

Day of Sport in the Street (DSStreet)



D3.1

Communication material: Dissemination Plan

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Executive Summary

The DSStreet project promotes inclusion, diversity and active lifestyles through sport in public spaces across four European cities: Zaragoza, Pau, Rhodes and Reykjavik.

This Communication & Dissemination Plan outlines how the project will engage the public, stakeholders and institutions through consistent branding, targeted messaging, and participatory tools.

It serves both as a strategic guide and as a practical manual to ensure visibility, community engagement and the long-term use of project outputs. Each city will adapt the shared strategy to its local reality while aligning with a common European framework.

1. Introduction

The goal of DSStreet is to foster social inclusion through the power of sport in public space. By creating free, accessible and inclusive events, the project enables participation across age, gender, ability and background. The four participating cities collaborate to deliver synchronised local events in September 2025, each rooted in community partnerships and supported by a joint EU-level identity.

Secondary objectives include:

- Promoting sports volunteering
- Fighting discrimination in sport and promoting gender equality
- Encouraging healthy lifestyles and access to sport for all

1.1 Definitions

- **Communication:** Activities aimed at raising awareness of the project among the general public.
- **Dissemination:** Targeted sharing of results and knowledge with relevant stakeholders.
- **Key Opinion Leader (KOL):** A public figure, athlete or influencer who supports the project's message and outreach.
- **C&D:** Communication & Dissemination.
- **Local Dissemination Partner:** An organisation (e.g. sport club, school, NGO) that supports the project's communication at local level by sharing content, hosting activities or mobilising participants.
- **WP3:** Work Package 3 of the DSStreet project, focused on Communication and Dissemination, led by Zaragoza City Council.
- **Deliverable:** A formal project output submitted to the European Commission, in this case: the DSStreet Communication & Dissemination Plan.
- **Visual Identity:** The set of visual elements (logo, colours, templates, fonts) that create a unified image for DSStreet across all media and partners.
- **Good Practices Manual:** A final publication compiling lessons learned, tools and methods from the four cities, aimed at inspiring replication.

1.2 Purpose of this deliverable

This deliverable defines the shared strategy for communication and dissemination under WP3. It offers:

- A roadmap for implementation by each city
- Guidelines for common branding, tone and materials
- Practical templates and messaging kits
- Mechanisms for visibility, replication and monitoring

The document is designed to ensure that all partners contribute to a unified and coherent communication effort, while allowing space for contextualisation and local innovation.

2. Obligations and protocols

2.1 Obligations

All cities commit to implementing this plan in accordance with the rules and expectations set out in the DSStreet grant agreement and communication guidelines.

Obligations include:

- Ensuring clear, accurate, and timely communication of project activities
- Respecting the common visual identity and messaging
- Coordinating with the WP3 leader (Zaragoza City Council) to align timing and content
- Using the templates and guidance tools provided
- Collecting and reporting communication indicators and impact data as part of monitoring (see section 8)

2.2 Funding acknowledgement

All materials and public references to DSStreet must include:

- The EU emblem
- The standard phrase: “Co-funded by the European Union”

Templates provided will include this automatically, and partners are responsible for verifying its presence in all materials—print, digital, and audiovisual.

2.3 Communication and Dissemination management

The City of Zaragoza leads WP3 and coordinates the project’s overall C&D strategy. Each city will appoint a local C&D focal point who will:

- Ensure proper implementation of the plan at local level
- Act as liaison with Zaragoza City Council/WP3
- Coordinate local stakeholders and dissemination partners
- Monitor and report local actions and results

2.4 Procedure for communication activities

Each city must:

- Use the common templates and visual guidelines
- Schedule posts and messages according to the shared editorial calendar
- Adapt tone and content for local relevance while staying within the common narrative
- Notify WP3 of key dates, launches or unexpected communication needs

In case of reputational incidents, accidents or unexpected criticism, each city will follow its own official crisis communication protocol in coordination with its municipal communication department.

WP3 will provide support where appropriate to ensure coherence with the project's values and EU communication standards.

2.5 Procedure for dissemination activities

Each city is responsible for:

- Identifying relevant local dissemination partners (see section 3.1)
- Sharing DSStreet updates through institutional and partner channels
- Ensuring presence in local media where feasible
- Participating in coordinated EU-level dissemination via Zaragoza City Council

WP3 will provide a reporting template for dissemination actions and results. Each city is expected to document its communication and dissemination activities with basic evidence (photos, links, screenshots) to support monitoring and exploitation tasks.

Actor	Role in C&D plan implementation
Zaragoza City Council (WP3)	Coordination, tools, calendar, EU visibility
Local focal	Adaptation, implementation, stakeholder coordination
Partners	Content sharing, amplification, local press

3. Target audiences

The success of DSStreet’s communication and dissemination efforts depends on engaging the right audiences with tailored messages, formats and channels, while aligning with the common strategy. Each city will use this section as a reference to identify, prioritise and activate its local stakeholders.

3.1 Stakeholder database

Each city is responsible for building and maintaining a local stakeholder database. This should include:

- Public authorities (municipal, regional)
- Sport organisations and clubs
- Schools and youth centres
- Associations representing target groups (e.g. disability, migrants, elderly)
- Local media and influencers
- Volunteers and civic groups
- Others

A template will be provided to ensure consistency across cities. The database will serve for email outreach, local activation, press invitations and post-event follow-up.

3.2 General public

Key groups include:

- Children and youth (schools, families)
- Elderly populations (especially > 60 years)
- People with disabilities
- Migrants, refugees and low-income communities
- Women and girls (especially those underrepresented in sport)

Each city should adapt the message, tone and formats to reflect local realities. For example:

- “Pau will emphasize outreach to elderly people and people with disabilities, using accessible language and community facilitators.”

- “Zaragoza will leverage existing sport networks and federations to reach a broader, intergenerational public.”

3.3 Local sport ecosystem

This includes:

- Municipal sport services and offices
- Federations and umbrella organisations (e.g. Comité Départemental Olympique et Sportif in Pau)
- Volunteers and trainers
- Private sport providers or entrepreneurs

Their role is dual: to amplify the campaign and to facilitate inclusive participation. Their communication channels (newsletters, WhatsApp groups, bulletin boards) are highly effective for hyperlocal promotion.

3.4 Media and press

Each city is expected to:

- Engage local newspapers and radio early (e.g. Sud Ouest and République des Pyrénées in Pau, Heraldo de Aragón in Zaragoza)
- Prepare coordinated press releases using shared templates
- Identify media personalities or platforms that can act as multipliers

3.5 Institutional & political stakeholders

This includes:

- Local authorities beyond the lead municipalities
- Regional health, education or equality bodies
- EU representatives (on sport/inclusion)
- Platforms like ACES Europe, EURO CITIES

Zaragoza City Council, as WP3 lead, will coordinate dissemination to European-level actors. Local teams will manage institutional contacts relevant to their own networks and should aim to secure brief messages of support or visibility from these relevant political/institutional figures to reinforce legitimacy and public appeal.

3.6 Accessibility and inclusivity

To fully align with the principles of Erasmus+ Sport and DSSTREET's core mission of inclusion, all partner cities must ensure that communication materials are accessible, easy to understand, and adapted to the needs of underrepresented groups—particularly people with disabilities, older adults, and migrant communities.

