



CLICA - Young Climate Campaigners for the European Green Deal

Project No: 2022-1-HU01-KA220-YOU-000086661

WP5 – A46 Sharing and promotion plan

09/01/2023

Prepared by: **LATRA**



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CLICA - Young Climate Campaigners for the European Green Deal

Work Package 5 – A46 Sharing and promotion plan

Table of Contents

About the project.....	3
About the task: Sharing and promotion plan (A46).....	4
Sharing and promotion plan strategic objectives.....	5
Target audiences.....	6
Primary & secondary primary audiences.....	6
Secondary audiences.....	8
Key messages.....	9
Sharing and Promotion Team.....	11
The Channels.....	12
Project website.....	12
Social media.....	12
E-Learning platform.....	13
Email newsletters.....	13
Media channels.....	13
Content.....	14
Educational resources.....	14
Storytelling content.....	14
Impact narratives.....	14
YOUTHPASS.....	15
Other EU projects and citizen initiatives.....	15
News on youth activism across Europe and the world.....	16
Tools.....	16
Monitoring.....	18
National Sharing & Promotion Plans.....	20
Tracking.....	21
Visibility and acknowledgment of Erasmus+ Co-Financing: protocol and guidelines.....	22

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Schedule..... 24

Phase 1: launch and initial engagement (Months 1-3)..... 24

Phase 2: building momentum (Months 4-12)..... 25

Phase 3: mid-project review and adjustment (Months 13-15) 25

Prepare for a mid-project event or webinar:..... 26

Phase 4: final dissemination push (Months 16-24) 26

Phase 5: post-project sustainability (Months 24+)..... 27

Synergies with other EU projects and amplification of the S&P Plan..... 28

Collection and use of personal data 30

Gender equality and non-discrimination guidelines 32

Sustainability and legacy of the S&P Plan..... 34

Conclusion..... 37

CLICA Consortium



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About the project

CLICA is an Erasmus+ project geared towards creating a bottom-up and all-inclusive youth movement in support of the European Green Deal. The aim is to systemically increase the policy's impact for youth residing in European peripheries, civic deserts, rural areas and remote communities that are at the frontlines of the European climate change crisis and are struggling to address the challenges that it creates.

CLICA creates hybrid spaces (online & offline) that facilitate systematic co-creation and dialogue between youth, scientists, multidisciplinary creatives and policymakers, in order to generate solutions that increase the embedding of the European Green Deal (EGD) amongst youth communities that despite being at the forefront of the climate change crisis, they remain marginalized with their voices rarely heard at local and European levels. In order to achieve that, the project targets young people aged 18-30 years, with a particular focus on those who are from a disadvantaged background, reside in geographically remote regions of Europe and are facing imminent climate change challenges due to their locality.

CLICA promotes informal learning and contributes to its role in developing young Europeans as agents of change. Youth utilize activism -merging of art and activism- as means of civic expression and political communication both with peers and policymakers in order to structure and communicate their ideas on how the EGD can impact their lives for the better. Partners, stakeholders and the community will capture local-EU narratives helping them assess how interventions and life choices of young people are civic actions that have political significance. This created a two-way learning and dialogue that increased the penetration and impact of the EGD amongst youth communities as well as empower youth to position themselves at the center of the change that the policy is aiming to have.

CLICA is aligned with the aspirations of youth as 9 out of 10 young Europeans agree that tackling climate change can help improve their health and well-being -with overwhelming support for the environmental objectives of the EGD- and that policymakers need to take

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more into account the voices of youth when taking decisions relating to the sustainable future of Europe (Special Eurobarometer, Future of Europe, January 2022). The project also complies with the European Climate Pact (2020) in support of the Agenda 2030 as well as the SDGs. This is achieved by bringing together youth communities, civil society and industry to design and commit to a set of pledges to bring about change in behavior and grasp the opportunities that come with decisive action and sustainable lifestyles. It connects youth to improve their understanding of climate inclusion and equality and CLICA's impact is expected to grow and evolve over time, spurred by the engagement of youth and stakeholders that will become part of it.

About the task: Sharing and promotion plan (A46)

The Sharing and Promotion (S&P) Plan for CLICA is designed to strategically organize all communication, promotion, and dissemination activities. This plan will ensure that the project's messages are effectively communicated to the target audiences across Europe, using the right mediums and means. The plan is comprised of a central strategy and seven national plans, each tailored to the specific context of the participating countries.

Task A46 is a critical component of the CLICA project, focused on the strategic dissemination of the project's goals, activities, and outcomes to a wide range of audiences. This task is designed to ensure that the impact of CLICA extends beyond the project's duration, engaging and empowering youth, educators, policymakers, and the public through targeted communication and outreach efforts.

The Sharing and Promotion Plan outlines a comprehensive strategy that includes the development of key messages, the identification of target audiences, and the selection of appropriate channels and tools for effective communication. It also emphasizes the importance of a two-way exchange of knowledge and practices, enabling other organizations to adopt and build upon the successes of CLICA.

A key aspect of Task A46 is the focus on storytelling, particularly through the use of captivating personal narratives and innovative formats like zines. This approach is designed to make the

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project's impact more relatable and engaging, helping to inspire continued action and involvement.

Task A46 also highlights the role of EU funding in addressing societal challenges, demonstrating how projects like CLICA contribute to broader goals such as youth empowerment and climate action. By showcasing these contributions, the task aims to build support for ongoing and future initiatives that align with CLICA's objectives.

Overall, the Sharing and Promotion Plan is a strategic effort to maximize the reach and resonance of the CLICA project, ensuring that its benefits are felt by a diverse and widespread audience. Through careful planning and execution, Task A46 aims to create a lasting legacy for CLICA, empowering youth and fostering a sustainable future.

Sharing and promotion plan strategic objectives

The Sharing & Promotion Plan Strategy for the CLICA project is a comprehensive approach designed to maximize the visibility, impact, and sustainability of the project's outcomes. This strategy focuses on effectively communicating the project's goals, activities, and results to a diverse audience, ensuring that CLICA's achievements continue to resonate and inspire long after the project's conclusion. The key objectives of the S&P Plan strategy are:

- Enhance the visibility of the CLICA project both in the countries where it's implemented (HU, GR, FI, ES, IE, CY, IT), as well as across Europe, ensuring that key stakeholders, including youth, educators, policymakers, and the public, are aware of the project's goals, activities, and outcomes.
- Actively involves young people, particularly from disadvantaged and remote areas, in the project's initiatives, empowering them to become leaders in climate action and civic engagement.
- Share the project's findings and best practices with policymakers and educational institutions to inform and influence policies related to youth engagement and climate action.

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- Effectively share the results, success stories, and best practices from CLICA with a wide audience to influence policy and practice.
- Create lasting networks and resources that continue to support youth empowerment and engagement beyond the project's duration.

Target audiences

The success of the CLICA project hinges on effectively reaching and engaging a diverse range of stakeholders who can amplify its impact and sustain its outcomes beyond the project's duration. Identifying and understanding the target audiences is crucial for tailoring communication strategies, ensuring that the project's messages resonate with those who are most likely to benefit from and contribute to CLICA's goals.

