



Project ID: 101183056

Programme(s): Erasmus+ (ERASMUS+)

Topic(s): ERASMUS-EDU-2024-CB-VET

Type of action: ERASMUS Lump Sum Grants

Duration: 24 months

Project starting date: 01/01/2025

Project end date: 31/12/2026

Deliverable: D2.1 Project works made by the learners



**Co-funded by
the European Union**

Moldova

La Strada Moldova

Official website: <https://lastrada.md>

Sector: Human rights, anti-trafficking, women and children protection



- Organizational Profile

La Strada Moldova is an established NGO based in Moldova, working in Human rights, anti-trafficking, women and children protection. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Keystone Moldova

Official website: <https://www.keystonemoldova.md>

Sector: Social inclusion, disability rights



- Organizational Profile

Keystone Moldova is an established NGO based in Moldova, working in Social inclusion, disability rights. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

National Youth Council of Moldova (CNTM)

Official website: <https://cntm.md>

Sector: Youth participation and civic engagement



- Organizational Profile

National Youth Council of Moldova (CNTM) is an established NGO based in Moldova, working in Youth participation and civic engagement. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

EcoContact

Official website: <https://ecocontact.md>

Sector: Environmental protection and sustainable development



- Organizational Profile

EcoContact is an established NGO based in Moldova, working in Environmental protection and sustainable development. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Caritas Moldova

Official website: <https://caritas.md>

Sector: Social assistance and vulnerable groups support



- Organizational Profile

Caritas Moldova is an established NGO based in Moldova, working in Social assistance and vulnerable groups support. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

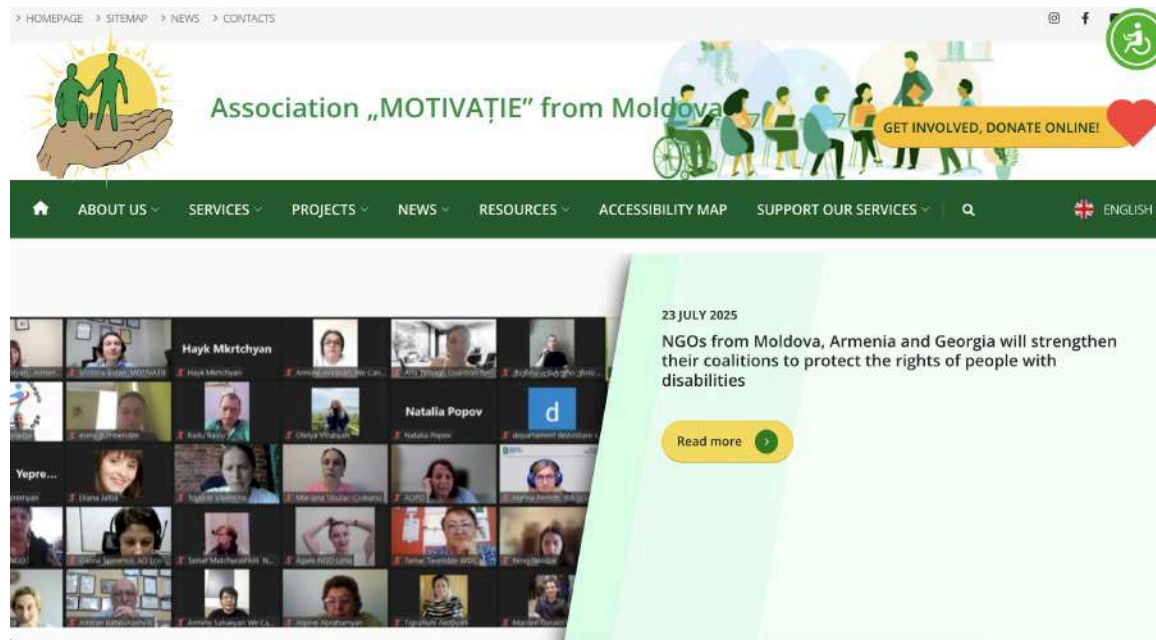
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Motivatie

Official website: <https://motivatie.md>

Sector: Disability inclusion and independent living



- Organizational Profile

Motivatie is an established NGO based in Moldova, working in Disability inclusion and independent living. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

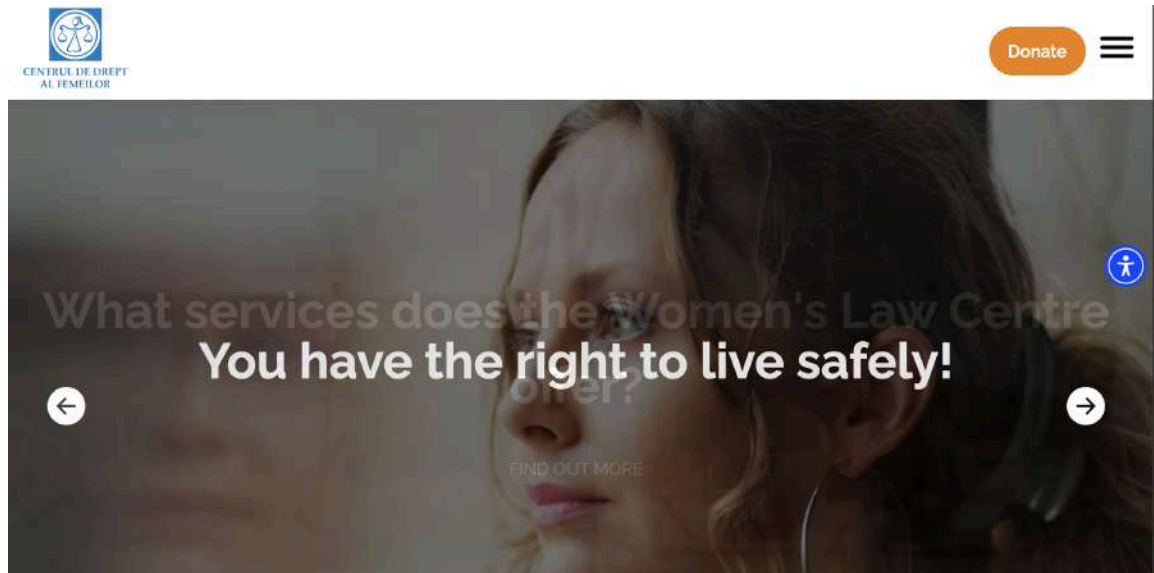
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Women's Law Center Moldova

Official website: <https://cdf.md>

Sector: Women's rights and legal advocacy



- Organizational Profile

Women's Law Center Moldova is an established NGO based in Moldova, working in Women's rights and legal advocacy. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

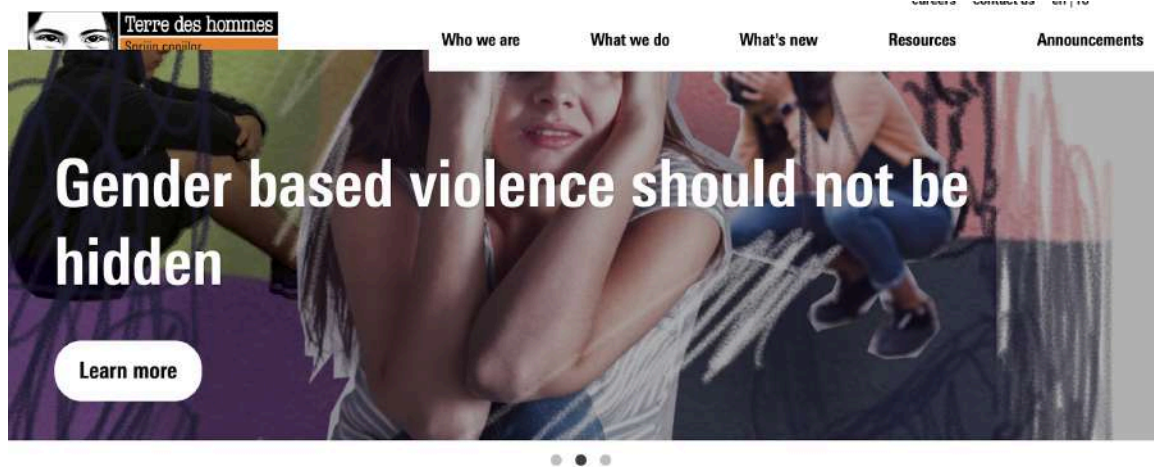
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Terre des Hommes Moldova

Official website: <https://tdh-moldova.org/en>

Sector: Child protection and migration



- Organizational Profile

Terre des Hommes Moldova is an established NGO based in Moldova, working in Child protection and migration. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

AVE Copiii

Official website: <https://avecopiii.md>

Sector: Children and family services



- Organizational Profile

AVE Copiii is an established NGO based in Moldova, working in Children and family services. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

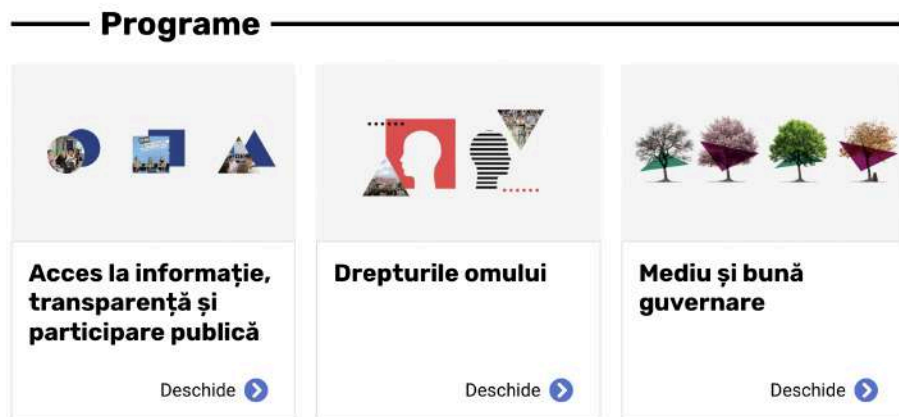
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