These accessibility efforts should apply across all formats: print, digital, video, and event-based communication.

Minimum commitments by all cities:

- Languages: All key materials must be available in the national language. Cities are also encouraged to provide additional versions in Easy Read, audio, or multilingual formats, especially when working with low-literacy or migrant audiences.
- Video accessibility: At least one public-facing video (e.g., teaser or recap) should include:
 - > Subtitles (captions) in the national language
 - > Sign language interpretation
 - > Spoken narration where appropriate
- Visual accessibility: Printed materials (posters, flyers, etc.) should:
 - > Include pictograms, symbols or simplified icons
 - > Avoid text-heavy layouts
 - > Use high contrast and legible fonts (sans serif, minimum 12–14pt)
- Physical accessibility: Any event-related communication (maps, invitations, programmes) should indicate whether locations are wheelchair accessible, and provide contact information for accessibility inquiries.

Inclusive Content Checklist

All materials (print, digital, audiovisual) should be reviewed using the following checklist before publication:

- High colour contrast (text/background)
- Minimum font size: 12pt (ideally 14pt)
- Use of plain, clear and jargon-free language
- Alternative text for images and icons
- Subtitles or transcripts for all video/audio content

- Availability in multiple languages (where relevant)
- Use of pictograms, simple visuals or infographics
- Information about accessibility of venues (if applicable)

Responsibilities and monitoring

Each city's local C&D focal point is responsible for applying this checklist.

WP3 (Zaragoza City Council) will review a sample of materials from each city to ensure consistency and provide feedback where needed.

Accessibility actions and materials should be documented and included in the KPI reporting (Annex 5), and reflected in the city's contribution to the Good Practices Manual.

By adopting these minimum standards, DSSTREET ensures that no audience is left behind and that inclusive communication becomes a replicable model for future local and European initiatives.

3.7 Key messages

While each city will adapt the language and tone to its context, the DSStreet project conveys the following shared messages:

- Sport is a tool for inclusion, belonging and community
- Everyone has the right to move, play and participate
- Public space belongs to all citizens
- Local partnerships make inclusive sport possible

More details in Annex 2 - Message guidelines, with key words and recommended hash-tags. Each city will translate and adapt these messages locally if needed.

3.8 Audience segmentation matrix

The following matrix provides a practical overview of key audience segments, their specific communication needs, preferred channels, and recommended tone, to support effective message adaptation by each city.

Audience	Specific needs	Priority channels	Tone / Message
Older adults	Accessible language, large fonts, safe space, encouragement to move	Civic centres, local radio, flyers, community posters	Motivational, warm, respectful
Youth (teens/young adults)	Visual-first content, peer relatability, challenge-based engagement	Instagram, TikTok, YouTube, school networks	Energetic, informal, action-driven
Migrant communities	Multilingual materials, trust-based communication, cultural relevance	NGOs, WhatsApp, community leaders, local associations	Inclusive, welcoming, clear
People with disabilities	Accessible formats, Easy Read, adapted visuals, event accessibility info	Disability associations, municipal websites, care networks	Respectful, empowering, direct
Low-income families	Free access emphasised, location convenience, family-friendly tone	Social services, neighbourhood associations, schools	Supportive, inclusive, practical
Professionals and press	Clarity, evidence of impact, connection to policy priorities	Press releases, municipal newsletters, LinkedIn	Formal, informative, data-backed
Volunteers and civic actors	Clear roles, recognition, community purpose	Email lists, WhatsApp, civic networks, events	Motivational, cooperative, appreciative

4. Communication

This section outlines the tools, channels and guidelines that ensure a coherent visual and narrative identity across cities, while enabling each one to tailor its execution. Communication activities will be structured into three phases: before, during, and after the event, with tools and templates supporting each stage.

4.1 Project logo and visual identity guidelines

The DSStreet project will adopt a shared, unified visual identity to ensure coherence, visibility, and recognition at both local and European levels. The visual identity will be developed and coordinated by the City of Zaragoza as project coordinator.

All materials used in the communication and dissemination of DSStreet must strictly adhere to this shared visual identity, including:

- The DSStreet logo
- EU emblem and funding acknowledgement (“Co-funded by the European Union”)
- Project colour palette and typography
- Layouts for digital and print use (flyers, posters, social media posts, banners, press releases, PPT templates)

4.2 Templates

To support consistency, efficiency, and speed in local implementation, WP3 will provide a set of ready-to-use communication templates. These will be made available in editable formats and adapted to the needs of each partner city.

The template package will include:

- Flyers (A4 and A5)
- Posters
- Social media templates
- Event programme formats
- Press release headers
- PowerPoint presentation template
- Email signature and newsletter layout
- Other materials and formats to be defined

Templates will follow the DSStreet branding and will be translated or adapted locally as needed.

4.3 Website and social media strategies

The DSStreet project has a dedicated **website**, managed by City of Zaragoza. It will serve as the central hub for all project communication and visibility.

Each city will have its own section on the website and will provide local content (event details, partners, images, etc.). The website will also host multimedia, downloadable materials, and final results.

In parallel, dissemination will take place on social media via official institutional accounts. Recommended platforms include:

- Instagram
- Facebook
- X (formerly Twitter)
- TikTok (especially for youth engagement)
- YouTube
- LinkedIn

Expected actions include:

- Publishing 2–3 social media posts per week in the month before the event
- Sharing testimonials, photos or videos featuring local voices
- Using project hashtags and tagging partners
- Linking local pages to the central DSStreet webpage

City of Zaragoza will provide a shared editorial calendar and sample content in advance.

4.4 Future communication activities

Short-term visibility (September–October 2025)

Post-event visibility is a key priority. After the September 2025 events, each city should:

- Publish a photo gallery or short recap video on its website or channels
- Publish testimonials and interviews
- Recap press coverage
- Summarise key outcomes and learnings
- Present results to local institutions

City of Zaragoza will lead the European-level dissemination, including a final event and the production of a Good Practices Manual (deliverable 2.3).

Sustained communication (October 2025 – June 2026)

- Publish at least one success story per month from October 2025 to June 2026 via social media, city websites or local newsletters. These may include testimonials, photos, short interviews, or data-driven highlights from the event.
- Keep the DSSTREET section or page active on the municipality’s website for a minimum of 12 months after the event. Updates can include follow-up initiatives, video recaps, or media coverage.
- Include DSSTREET references in institutional newsletters related to sport, health, inclusion or community programmes at least once during the post-event period.
- Re-use the DSSTREET message and visuals in other relevant public events or campaigns where appropriate (e.g. civic weeks, sport days, volunteer initiatives).
- Submit post-event outputs to national and European dissemination platforms (e.g. ACES Europe, EUROCITIES, European Week of Sport, CERV newsletter), with support from Zaragoza City Council/WP3.

Cities may adjust these actions based on local capacity and relevance but are expected to document them as part of their **KPI reporting (Annex 5)** and **Good Practices Manual (section 9)**.

By extending DSSTREET’s communication beyond the event itself, cities demonstrate commitment to inclusive public space and sustainable urban sport models – reinforcing both EU visibility and long-term community impact.