This section outlines the primary and secondary audiences for CLICA's Sharing & Promotion Plan. Each group plays a unique role in the project's ecosystem, from the young people at the heart of the initiative to the policymakers who shape the broader environment in which they operate. By strategically targeting these audiences, CLICA aims to foster a network of empowered individuals and organizations dedicated to advancing climate action and youth engagement across Europe. The following breakdown provides a detailed overview of these key audiences and the strategies for engaging them effectively.

Primary & secondary primary audiences

Youth (Aged 18-30): The primary target group for the CLICA project is youth aged 18-30, with particular attention to those from disadvantaged backgrounds and geographically remote regions. These young individuals are often at the frontlines of climate change and are simultaneously underserved in terms of access to resources, education, and opportunities for civic engagement. Engaging this demographic is crucial because they represent the next generation of leaders, innovators, and activists. Empowering them with the tools, knowledge, and platforms to advocate for climate action and sustainability can lead to significant social change. CLICA's initiatives aim to equip these young people with the skills and confidence to take charge of their futures and drive meaningful action in their communities. Through

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targeted workshops, youth assemblies, digital platforms, and direct outreach in communities, CLICA will provide opportunities for these young people to participate in the project's activities, access resources, and connect with peers and mentors. Social media campaigns, online educational resources, and local events will be tailored to meet their needs and overcome barriers to participation.

Youth organizations: These are groups, NGOs, and community organizations that focus on youth empowerment, education, and climate action. They are often deeply embedded in local communities and have a direct line to the young people CLICA aims to reach. Youth organizations play a critical role in mobilizing young people, providing them with support, and advocating for their interests. By partnering with these organizations, CLICA can amplify its reach, ensure its resources are effectively utilized, and build a network of support that sustains the project's impact beyond its duration. CLICA will collaborate with these organizations to co-host events, share educational materials, and develop joint initiatives that align with both CLICA's objectives and the organization's ongoing work. Regular communication, capacity-building workshops, and joint campaigns will be key methods of engagement.

Policymakers: Policymakers at the local, national, and EU levels who are involved in climate, youth, and educational policies. This includes elected officials, civil servants, and advisors who shape and implement policies that affect young people and environmental issues. Engaging policymakers is essential for influencing the policy environment in which CLICA operates. By sharing the project's findings, success stories, and best practices, CLICA can advocate for policies that support youth engagement, climate action, and educational innovation. Policymakers are also crucial for scaling successful initiatives and integrating them into broader governmental strategies. CLICA will engage policymakers through policy briefs, targeted meetings, presentations at relevant conferences, and invitations to CLICA events. The project will also create opportunities for dialogue between youth participants and policymakers to ensure that young people's voices are heard in policy discussions.

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Secondary audiences

Educators and schools: Teachers, schools, vocational education and training (VET) institutions, and universities that have the potential to integrate CLICA’s resources and findings into their curricula and extracurricular activities. Educators and educational institutions are key to embedding the knowledge and skills promoted by CLICA into the daily learning experiences of young people. By integrating CLICA’s resources into formal education settings, the project’s impact can be extended to a larger audience and sustained over time. CLICA will develop and distribute educational toolkits, lesson plans, and case studies that can be easily adopted by educators. Workshops, webinars, and partnerships with educational networks will be used to introduce these resources and demonstrate how they can be applied in classroom settings.

General public: The broader audience interested in sustainability, climate action, and youth-led initiatives, including parents, community members, and individuals who are not directly involved with the project but are concerned about these issues. Raising public awareness about CLICA’s work can help build a supportive environment for youth initiatives and create a broader cultural shift towards sustainability and active citizenship. Engaging the public also helps to increase the visibility of the project and attract potential supporters or collaborators. CLICA will reach the general public through media campaigns, public events, and accessible online content. Infographics, videos, and success stories will be shared on social media and through community outreach programs to make the project’s messages resonate with a wider audience.

Media: Media coverage and influencer partnerships can significantly boost the visibility of CLICA, reaching audiences that might not be directly targeted through other channels. These platforms can help generate public interest, drive engagement, and lend credibility to the project’s efforts. CLICA will engage with media professionals by distributing press releases, offering interviews, and providing exclusive content that highlights the project’s achievements. Collaborations with influencing social media groups, particularly those focused on youth empowerment and climate issues, will be pursued to create authentic and impactful content that resonates with their followers.

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Key messages

The following key messages are designed to resonate with the diverse audiences that CLICA aims to engage, focusing on youth empowerment, collaboration, sustainability, the European Green Deal, youth activism, and youth activism. These messages will be integrated across all communication and dissemination activities to ensure consistency and impact.

"Empowering young Europeans to lead the charge in climate action and create sustainable futures."

This message emphasises the central role of youth in driving climate action and shaping a more sustainable world. It highlights the importance of providing young people with the tools, knowledge, and platforms they need to take leadership roles in their communities and beyond.

"Equipping the next generation with the skills and confidence to be agents of change."

This message reinforces the idea that by empowering youth, CLICA is not just addressing current challenges but also investing in the future by developing leaders who will continue to advocate for sustainability and justice.

"Uniting youth, educators, and policymakers to drive meaningful change through innovation and cooperation."

This message underscores the importance of bringing together different stakeholders to collaborate on solutions to climate and social challenges. It highlights the idea that meaningful change is most effectively achieved when diverse perspectives and expertise are combined.

"Fostering partnerships that bridge the gap between local action and EU impact."

This message emphasises the connection between local initiatives and their potential to influence EU outcomes, illustrating how CLICA encourages collaboration that transcends geographic and institutional boundaries.

"Building lasting networks and resources that will continue to impact youth and

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communities long after the project ends."

This message highlights the long-term vision of CLICA, focusing on creating sustainable structures and resources that will continue to support youth empowerment and climate action beyond the project's duration.

"Ensuring that today's actions lay the foundation for a resilient and sustainable tomorrow."

This message connects the immediate activities and outcomes of CLICA to their future impact, reinforcing the idea that the project's work is designed to have lasting effects on communities and the environment.

"Youth at the heart of the European Green Deal: Shaping policies for a sustainable Europe."

This message positions youth as central to the success of the European Green Deal, emphasising their role in influencing and shaping policies that will lead to a more sustainable and equitable Europe.

"Aligning grassroots action with the European Green Deal to ensure no community is left behind."

This message highlights the connection between local initiatives supported by CLICA and the broader goals of the European Green Deal, stressing the importance of inclusive and equitable implementation of these policies.

"Merging art and activism: Creative expressions that inspire action and change."

This message captures the essence of activism—using art as a powerful tool to raise awareness and inspire social and environmental change. It underscores the role of creativity in making activism more accessible and impactful.

"Harnessing the power of art to amplify youth voices in the fight against climate change."

This message emphasises the use of art as a medium through which young people can express their concerns, hopes, and demands, making their voices heard in the climate action movement.

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"Mobilising youth to lead movements that demand climate justice and social equity."

This message highlights the active role of youth in advocating for systemic change, particularly in the areas of climate justice and social equity. It underscores the urgency and importance of youth-led activism in addressing these critical issues.

"From awareness to action: Empowering youth to turn passion into powerful advocacy."

This message focuses on the transition from raising awareness to taking concrete actions. It encourages young people to move beyond awareness campaigns to become effective advocates and change-makers in their communities.