CPR Moldova

Official website: <https://cpr.md>

Sector: Policy reform and civil society strengthening



- Organizational Profile

CPR Moldova is an established NGO based in Moldova, working in Policy reform and civil society strengthening. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Georgia

Civil Development Agency (CiDA)

Official website: <https://cida.ge>

Sector: Democracy and civic development



- Organizational Profile

Civil Development Agency (CiDA) is an established NGO based in Georgia, working in Democracy and civic development. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

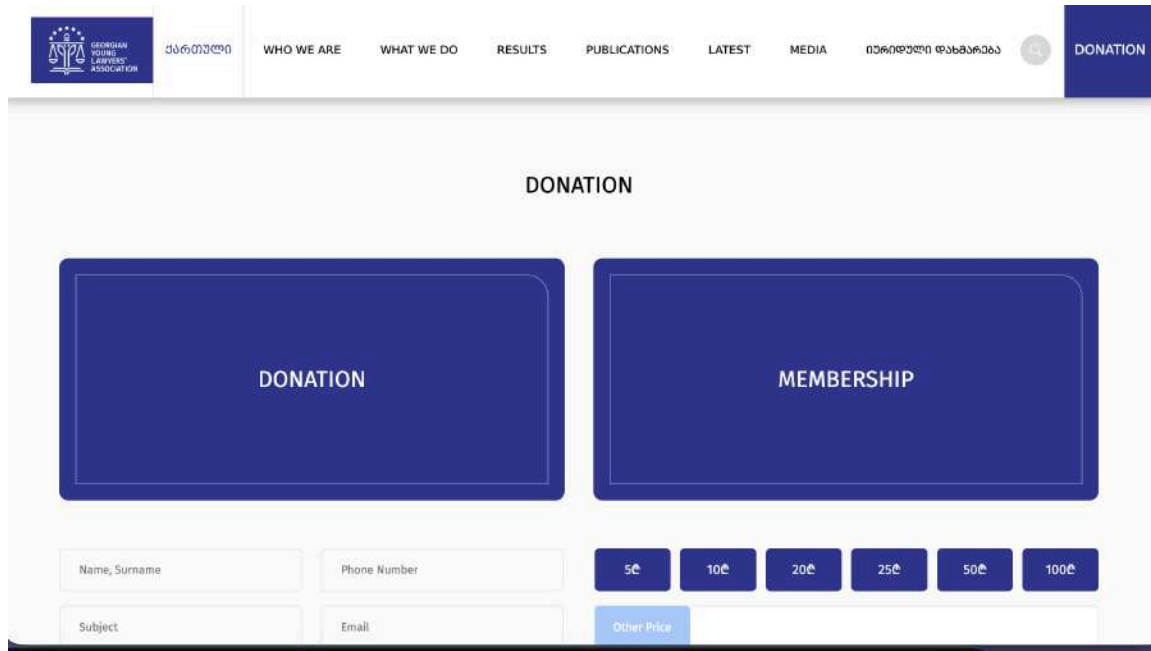
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Georgian Young Lawyers' Association

Official website: <https://gyla.ge>

Sector: Legal rights and governance



The screenshot shows the donation page of the Georgian Young Lawyers' Association. The header includes the GYLA logo and navigation links in both Georgian and English. The main section is titled 'DONATION' and features two large blue buttons for 'DONATION' and 'MEMBERSHIP'. Below these are input fields for 'Name, Surname', 'Phone Number', 'Subject', and 'Email'. To the right of the input fields are several blue buttons representing donation amounts: 5€, 10€, 20€, 25€, 50€, and 100€, along with an 'Other Price' button.

- Organizational Profile

Georgian Young Lawyers' Association is an established NGO based in Georgia, working in Legal rights and governance. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Women's Information Center

Official website: <https://wicge.org>

Sector: Women empowerment and equality

Suggested photo/logo source: <https://wicge.org>



- Organizational Profile

Women's Information Center is an established NGO based in Georgia, working in Women empowerment and equality. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Mercy Corps Georgia

Official website: <https://www.mercycorps.org/where-we-work/georgia>

Sector: Economic development and resilience

Suggested photo/logo source:



DONATE



Georgia



- Organizational Profile

Mercy Corps Georgia is an established NGO based in Georgia, working in Economic development and resilience. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Elkana

Official website: <https://elkana.org.ge>

Sector: Sustainable agriculture and rural development

Suggested photo/logo source:



- Organizational Profile

Elkana is an established NGO based in Georgia, working in Sustainable agriculture and rural development. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Transparency International Georgia

Official website: <https://transparency.ge>

Sector: Anti-corruption and governance

Suggested photo/logo source:



Organizational Profile

Transparency International Georgia is an established NGO based in Georgia, working in Anti-corruption and governance. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

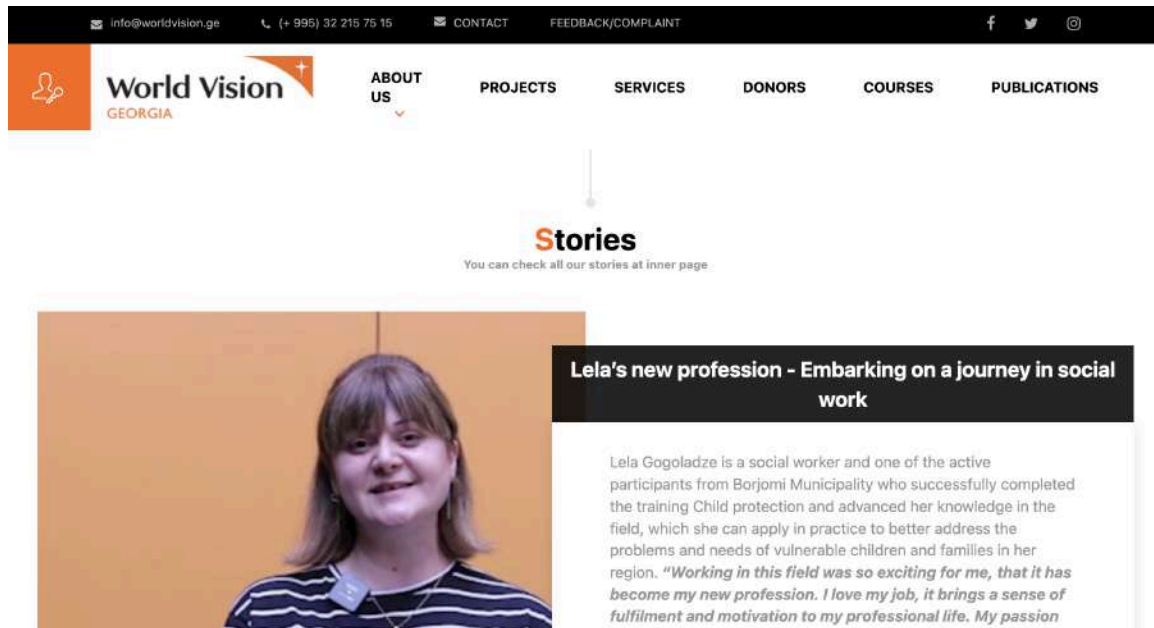
Transferable low-cost communication model adaptable to other NGOs across Europe.

World Vision Georgia

Official website: <https://www.worldvision.ge>

Sector: Child welfare and education

Suggested photo/logo source:



- Organizational Profile

World Vision Georgia is an established NGO based in Georgia, working in Child welfare and education. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Bridge of Friendship Kartlosi

Official website: <https://kartlosi.org.ge>

Sector: Peacebuilding and minority inclusion



- Organizational Profile

Bridge of Friendship Kartlosi is an established NGO based in Georgia, working in Peacebuilding and minority inclusion. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

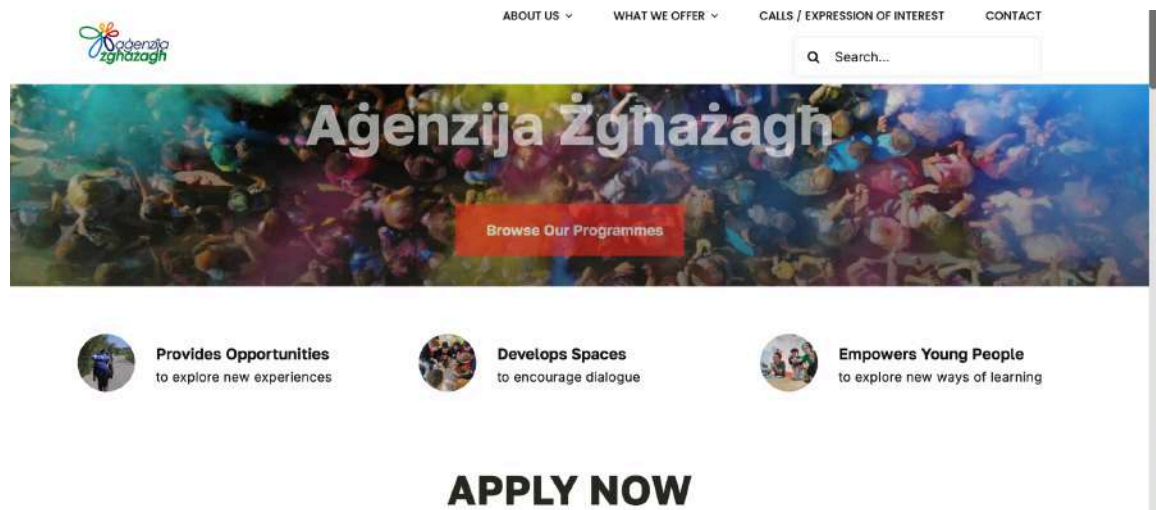
Malta

19. Agenzija Zghazagh

Official website: <https://youth.gov.mt>

Sector: Youth development

Suggested photo/logo source:



- Organizational Profile

Agenzija Zghazagh is an established NGO based in Malta, working in Youth development. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Caritas Malta

Official website: <https://caritasmalta.org>

Sector: Social support and rehabilitation

Suggested photo/logo source:



- Organizational Profile

Caritas Malta is an established NGO based in Malta, working in Social support and rehabilitation. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

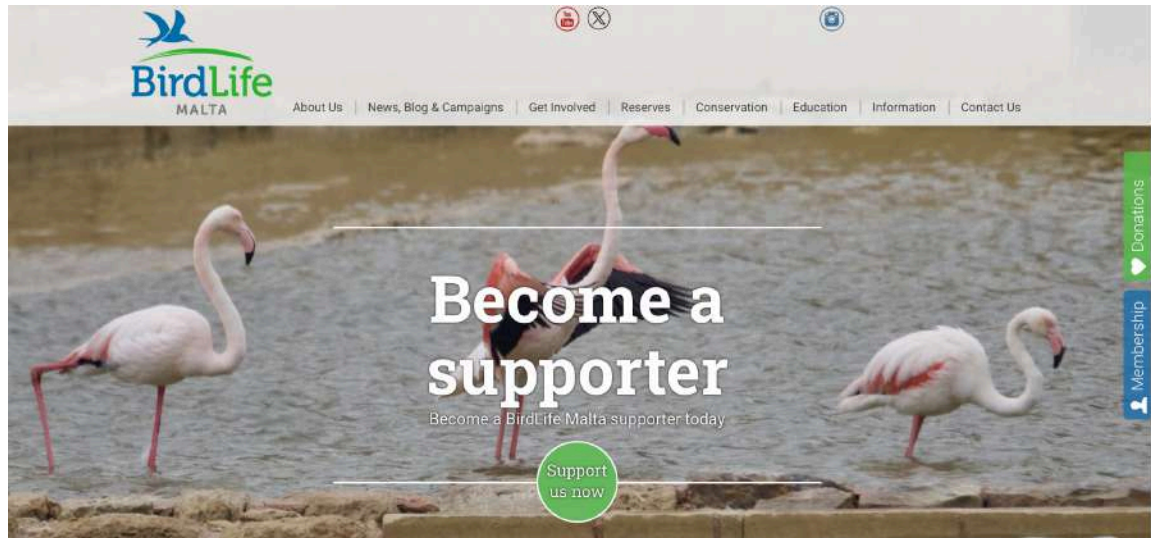
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

BirdLife Malta

Official website: <https://birdlifemalta.org>

Sector: Environmental conservation



- Organizational Profile

BirdLife Malta is an established NGO based in Malta, working in Environmental conservation. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

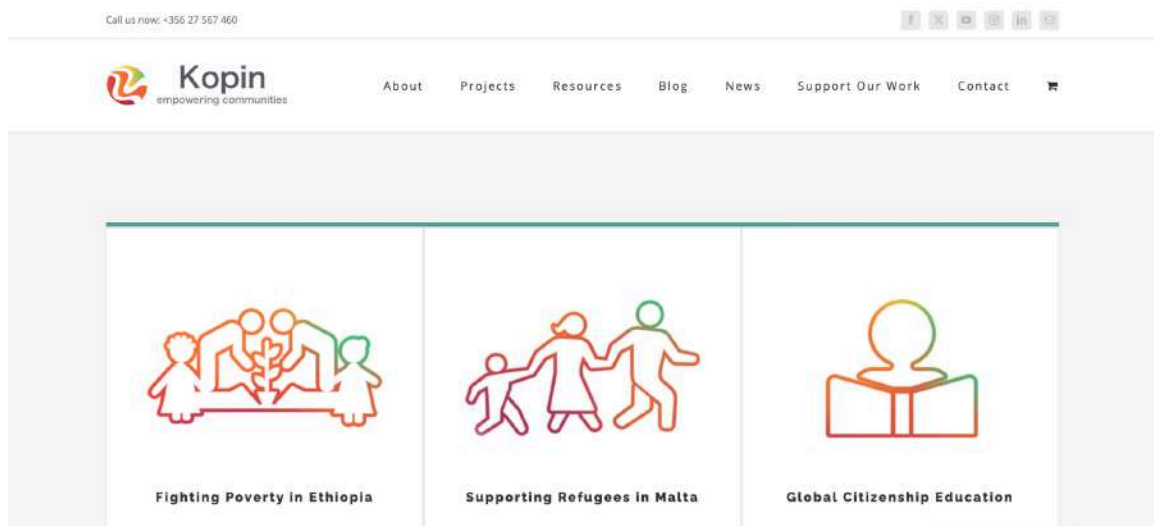
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

KOPIN

Official website: <https://kopin.org>

Sector: Global education and migration



- **Organizational Profile**

KOPIN is an established NGO based in Malta, working in Global education and migration. It supports communities through targeted interventions and maintains an active public presence.

- **Needs Assessment**

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- **Communication Objectives**

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- **Target Audiences**

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- **Key Messages**

Empowering communities through innovation, inclusion, and social responsibility.

- **Channels & Tools**

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

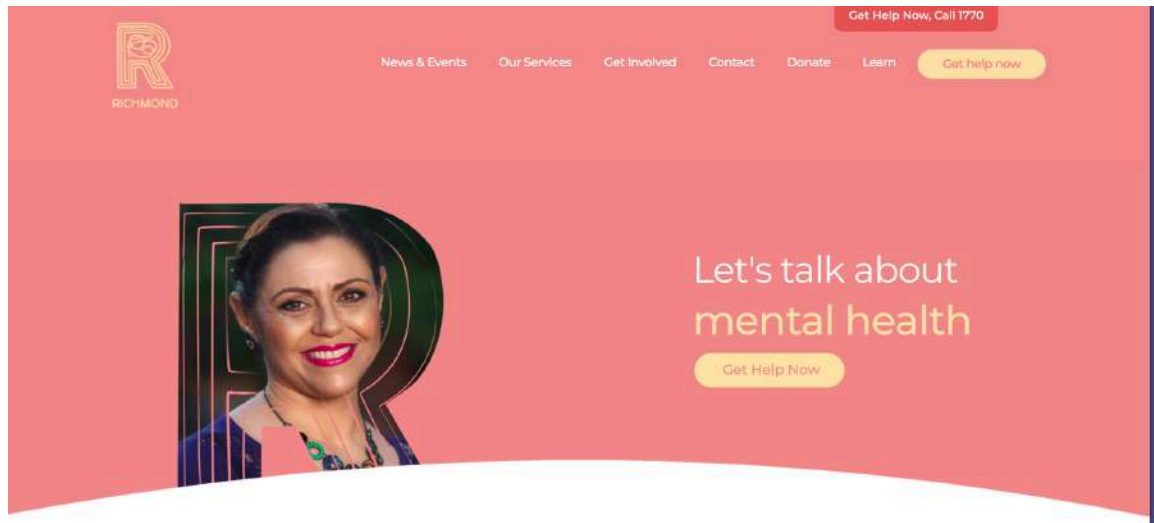
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Richmond Foundation

Official website: <https://richmond.org.mt>

Sector: Mental health advocacy



- Organizational Profile

Richmond Foundation is an established NGO based in Malta, working in Mental health advocacy. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Foundation for Social Welfare Services

Official website: <https://fsws.gov.mt>

Sector: Family and social welfare

Suggested photo/logo source:



- Organizational Profile

Foundation for Social Welfare Services is an established NGO based in Malta, working in Family and social welfare. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

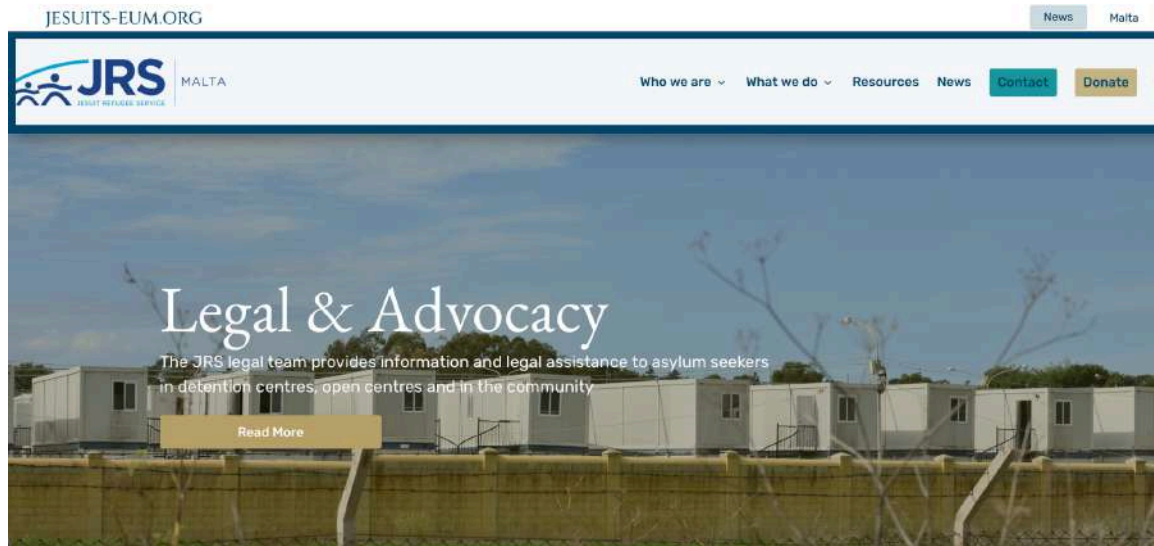
Transferable low-cost communication model adaptable to other NGOs across Europe.