4.5 Communication phases

To ensure impact and audience engagement, communication activities are structured across three phases:

Pre-Event (July–mid-September)

- > Save-the-date and teaser announcements
- > Sneak previews of activities and KOLs
- > Countdown visuals, short videos, polls
- > Press outreach and community briefings
- > Logistical guidance and accessibility info

Event (mid-September)

- > Live coverage on social media
- > Real-time storytelling and reposts from stakeholders
- > Coordination of visual identity and on-site signage

Post-Event (late September–October)

- > Recap videos, photo galleries
- > Media coverage compilation
- > Public thanks and follow-up with stakeholders
- > Results reporting and institutional engagement

Each city will adapt this framework to local conditions.

4.6 Involvement of Key Opinion Leaders (KOLs)

Key Opinion Leaders (KOLs) will play a strategic role in amplifying the communication and visibility of DSStreet at both local and European levels. These individuals —athletes, cultural figures, community leaders or influencers— serve as connectors between the project and the public, helping to increase relevance, credibility and emotional impact.

Objectives of involving KOLs:

- Strengthen local identification with the event through familiar and trusted voices
- Reach wider audiences via their digital and community presence
- Support social inclusion by highlighting diverse, representative figures
- Boost media coverage and cross-channel dissemination
- Help to increase citizens attendance and participation

Profile of KOLs:

Each city will identify 3 to 5 local figures that meet one or more of the following criteria:

- Public recognition in the field of sport, culture, education or health
- Representation of minority or underrepresented communities
- High engagement and authenticity on social media or in civic networks
- Willingness to support DSStreet values (inclusion, diversity, accessibility, active living)

Roles and formats:

KOLs may be involved in the following ways:

- Help mobilise specific target groups through community ties
- Attend and participate in the local event as ambassadors or guests
- Appear in short video messages shared via social media and screens at the event
- Be featured in interviews or testimonials for press and online use

City of Zaragoza will coordinate the creation of shared message frameworks, video formats, and visual identity use to ensure consistency.

Cities must report KOL contributions using the templates and structure provided in **Annex 4**, including:

- » Channel(s) used and audience type
- » Links or screenshots of content shared
- » Photos or video clips
- » Consent form
- » Short reflection on their added value

These contributions will feed into the common KPI reporting (see **Annex 5**) and the Good Practices Manual.

5. Dissemination

5.1 DSStreet own dissemination activities

Dissemination activities will ensure that the knowledge, tools, and practices developed by the DSStreet project are shared with relevant stakeholders and can inspire future initiatives at local, national and European levels.

Each city will actively engage in dissemination before, during and after the event through:

- Articles and features in local newspapers and magazines
- Interviews with local radio and TV channels
- Press conferences and press kits
- Inclusion of DSStreet updates in institutional newsletters
- Distribution of printed material at partner institutions and events
- Talks or mini-presentations in schools, sport networks or civic centres

In addition:

- A communication/dissemination toolkit (logos, photos, video snippets, texts) will be made available to all cities to support local outreach
- Translations and adaptations of key materials will be handled locally
- Zaragoza will collect and consolidate dissemination evidence (press clippings, links, screenshots, etc.)

[Input needed from each city by August 15th: list which media outlets and platforms will be used for local dissemination and how they plan to involve multipliers like schools, associations, or networks.]

5.2 External events and conferences

This is a preliminary list based on project objectives. Additional events and dissemination opportunities will be added as they are confirmed by each city and in coordination with WP3.

To increase visibility beyond the local level and support project replication, DSStreet will participate in external events such as:

- **European Week of Sport**
- **European Regions Week**
- **EUROCITIES, ACES Europe, or Sport & Citizenship events**
- **National events or congresses on sport, youth, health or inclusion**

Project results and materials could potentially be shared through:

- Presentations, talks, or booths at relevant events
- Joint articles or position papers in professional or thematic journals
- Online dissemination via European networks and portals (e.g. European Youth Portal, Erasmus+ Sport Platform)

City of Zaragoza will coordinate the presence or the visibility of the results at EU-level events, while each city will monitor and share opportunities at national or regional level.

[Input needed from each city by August 15th: Are there national events or conferences in each country where DSStreet should be presented? Who could represent the city/project there?]

6. Events C&D strategies

Each city should develop a tailored Communication and Dissemination strategy for its local event, while adhering to the project's common framework. These local strategies will reflect the specific context, stakeholders, and objectives of each city. Below is the structure for each city's section, **to be completed with concrete details and examples from each city**:

6.1 Zaragoza event

City of Zaragoza will host the central European dissemination event, alongside its local Street Sport Day.

Focus: Inclusive and minority sports, coordination of EU-level visibility, public institutional presence.

Key elements:

- > Use of Plaza del Pilar as symbolic and accessible location
- > Engagement of local sport federations and associations
- > Collaboration with over 50 organisations in programme delivery
- > High media visibility through municipal and partner channels
- > Production of an event video and photographic archive

[Input needed before the event Final list of participating entities, planned media appearances, and list of VIP/institutional guests.]

6.2 Pau event

Pau will integrate DSStreet into its "Journée Nelson Paillou", a well-established local event.

Focus: Health, ageing population, and people with disabilities; neighbourhood outreach; social diversity.

Key elements:

- > Outreach to over-60s and people in emergency housing
- > Bus campaigns, professional sports matches and street posters
- > Collaboration with Comité Départemental Olympique et Sportif
- > 70+ associations and sports structures involved
- > Cross-sector coordination: health, inclusion, neighbourhoods, education

[Input needed before the event: Final list of collaborators, estimated audience size, locations of dissemination materials.]

6.3 Rhodes event

Focus: Sport for health and community inclusion; visibility of underrepresented groups; tourist-resident connection through sport.

Key elements (to be confirmed):

- > Use of emblematic public spaces to attract residents and visitors
- > Engagement of local sport and cultural associations
- > Messaging oriented toward active living, intergenerational participation, and inclusion
- > Collaboration with local media and municipal networks

6.4 Reykjavik event

Focus: Youth engagement and multicultural inclusion through sport; strong emphasis on equal access and participation.

Key elements (to be confirmed):

- > Outreach in schools and youth centres
- > Inclusion of minority communities with low participation rates in organised sport
- > Collaboration with local clubs and inclusive sport initiatives
- > Focused use of social media platforms to reach younger audiences

Each city will use the provided templates, social media kits and press materials to ensure coherence and impact.

7. Networking and clustering activities

Beyond local actions, the DSStreet project will engage in European-level networking to share knowledge, increase project visibility, and explore synergies with similar initiatives.

Zaragoza City Council, as WP3 leader, will identify and propose opportunities for joint communication and dissemination with:

- Other Erasmus+ Sport projects focused on inclusion, grassroots sport or active lifestyles
- European networks and alliances such as EUROCITIES, ACES Europe, ISCA, or Sport & Citizenship

The aim of this activity is threefold:

- To position DSStreet as a replicable model for other cities
- To connect cities working on similar challenges (e.g. physical inactivity, social exclusion, youth engagement)
- To increase institutional credibility and policy influence at national and European levels

Examples of possible networking actions include:

- Co-hosted webinars with other Erasmus+ Sport or urban innovation projects
- Joint position papers or blog posts on inclusion through sport
- Sharing success stories through platforms such as the European Week of Sport, European Youth Portal, or CERV newsletter
- Inviting representatives from other cities or networks to attend (even virtually) the Zaragoza final event

Cities are encouraged to:

- Participate in online or in-person networking events when possible
- Share their experiences, materials and learnings through dedicated platforms or sessions
- Include references to DSStreet in other local, national or international collaborations where relevant
- Contribute to the mapping of other cities or actors that could benefit from DSStreet's methods and results

[Input needed from each city before October 15th: Does your city already participate in European sport or urban networks? Are there national or EU-level events or platforms where DSStreet could or should be featured? Do you have contacts in other cities or countries that may want to learn from your experience?]