Sharing and Promotion Team

In the context of CLICA, a Sharing and Promotion Team was established to manage all communication and dissemination activities effectively. Details about the Sharing and Promotion Team, including its tasks and responsibilities, are included in Report A45 (Sharing & Promotion Team). Below the authors outline some key aspects of the S&P Team, in order to contextualise this report.

This S&P team was designed to work closely with the Project Manager (PM) to ensure that all project outcomes and experiences were shared widely and reached the intended audience at local, national, and European levels.

Each partner organisation in the CLICA project designated one member to join the Communication and Dissemination Team. These members were tasked with managing the communication and dissemination activities specific to their national context.

LATRA, as the WP lead, played a central role in coordinating the activities of the team, ensuring alignment with the overall project goals and timelines. A communication expert was included in the team to provide strategic guidance on effective dissemination techniques, ensuring that

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the messaging was clear, impactful, and consistent across all platforms.

An additional member by LATRA dedicated to impact evaluation was included to measure the effectiveness of the dissemination activities and adjust strategies as needed to maximise reach and engagement.

LATRA played a central role in coordinating the communication and dissemination activities for the CLICA project, ensuring that all efforts were aligned with the project's goals and effectively tailored to the specific contexts of each partner organisation. All partners within the Sharing and Promotion Team were responsible for implementing the S&P Plan in their own country in the form of a national S&P plan (listed in following section of this report) and contribute material for the CLICA media channels.

The Channels

Details about CLICA's communication channels are offered in Report A47 (Website and other sharing and promotion tools). Nonetheless, in this section the authors offer an overview of the channels used, to contextualise the S&P Plan.

Project website

The project website (<https://www.clicayouth.com/>) serves as the primary information hub for CLICA. It is the go-to resource for all stakeholders, providing comprehensive details about the project's mission, progress, and impact. The website is designed to be user-friendly, accessible, and regularly updated to keep visitors informed and engaged. The key sections of the website are: home, about, partners, platform, contact, news, downloads.

Social media

CLICA actively engages with its audience through social media platforms such as Facebook (<https://www.facebook.com/clicafb/>) and Instagram (https://www.instagram.com/clica_youth/). Each platform serves a specific purpose in the project's overall communication strategy, tailored to the preferences and behaviours of its

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target audiences. Social media are used to share timely updates, highlight ongoing activities, and promote upcoming events. This ensures that followers are always informed about the latest CLICA initiatives.

E-Learning platform

The E-Learning platform (<https://youngclimatecampaigners.com/>) is a key component of CLICA, offering educational resources that empower young people across Europe to engage in climate action. It serves as both a learning space and a community hub, where participants can access interactive content and collaborate on initiatives. A notable feature is the EU Youth Assembly, hosted on the platform, where representatives from national youth assemblies converge to share insights and develop strategies. The EU Youth Assembly was utilised as a space where news, updates and upcoming activities were shared with the entire cohort of young people and experts that participate in the project. Activities on the platform have been extensively reported in the context of WP3, highlighting its central role in the overall success of the CLICA project.

Email newsletters

Email newsletters are sent out to a subscription list that includes stakeholders, participants, educators, and the general public. These newsletters are an essential tool for maintaining ongoing communication and engagement with CLICA's audience. The newsletters provide detailed updates on the progress of the project, including summaries of recent events, reports on milestones achieved, and announcements of upcoming activities.

Media channels

Releases will be distributed to a carefully curated list of media contacts, including local, national, and international outlets that specialize in youth, education, environmental, and policy issues. The CLICA team will proactively reach out to journalists and media outlets to pitch stories and arrange interviews with key figures involved in the project, including youth participants, educators, and project leaders.

The use of these communication channels ensures that CLICA's messages are effectively disseminated to a wide audience, fostering awareness, engagement, and action. By

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strategically utilizing digital platforms, print materials, in-person events, and media outreach, CLICA can maximize its impact and ensure that its work in youth empowerment and climate action reaches and resonates with communities across Europe.

Content

The content strategy for the CLICA project is a crucial element in communicating the project's objectives, activities, and outcomes to a broad and diverse audience. By developing and disseminating high-quality educational, storytelling, and promotional content, CLICA aims to inform, inspire, and engage its target audiences, ensuring that the project's impact is both widespread and long-lasting. Below is an expanded overview of the various types of content that will be produced and shared throughout the project.

Educational resources

These materials are designed to be practical resources for educators, youth organizations, and community leaders who wish to integrate CLICA's findings and methodologies into their own programs. The toolkits and guides will provide step-by-step instructions, best practices, and adaptable templates that can be used in various educational settings. The toolkits will be structured in a modular format, allowing educators to select and use the sections that are most relevant to their needs. This flexibility ensures that the materials can be adapted for different age groups, educational levels, and cultural contexts.

Storytelling content

Personal stories from youth involved in the CLICA project will be a powerful tool for building emotional connections with the audience. These stories will provide a human face to the project, highlighting the personal experiences, growth, and achievements of the participants. Stories will be shared through social media. Each post will focus on an individual participant or a group describing their journey in the project. These stories will be personal, relatable, and inspiring, aiming to motivate others to get involved in similar initiatives.

Impact narratives

Impact narratives will demonstrate the tangible effects of the CLICA project on both

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individuals and communities. These stories will highlight how the project's activities have led to meaningful changes, showcasing the real-world outcomes of CLICA's work. Impact narratives will include stories from communities that have been positively affected by CLICA. These stories will explore how the project has contributed to environmental improvements, increased civic engagement, or enhanced educational outcomes in these communities. Narratives will focus on individual participants who have experienced significant personal growth or made notable contributions to their communities as a result of their involvement in CLICA. These stories will illustrate the project's impact on a personal level, making the outcomes more relatable and inspiring.

YOUTHPASS

Effective communication of the Youthpass tool and its benefits was a key component of CLICA's overall dissemination strategy. To ensure that participants, stakeholders, and the broader audience understood the importance of Youthpass and how to engage with it, CLICA ensured that information about Youthpass was accessible, clear, and engaging, thereby maximizing its impact. CLICA used its social media platforms to regularly promote Youthpass and its benefits. Youthpass was highlighted in CLICA's regular email newsletters, ensuring that subscribers were kept informed about its role in the project. Newsletters included direct links to the Youthpass section of the website and invitations to attend related workshops or webinars, making it easy for recipients to take the next steps. In-person events were used as opportunities where Youthpass certificates could be discussed as a valuable tool for future opportunities in education and employment.

Other EU projects and citizen initiatives

One of CLICA's strategic goals was to foster collaboration and knowledge exchange by highlighting the work of other EU-funded projects and citizen initiatives that align with its mission of youth empowerment, climate action, and sustainability. By sharing content about these initiatives through CLICA's communication channels, the project aimed to build synergies, amplify impact, and create a more interconnected network of organizations working towards similar goals. CLICA's social media channels were actively used to cross-promote content related to other EU projects and citizen initiatives. This approach helped to

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create a sense of community and shared purpose among organizations working on similar issues. CLICA's email newsletters included a section where different EU-funded projects and citizen initiatives were featured. This section provided subscribers with curated information on related projects, helping to broaden their understanding of the wider ecosystem of EU initiatives.