Jesuit Refugee Service Malta

Official website: <https://jrsmalta.org>

Sector: Refugee integration

Suggested photo/logo source:



- Organizational Profile

Jesuit Refugee Service Malta is an established NGO based in Malta, working in Refugee integration. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

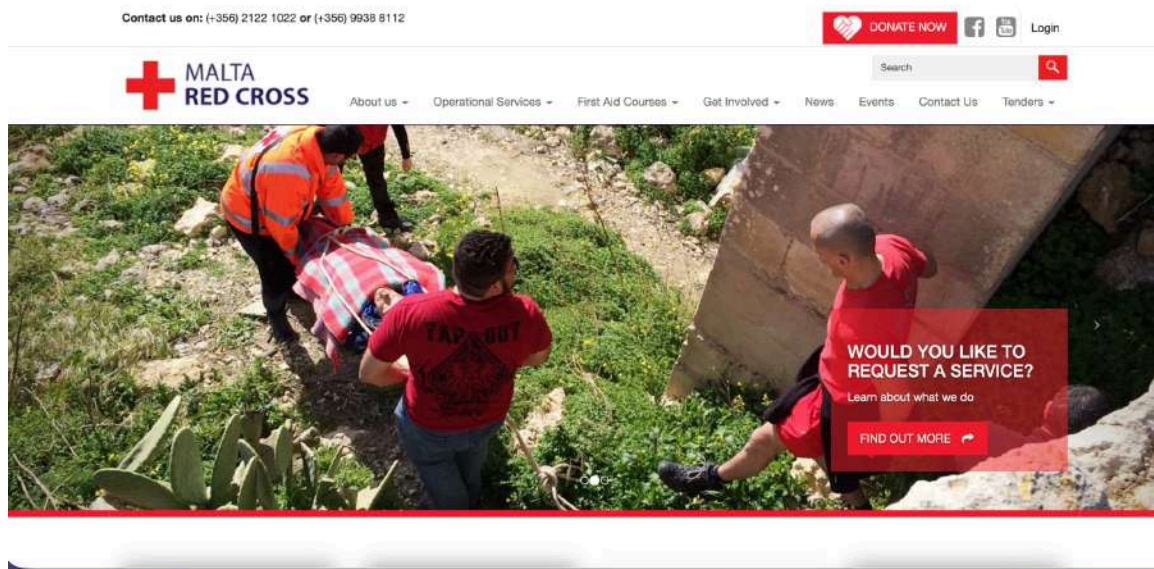
Transferable low-cost communication model adaptable to other NGOs across Europe.

Maltese Red Cross

Official website: <https://redcross.org.mt>

Sector: Humanitarian assistance

Suggested photo/logo source:



- Organizational Profile

Maltese Red Cross is an established NGO based in Malta, working in Humanitarian assistance. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

SOS Malta (Malta)

- Organizational Profile:

A medium-sized Maltese NGO focused on social solidarity and international development. It manages volunteering programs and implements social projects for vulnerable groups. Its current digitalization level is medium, utilizing a website and a standard Facebook presence.

- Needs Assessment:

The main "Communication Gap" is a lack of a structured editorial plan and overly formal messaging. They struggle with a shortage of volunteer time dedicated to creative digital storytelling.



- Communication Objectives:

The Overall Goal is to strengthen the NGO's digital presence to increase local volunteer recruitment. Specific Objectives include creating human-centric storytelling to showcase social impact and increasing engagement among younger audiences.

- Target Audiences: Primary:

Local citizens interested in volunteering. Secondary: Third Sector professionals. Tertiary: International donors and European networks.

- Key Messages:

"Solidarity knows no borders" and "Your time can change a life".

- Communication Channels & Tools:

Primary: Facebook and Instagram. Secondary: Monthly newsletters. Tools: Canva for impact reports and Trello for editorial organization.

- Communication Strategy & Actions:

Short-term: Establish a consistent visual identity. Medium-term: Launch video testimonials of volunteers. Long-term: Build a stable online community and launch digital fundraising.

- Training Pathway:

This strategy integrates the "Social Communication and Storytelling" and "Digital Tools" modules from the W.E.B. in Tech course.

- Expected Results and KPIs:

A 30% increase in social media engagement and consistent publication schedules.

- Sustainability and Replicability:

Sustainable through the use of low-cost open-source tools; replicable for other small NGOs managing volunteer programs.

The Malta Trust Foundation (Malta)

Organizational Profile: A large-scale foundation supporting vulnerable children and youth through social inclusion and education. It has a medium-high level of digitalization but often lacks narrative depth in its communications.

Needs Assessment: There is a disconnect between institutional reporting and the personal stories of beneficiaries. The primary challenge is the sensitive nature of the cases, which requires a specialized approach to storytelling.

Communication Objectives: The Overall Goal is to humanize the foundation's impact to secure community support. Specific Objectives include developing a "Success Story" series and increasing Instagram engagement by 30%.

Target Audiences: Primary: At-risk youth and families. Secondary: Social workers. Tertiary: Corporate partners and EU social agencies.

Key Messages: "Every child deserves a chance to shine".

Communication Channels & Tools: Primary: Instagram and Facebook. Secondary: LinkedIn for corporate networking. Tools: Canva and Trello.

Communication Strategy & Actions: Short-term: Define a privacy-safe storytelling protocol. Medium-term: Share alumni testimonials. Long-term: Organize a digital "Gala of Hope".

Training Pathway: Relies on the "Social Storytelling" module to handle sensitive narratives effectively.

Expected Results and KPIs: Increased donor inquiries and a 40% rise in interaction on beneficiary-focused posts.

Sustainability and Replicability: Sustainable by training staff on templates; replicable for other foundations working with minors.

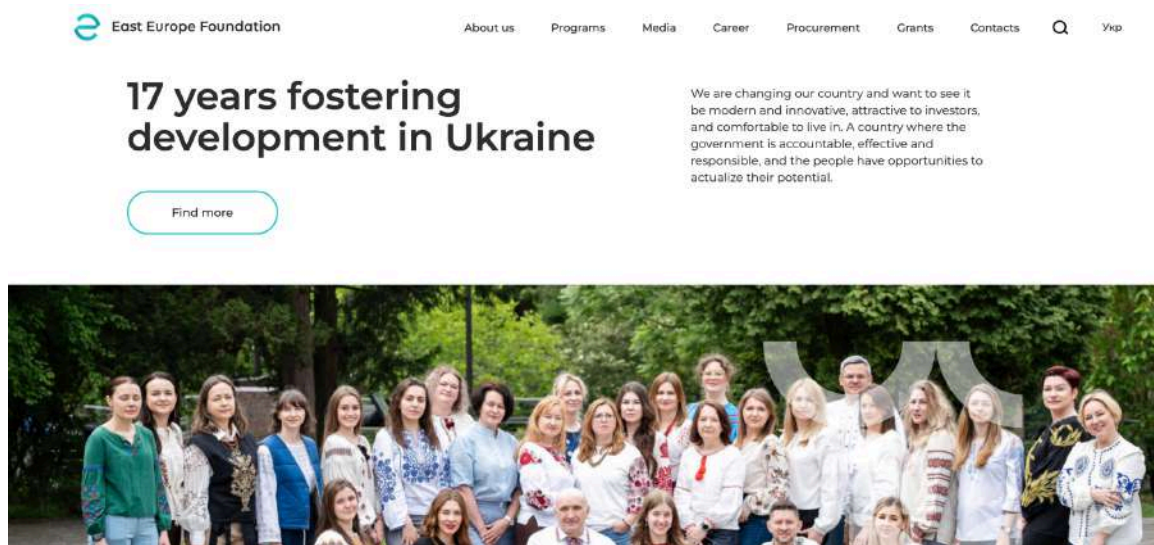
Ukraine

31. East Europe Foundation

Official website: <https://eef.org.ua>

Sector: Civil society and digital transformation

Suggested photo/logo source:



- Organizational Profile

East Europe Foundation is an established NGO based in Ukraine, working in Civil society and digital transformation. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

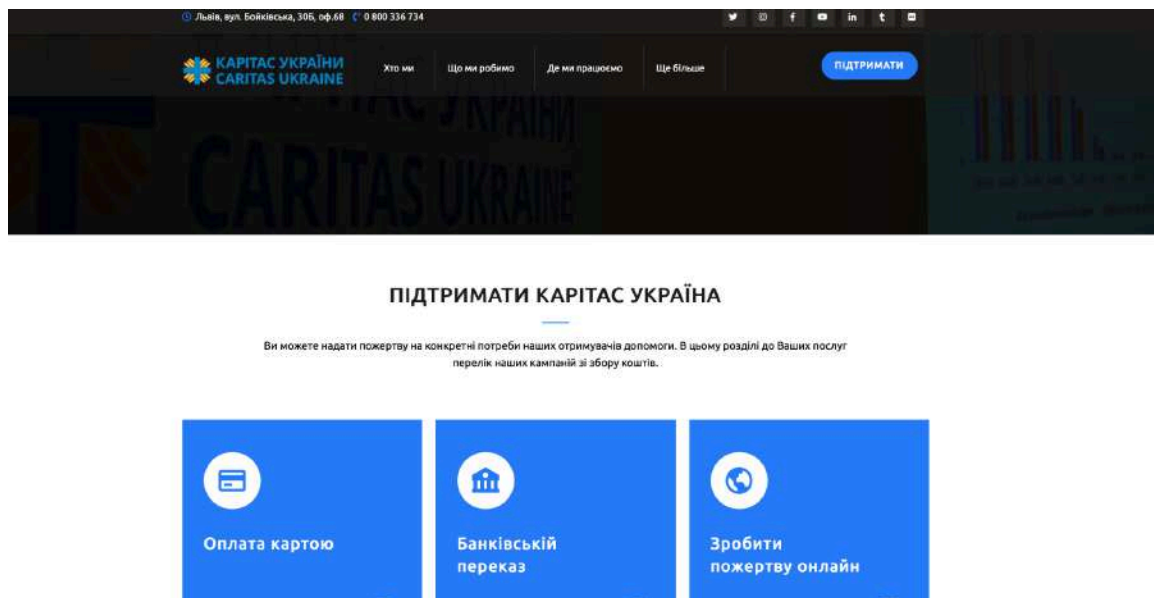
Transferable low-cost communication model adaptable to other NGOs across Europe.