8. Monitoring

To ensure accountability, learning and improvement, the DSStreet project will monitor communication and dissemination activities using both quantitative and qualitative indicators.

Monitoring will be coordinated by Zaragoza City Council as WP3 lead, with input and data provided by all partner cities.

Each city will report its own data using a shared reporting template - see Annex 5 for more detail. Data will be collected before, during, and after the local event. These data will feed into the overall impact assessment and final report.

Key performance indicators (KPIs) include:

- Number of citizens reached via social media (per platform)
- Engagement rate on social media posts (likes, shares, comments, video views)
- Number of press/media articles or features (local, national, EU-level)
- Website traffic and video views
- Number of Key Opinion Leaders (KOLs) activated and their combined audience reach
- % of minority group participants rating the campaign visibility $\geq 7/10$
- Number of local associations involved in C&D actions
- Visibility in external events and networks

Each city is encouraged to collect additional data suited to its context, such as:

- Feedback from participants (via short surveys or informal interviews)
- Press clippings, screenshots, links to media coverage
- Lessons learned, barriers encountered, and suggestions for improvement

Zaragoza City Council will consolidate and analyse all data to produce a shared summary report.

In addition to city-level actions, the project will monitor the outreach generated by local dissemination partners and KOLs. Each city will collect basic data (or estimates) on how these allies amplified the campaign, including social media reach, internal communication activities, and audience activation. This will help assess the value of strategic partnerships and community-based multipliers. This report will be used in the final dissemination event and as part of the Good Practices Manual.

[Input needed from each city by October 15th: confirmation of which indicators can be tracked locally, and identification of the person/team responsible for monitoring.]

9. Exploitation

9.1 Introduction

Each city will play an active role in this process, identifying what can be shared from their experience and committing to its documentation and transfer.

9.2 Exploitation strategy overview

Each city will produce or contribute to at least two exploitable elements to be included in the shared outputs (e.g. a communication asset, a partnership model, an inclusive activity format, etc.). All these elements will be documented and made available through a downloadable Good Practices Manual.

The objective is to provide reusable tools and real-world examples for immediate use by other local governments or organisations.

9.3 Exploitation activities framework and timeline

(Note: The following timeline is indicative and based on the overall DSStreet project schedule. Final dates should be validated jointly with the WP3 lead and partner cities.)

- » September–October 2025: cities document key outputs and lessons
- » November 2025: Zaragoza compiles inputs into a shared manual
- » December 2025: European dissemination event and presentation of results
- » Ongoing: inclusion of DSStreet tools in other Erasmus+ and sport-related networks

9.4. Identification of key exploitable results

Examples of exploitable results include:

- A volunteer mobilisation method
- A low-cost inclusive activity format
- A particularly effective communication piece (e.g. testimonial video, translated flyer)
- A successful stakeholder engagement model

[Input needed from each city by October 15th: list 2–3 exploitable results and explain their value for others.]

9.5 Development of good practice manuals and dissemination of them

Each city will contribute 2–3 pages following a shared content template (provided by Zaragoza in September 2025). Content should be submitted in Word format, with image attachments where possible.

Zaragoza will coordinate the writing, design and publication of this manual in English. Cities may also translate and disseminate it locally.

[Input needed from each city by November 30th: list 2–3 exploitable results and explain their value for others.]

9.6 Expected outputs and formats

- DSStreet Communication Toolkit (editable templates, usage guide)
- City Case Sheets (2-pg summaries of each city’s event, approach, and results)
- Good Practices Manual (designed, formatted for EU-level dissemination)
- Final Project video
- Executive Policy Brief (for local/regional decision-makers)

9.7 Roles and responsibilities

Templates, reminders and support will be coordinated by Zaragoza (WP3 team). Cities may use shared tools or submit through their preferred formats as long as deadlines and structure are respected.

City	Contribution	Deadline	Format
All cities	List of exploitable results	October 2025	Word / Excel form
All cities	Summary of local lessons learned	October 2025	Template sheet
Zaragoza City Council	Manual coordination and layout	November 2025	PDF
All cities	Dissemination of manual in own city	Dec 2025 onward	Web, email, printed

9.8 Summary and next steps

The final version of the exploitation outputs is expected by January 2026, to allow for dissemination and follow-up by all partners.

10. Conclusions

The Communication and Dissemination Plan for DSSTREET establishes a robust, adaptable framework that empowers partner cities to actively engage stakeholders, amplify visibility, and ensure sustained impact.

Key strengths & added value

- **Strategic EU-aligned messaging:** Similar to successful Erasmus+ initiatives, our plan integrates a clear narrative—“DSSTREET fosters inclusive, sustainable urban sports engagement across Europe”—that unifies communications and resonates with diverse audiences (e.g., 4EU+ Alliance, Erasmus+ communication guidance).
- **Shared visual and identity consistency:** Inspired by models like the 4EU+ Alliance, consistent branding and style guidelines help reinforce recognition and legitimacy across all local and digital channels.
- **Participatory outreach via ambassadors:** Emulating “student ambassador” or “KOL” models, DSSTREET mobilizes key local advocates to generate authentic, ground-level storytelling and visibility.
- **Hybrid communication channels:** The plan blends traditional media (press, events) and digital platforms (social media, newsletters) following holistic dissemination frameworks seen in successful EU-funded projects.
- **Data-driven evaluation:** We apply structured KPIs and tracking tools—mirroring approaches from other projects—for monitoring reach and impact, enabling iterative optimizations based on solid evidence.

Impact outlook

- **Enhanced visibility** at both city and EU levels, demonstrating how local-level interventions can scale across networks.
- **Increased stakeholder legitimacy**, with validated support from policymakers, community figures, and citizens driven by consistent and strategic messaging.
- **Long-term sustainability**, as the toolkit and communication templates pave the way for continuous use and replication by cities beyond the program’s life

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12. Annexes list

- **Annex 1: Communication templates pack**

A set of editable templates (flyers, social media, press releases, etc.) to ensure visual consistency and local adaptability.

- **Annex 2: Message guidelines**

Shared messages, tone, slogans and hashtags tailored to different audiences with guidance on translation and localisation.

- **Annex 3: Visual identity manual**

Technical document defining the DSSTREET logo, colours, fonts, layout rules and EU co-branding standards.

- **Annex 4: KOL engagement guidelines**

Criteria and formats for selecting and working with local opinion leaders, including ethical considerations and non-monetary incentives.

- **Annex 5: KPI reporting template**

Common Excel-based tool for collecting communication indicators pre/during/post event, to support shared evaluation.