News on youth activism across Europe and the world

One of CLICA's key objectives was to keep its audience informed and engaged with the broader context of youth climate activism, both within the European Union and globally. By regularly sharing relevant news, updates, and stories about youth-led climate initiatives, CLICA positioned itself as a vital conduit for information and inspiration, connecting its participants and stakeholders with the larger movement. CLICA's social media platforms were used to share real-time updates and news about youth climate activism. This approach ensured that followers were kept up to date with the latest developments and could engage with content as it happened. Regular posts provided snapshots of important news related to youth climate activism, including ongoing protests, policy wins, and influential campaigns. These posts often included links to full articles, encouraging followers to explore the topics in more depth. CLICA actively participated in trending conversations on social media by using relevant hashtags such as #YouthForClimate, #ClimateStrike, and #FridaysForFuture. This not only increased the visibility of CLICA's posts but also connected the project to the broader online discussion around youth climate action.

Tools

Effective content creation is crucial for the successful dissemination and communication of the CLICA project's objectives, activities, and outcomes. To ensure that the content produced is of high quality, engaging, and accessible, CLICA utilized a range of digital tools designed to streamline the creation, management, and distribution of content. Below is an expanded overview of the key content creation tools employed in the CLICA project.

Graphic design software: Canva is an online graphic design tool that is particularly popular for

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its ease of use, making it accessible even to those with minimal design experience. It offers a wide range of templates and drag-and-drop features, enabling the CLICA team to quickly create visually appealing content. Canva was used to design social media graphics, including promotional posts, event announcements, and quote cards. The platform's pre-designed templates allowed the team to maintain a consistent visual style across all social media channels. Canva's templates and tools were ideal for creating infographics that conveyed complex data and information in a clear and engaging way. These infographics were used on the project website, in reports, and during presentations. The team used Canva to design brochures and flyers for distribution at events, ensuring that all printed materials were professional and aligned with the project's branding.

Content Management Systems (CMS): WordPress is a widely used content management system that provides a flexible and user-friendly platform for managing and updating websites. It was the CMS of choice for the CLICA project's website, allowing for easy content updates and maintenance. WordPress was used to regularly post updates, news articles, and blog posts related to the project. The CMS's easy-to-use interface made it simple for the team to publish new content and keep the site current. The platform's customizable features allowed the creation of a comprehensive resource library, where visitors could access and download reports, toolkits, videos, and other educational materials. WordPress plugins were used to optimize content for search engines, ensuring that the CLICA website was easily discoverable by those searching for information on youth climate activism and related topics.

Cloud storage: SharePoint was used for storing and sharing documents, graphics, videos, and other resources among the CLICA team members. These cloud storage solutions provided a secure and accessible way to manage the project's content assets. All project-related files were stored in organized folders within SharePoint, allowing team members to access the resources they needed from anywhere. This centralization minimized the risk of lost files and ensured that everyone was working with the most up-to-date materials.: The cloud storage systems allowed for version control, ensuring that changes to documents or graphics were tracked and that previous versions could be restored if needed. This was particularly important for collaborative document editing and design work.

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Brochures and flyers: Posters and other visual displays will be used to communicate CLICA's key messages in a visually impactful way, particularly in public spaces and during events. These are designed to catch attention quickly and convey essential information about the project.

Monitoring the effectiveness of the Sharing and Promotion (S&P) Plan was a critical component of the CLICA project's strategy to ensure that communication and dissemination efforts were on track, impactful, and aligned with the overall goals of the project. The monitoring process was conducted at both the CLICA project level and the partner level, with each partner responsible for executing their own national S&P plans while contributing to the collective success of the project. Below is an expanded overview of how this monitoring was implemented across different levels.

Monitoring

LATRA, as the lead partner for communication and dissemination, played a central role in coordinating the overall monitoring process. LATRA was responsible for developing the overarching S&P strategy, providing guidelines, and ensuring that all partners adhered to the agreed-upon objectives and methodologies. LATRA established a framework for regular reporting from all partners, which included monthly updates, quarterly reviews, and a mid-term evaluation. This structured reporting allowed LATRA to track the progress of the S&P activities across all partner organizations and identify any areas requiring adjustment or additional support.

LATRA, in collaboration with the partners, identified specific KPIs that were used to measure the success of the S&P activities at the project level. These KPIs included metrics such as the number of social media engagements, website traffic, the reach of newsletters, participation in events, and media coverage. LATRA utilized cloud-based SharePoint to collect and store data from all partners. This centralized approach ensured consistency in data reporting and allowed for real-time access and analysis by the project management team. Both qualitative and quantitative data were analyzed to assess the impact of the S&P activities. Qualitative feedback from participants, stakeholders, and partners provided insights into the

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effectiveness of communication strategies, while quantitative data offered measurable outcomes such as engagement rates and audience reach. LATRA established feedback loops where partners could provide insights on the effectiveness of the national S&P plans and suggest improvements. This collaborative approach ensured that the S&P strategy remained adaptive and responsive to changing circumstances and opportunities.

Each partner was responsible for developing and implementing a national S&P plan that was tailored to the specific context of their country. These plans were designed to align with the overall CLICA strategy while addressing the unique needs and preferences of local audiences. Each partner established their own internal monitoring processes to track the progress of their national S&P activities. This included regular team meetings, data collection from various communication channels, and ongoing evaluation of campaign effectiveness. Partners submitted regular reports to LATRA, detailing their progress against the national KPIs, and any adjustments made to their strategies. These reports were essential for maintaining alignment with the overall project objectives and for informing the centralized monitoring process. Partners were encouraged to engage in cross-partner collaboration, sharing best practices and lessons learned from their national S&P plans. LATRA facilitated these exchanges through virtual workshops, webinars, and online forums, fostering a collaborative learning environment. Based on the monitoring data, partners made adjustments to their national S&P plans as needed. This could involve shifting focus to more effective communication channels, revising key messages to better resonate with local audiences, or reallocating resources to high-impact activities.

At key milestones, including the mid-term review and project conclusion, each partner produced a national evaluation report. These reports provided a comprehensive assessment of the S&P activities within their country, including successes, challenges, and lessons learned. The national evaluation reports were consolidated by LATRA into the final project report, which provided an overarching view of the S&P plan's implementation and impact across all partner countries. This final report was shared with all stakeholders, including the European Commission, as part of the project's formal reporting obligations.

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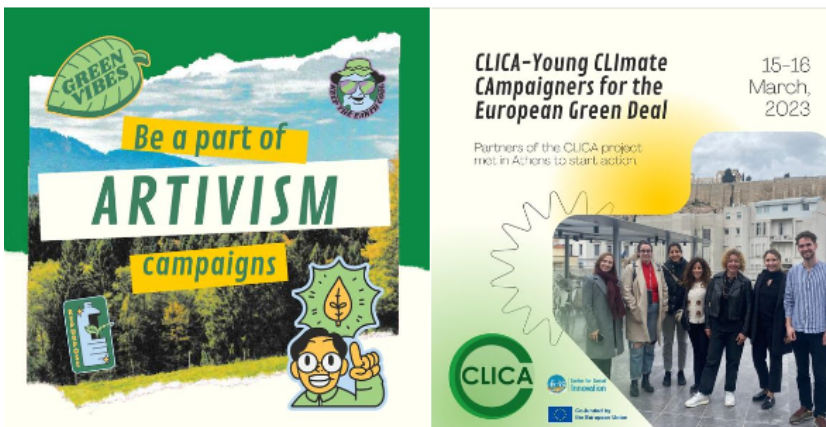
National Sharing & Promotion Plans

The CLICA project is committed to fostering a robust, youth-led movement for climate action across Europe, with a focus on empowering young people to become ambassadors for sustainability in their local communities. While the overarching goals of CLICA are consistent across all participating countries, the diverse cultural, social, and economic contexts within Europe require a tailored approach to effectively engage each target audience. This is why the development of seven distinct National Sharing and Promotion Plans is essential to the success of the project, with each corresponding to one of the seven partnering countries.