Caritas Ukraine

Official website: <https://caritas.ua>

Sector: Humanitarian relief

Suggested photo/logo source:



- Organizational Profile

Caritas Ukraine is an established NGO based in Ukraine, working in Humanitarian relief. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

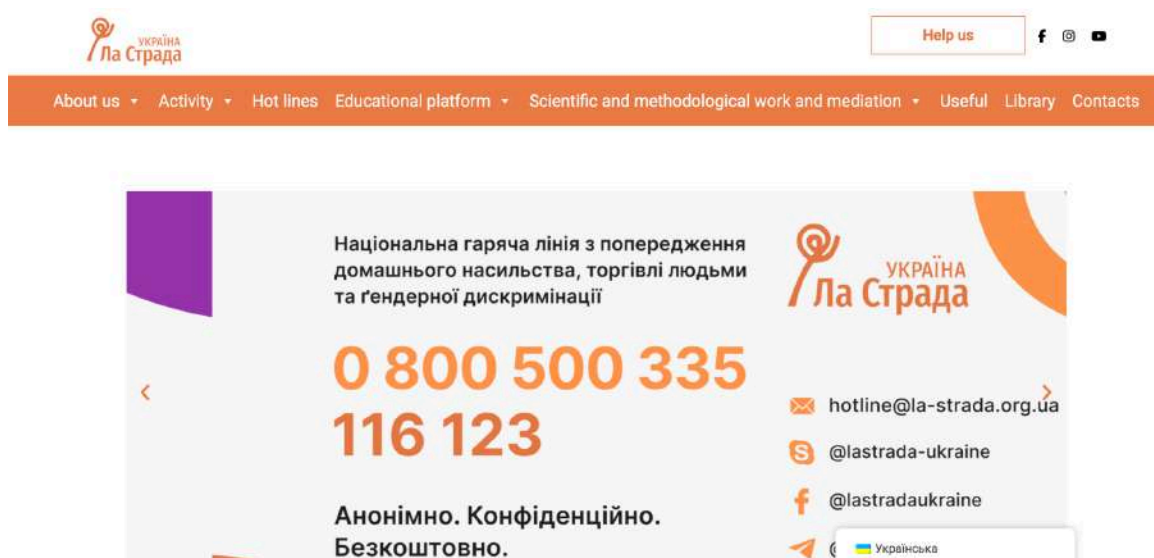
Transferable low-cost communication model adaptable to other NGOs across Europe.

La Strada Ukraine

Official website: <https://la-strada.org.ua>

Sector: Human rights and anti-trafficking

Suggested photo/logo source:



- Organizational Profile

La Strada Ukraine is an established NGO based in Ukraine, working in Human rights and anti-trafficking. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Ukrainian Red Cross Society

Official website: <https://redcross.org.ua>

Sector: Emergency and social support



- Organizational Profile

Ukrainian Red Cross Society is an established NGO based in Ukraine, working in Emergency and social support. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

People in Need Ukraine

Official website: <https://www.peopleinneed.net>

Sector: Humanitarian and development aid



- Organizational Profile

People in Need Ukraine is an established NGO based in Ukraine, working in Humanitarian and development aid. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

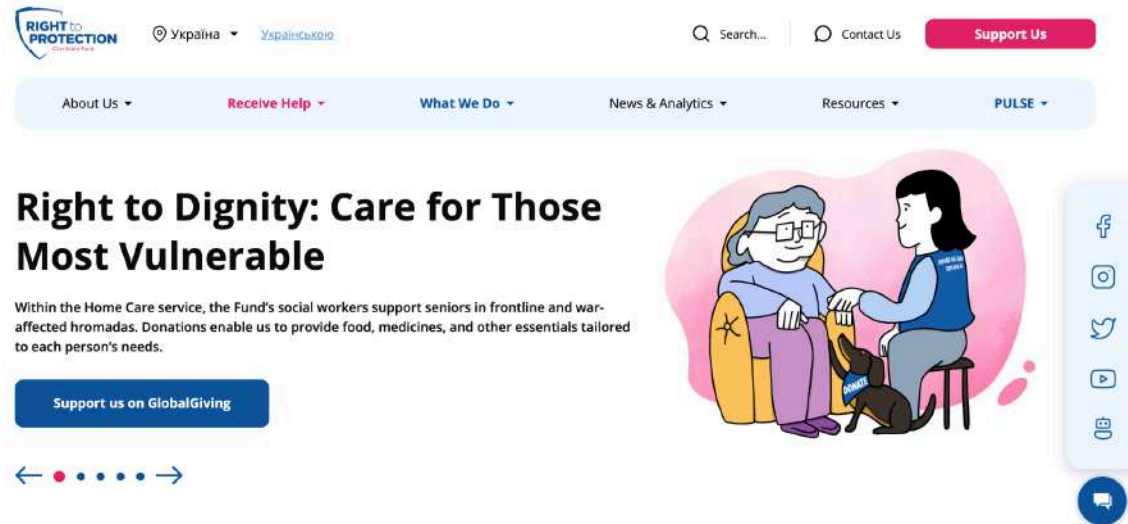
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Right to Protection

Official website: <https://r2p.org.ua>

Sector: IDP and refugee support



- Organizational Profile

Right to Protection is an established NGO based in Ukraine, working in IDP and refugee support. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Tabletochki Charity Foundation

Official website: <https://tabletochki.org>

Sector: Children with cancer support



- Organizational Profile

Tabletochki Charity Foundation is an established NGO based in Ukraine, working in Children with cancer support. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

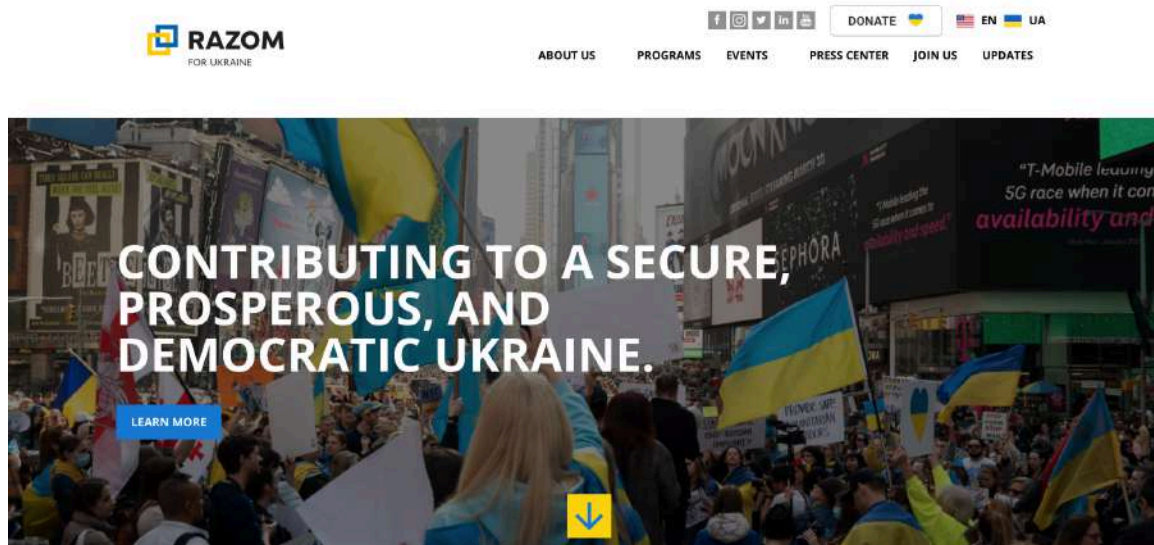
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Razom for Ukraine

Official website: <https://www.razomforukraine.org>

Sector: Community support and advocacy



- Organizational Profile

Razom for Ukraine is an established NGO based in Ukraine, working in Community support and advocacy. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

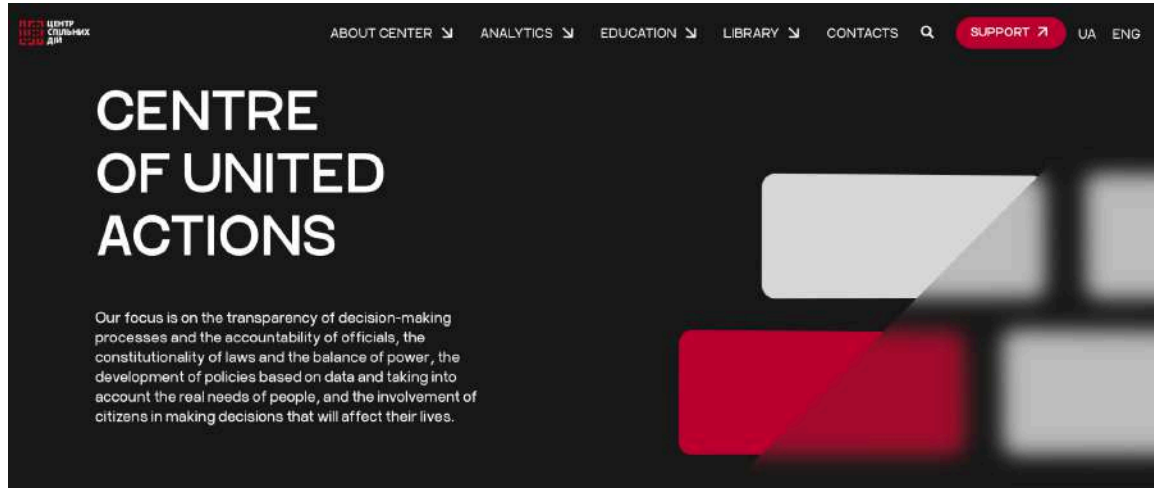
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Centre UA