- **Annex 6: City reporting calendar**

Timeline of actions and responsibilities for each city under WP3, structured across all project phases.

- **Annex 7: Local input summaries**

Structured responses from cities describing their local context, priorities, target audiences and communication approach.

- **Annex 8: Shared Communication & Dissemination action calendar**

Common roadmap for pre-event, event and post-event actions, aligned with audiences, tools, and expected outcomes.

Annex 1: Communication templates pack

To ensure visual consistency and operational efficiency across all project partners, DSSTREET provides a comprehensive set of communication templates.

These materials serve as the building blocks for each city's local implementation while aligning all outputs with the project's central identity and EU funding requirements.

Each template is delivered in editable format and respects the DSSTREET branding guidelines as defined in the *Visual identity manual* (Annex 3).

Translations and local adjustments (e.g. city logos, local partners, language-specific slogans) are permitted as long as the core visual elements and EU co-funding acknowledgement remain intact.

The template pack includes:

- Flyer formats (A4 and A5) – Customisable for local activities or awareness messages.
- Poster layouts (A3/A2) – For public display in municipal and community spaces.
- Social media formats – Optimised for Instagram, Facebook, and X (static and story formats, square and vertical).
- Event programme layout – Template for printable or downloadable schedules with activity blocks and partner logos.
- Press release header and formatting – In line with media engagement strategy (see section 5).
- PowerPoint presentation template – For internal or external presentations.
- Email signature template – Coherent project branding in email communications.
- Volunteer badge/lanyard templates – If applicable, to identify volunteers at events.

Each city is expected to:

- Adapt these materials to local content (date, location, partner names).
- Use them consistently across channels.
- Ensure they carry the EU emblem and the phrase “Co-funded by the European Union”.

Templates will be shared via a common cloud folder and updated if refinements are made during the project. Local partners and dissemination multipliers may also receive access to simplified formats to support wider reach.

Annex 2: Message guidelines

It offers a structured reference for crafting consistent, inclusive and effective messages across cities, target groups, and formats. It enables cities to align their local storytelling with the project's overarching goals while preserving the flexibility to adapt language, tone and channels to their audience. It draws on EU messaging guidance, Erasmus+ previous communications and principles of inclusive communication. It provides:

- **Core narrative pillars:** the shared values and storyline of DSSTREET.
- **Targeted message variants:** tailored phrases for different audiences.
- **Language & tone guidelines:** guidance on formality, simplicity, accessibility.
- **Hashtags & slogans:** consistent digital identifiers to enhance discoverability.
- **Translation guidance:** rules for adapting messages across languages.

A. Core narrative pillars

The following messages should anchor all communication:

- Sport is for everyone.
- Discover, play, and connect in the streets.
- Movement that unites.
- Health. Inclusion. Community.
- Even if you've never done sport before, this day is for you.
- Public space belongs to all citizens.
- Local partnerships make inclusive sport possible.

B. Targeted messaging examples

For families and children:

- “Bring the whole family. Try something new together!”
- “Street sport is the best playground.”

For older adults:

- “It's never too late to move. Join us at your pace.”
- “Wellbeing starts with one step.”

For people with disabilities:

- “Every ability deserves space. Inclusive sport for all.”
- “Adapted activities. Shared joy.”

For migrant groups:

- “New in town? Discover sport and community.”
- “One city. Many backgrounds. One day to belong.”

For youth and teens:

- “Your sport, your street, your vibe.”
- “TikTok this! Show how you move.”

For media/policymakers:

- “A European initiative for social cohesion through sport.”
- “Local actions, European values.”

C. Tone and language guidelines

- Use motivational, inclusive and action-oriented language.
- Avoid jargon or overly institutional expressions for public messages.
- Use short sentences and plain language.
- Where relevant, offer versions in multiple languages, audio formats, or easy-read versions (especially for disability or literacy contexts).

D. Recommended hashtags

Cities should use the following standard tags:

- #DSSTREET
- #SportForEveryone
- #MoveTogether
- #InclusionThroughSport
- #StreetSportDay

Localised hashtags may be added, provided they remain consistent with the project tone and identity.

E. Translation and local adaptation

Each city is responsible for translating and localising the messages. However:

- Core slogans must **retain their spirit and tone**.
- The EU visibility line (“Co-funded by the European Union”) must remain **unaltered**.
- Local idioms or cultural references are welcome **if respectful and inclusive**.

A shared editable document will be provided to all partners to customize and update it in coordination with WP3.

Annex 4: KOL engagement guidelines

Key Opinion Leaders (KOLs) play a vital role in boosting the visibility, reach, and community relevance of the DSSTREET project. Their involvement provides authenticity, inspiration and a human face to the campaign. This annex offers practical guidance for selecting, engaging, and collaborating with KOLs in a way that is respectful, impactful, and aligned with the project's communication objectives.

A. Selection criteria

Each city will identify 3–5 local KOLs according to the following criteria:

- **Authentic community connection:** Known and respected locally, relatable to the target audience.
- **Diverse representation:** Ideally include women, people with disabilities, migrants, or representatives of underrepresented communities.
- **Relevance to sport, health or inclusion:** Athletes (professional or grassroots), coaches, PE teachers, doctors, volunteers.
- **Digital influence or public speaking capacity:** Active on social media or comfortable addressing audiences.
- **Values alignment:** Open support for inclusion, diversity, public space, and healthy lifestyles.

Minimum selection quantitative indicators per KOL:

- A combined estimated audience reach of at least **5,000 people**, across social media, community presence or traditional media.
- A minimum **engagement rate of 5%** if using social media platforms (based on average likes/comments/shares per post).
- Availability and willingness to contribute to **at least two actions**, such as:
 - A short video teaser (pre-event)
 - In-person participation at the event
 - A testimonial (written or video)

Each city is responsible for securing availability, consent and biographical details of the KOLs.

B. Roles and participation formats

KOLs can support the project through several formats, depending on availability and capacity:

- **Pre-event digital teaser:** 30-60 second video clip with message of support (shared via social media and website).
- **Social media amplification:** Sharing event content on their platforms, tagging official accounts and using project hashtags.
- **On-site presence:** Welcoming participants, giving short remarks, joining a symbolic sport activity, posing for photos.
- **Media engagement:** Quoted in press releases, interviewed for local media.
- **Testimonial or blog:** Sharing their perspective post-event (can be written, video or audio).

Each KOL should participate in at least one digital and one live-action component.

Phased activation plan:

Phase	Activity	Suggested Deadline
Phase 1	KOL identification and confirmation	by 31 July 2025
Phase 2	Content production (video, quote, visual)	August–early September
Phase 3	Amplification and measurement	mid-September–October

C. Coordination and support materials

Zaragoza (WP3) will provide:

- Visual identity guidelines for any video or photo featuring KOLs

Local teams are expected to:

- Provide context to KOLs on the project and their role
- Collect and report on each KOL's involvement and estimated reach

D. Ethical and visibility considerations

- Participation must be voluntary, respectful, and consent-based.
- Accessibility measures must be ensured for KOLs with disabilities.
- Ensure that KOLs understand they are contributing to a European project and their image may appear in EU communications.