This month we launched a new #EU project: **CLICA- Young Climate Campaigners for the European Green Deal** which promotes #youth engagement to create campaigns regarding #climate change through #art. CLICA introduces the concept of activism (art+activism). If you want to be a part of it, drop us a message!

The partnership: **Pro Progressione** (HU), **LATRA** (GR), **Hyvääriä Nuoriso- ja matkailukeskus** (FI), **Asociación Caminos** (ES), **Comhargnó Imeall Teoranta** (IE), **materahub** (IT), **Center for Social Innovation - CSI** (CY)



Indicative screenshots from partners' social media channels

Each National Sharing and Promotion Plan has been carefully crafted to align with the unique characteristics and needs of the local context it addresses. A one-size-fits-all approach would fail to connect with the varied identities and experiences of the youth we aim to engage. By customizing the centralized CLICA sharing and promotion strategy to fit the specific realities of each country, we ensure that our messages resonate more deeply with the intended audiences, and that our activities are both impactful and sustainable.

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Tracking

Key Performance Indicators (KPIs) are critical metrics that help measure the success and impact of the Sharing & Promotion (S&P) activities within the CLICA project. To effectively monitor and evaluate these KPIs, a range of digital tools were utilized, each designed to track specific types of data, provide insights, and facilitate decision-making. Below is an overview of the KPI tracking tools employed in the CLICA project.

Google Analytics was the primary tool used to monitor the performance of the CLICA project website. It provided detailed insights into user behavior, traffic sources, and engagement metrics. KPIs such as the number of unique visitors, average session duration, and most viewed pages were regularly monitored to gauge the effectiveness of the website content and user engagement strategies. Based on the insights from Google Analytics, the content strategy was adjusted to focus on topics and formats that attracted the most attention, such as blog posts or resource downloads.

Each social media platform used by CLICA provided built-in analytics tools to track engagement metrics, audience demographics, and content performance. Using the build-in tools the team tracked likes, shares, comments, and click-through rates for posts, helping to measure the effectiveness of social media campaigns. The team also monitored the growth of followers over time, providing insights into the expanding reach of the project, and analyzed the demographics of the audience, including age, gender, location, and interests, allowing for more targeted content creation. Social media analytics were used to evaluate the performance of specific campaigns, such as the reach and impact of posts related to youth climate activism or event promotions. KPIs like post engagement rates, follower growth, and demographic insights were tracked to refine social media strategies and ensure content resonated with the target audience.





Visibility and acknowledgment of Erasmus+ Co-Financing: protocol and guidelines

Ensuring the visibility and proper acknowledgment of the co-financing received from the Erasmus+ programme of the European Commission is a critical requirement for all partners involved in the CLICA project. This visibility is essential for maintaining transparency and compliance with the conditions of the Erasmus+ grant. The following protocol outlines the mandatory steps that all partners must follow when publishing any project outputs.

Mandatory use of the Erasmus+ Co-Financing logo: All project outputs, whether they are in analogue (e.g., printed materials) or digital formats (e.g., websites, social media posts, digital reports), must prominently display the Erasmus+ co-financing logo. The Erasmus+ logo should be placed in a visible location on all materials, ensuring it is easily recognizable. Ideally, the logo should appear on the front cover or main title page of documents, and in a prominent position on digital platforms, such as the header or footer of a webpage. The Erasmus+ logo must be clearly legible and should not be resized disproportionately or altered in any way that diminishes its visibility or integrity. Partners should ensure that the logo is large enough to be seen clearly, but not so large that it overwhelms the content of the material.

Naming Erasmus+ as the Co-Financier: In addition to the logo, all project outputs must include a textual acknowledgment of Erasmus+ as the co-financier of the project. This acknowledgment should state: "This project has been co-financed by the Erasmus+ programme of the European Commission." The acknowledgment text should be included in all relevant sections of a publication, such as the introduction, acknowledgments, or credits sections. In digital formats, it should be placed alongside the logo or in the footer of web pages and digital documents. The acknowledgment should be provided in the language of the publication or communication material. If the material is multilingual, the acknowledgment should be included in all the languages used.

Adherence to guidelines: Partners must ensure that the Erasmus+ logo and acknowledgment

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adhere to the branding guidelines provided by the European Commission. This includes maintaining the correct colors, fonts, and formats as specified in the Erasmus+ branding manual.

LATRA has provided all partners with the correct version of the Erasmus+ co-financing logo to use. Partners are required to use only the provided logo to avoid any inconsistencies or deviations from the official branding.

Applications: Printed materials such as brochures, flyers, posters, reports, and educational resources must all include the Erasmus+ logo and acknowledgment text. The logo should appear on the cover or in a prominent section of the publication, with the acknowledgment clearly stated within the document. Websites, social media posts, online articles, newsletters, and digital toolkits must all feature the Erasmus+ logo and acknowledgment. For social media, the logo and acknowledgment should be included in the post images or graphics, and in the text accompanying the post. Videos, presentations, and other multimedia outputs should include the Erasmus+ logo in the opening or closing frames, as well as in any credits. The acknowledgment should also be spoken or displayed in the video, ensuring full visibility of Erasmus+ support.

Monitoring: Each partner is responsible for ensuring that all materials they produce comply with these visibility and acknowledgment requirements. This includes any subcontracted work where third parties are involved in producing materials for the project. LATRA, as the lead partner for communication and dissemination, will regularly review materials produced by all partners to ensure compliance with these protocols. Any deviations will be promptly addressed to maintain the project's alignment with Erasmus+ guidelines.

Reporting: Partners should keep a record of all materials produced, including screenshots, copies of printed materials, and links to digital outputs, to demonstrate compliance with Erasmus+ visibility requirements. Partners may be required to submit samples of their materials to LATRA or the project coordinator for review. This documentation will also be

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useful for any audits or evaluations conducted by Erasmus+ or other relevant bodies.

Properly acknowledging the co-financing received from the Erasmus+ programme is not only a contractual obligation but also a key element of promoting transparency and the value of EU-funded initiatives. By following this protocol, CLICA project partners will ensure that the support of the Erasmus+ programme is clearly recognized across all project outputs, contributing to the visibility and credibility of the project's achievements.

Schedule

The following schedule outlines the key phases of the CLICA Sharing & Promotion Plan, ensuring a strategic and systematic approach to maximizing the project's visibility, impact, and sustainability throughout its lifecycle. This expanded schedule provides a clear roadmap for the implementation of the CLICA Sharing & Promotion Plan, ensuring that each phase of the project is strategically managed to maximize visibility, engagement, and long-term impact. By following this plan, CLICA will effectively communicate its achievements, engage key audiences, and create a lasting legacy that supports youth empowerment and climate action across Europe.