Official website: <https://centreua.org>

Sector: Democracy and civic participation



- Organizational Profile

Centre UA is an established NGO based in Ukraine, working in Democracy and civic participation. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

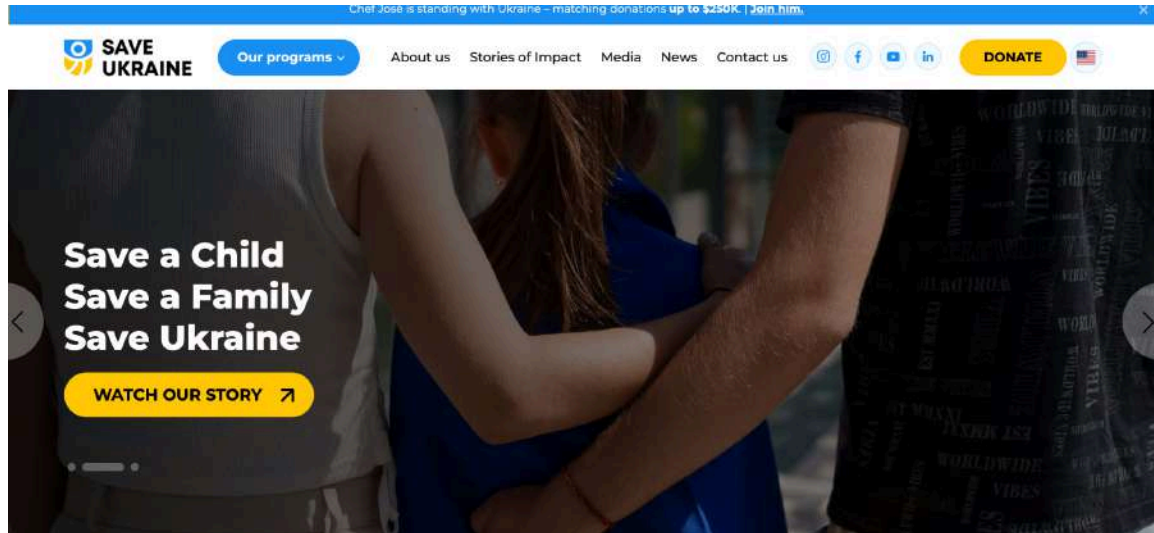
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Save Ukraine

Official website: <https://saveukraineua.org>

Sector: Child rescue and family support



- Organizational Profile

Save Ukraine is an established NGO based in Ukraine, working in Child rescue and family support. It supports communities through targeted interventions and maintains an active public presence.

- Needs Assessment

The organization would benefit from stronger editorial planning, improved storytelling, expanded donor communication, and more structured digital campaigns.

- Communication Objectives

Increase online awareness, improve audience engagement, strengthen partnerships, and support long-term sustainability.

- Target Audiences

Beneficiaries, volunteers, NGOs, educators, institutions, policymakers, and donors.

- Key Messages

Empowering communities through innovation, inclusion, and social responsibility.

- Channels & Tools

Facebook, Instagram, LinkedIn, websites, newsletters, WhatsApp groups, Canva, Trello, Google Workspace, analytics tools.

- Strategy & Actions

Develop communication audit, launch regular campaigns, produce multimedia storytelling, implement fundraising and advocacy strategies.

- Training Pathway

Uses skills from digital transition, communication, project planning, and ICT capacity-building modules.

- KPIs

30–40% digital engagement increase, audience growth, improved donor retention, broader stakeholder participation.

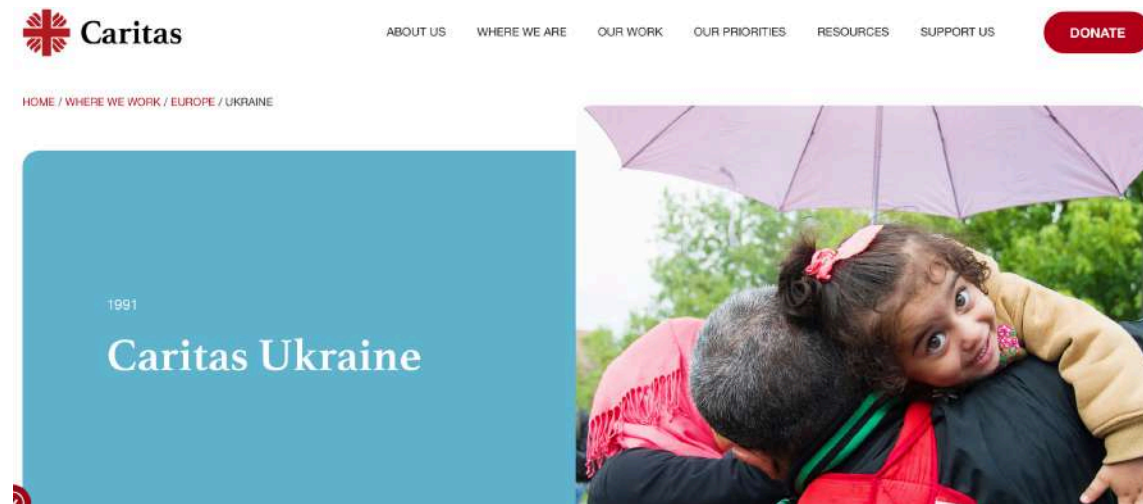
- Sustainability

Transferable low-cost communication model adaptable to other NGOs across Europe.

Caritas Ukraine (Ukraine)

- Organizational Profile:

A large-scale national NGO providing humanitarian aid and social services across Ukraine. Given the ongoing crisis, they have a high level of digitalization but must manage rapid communication in emergency settings.



- Needs Assessment:

The primary gap is the need for real-time, high-transparency storytelling to maintain international donor trust. Challenges include the physical safety of staff and the lack of time to produce long-form content while on the front lines.

- Communication Objectives:

Overall Goal: Maintain a lifeline of support through digital transparency and rapid-response communication. Specifics: Implement real-time aid tracking updates, increase recurring international donations, and highlight stories of resilience.

- Target Audiences:

Primary: Families in need and IDPs (Internally Displaced Persons). Secondary: Local volunteers and field staff. Tertiary: Global philanthropic organizations and the Ukrainian diaspora.

- Key Messages: "Love in action" and "We are with you, wherever you are".

- Communication Channels & Tools:

Primary: Telegram and Instagram for instant updates. Secondary: LinkedIn for corporate partnerships. Tools: Analytics to track donation conversion and Google Workspace for multi-site coordination.

- Communication Strategy & Actions:

Short-term: Standardize emergency update templates on Canva. Medium-term: Create "Impact Stories" focusing on rebuilt communities. Long-term: Establish a permanent digital portal for donor transparency and accountability.

- Training Pathway:

Relies heavily on the "Social Communication" module to handle sensitive narratives and "Digital Tools" for efficient information dissemination.

- Expected Results and KPIs:

Increased international engagement and a 40% rise in donor retention through better digital feedback loops.

- Sustainability and Replicability:

Using standardized templates and open-source coordination tools allows the model to be adapted by other crisis-response units in Europe

Italia

Libera

- Organizational Profile:

Libera is a large, well-known Italian NGO dedicated to the fight against mafias and the promotion of social justice and legality. It manages "Libera Terra" social cooperatives. Its digitalization level is high, with a sophisticated web presence and several active social media channels



- Needs Assessment:

The primary "Communication Gap" is the difficulty in reaching younger "Gen Z" audiences with messages about legality that don't feel overly academic. They need to transition from purely informational content to more interactive, digital-first advocacy

- Communication Objectives:

The Overall Goal is to modernize the narrative of legality to attract a younger volunteer base .

- Specific Objectives:

To launch a TikTok educational series on social justice, to increase digital interactions by 35% among high school students, and to promote ethical products via social commerce storytelling

- Target Audiences:

Primary: Students and young activists.

Secondary: Teachers and local volunteers.

Tertiary: Public institutions, judiciary bodies, and international anti-corruption networks

- Key Messages:

"Legality is a shared responsibility" and "Social justice starts with conscious choices"

- Communication Channels & Tools:

Primary: Instagram and TikTok.

Secondary: YouTube for documentaries and LinkedIn for professional advocacy.

- Tools:

Canva for rapid infographics and Trello for managing national campaigns

- Communication Strategy & Actions:

Short-term: Redesign the social media "Tone of Voice" to be more informal.

Medium-term: Launch the "Legality Challenge" on TikTok.

Long-term: Establish a digital museum of social justice impact

- Training Pathway:

Leverages the "Digital Transition" module to optimize large-scale coordination and "Social Storytelling" for impactful narratives

- Expected Results and KPIs:

Growth in the youth follower base and an increase in online petition signatures.