Each KOL engagement should be documented with:

- Short description of their profile
- Consent form signed
- Channels used (social, event, press)
- Photos, video links or screenshots

These contributions also feed into the KPI reporting (see Annex 5) and into the final Good Practices Manual.

E. Non-monetary incentives for KOL engagement

As most cities will not have budget allocated for remunerating KOLs, we encourage the use of non-financial incentives that offer symbolic value, visibility and community recognition:

- **Visibility and honour:** Present KOLs as official ambassadors on city and project channels, and feature them prominently on the website and video content.
- **Public recognition:** Invite them to appear at the event's opening/closing moments, and offer a signed certificate of appreciation.
- **Media exposure:** Facilitate interviews or articles to raise their public profile.
- **Partnership leverage:** Involve clubs, associations or institutions they represent for collective visibility.

These gestures, while modest, help build commitment and reinforce shared purpose, turning participation into a matter of pride, not transaction.

Annex 5: KPI reporting template

To evaluate the effectiveness and reach of DSSTREET's Communication & Dissemination efforts, each city will report a defined set of qualitative and quantitative indicators. These indicators have been designed to ensure consistent measurement across cities while allowing some flexibility to reflect local contexts. WP3 will provide a shared KPI reporting template (Excel-based), to be completed in three stages: **pre-event, during the event, and post-event**. The data will feed into project-wide analysis, the Good Practices Manual, and reporting to the European Commission.

A. Core indicators to report

Social media reach & engagement

- Total number of posts (by platform)
- Estimated reach (organic + paid, if applicable)
- Engagement metrics: likes, shares, comments, clicks, video views

Press and media visibility

- Number of articles or media mentions (local, regional, national)
- Type of media: print / radio / online / TV
- Estimated audience reach (if available)

Event attendance & participation

- Total estimated participants
- Participation breakdown by group: children/youth, older adults, migrants, people with disabilities
- Number of volunteers involved

KOL engagement

- Number of KOLs confirmed and active
- Formats used: video, social, event, interview
- Estimated reach of KOL contributions (followers + estimated media exposure)

Dissemination partners activated

- Number of local organisations (clubs, NGOs, schools, etc.) involved in sharing content
- Channels used (email list, bulletin board, website, etc.)

Feedback and testimonials

- Number of feedback forms/surveys completed
- % of minority participants rating campaign visibility $\geq 7/10$
- Highlights or quotes collected from participants or partners

B. Template structure

The Excel template will contain:

- Pre-filled indicator categories
- Spaces for entering numbers, links or screenshots
- Optional qualitative commentary boxes
- Dropdowns for type of media or target group

Cities should:

- Nominate a person/team responsible for completion
- Submit updated data according to the shared reporting calendar (Annex 6)
- Attach supporting material where possible (screenshots, press links, photo folders)

WP3 will consolidate results into a visual summary for internal use, the final dissemination event, and the exploitation outputs.

Annex 6: City reporting calendar

This calendar outlines the key deadlines and responsibilities for each city involved in the implementation of the Communication & Dissemination Plan under WP3. It ensures timely delivery of local actions and contributions to shared outputs, and promotes synchronisation across the consortium.

The timeline is indicative and will be validated and adjusted in coordination meetings. Cities should appoint a local communication focal point responsible for internal planning, delivery and reporting.

A. Timeline of key deliverables and milestones

July 2025

- Finalise local stakeholder database
- Select and confirm local KOLs
- Translate and adapt templates (flyers, posters, messages)
- Schedule and launch Save-the-Date campaign

August 2025

- Roll out pre-event campaigns (social media, posters, flyers)
- Coordinate teaser videos with KOLs
- Schedule local press briefings and first media release
- Begin event logistics communications (access, programme, inclusive guidance)

September 2025

- Deliver event-day communication and social media activation
- Coordinate on-site coverage and media engagement
- Ensure branding and signage at the event site
- Document visuals and collect short testimonials

October 2025

- Share recap video or photo gallery
- Deliver KPI report (1st version)
- Contribute post-event testimonial or summary blog (optional)
- Begin preparation of Good Practices inputs

November–December 2025

- Submit final KPI reporting + supporting evidence
- Submit city's contribution to the Good Practices Manual (2–3 pages)
- Participate in final EU dissemination event (coordinated by Zaragoza)

B. City responsibilities summary

Each city will:

- Assign a C&D contact point
- Maintain internal planning documents and evidence archive
- Respect branding and visibility guidelines
- Update WP3 coordinator on major changes or delays
- Deliver on time as per above timeline

Templates for deliverables (KPI report, message guidelines, city case sheet) will be shared centrally via a common folder.

Annex 7: Local input summaries

It gathers structured contributions from each participating city to capture the diversity of contexts, communication priorities, and local innovations within DSSTREET. These summaries inform both the shared strategy (this plan) and feed directly into exploitation activities under WP4, particularly the Good Practices Manual.

Each summary includes insights on:

- Local priorities and objectives
- Target audiences and accessibility needs
- Preferred communication channels and tone
- Existing events or platforms being used for dissemination
- Institutional or community stakeholders involved
- Use of materials, languages, and localised key messages
- Risks, restrictions or sensitivities to consider

Structure of Local Summaries (template-based)

Each city was asked to provide responses to a common set of prompts:

- 1. Context** – Local framing of DSSTREET: how the event fits within existing strategies.
- 2. Target audiences** – Key demographic groups and any cultural or accessibility adaptations.
- 3. Message focus** – Which aspects of inclusion, health or community are most relevant locally.
- 4. Communication actions** – Channels already used, planned actions, or gaps.
- 5. Stakeholders** – Institutions, clubs, community groups and media involved.
- 6. Tone and language** – Communication tone and linguistic diversity.
- 7. Innovative ideas** – Proposals for media, formats or dissemination partnerships.
- 8. Risks and sensitivities** – Cultural, political, or operational issues to monitor.
- 9. Post-event visibility** – Local ideas for maintaining visibility and engagement.

Purpose and use

These summaries:

- Allow WP3 to adapt support and tools to local needs
- Encourage cross-learning between cities

- Provide the foundation for each city's contribution to the exploitation work (WP4)
- Serve as a resource for others looking to replicate the project model

Cities are encouraged to update their local summaries post-event, reflecting outcomes and lessons learned.

Annex 8: Shared Communication & Dissemination action calendar

To ensure consistent implementation across all cities, DSSTREET defines a shared communication and dissemination action calendar, which each city will replicate and adapt to its local context. This calendar structures the flow of communication actions in three main phases – **before, during, and after the event** – and aligns them with target audiences, channels, responsible actors, and expected outputs.

The calendar serves as both a strategic and operational reference. Each city must translate and localise the actions, considering cultural and linguistic context, audience behaviours, and local communication dynamics, while keeping consistency with the central DSSTREET message and identity.

A. Pre-Event Phase (July to mid-September)

Objective: Build awareness, anticipation, and early engagement through multiplatform outreach.