Phase 1: launch and initial engagement (Months 1-3)

- Develop and launch the CLICA project website, ensuring it is visually appealing, user-friendly, and content-rich.
- Create and set up social media accounts on platforms such as Facebook, Twitter, Instagram, and LinkedIn, aligning with the project's branding and communication strategy.
- Populate these platforms with initial content, including project goals, team introductions, and a schedule of upcoming activities.
- Draft and distribute a press release announcing the launch of CLICA, highlighting its objectives, partners, and anticipated impact.
- Engage with key media outlets and journalists to secure coverage in relevant publications and online platforms.

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- Utilize partner networks to amplify the announcement through cross-posting and mentions on their channels.
- Design and produce brochures, flyers, and digital infographics that summarize the project's goals, activities, and expected outcomes.
- Distribute these materials at relevant events, within partner organizations, and through online platforms.
- Begin initial outreach to youth organizations, schools, and other relevant stakeholders, introducing them to CLICA and inviting them to participate in upcoming activities.

Phase 2: building momentum (Months 4-12)

- Roll out country-specific dissemination plans that include workshops, youth assemblies, and digital campaigns tailored to local contexts.
- Partner with local youth organizations and schools to co-host events that align with CLICA's goals.
- Launch targeted social media campaigns that resonate with regional audiences, promoting participation in CLICA activities.
- Publish regular blog posts, stories, and updates on the website, featuring participant experiences, project milestones, and educational resources.
- Share event announcements, progress reports, and engaging visuals on social media to keep followers informed and involved.
- Utilize analytics tools to track engagement and adjust content strategies accordingly.
- Identify and pitch stories to local media outlets that highlight CLICA's impact on youth and communities.
- Organize interviews with project leaders, participants, and partners to share insights and success stories.
- Leverage media coverage to attract new participants and stakeholders to the project.

Phase 3: mid-project review and adjustment (Months 13-15)

- Analyze data from website analytics, social media metrics, event attendance, and media coverage to evaluate the reach and impact of the S&P Plan.





- Gather feedback from participants, partners, and stakeholders through surveys, interviews, and focus groups.
- Review the performance of national dissemination plans and identify any gaps or challenges.
- Modify messaging, content, and dissemination channels based on the insights gained from the mid-project review.
- Strengthen partnerships and outreach efforts in areas where engagement has been lower than expected.
- Implement new strategies or tools to address any identified challenges, such as expanding digital outreach or increasing media engagement.

Prepare for a mid-project event or webinar:

- Plan and organize a mid-project event or webinar that showcases CLICA's achievements, lessons learned, and upcoming activities.
- Invite key stakeholders, including policymakers, educators, youth organizations, and media representatives, to participate and provide feedback.
- Use the event as an opportunity to re-engage participants and attract new audiences.

Phase 4: final dissemination push (Months 16-24)

- Launch a final wave of digital campaigns across all social media platforms, highlighting key project outcomes, success stories, and upcoming events.
- Increase media outreach efforts to secure coverage in high-profile outlets and attract broader attention to CLICA's impact.
- Leverage video content, testimonials, and case studies to create compelling narratives that resonate with diverse audiences.
- Plan and execute a high-profile final conference or a series of regional public events that showcase CLICA's achievements and contributions.
- Engage speakers and participants who can share their experiences and insights, creating a platform for discussion and reflection.



- Use these events to solidify connections with stakeholders, encourage continued collaboration, and explore future opportunities for similar initiatives.
- Compile and publish final reports that document the project's outcomes, best practices, and lessons learned.
- Create detailed case studies that highlight specific successes and challenges, providing valuable insights for other organizations and future projects.
- Distribute these materials to stakeholders, including policymakers, educators, youth organizations, and the general public, through both digital and physical channels.

Phase 5: post-project sustainability (Months 24+)

- Develop a plan for maintaining the project website, including regular updates and content management, to ensure its continued relevance.
- Keep social media channels active, sharing updates on related initiatives, events, and opportunities for youth engagement.
- Consider transitioning the website and social media management to a partner organization or youth network that can sustain the platform.
- Regularly communicate with key stakeholders, including participants, partners, and policymakers, to share updates and explore new opportunities for collaboration.
- Facilitate the continued use of CLICA's resources and networks by supporting follow-up projects or initiatives that build on the project's success.
- Encourage stakeholders to contribute to the ongoing dialogue and sharing of best practices in youth engagement and climate action.
- Publish and disseminate a comprehensive final report that includes lessons learned, best practices, and recommendations for future initiatives.
- Participate in conferences, workshops, and webinars to share CLICA's experiences with a wider audience, including other EU-funded projects.
- Collaborate with partners and stakeholders to explore the potential for new projects that expand on the achievements of CLICA, ensuring the sustainability of its impact.



Synergies with other EU projects and amplification of the S&P Plan

Creating synergies with other EU-funded projects offers a strategic opportunity to enhance and amplify the impact of the CLICA Sharing & Promotion (S&P) Plan. By leveraging the networks, resources, and expertise from related initiatives, CLICA can extend its reach, foster deeper engagement, and ensure more sustainable outcomes. The following expanded approach outlines how these synergies can be effectively utilized to support and amplify CLICA's objectives.

Leveraging existing networks: All CLICA project partners are actively involved in various EU-funded projects, many of which overlap with the themes of sustainability, the European Green Deal, climate justice, and non-formal learning. These existing networks present a ready-made audience that is already engaged in issues related to CLICA's objectives. By sharing CLICA's progress, outputs, and opportunities within these networks, partners can ensure that the project's messages reach a broader, yet highly relevant, audience. Engaging with other EU projects enhances the visibility of CLICA beyond its immediate scope. When CLICA's achievements are showcased through the communication channels of other projects, such as newsletters, social media platforms, and websites, it not only broadens the project's reach but also reinforces the value of EU-funded initiatives as a collective effort toward common goals.

Knowledge exchange and best practices: By establishing synergies with other EU projects, CLICA can benefit from the exchange of knowledge, methodologies, and best practices. This cross-project learning can inform CLICA's activities, improving the quality and effectiveness of its interventions. For example, insights gained from other projects on climate education or youth engagement strategies can be adapted and integrated into CLICA's own practices. Collaborating with other projects may lead to the discovery of innovative approaches or tools that can be applied to CLICA. This could include new ways of using digital platforms for youth engagement, creative methodologies for climate education, or effective strategies for

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community outreach. By pooling resources and expertise, CLICA can adopt and adapt these innovations to enhance its impact.

Joint dissemination activities: Organizing joint events, such as webinars, workshops, or conferences, with other EU projects allows CLICA to tap into a larger audience while also sharing costs and resources. These events can be designed to address overlapping themes, such as climate justice or the role of art in sustainability, providing a platform for showcasing CLICA's work alongside related initiatives. Cross-promotion is a powerful tool for increasing the reach of CLICA's S&P Plan. Project partners can promote CLICA's activities through the newsletters, social media pages, and websites of other EU projects. Similarly, CLICA can feature related projects in its own communication channels, fostering a mutually beneficial relationship that amplifies the visibility of all involved projects.

