Newsletters:**

Regular newsletters will be distributed to stakeholders, partners, and interested parties. These will feature updates, key activities, success stories, and any upcoming events, ensuring that all relevant audiences are kept informed.

🔗 **Partners' Mailing Lists, Newsletters, and Websites:**

Each project partner will contribute to the dissemination by utilizing their own mailing lists, newsletters, and websites. This will extend the project's reach and foster engagement within their networks.

🔗 **Standard Presentation:**

A branded PowerPoint template will be developed to create uniform and professional presentations for use at meetings, conferences, workshops, and other public events. This template will help promote the project's key messages and achievements across partner countries.

🔗 **Video Testimonials:**

Short video testimonials from project participants, including youth workers, educators, and young entrepreneurs, will be created to share personal stories, successes, and reflections on the project's impact.

CUBE DISSEMINATION TOOLS

● Short Videos:

Short, engaging videos will be developed to highlight key moments, events, and milestones throughout the project. These videos will be shared on social media platforms and embedded on the project website to increase visibility.

● Multiplier Events:

Local multiplier events will be organized in various partner countries to showcase the project's results, provide training, and engage local stakeholders. These events will be essential for reaching wider audiences, building partnerships, and fostering the sustainability of the project's impact.

Internal communication tools

» **Contact List:** An exhaustive list of all project partners' names and email addresses.

» **Shared Google Drive:** A single location to store and distribute all project-related files.

» **WhatsApp Group:** A special WhatsApp group for urgent messages and questions that need to be answered right away.

» **Online Meetings:** To give updates on the project's status, scheduled online meetings were held every two months.

» **Transnational Project Meetings:** Face-to-face gatherings arranged during the project to improve partner involvement and collaboration.

GUIDELINES FOR COMMUNICATION WITH PROJECT PARTNERS

Adopting a decentralized and cooperative strategy among all partners is essential to guaranteeing the successful execution of the project's communication plan. As a result, we will request that each project partner adhere to following rules:

1. Include a link to the project website and the CUBE logo on their website.
2. In all created items, follow the visual identity guidelines.
3. Interact with the CUBE social media accounts and distribute their material.
4. Consistently provide news, updates, and best practices for distribution.

When participating in cooperative activities, assign one person to handle particular responsibilities, with roles switching between partners. These duties consist of:

- a. Taking pictures or screenshots,
- b. Writing succinct summaries of different sessions and activities.



DISSEMINATION AND COMMUNICATION APPROACH BY EACH PROJECT PARTNER



EQUALINE will lead **WPI - Project Management and Coordination**. The organization's objectives are to promote innovation in youth, education, culture, and sports, particularly for less privileged youth from remote areas. EQUALINE will be responsible for organizing the **Kick-off meeting**, producing the meeting agenda and feedback report, and facilitating travel and accommodation for partners.

They will also oversee the development of the **Quality Assurance & Risk Assessment Plan** and prepare **financial and administrative reports**. As project leader, EQUALINE will coordinate the **8 Learning Workshops**, facilitate the **Job Shadowing activity in Greece**, and ensure the **maintenance of the e-platform**. They will also lead the final **Research Database** development, and participate in all evaluation and dissemination activities.

DISSEMINATION AND COMMUNICATION APPROACH BY EACH PROJECT PARTNER



SYL will take responsibility for **WP3 - Learning Experiences**. Their primary goal is to raise educational levels for young people from various social groups and to help youth achieve their goals. SYL will organize and host the **Creative Collaborations Summit: Innovating Tools for Youth Workers in the Cultural and Creative Industries Pilot Testing Workshop** in Jordan, drafting the agenda and feedback report.

They will support the development of CUBE tools, maintain the e-platform and website, and participate in evaluation and dissemination activities. Additionally, SYL will implement one Learning Workshop and a multiplier event in Jordan, sending participants to learning experiences and Pilot Testing Workshops.

DISSEMINATION AND COMMUNICATION APPROACH BY PROJECT PARTNER



O y o u n M a s r

OMA will focus on promoting social peace, coexistence, and cultural dialogue, especially among youth. Their primary responsibility is drafting and uploading the **Sustainability plan** on the shared platform, which will be updated throughout the project lifecycle. OMA will also support the **development of CUBE tools**, maintain the e-platform and website, and send participants to learning experiences and Pilot Testing Workshops. They will participate in evaluation and dissemination activities and host **one Learning Workshop** and **a multiplier event** in Egypt.