Actions include:

- Publish a “Save the Date” teaser campaign on social media adapted to the city’s visual language.
- Announce confirmed event date and headline activities via official city websites and partner platforms.
- Disseminate flyer/poster campaign in key public areas (markets, health centres, schools, libraries, transport hubs).
- Share short “meet the partner” or “behind the scenes” content from volunteers or organisers.
- Confirm and introduce local KOLs through teaser videos or quotes across channels.
- Coordinate press briefings and draft the first media release using a central template (translated locally).
- Reach out to schools, youth networks and neighbourhood associations with adapted messages.
- Launch micro-campaigns tailored to underrepresented groups (e.g. people with disabilities, migrant communities, elderly) using accessible language and formats.
- Collaborate with cultural and sporting venues for co-promotion.
- Start countdown posts at 10 days to go.

Expected outcomes:

- Awareness and anticipation measured via social media engagement, media visibility, and direct outreach response.
- Visual identity recognised through flyer/poster saturation.
- KOLs engaged and promoted.

B. Event Phase (mid to late September)

Objective: Maximise live engagement, on-site visibility, and real-time storytelling.

Actions include:

- Activate live coverage of the event through city and partner social media accounts (reposts, stories, live video snippets).
- Ensure clear, visible signage and DSSTREET branding throughout the event site.
- Encourage and reshare participant-generated content (UGC).
- Facilitate media attendance and provide on-site materials (press kits, quotes, KOL access).
- Conduct interviews/testimonials with attendees, especially target groups.
- KOLs visible at events (welcome message, short speech, social media interaction).
- Collect basic data and photos for reporting (attendance, demographics, coverage).

Expected outcomes:

- High on-site engagement and online visibility.
- Community participation documented.
- Media and KOL activation visible to the public.

C. Post-Event Phase (late September to October)

Objective: Sustain momentum, disseminate outcomes, and reinforce project legitimacy.

Actions include:

- Publish a recap video and/or photo album on website and social media.
- Share testimonials and quotes from participants, especially underrepresented groups.
- Publish final media release summarising event impact.
- Tag EU-level platforms (e.g. European Week of Sport, CERV newsletter) for amplification.

- Submit summary story to EUROCITIES, ACES Europe or ISCA if applicable.
- Encourage partners and multipliers to cross-share content.
- Begin harvesting lessons learned for the Good Practices Manual.

Expected outcomes:

- Extended project visibility beyond the event.
- Strategic dissemination to EU platforms and networks.
- Content and insights feeding into WP4 exploitation activities.

Each city is expected to align its local action plan with this shared calendar, using the templates, visual identity and message matrix provided in this deliverable. Flexibility is allowed in tone, language and specific formats to respect local sensitivities and opportunities.

Annex 9: Zaragoza local Communication & Dissemination plan

1. Local context and event focus

Zaragoza will host its DSStreet event on 13–14 September 2025 under the local name “El Deporte Toma la Calle – Día del Deporte en la Calle”. It will take place in the heart of the city, primarily at Plaza del Pilar, with three designated activity sectors: Pilar, Ayuntamiento, and Delicias. The event is the European dissemination focal point of the project and will showcase:

- Inclusive and minority sports
- Recreational and alternative disciplines
- Sport for all ages and backgrounds. Over 50 organisations will deliver activities in collaboration with Zaragoza Deporte Municipal and the City Council

2. Communication objectives

- Increase visibility of lesser-known, inclusive, and adapted sports
- Encourage participation from underrepresented groups (people with disabilities, families, migrants, elderly)
- Position Zaragoza as a European reference for inclusive urban sport
- Consolidate EU identity and common messaging across all materials

3. Priority audiences and tone

- General public, including children, youth, families
 - Older adults and people with disabilities
 - Migrants and low-income groups
 - Local sports ecosystem and civic actors
- Tone: Constructive and formal for institutional channels; motivational and accessible for the general public. Clear, inclusive language will be applied across formats.

4. Key messages and local narrative

- “Discover new sports in the heart of your city”
- “To participate is to belong – sport is for everyone”
- “El Deporte Toma la Calle – Zaragoza moves for inclusion”. Messages will reflect the DSStreet core values and will be delivered using the shared visual identity, adapted to local language and context.

5. Communication actions

- Use of Zaragoza City Council and Zaragoza Deporte social media and websites
- Poster campaign across the municipal MUPI network (90 units)
- Press conference (week -1) to present the programme
- Newsletters via Ebropolis and the Aragonese Federation of Municipalities (pending confirmation)
- Targeted dissemination through 56 partner entities, each amplifying the campaign
- Online and offline promotion coordinated with the event webpage on zaragoza.es/sede/portal/dsstreet

6. Dissemination actions

- Articles and features in Heraldo de Aragón and local TV/radio
- Printed material distributed at civic centres, sport facilities, schools
- Shared press release template with other DSStreet cities
- Production of a highlight video and photo gallery
- Community-based dissemination via WhatsApp groups, newsletters, local bulletins

7. Collaborators, multipliers and KOLs

The event is co-organised by Zaragoza Deporte Municipal, with operational support from the City Council and over 50 participating organisations.

The list includes sport federations, clubs, alternative sport associations, and inclusive initiatives.

Examples of key partners from the local mapping:

- BIKE TRIAL – Adrián Biel
- FITNESS FORUS / INACUA / DUQUESA VILLAHERMOSA
- CLUB ESCUELA NORDIC WALKING – FAM
- ASOCIACIÓN ESPAÑOLA DE LACROSSE
- CLUB ZIERZO ULTIMATE
- PATINAR ZARAGOZA
- AGILITY (dog sport)
- FEDERACIÓN DE BAILE (afternoon demo)

These partners are also campaign multipliers and will promote the event within their networks.

KOLs (Key Opinion Leaders) will be identified among:

- Coaches and athletes from inclusive sport disciplines
 - Local ambassadors from sport or civic initiatives
 - Public figures aligned with DSStreet values
- Their roles will include appearing in teaser videos, participating on-site, and amplifying key messages before and after the event

8. Accessibility and special considerations

- Use of the shared visual identity toolkit, with full EU compliance
- Materials will be adapted for clarity and accessibility
- Event sectors will be reviewed for barrier-free access
- Volunteers and facilitators will be trained to support inclusive participation

9. Monitoring and success indicators

Zaragoza will collect:

- Reach and engagement on social media and institutional platforms
- Number and diversity of participants at the event
- Press and media coverage
- Participation and amplification by KOLs and partners
- Feedback from attendees and from dissemination partners
- Contributions to the joint KPI reporting framework under WP3

10. Post-event visibility

- Highlight video and media materials will be published on the municipal and project websites
- Testimonials and interviews from the event will be shared with local and European audiences
- Zaragoza will contribute case studies to the DSStreet Good Practices Manual
- Lessons learned and media outcomes will be presented in European dissemination events, and promoted through networks like EURO CITIES and ACES Europe.