Resource sharing: Partners can collaborate on the development and sharing of educational materials, toolkits, and other resources that benefit multiple projects. For instance, a climate education toolkit developed by one project can be adapted for use by CLICA, and vice versa. This not only maximizes the utility of these resources but also ensures consistency in messaging and approaches across EU-funded initiatives. In cases where resources are pooled across projects, there may be opportunities for co-funding specific activities or outputs. For example, the production of a high-quality video or the organization of a large-scale event could be supported by multiple projects, ensuring a higher quality product or a more impactful event than any single project could achieve alone.

Strengthening policy influence: By aligning with other EU projects that share similar goals, CLICA can contribute to a stronger, unified voice when advocating for policy changes at the local, national, or EU levels. This collective advocacy can be more persuasive to policymakers, as it represents a broad consensus across multiple initiatives and communities. Collaborating on policy briefs or recommendations that address common challenges (e.g., youth engagement in the European Green Deal) can enhance the credibility and impact of these documents. Policymakers are more likely to take note of coordinated efforts that demonstrate

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the interconnectedness of various projects and their relevance to broader EU strategies.

Sustainable knowledge exchange: Establishing synergies with other EU projects fosters long-term collaboration, even beyond the lifespan of individual projects. This ongoing exchange of knowledge, ideas, and best practices contributes to the sustainability of the outcomes achieved by CLICA and other initiatives. Partners can work together to create virtual knowledge hubs or communities of practice that continue to share resources, insights, and updates after the projects have ended. These hubs can serve as repositories of information and as platforms for continued dialogue and collaboration among stakeholders.

Synergies with other EU-funded projects are a crucial element in amplifying the effectiveness and reach of the CLICA Sharing & Promotion Plan. By leveraging existing networks, engaging in knowledge exchange, organizing joint dissemination activities, sharing resources, and coordinating policy influence, CLICA can significantly enhance its impact. These synergies not only help to reach a wider audience but also contribute to the sustainability and legacy of CLICA's efforts, ensuring that the project's outcomes continue to influence and inspire long after the project itself has concluded.

Collection and use of personal data

The collection and use of personal data within the CLICA project and specifically within the S&P Plan are governed by strict adherence to the General Data Protection Regulation (GDPR) to ensure the privacy and protection of all participants involved. This section outlines the responsibilities and procedures that project partners must follow to comply with GDPR and safeguard personal data throughout the implementation of the S&P Plan.

Adherence to GDPR rules and regulations: All project partners are required to comply with GDPR regulations when collecting, processing, and disseminating personal data related to the CLICA project. This includes data collected through registration forms, surveys, interviews, photos, videos, and any other medium that involves personal information. Each partner must implement and follow their internal procedures that align with GDPR requirements. These

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procedures should cover all aspects of data collection, storage, processing, and sharing, ensuring that personal data is handled securely and lawfully.

Informed consent: Before collecting any personal data, including photographs, videos, or other identifying information, project partners must obtain informed consent from participants. This consent must be documented through a signed consent form that clearly explains how the data will be used, stored, and shared within the context of the CLICA project. The consent form should include detailed information about the purpose of data collection, the types of data being collected, the entities that will have access to the data, and the rights of the participants under GDPR. Participants should be informed that they have the right to withdraw their consent at any time, and how they can do so.

Safe storage and data security: Each project partner is responsible for securely storing the personal data they collect. This includes implementing appropriate technical and organizational measures to protect data from unauthorized access, accidental loss, or destruction. Partners must ensure that only authorized personnel have access to the data, and that it is stored in secure systems compliant with GDPR standards. Any personal data deemed sensitive—such as information related to racial or ethnic origin, health, or other protected characteristics—must be clearly marked and handled with extra care. Partners must apply additional security measures, such as encryption, to protect sensitive data from breaches or misuse.

Data marking and classification: Partners are required to appropriately mark any data they classify as sensitive. This marking should be clear and consistent, making it easy for others in the project to recognize and handle the data according to the heightened security protocols required under GDPR. Each partner should establish protocols for classifying data according to its sensitivity and ensuring that all team members are trained to recognize and apply these classifications consistently across all data handling processes.

Participant rights and data access: Participants have the right to access the personal data

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collected about them. Project partners must have procedures in place to respond to data access requests promptly and provide participants with copies of their data in a readable format. If a participant identifies inaccuracies in their data or requests the deletion of their data, partners must act quickly to rectify or erase the information. This process should be clearly outlined in the informed consent form and communicated to participants during data collection. Participants have the right to object to the processing of their personal data. Partners must respect such objections and cease data processing unless they can demonstrate compelling legitimate grounds that override the participant's rights and interests.

Data breach protocols: In the event of a data breach, partners must follow established protocols for reporting and responding to the breach. This includes notifying the project coordinator, relevant authorities, and affected participants in a timely manner, as required by GDPR. Partners should have a plan in place to mitigate the impact of any data breaches, including steps to contain the breach, assess the damage, and implement measures to prevent future incidents.

Gender equality and non-discrimination guidelines

In line with CLICA's commitment to fostering an inclusive and equitable environment, the Sharing & Promotion Plan emphasizes the importance of gender equality and non-discrimination in all communication and dissemination activities. These guidelines are designed to ensure that CLICA's messages, images, and materials reflect the diversity of the communities it serves and promote fairness and respect for all individuals, regardless of gender, race, disability, or background.

Inclusivity: CLICA will use gender-neutral language in all communications to avoid reinforcing gender binaries or excluding any gender identities. For example, instead of using "he/she," terms like "they" or "person" will be used to ensure inclusivity. When referring to specific individuals, CLICA will use their preferred pronouns and gender identities. This practice respects the diverse ways in which people identify and express their gender. The communication materials will avoid assumptions about gender roles. For instance,

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descriptions of professional roles, such as scientists, leaders, or activists, will not default to male pronouns or stereotypes. Instead, they will represent a wide range of genders.

Diversity and representation: All visual content, including photos, videos, and illustrations, will aim to represent a diverse range of individuals in terms of gender, race, ethnicity, age, and ability. This approach challenges stereotypes and promotes inclusivity. Images used in CLICA’s communications will be carefully selected to avoid perpetuating traditional gender roles or stereotypes. For example, women will not only be shown in caregiving roles, and men will not only be shown in leadership positions. CLICA will ensure that people with disabilities are visibly included in its communication materials, both in imagery and in the narrative. This portrayal will go beyond tokenism, aiming to show individuals with disabilities as active, capable participants in the project’s activities.

Accessibility and equity: Communication materials, including websites, documents, and presentations, will be designed to be accessible to people with disabilities. This includes using alt-text for images, providing captions for videos, and ensuring that content is available in accessible formats. CLICA will feature stories and testimonials from a diverse range of participants, ensuring that voices from different genders, ethnic backgrounds, and abilities are heard and valued. This approach helps to reflect the true diversity of the community and promotes a more inclusive dialogue. In-person events organized by CLICA, and its partners will be planned with consideration for gender equality and non-discrimination. This includes ensuring venues are accessible to individuals with disabilities, offering gender-neutral restrooms, and creating a welcoming environment for all participants.