DISSEMINATION AND COMMUNICATION APPROACH BY PROJECT PARTNER



Fifty Fifty will focus on lifelong learning and transnational initiatives targeting young people, aiming to contribute to social cohesion and the development of civil society. They will lead **WP2 - Development of the Functional Prototype of the "Creative Minds Mentorship Hub" e-platform** and update the platform based on feedback from the **Pilot Testing Activity** in Morocco. Fifty Fifty will send participants to **learning experiences** and **Pilot Testing Workshops**, **maintain the e-platform and website**, and engage in **evaluation and dissemination activities**. They will also host one **Learning Workshop** and a **multiplier event** in Greece.

DISSEMINATION AND COMMUNICATION APPROACH BY PROJECT PARTNER



AFAQ will support non-formal education opportunities for youth, particularly enhancing creativity and career development in the **Cultural and Creative Industries (CCIs)** sector. They will be responsible for organizing and hosting the **Pilot Testing Activity** of the **Creative Collaborations Summit** in Morocco, focusing on innovative tools for youth workers. AFAQ will also support the development of **CUBE tools**, maintain the **e-platform and website**, and engage in **evaluation and dissemination activities**. They will implement one **Learning Workshop** and a **multiplier event** in Morocco and send participants to **learning experiences** and **Pilot Testing Workshops**.

DISSEMINATION AND COMMUNICATION APPROACH BY PROJECT PARTNER



LDN is committed to building capacities for individuals, communities, and institutions to address social challenges. LDN will coordinate the **Evaluation online Group Meeting**, with participants from **Learning Experiences** and **stakeholders**. They will also be responsible for drafting and collecting **Evaluation Reports** and developing the **Comprehensive Evaluation Handbook**. Additionally, LDN will support the development of **CUBE tools**, maintain the **e-platform and website**, and send participants to **learning experiences** and **Pilot Testing Workshops**. They will implement one **Learning Workshop** and a **multiplier event** in Lebanon.

DISSEMINATION AND COMMUNICATION APPROACH BY PROJECT PARTNER



uDevelop is dedicated to increasing knowledge among youth and improving their cultural awareness to contribute to the development of their countries. uDevelop will lead **WP4 - Impact and Dissemination**, where they will develop the **Dissemination and Communication Plan** and the **Dissemination Handbook**. They will also support the development of **CUBE tools**, maintain the **e-platform and website**, and participate in **evaluation and dissemination activities**. uDevelop will implement one **Learning Workshop** and a **multiplier event** in Germany, sending participants to **learning experiences** and **Pilot Testing Workshops**.

DISSEMINATION AND COMMUNICATION APPROACH BY PROJECT PARTNER



Capital Youth Association

CYA will create a safe space for youth to express themselves and engage in cultural exchange. CYA will develop the **Draft version** of the "**Unlocking the Creative Potential of Youth: A Guidebook for Youth Workers**" and revise the guidebook based on feedback from the **Pilot Testing Activity** in Morocco. CYA will also support the development of **CUBE tools**, maintain the **e-platform and website**, and participate in **evaluation and dissemination activities**. They will implement one **Learning Workshop** and a **multiplier event** in Liechtenstein, as well as organize and host the **interim meeting TPM** in Liechtenstein.

DISSEMINATION AND COMMUNICATION APPROACH BY PROJECT PARTNER

- Across all partners, the **WP4 (Impact and Dissemination)** will ensure that the project's outcomes are shared widely through events, publications, social media campaigns, and local multiplier events.
- Each partner will contribute by organizing activities that promote the tools developed during the project, such as the e-Guidebook and OER.
- Social media efforts will be coordinated to increase visibility, on social media, and at multiplier events.
- Partners will also ensure that the tools are disseminated to a diverse audience of youth workers, educators, and stakeholders.
- Furthermore, **evaluation activities** will be carried out by each partner to assess the impact of the project on both youth workers and young people, ensuring that the project meets its objectives of improving employability and entrepreneurship in the cultural and creative industries.