Annex 10: Pau local Communication & Dissemination plan

1. Local context and event focus

Pau's event will be held on 7 September 2025 as part of the "Journée Nelson Paillou – Bougeons ensemble dans la rue", a well-known local event. It will take place along the Boulevard des Pyrénées, in the city centre. The event is integrated into Pau's broader public policies such as Plan Sport Ensemble 2025 and includes over 70 sport structures. The day will promote:

- Health and wellbeing through physical activity
- Inclusion of people with disabilities and low-income populations
- Community outreach in priority neighbourhoods

2. Communication objectives

- Reach inactive or socially isolated citizens
- Reinforce public commitment to sport-health policies
- Increase participation among people with disabilities
- Use the event as a tool for civic engagement and social cohesion

3. Priority audiences and tone

- Seniors, people with disabilities
 - Residents of working-class and priority neighbourhoods
 - General public and families
- Tone: Friendly and motivational, with adapted formats for vulnerable groups (e.g. simplified language, direct community engagement)

4. Key messages and local narrative

- "Bougeons ensemble dans la rue – Move together in the street"
- "Sport for all generations, in all neighbourhoods"
- "Pau: Capitale Humaine – wellbeing through movement and inclusion"

5. Communication actions

- Webpage on pau.fr
- Poster campaign on 40 buses before the event
- Summer event promotion and professional match announcements

- Conference on inclusion with promotional slot for DSStreet
- Flyers distributed via neighbourhood sports-health initiatives
- Coordination with the Maison Sport Santé Pau Béarn for outreach

6. Dissemination actions

- Press conference in local media (Sud Ouest, La République des Pyrénées)
- Potential joint article with Zaragoza via Groupe Sud Ouest and El Heraldo de Aragón
- Post-event photo exhibition
- Highlight video for future editions and local use
- Materials shared through sport-health and inclusion partners

7. Collaborators, multipliers and KOLs

Led by the Municipality of Pau in cooperation with:

- Internal departments: Sport, Education, Neighbourhoods, Handicap, Communication
- External partners: Comité Départemental Olympique et Sportif, Maison Sport Santé Pau Béarn
- Over 70 clubs and associations
- Athletes from professional teams and local ambassadors

8. Accessibility and special considerations

- Flyers and materials simplified for people with mental disabilities and allophone audiences
- Inclusive access ensured for sport workshops
- Cross-sector staff trained in accessibility and communication inclusion

9. Monitoring and success indicators

- Website traffic and social media reach
- Estimated participation by target group
- Press visibility and video views
- Feedback from attendees and associations
- Evaluation of campaign clarity among minority groups

10. Post-event visibility

- Annual continuation with improvements based on 2025 evaluation
- Visual archive and testimonials used in promotion and community outreach
- Visibility through EURO CITIES, ACES Europe, and Erasmus networks

Annex 11: Reykjavik local Communication & Dissemination plan

1. Local context and event focus

Reykjavik's DSStreet event, titled "Multicultural Sports Day", will take place on 31 August 2025 in the outdoor area of the Mjódd shopping centre, in the Breiðholt neighbourhood. It will be part of Reykjavik's official Diversity Week focus on:

- Youth participation
- Multicultural inclusion
- Sport as a space for belonging and wellbeing

2. Communication objectives

- Reach children and families from minority and migrant backgrounds
- Encourage participation in local sport clubs
- Promote access to sport regardless of origin, language, or ability
- Support Reykjavik's strategy for youth and cultural inclusion

3. Priority audiences and tone

- Youth from multicultural communities
 - Local families and low-income households
 - Community-based sport and education actors
- Tone: Visual, accessible and youth-oriented. Emphasis will be placed on video and direct outreach through schools and community groups.

4. Key messages and local narrative

- "Your day, your sport – Let's play together"
- "Celebrate diversity through movement"
- "Reykjavik: a city of sport, culture and inclusion"

5. Communication actions

- Promotion through TikTok, Instagram and municipal youth accounts
- Poster distribution in libraries, schools and youth hubs
- Outreach via multicultural support centres and inclusion department
- Teaser videos featuring young athletes and multilingual content
- Engagement of schools during Diversity Week activities

6. Dissemination actions

- Radio and press features in community media
- Live social media coverage and youth-generated content
- Post-event video with highlights and testimonials
- Reporting via Erasmus+, ISCA and local civic channels
- Presentation of results in Icelandic youth and inclusion platforms

7. Collaborators, multipliers and KOLs

Coordinated by Reykjavik Sport Association, with collaboration from:

- City Department of Inclusion
- Schools and youth leisure centres
- Parasport Iceland and multicultural associations
- KOLs: young athletes with multicultural backgrounds, inclusive coaches, civic influencers

8. Accessibility and special considerations

- Posters and flyers will use pictograms and simplified Icelandic
- Activities designed for joint participation by children of all abilities
- Accessibility supported by local volunteers and inclusive signage
- Part of Diversity Week's cross-sector programming

9. Monitoring and success indicators

- Youth engagement metrics on social media
- Participation by minority and migrant families
- KOL activation and community feedback
- Follow-up engagement in local sport clubs
- Visibility in Diversity Week evaluations

10. Post-event visibility

- Storytelling and testimonials published in schools and civic centres
- Summary video promoted through Erasmus+ and local youth networks
- Reykjavik's model included in the Good Practices Manual
- Integration into future editions of Diversity Week

Annex 12: Rhodes local Communication & Dissemination plan

1. Local context and event focus

Rhodes will host its DSStreet event on 21 September 2025 under the name “Open Day of Street Sport”, in and around the Diagoras Municipal Stadium. The event aims to:

- Promote community inclusion and wellbeing through sport
- Highlight the role of public space in social cohesion
- Engage both residents and tourists in a free, open sports experience

2. Communication objectives

- Promote accessible and inclusive sports for all ages
- Foster interaction between permanent residents and visitors
- Engage minority and underserved groups in a high-visibility setting
- Strengthen Rhodes’ identity as an inclusive and healthy city

3. Priority audiences and tone

- People with disabilities
- Local families and elderly
- Young people and visiting tourists

Tone: Open, welcoming and action-oriented. Multilingual materials and inclusive visuals will be used to address diverse audiences.

4. Key messages and local narrative

- “Move together – Sport for all, in the heart of Rhodes”
- “Open day, open city – Join us in the street”
- “From local to global: play, connect, belong”

5. Communication actions

- Promotional materials in Greek and English distributed across city and tourist zones
- Posters and flyers in hotels, civic centres and cultural venues
- Social media countdown and teasers
- Media coverage in regional outlets

- Coordinated communication by DOPAR and the South Aegean Region
- Partnership with the Ministry of Education's Physical Education Directorate

6. Dissemination actions

- Coverage by regional newspapers and local TV
- Event summary video and press recap
- Distribution of printed materials at schools and youth hubs
- Post-event visibility in community festivals
- Reporting through national and EU networks

7. Collaborators, multipliers and KOLs

Coordination by the Municipality of Rhodes with:

- DOPAR (Municipal Sport and Culture organisation)
- Regional Government of the South Aegean
- Ministry of Education – Directorate of Physical Education
- Local clubs and NGOs
- KOLs: Marathon ambassadors, inclusive sport trainers, community leaders

8. Accessibility and special considerations

- All venues will be accessible and clearly signposted
- Materials will follow accessibility guidelines and offer bilingual content
- Free public transportation for people with disabilities will be facilitated under Rhodes' accessibility framework (as per city policy)

9. Monitoring and success indicators

- Press and media mentions
- Estimated footfall and diversity of participation
- Social media reach and KOL engagement
- Feedback from disability groups and minority networks
- Impact on tourism and civic perception

10. Post-event visibility

- Integration into ongoing city-wide programmes
- Highlight video and testimonials used in civic campaigns

- Content submitted to Erasmus+ Sport platforms and ACES Europe
- Contribution to DSStreet Good Practices Manual