Accountability: While each partner is responsible for the content published on their channels, all partners are required to adhere to CLICA’s gender equality and non-discrimination guidelines when creating and sharing content related to the project. This ensures consistency and alignment across all communication efforts. The CLICA communication team will monitor materials and activities to ensure compliance with these guidelines. Partners will be encouraged to review their own content regularly to ensure it meets the standards set out in

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the guidelines. To support the implementation of these guidelines, CLICA and LATRA will provide partners with training and resources on inclusive communication practices. This will include workshops, guidelines, and access to external resources that can help partners better understand and apply these principles in their work.

By adhering to these gender equality and non-discrimination guidelines, CLICA and its partners commit to creating communication materials that reflect the diversity of the communities they serve, promote inclusion, and challenge stereotypes. This commitment is fundamental to the project's goals of empowering youth and fostering a more equitable society, ensuring that all voices are heard and respected.

Sustainability and legacy of the S&P Plan

The sustainability and legacy of the S&P Plan are critical to ensuring that its impact endures well beyond the project's official conclusion. This section outlines the strategies and actions that will be taken to maintain the momentum, resources, and networks established during the project, ensuring they continue to benefit youth, educators, and policymakers across Europe.

Post-project continuation strategy: Ensure that the achievements of the CLICA project remain influential and accessible after the project's funding period ends, supporting ongoing youth engagement and climate action. A strategic focus will be placed on sustaining the digital platforms, networks, and resources developed during the project, enabling them to continue serving as valuable tools for youth and other stakeholders.

Sustaining digital platforms: The website will continue to host project resources, including reports, case studies, toolkits, and educational materials for a period of 24 months after the project concludes. Periodic updates will be scheduled to add new content, such as additional case studies or updates on related initiatives that align with CLICA's mission. A plan for the technical sustainability of the website will be put in place, including regular backups, security updates, and possibly transitioning to a cost-effective hosting solution to reduce ongoing expenses. The social media channels established by CLICA will remain active for a period of 24

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months after the project concludes. They will continue focusing on promoting ongoing and new initiatives related to youth empowerment, climate action, and sustainability, and will be used to share updates, engage with the community, and provide a platform for continued dialogue. A long-term content strategy will be developed, which includes scheduled posts that promote the legacy of CLICA, share success stories, and highlight related activities or events. This strategy will ensure that the CLICA social media presence remains vibrant and relevant. The social media channels will be used to foster partnerships with other organizations, projects, and networks, creating opportunities for collaborative campaigns and shared content that continue to support CLICA's objectives.

Ongoing networks: CLICA will facilitate the creation of networks or communities of practice that bring together youth, educators, policymakers, and other stakeholders who have been involved in the project. These networks will serve as platforms for continued collaboration, knowledge sharing, and mutual support. The networks will organize regular meetings, both virtual and in-person, to discuss progress, share new ideas, and plan joint initiatives. These meetings will help sustain the relationships and momentum built during the project, ensuring that CLICA's impact continues to grow. Networks will be encouraged to focus on specific themes, such as climate education, youth activism, or policy advocacy, allowing members to delve deeper into areas of interest and develop specialized expertise. CLICA's partner organizations will commit to continuing their collaboration beyond the project's end, supporting joint initiatives, co-hosting events, and sharing resources. These ongoing partnerships will help to maintain the interconnectedness of the networks and amplify their collective impact.: Partners within the networks will share resources, such as training materials, toolkits, and event spaces, to support the ongoing activities of the communities of practice. This resource sharing will ensure that the networks remain active and effective in their efforts to empower youth and promote sustainability.

Legacy documentation: A comprehensive final report will be compiled, documenting the key findings, outcomes, and lessons learned from the CLICA project. This report will serve as an essential reference for future initiatives and a testament to the project's achievements. The

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final report will be made widely accessible by publishing it on the CLICA website, distributing it through partner networks, and sharing it with relevant stakeholders, including EU institutions, educational bodies, and NGOs. To maximize its reach, the report might be translated into multiple languages, depending on needs of the regions involved in the project, ensuring that non-English speaking audiences can also benefit from the knowledge and insights it contains. Detailed case studies of the most successful and impactful aspects of CLICA will be developed, highlighting best practices, innovative approaches, and effective strategies. These case studies will provide valuable guidance for other projects and initiatives in similar fields. Case studies will be disseminated through the project’s digital platforms, shared with partner organizations, and presented at conferences and workshops. This will ensure that the knowledge generated by CLICA is effectively used to inspire and inform future efforts. Toolkits and educational materials developed during CLICA will be finalized and formatted for ease of use. These resources will include step-by-step guides, activity templates, and instructional videos designed to support youth, educators, and organizations in replicating CLICA’s successful practices. These materials will be distributed widely to schools, youth organizations, and educational institutions. Additionally, they will be available for download from the CLICA website, ensuring that they remain accessible to a global audience. Efforts will be made to promote the availability of these materials through online campaigns, email newsletters, and presentations at educational conferences, encouraging their adoption and use in a variety of contexts.

The sustainability and legacy planning component of the CLICA project is designed to ensure that the impact of the project extends well beyond its formal conclusion. By maintaining digital platforms, fostering ongoing networks, and creating accessible legacy documentation, CLICA will continue to support youth empowerment, climate action, and educational innovation across Europe. These efforts will help ensure that the knowledge, resources, and relationships developed during the project continue to benefit communities and contribute to sustainable development for years to come.

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Conclusion

The CLICA project has effectively fostered youth empowerment and climate action through its innovative Sharing & Promotion (S&P) Plan, engaging a diverse range of stakeholders and ensuring the project's long-term sustainability. By strategically combining digital platforms, social media engagement and storytelling CLICA has established a powerful framework that promotes the European Green Deal and supports youth-led climate activism across Europe.

Key elements of the project, including the tailored National Sharing & Promotion Plans, have ensured that CLICA's impact resonated locally, while still aligning with broader EU objectives. The use of various communication channels, such as the project website, social media platforms, and the E-Learning platform, successfully reached youth, educators, policymakers, and the general public, creating a wide-reaching dialogue on climate change and youth engagement.

The emphasis on inclusivity, gender equality, and non-discrimination throughout the project further strengthened CLICA's outreach efforts, ensuring that the voices of marginalized and disadvantaged groups were heard and represented. By using gender-neutral language, diverse imagery, and accessible content, CLICA has created an environment of respect and equity, empowering all participants to contribute to the project's goals.

As part of its sustainability strategy, CLICA's digital platforms will remain active for 24 months beyond the project's conclusion, continuing to provide resources, updates, and opportunities for ongoing engagement. The creation of enduring networks, communities of practice, and collaborations with other EU projects ensures that the momentum generated by CLICA will persist, driving youth climate activism and educational innovation for years to come.

The CLICA project has also taken important steps to ensure that its legacy endures. Detailed reports, case studies, toolkits, and educational materials will continue to be accessible to its audience, providing valuable insights and best practices for future initiatives. By aligning with the broader goals of the Erasmus+ programme and adhering to GDPR and Erasmus+ visibility

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guidelines, CLICA has demonstrated a commitment to transparency, accountability, and the responsible use of personal data.

CLICA has achieved its immediate objectives and also laid the groundwork for future climate action, youth empowerment, and cross-sector collaboration. Its innovative approach, commitment to inclusivity, and focus on sustainability have positioned CLICA as a model for other EU projects and initiatives, ensuring that its impact will continue to inspire change and contribute to a more equitable and sustainable future.

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