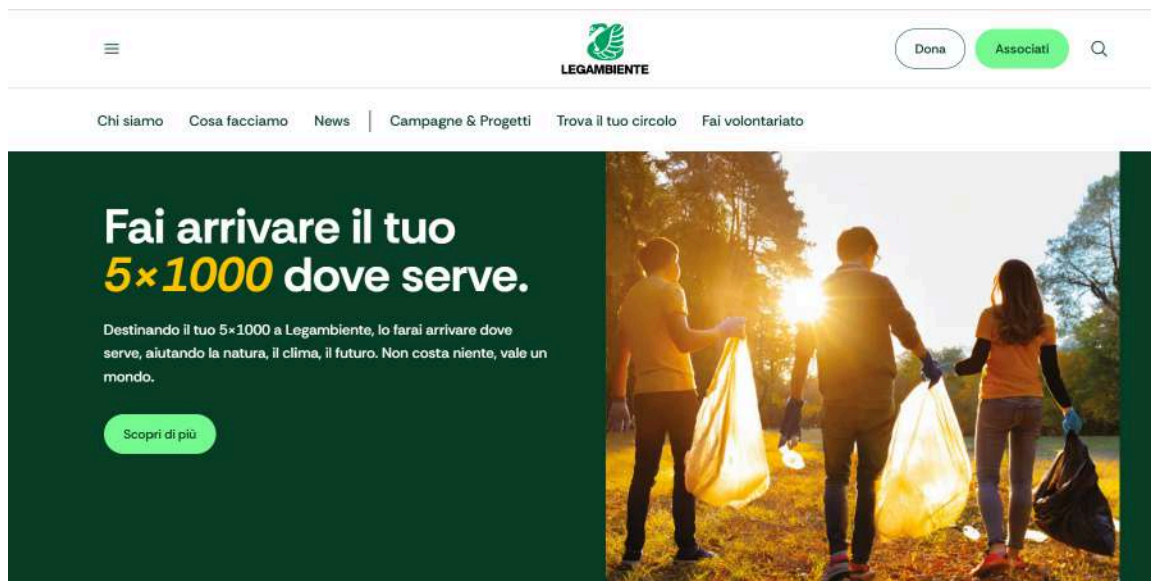
- Sustainability and Replicability:

Sustainability is ensured by integrating these digital tasks into the work of young volunteers. The model is replicable for other anti-corruption NGOs in Europe

Legambiente (Italy)

- Organizational Profile:

Legambiente is a large Italian environmental NGO focused on conservation and sustainability. It has a high level of digitalization but often relies on scientific data that may be difficult for the general public to digest



- Needs Assessment: The main "Communication Gap" is the need for simplified digital storytelling that turns complex climate data into actionable local steps for citizens [105].
- Communication Objectives: The Overall Goal is to turn online awareness into local environmental action [106]. Specific Objectives : (1) To create a series of "Green Lifestyle" digital guides, (2) to increase the participation of "Digital Volunteers" in data collection, and (3) to boost online visibility of local "Clean up" events [106].
- Target Audiences: Primary: Local citizens and environmental activists. Secondary: Scientific researchers and schools. Tertiary: Local municipalities, regional governments, and EU environmental agencies [107].
- Key Messages: "Small digital actions lead to big environmental changes" and "Science for the people, action for the planet" [108].

- Communication Channels & Tools: Primary: Facebook and Instagram. Secondary: WhatsApp groups for local alerts. Tools: Google Workspace for data sharing, Canva for infographics, and Analytics to track campaign reach [109].
- Communication Strategy & Actions: Short-term: Create easy-to-share "Sustainability Tips" on Instagram. Medium-term: Use "Live" sessions to show real-time environmental monitoring. Long-term: Consolidate a national network of digital environmental advocates [110].
- Training Pathway: Directly applies the "Project Planning" and "Social Communication" modules [111].
- Expected Results and KPIs: A 30% increase in event sign-ups and higher engagement on data-driven posts [112].
- Sustainability and Replicability: Sustainable through the use of low-cost digital tools and replicable for environmental NGOs across the Mediterranean region [113].

Fondazione Mondo Digitale

- Organizational Profile:

Fondazione Mondo Digitale (FMD) is a medium-to-large Italian foundation dedicated to the creation of a "knowledge society" through digital inclusion, social innovation, and the promotion of 21st-century skills. Based in Rome but active nationwide, it works with students, teachers, elderly citizens, and marginalized groups (including women and migrants). Its current digitalization level is high, as it manages advanced digital labs (Phyrtual Innovation Gym) and multiple online educational platforms



- Needs Assessment:

While FMD has strong technical expertise, its "Communication Gap" often lies in effectively narrating the personal impact of its projects on a micro-scale. There is a need for more structured storytelling that focuses on individual transformations (e.g., a grandmother learning to use an app or a young woman finding a tech job). Organizational challenges include the need for faster, real-time social media content creation during nationwide events

- Communication Objectives:

The Overall Goal is to bridge the digital divide by increasing public awareness of the social value of technology.

- Specific Objectives:

To launch a "Digital Success Stories" video campaign, to increase interaction with teachers and educators on LinkedIn by 25%, and to promote the results of training modules like those inspired by W.E.B. in Tech

- Target Audiences:

Primary: Students, teachers, and vulnerable groups (NEETs, elderly).

Secondary: Educators, trainers, and other NGOs.

Tertiary: Public institutions (Ministry of Education), corporate tech partners, and European innovation networks

- Key Messages:

Technology is a tool for human dignity" and "Innovation is for everyone, regardless of age or background"

- Communication Channels & Tools:

Primary: Facebook and Instagram for community outreach.

Secondary: LinkedIn for institutional partnerships and professional training announcements.

- Tools:

Canva for visual storytelling, Trello for campaign management, and Google Workspace for internal collaboration

- Communication Strategy & Actions:

Short-term (0-3 months): Audit current project results to select the best stories for a new visual campaign.

Medium-term (3-6 months): Launch the "Innovation Heroes" video series featuring beneficiaries.

Long-term (6-12 months): Consolidate a national digital community and launch a digital fundraising campaign for "Innovation Gyms" in marginalized areas

- Training Pathway:

This project directly applies the skills from the "Social Communication and Storytelling" and "ICT Capacity-Building" modules found in the training program

- Expected Results and KPIs:

A 30–40% increase in digital engagement and a measurable rise in the number of participants signing up for online webinars.

- Sustainability and Replicability:

The strategy is sustainable through the use of low-cost open-source tools and the training of "Digital Ambassadors" within the organization to maintain the content flow. The model is replicable for other foundations focused on education and technology.

PROJECT WORK – LEGAMBIENTE

1. Organizational Profile

Legambiente is an Italian non-profit organization focused on environmental protection and sustainability.

It operates at a **national level**, with local groups across Italy.

The organization works in the fields of **climate change, environmental protection, and civic engagement**, promoting sustainable lifestyles and environmental awareness.

Its target groups include citizens, young people, and local communities.

The level of digitalization is **high**, with an active website and strong presence on social media platforms.

2. Needs Assessment

Legambiente has a solid communication system but still faces some challenges.

Main gaps include:

- Complex information that may be difficult for general audiences
- Need for more engaging and simplified content
- Limited emotional storytelling
- Need to better engage younger audiences

Additional needs:

- More visual and video content
 - Increased use of interactive formats
 - Stronger digital engagement strategies
-

3. Communication Objectives

Overall Goal:

Strengthen digital communication to increase awareness, engagement, and participation in environmental actions.

Specific Objectives:

- Simplify and improve communication
 - Increase social media engagement
 - Reach younger audiences
 - Promote environmental campaigns
-

4. Target Audiences

Primary:

- Young people and students
- Citizens interested in sustainability

Secondary:

- NGOs and environmental groups
- Volunteers and activists

Tertiary:

- Institutions and policymakers
 - Donors and partners
-

5. Key Messages

- “Protecting the environment is everyone’s responsibility.”
 - “Small actions create big change.”
 - “Sustainability starts with awareness.”
-

6. Communication Channels & Tools

Primary Channels

- **Instagram:** campaigns and visual storytelling
- **Facebook:** updates and community engagement
- **Website:** official information and reports

Secondary Channels

- **Newsletter:** updates and campaigns

- **LinkedIn:** institutional communication
- **YouTube:** video campaigns and educational content

Digital Tools

- Canva
 - Google Workspace
 - Meta Business Suite
 - Analytics tools
-

7. Communication Strategy & Actions

Short term (0–3 months):

- Create content calendar
- Simplify communication style
- Increase posting frequency

Medium term (3–6 months):

- Develop storytelling campaigns
- Use videos and interactive content
- Engage younger audiences

Long term (6–12 months):

- Build strong online community
 - Increase participation in campaigns
 - Develop partnerships and initiatives
-

8. Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools modules supported content creation and platform selection.

Storytelling modules helped improve message clarity and engagement.

Project planning modules supported strategic development.

9. Expected Results and KPIs

Short term:

- Regular content publication
- Improved online visibility

Medium term:

- 30–40% increase in engagement
- Higher interaction

Long term:

- Increased participation in campaigns
 - Growth in community and supporters
-

10. Sustainability and Replicability

Sustainability:

The strategy uses low-cost digital tools and can be managed internally.

Replicability:

The model can be adapted by environmental NGOs across Europe.

Project Work

Celine Nuzzolese



ORGANIZATION

DonnexStrada is an Italian non-profit organization based in Rome, working on gender-based violence prevention and women's safety in public spaces.

It is a medium-sized NGO focused on social impact, awareness, and direct support services.

The organization operates in the field of gender equality, safety, and social inclusion, targeting women and AFAB individuals who experience insecurity, discrimination, or violence.

DonnexStrada provides services such as psychological support, legal assistance, awareness campaigns, and the "Punti Viola" project, which creates safe spaces in cities.

The level of digitalization is medium-high, with an active website and strong presence on social media platforms, especially Instagram and Facebook.

NEEDS ASSESSMENT

DonnexStrada has a strong digital presence but still shows some communication gaps.

The main challenges include:

- Lack of a fully structured content strategy
- Inconsistent storytelling formats across platforms
- Limited use of advanced digital marketing tools
- Need for stronger engagement with younger audiences

The organization also faces internal constraints such as limited time and resources for content production and social media management.