DISSEMINATION INDICATORS

Website Traffic:

On the project website, we'll monitor session length, page views, and unique visitors. We can determine which content most appeals to our audience and assess the general level of interest in our project by examining these indicators. In order to determine how well users interact with the website's resources and calls to action, we will also track the bounce rate and conversion rates.

Social Media Engagement:

On Facebook, Instagram etc. and other social media sites, we will track likes, comments, shares, and reach. We may use this data to evaluate how well our social media content and initiatives are working. Additionally, we will track patterns in follower growth and engagement over time so that we may modify our strategy to optimize audience awareness and involvement.

Media Coverage:

This indicator will involve tracking the number and quality of articles, press releases, and other media mentions related to the project. We will evaluate not only the frequency of coverage but also its reach and influence, considering factors such as audience size and the credibility of the media outlets. Additionally, we will analyze the sentiment of the coverage to understand how the project is perceived by the public and media.

DISSEMINATION INDICATORS

Stakeholder Involvement:

We will measure participation levels in events, workshops, and project activities to determine the engagement of our target groups and stakeholders. This includes collecting data on the demographics of participants, their roles, and their feedback on the events. By understanding who is engaging with our project, we can tailor future activities to better meet their needs and interests.



SUSTAINABILITY

Sustainability lies at the core of our mission within the Cube project. Our aim is not only to address the decline of wild pollinator populations but also to ensure that our efforts contribute positively to the long-term health and resilience of urban ecosystems. Throughout the project duration, we need to implement a comprehensive sustainability strategy, which includes the following key elements:

Integrated Approach

Sustainability is integrated into all aspects of project planning, implementation, and evaluation. From the initial design to the delivery of training modules and community engagement activities, sustainability considerations are woven into the fabric of our project activities.

Resource Management

We will adopt a resource-efficient approach to minimize waste and reduce our environmental footprint. This includes carefully managing the use of materials, energy, and water throughout the project lifecycle. By prioritizing resource efficiency, we aim to minimize our impact on the environment and promote sustainable practices within urban communities.



SUSTAINABILITY

Stakeholder Engagement

We actively engage with a diverse range of stakeholders, including local communities, policymakers, academics, and industry partners, to ensure that sustainability remains a central focus throughout the project. By soliciting input and feedback from stakeholders, we foster a sense of ownership and collaboration, enhancing the sustainability of our interventions.

Capacity Building

A key component of our sustainability strategy is building the capacity of stakeholders to continue and expand our efforts beyond the lifespan of the project. Through training programs, knowledge sharing initiatives, and the provision of resources and tools, we empower stakeholders to take meaningful action towards pollinator conservation and sustainable urban development.

Adaptive Management

Sustainability requires flexibility and adaptability in response to changing circumstances and emerging challenges. We adopt an adaptive management approach, regularly reviewing and adjusting our strategies and interventions based on new information and lessons learned. This allows us to stay responsive to evolving needs and maximize the long-term sustainability of our project outcomes.

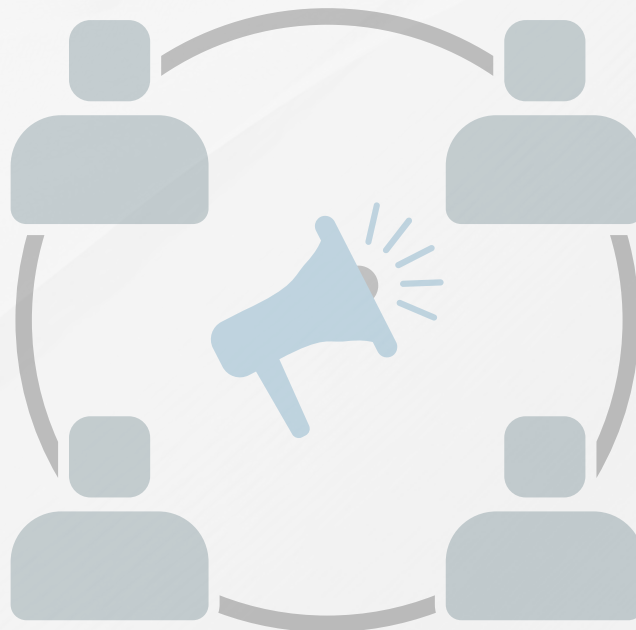


SUSTAINABILITY

Knowledge Sharing and Dissemination

We place a strong emphasis on sharing knowledge and best practices with a wider audience to amplify the impact of our sustainability efforts. Through publications, workshops, online conferences, and online platforms, we will disseminate lessons learned, research findings, and practical guidance to inspire and inform others working in the field of urban pollinator conservation and sustainable development.

By implementing a comprehensive sustainability strategy throughout the project duration, we ensure that our efforts not only mitigate the decline of wild pollinator populations but also contribute to the broader goal of building resilient and thriving urban ecosystems for future generations.



POLICY INFLUENCE AND LONG-TERM IMPACT

We shall keep a careful eye on how our project's results affect regional or national policy debates in order to evaluate its wider ramifications. Throughout the project's duration, this will entail interacting with stakeholders and policymakers to make sure our findings are presented at pertinent seminars, conferences, and forums. We hope to show the importance of our work and how it tackles urgent societal issues by actively engaging in policy discussions and promoting the inclusion of our findings. In order to support continuing conversations and encourage the incorporation of our suggestions into policy frameworks, we will continue to have connections with important decision-makers. monitoring how project approaches are incorporated into civic and educational initiatives. This entails collaborating with academic institutions, neighborhood associations, and governmental entities to assess how our creative methods may be integrated into their current programs and courses. In addition to highlighting best practices that surfaced throughout the project, we will compile case studies of successful integrations. By disseminating these insights, we hope to encourage other organizations to follow suit, increasing the effect of our work and promoting a culture of ongoing civic involvement and education reform.

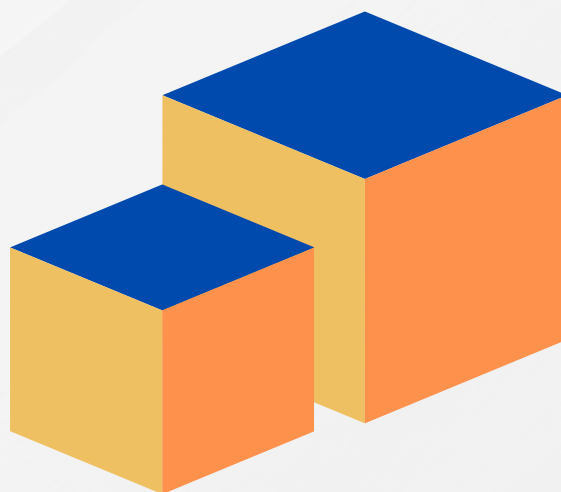
Even after the project is over, we will keep up our dissemination efforts to guarantee the long-term viability of the conclusions and outcomes. This will entail producing in-depth papers, reports, and multimedia materials that showcase our main findings and takeaways. In order to share our findings with their communities and organizations, we will create a network of stakeholders. Frequent follow-up activities, such webinars and seminars, will be planned to maintain the dialogue and promote experience sharing among participants. We hope to bring about long-lasting change and make sure that the effects of our work transcend well beyond its original implementation by incorporating the insights from our research into current efforts and conversations.

CONCLUSIONS

The CUBE project has laid a strong foundation for empowering young people in the Creative and Cultural Industries (CCI). Through workshops, mentorship, and collaboration, it has given youth workers and aspiring creatives the tools they need to grow, innovate, and build sustainable careers.

By reaching out to educators, policymakers, and industry professionals, CUBE has sparked important conversations about the role of non-formal education and entrepreneurship in shaping the future of the CCI sector. The project's events, digital platforms, and dissemination efforts have ensured that its impact stretches far beyond its original scope, creating opportunities for long-term growth and collaboration.

As the project comes to a close, its work doesn't end here. The knowledge, resources, and networks built through CUBE will continue to support young creatives, helping them navigate the challenges of the industry and turn their ideas into reality. With the right momentum, the initiative's legacy will live on, inspiring future generations to embrace creativity and innovation in their careers.



CUBE



**Igniting Creative Minds
through CCI's Entrepreneurship**

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Dissemination & Communication Plan – Dissemination Handbook

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