Additional digital skills needed include:

- Advanced social media strategy
- Video production and editing
- Data-driven communication and analytics

COMMUNICATION OBJECTIVES

Overall Goal:

Strengthen DonnexStrada's digital communication to increase awareness, engagement, and community participation.

Specific Objectives:

- Develop a structured and consistent content strategy
- Improve storytelling and emotional communication
- Increase social media engagement
- Promote services and awareness campaigns effectively





TARGET AUDIENCES

Primary audience:

- Women at risk of violence or insecurity
- Young women and students

Secondary audience:

- NGOs and social organizations
- Educators and volunteers
- Professionals in the social sector

Tertiary audience:

- Institutions and policymakers
- Donors and funding bodies
- European networks and partners

KEY MESSAGES

- “Safety is a right, not a privilege.”
- “No woman should feel unsafe in public spaces.”
- “Together we build safer communities.”

COMMUNICATION

CHANNELS & TOOLS

Primary Channels

- Instagram: main channel for awareness campaigns, storytelling, and community engagement on gender-based violence and safety in public spaces
- Facebook: updates, events, campaigns, and wider audience reach, especially for community mobilisation
- Website: official platform for information, resources, projects (e.g. “Punti Viola”), and support services

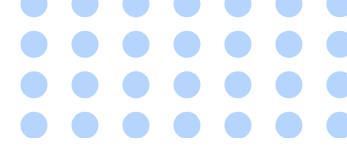
Secondary Channels

- Newsletter: updates on campaigns, initiatives, and advocacy actions
- LinkedIn: institutional communication, partnerships, and networking with organizations and policymakers
- Messaging groups (WhatsApp/Telegram): coordination with volunteers and local communities

COMMUNICATION CHANNELS & TOOLS

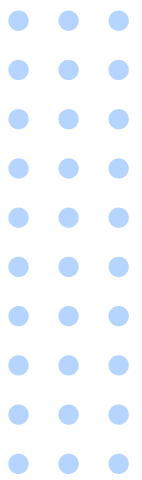
Digital Tools

- Canva: creation of visual campaigns, awareness posts, and storytelling content
- Google Workspace: planning, collaboration, and content organisation
- Trello: management of communication tasks and editorial calendar
- Meta Business Suite: scheduling posts and managing social media channels
- Analytics tools (Google Analytics, social insights): monitoring reach, engagement, and campaign performance



COMMUNICATION

STRATEGY ACTIONS



Short term (0–3 months):

- Create a structured content calendar
- Define a consistent visual identity
- Increase regular posting on social media

Medium term (3–6 months):

- Develop emotional storytelling content
- Share real testimonies and experiences
- Launch awareness campaigns on gender-based violence

Long term (6–12 months):

- Build a strong online community
- Expand collaborations with institutions and NGOs
- Launch digital fundraising campaigns





TRAINING PATHWAY

The strategy is based on skills developed during the W.E.B. in Tech program. The module on Digital Tools and Transformation helped in selecting tools such as Canva, Google Workspace, and social media platforms. The module on Social Communication and Storytelling was essential for developing emotional messaging and awareness campaigns. Project management training supported the structuring of objectives, target audiences, and action planning.

EXPECTED RESULTS AND KPIs

Short term:

- Regular content publication
- Structured communication workflow

Medium term:

- 30–40% increase in engagement
- Higher interaction on social media
- Growth in audience participation

Long term:

- Increased national visibility
- Growth in community and supporters
- Higher participation in campaigns and donations

SUSTAINABILITY AND REPLICABILITY

The strategy relies on free or low-cost tools such as Canva, Meta platforms, and Google Workspace.

It can be maintained internally by trained staff and volunteers.

The communication model is flexible and can be adapted by other NGOs working in gender equality, social inclusion, and violence prevention across Europe.

CENN – Sopo Piralishvili

1. Organisational Profile

CENN (Caucasus Environmental NGO Network) is a Tbilisi-based non-governmental organisation that operates across Georgia and the wider South Caucasus region. Over the years, it has developed into one of the leading environmental organisations in the region, working at the intersection of environmental protection, economic development, and social inclusion. Its work is characterised by a combination of policy-level engagement and practical interventions implemented directly within communities.

Unlike smaller advocacy-only organisations, CENN integrates research, education, and implementation. This allows it not only to influence environmental policy but also to demonstrate concrete solutions through pilot projects, particularly in areas such as waste management, climate adaptation, and sustainable rural development.

2. Core Activities and Expertise

CENN's activities are diverse and structured around long-term environmental challenges. One of its core areas is climate change, where the organisation develops adaptation strategies for vulnerable communities, particularly those exposed to natural risks. At the same time, it actively contributes to mitigation efforts through awareness campaigns and sustainable practices.

Another important area is waste management and circular economy. CENN has implemented several projects promoting waste separation, recycling systems, and behavioural change among citizens. These initiatives often involve cooperation with municipalities, showing the organisation's ability to bridge local governance and community engagement.

Additionally, CENN places strong emphasis on environmental education. Through workshops, training sessions, and youth-oriented programmes, it promotes environmental responsibility and encourages long-term behavioural change among younger generations.

3. Stakeholders and Beneficiaries

The organisation engages with multiple stakeholder groups. At the community level, it works closely with rural populations, women, and young people, ensuring that environmental initiatives are inclusive and locally relevant. These groups are often directly affected by environmental degradation, making them key beneficiaries of CENN's work.

At the institutional level, CENN collaborates with municipalities, ministries, and international donors. This multi-level engagement enables the organisation to scale its impact and ensure that local initiatives align with broader policy frameworks.

4. Communication and Digital Presence

CENN maintains an active digital presence, supported by its website and social media channels. However, its communication tends to prioritise project visibility rather than strategic storytelling. Posts frequently highlight activities, events, and results, but they do not always clearly explain the broader impact or long-term vision of the organisation.

This creates a gap between the organisation's substantial work and how it is perceived by external audiences. Strengthening communication in this area would allow CENN to better position itself not only as an implementing organisation but also as a thought leader in environmental sustainability.

5. Communication Challenges

One of the main challenges lies in the complexity of environmental topics. Issues such as climate change or circular economy require simplification without losing accuracy, which is not always easy to achieve. As a result, communication may become too technical for general audiences or too simplified for professional stakeholders.

Another challenge is the fragmentation of communication due to project-based funding. Since many activities are donor-driven, communication outputs may follow different styles and priorities, limiting consistency across the organisation.

6. Communication Objectives

The communication strategy aims to address these gaps by focusing on clarity, consistency, and engagement. A key objective is to translate technical environmental concepts into accessible language while maintaining credibility. This would make CENN's work more understandable to non-expert audiences.

Another objective is to shift from purely informative communication to more narrative-driven content. By highlighting real-life examples and success stories, the organisation can demonstrate its impact more effectively and emotionally engage its audience.

7. Target Audiences

CENN's communication targets can be divided into several layers. Local communities and individuals represent the primary audience, as they are directly affected by environmental issues. Secondary audiences include NGOs, experts, and activists who may collaborate or amplify CENN's work.

Finally, tertiary audiences consist of donors, policymakers, and international organisations. Communication directed at this group should emphasise credibility, measurable impact, and alignment with global environmental priorities.

8. Communication Approach

To improve its communication, CENN should adopt a more structured approach. This includes developing a consistent editorial plan, defining key themes, and ensuring that all content aligns with the organisation's overall mission.

In addition, visual storytelling should be strengthened through the use of photos, short videos, and infographics. These formats are particularly effective in communicating complex environmental issues in a simple and engaging way.

9. Expected Outcomes

In the short term, improvements in consistency and clarity are expected. Over time, the organisation should see increased engagement across its digital platforms, particularly among younger audiences.

In the long term, a stronger communication strategy will contribute to improved visibility, stronger partnerships, and increased trust among stakeholders. This, in turn, can support fundraising efforts and expand the organisation's impact.

10. Sustainability

The proposed strategy is designed to be realistic and sustainable. It relies on tools and practices that can be integrated into existing workflows without requiring significant additional resources.

By gradually building internal communication skills and establishing simple processes, CENN can maintain and further develop its communication strategy over time, ensuring long-term effectiveness.

Organization

Emergency is an Italian non-governmental organization providing free medical care to people affected by war, poverty, and exclusion.

It is a large international NGO, operating in several countries worldwide.

The organization works in the field of healthcare, human rights, and humanitarian aid, supporting vulnerable populations in crisis contexts.

Its digitalization level is high, with a strong website, active social media, and international communication campaigns.

PROJECT WORK

Needs assessment

Emergency has a strong communication system but still faces some challenges.

Main gaps include:

- Complex messages that may be difficult for younger audiences
- Need for more engaging and simplified storytelling
- Limited use of short-form content (reels, videos)
- Need to increase emotional connection with online audiences

Additional needs:

- More youth-oriented communication
- Increased use of interactive formats
- Stronger digital engagement strategies

Communication Objectives

Overall Goal:

Enhance digital communication to increase awareness, engagement, and participation in humanitarian causes.

Specific Objectives:

- Simplify and strengthen storytelling
- Increase engagement on social media
- Reach younger audiences
- Promote campaigns and humanitarian actions

Target Audiences

Primary:

- Young people and global citizens
- Individuals interested in human rights

Secondary:

- NGOs and humanitarian workers
- Educators and students

Tertiary:

- Institutions and policymakers
- Donors and international partners

Key Messages

- "Healthcare is a fundamental human right."
- "War and poverty should never deny care."
- "Humanity comes first."

Communication Channels & Tools

Primary Channels

1. Instagram: storytelling, campaigns, and awareness
2. Facebook: updates and global communication
3. Website: official information and reports

Secondary Channels

1. Newsletter: updates and campaigns
2. LinkedIn: institutional communication
3. YouTube: documentaries and video storytelling

Digital Tools

1. Canva
2. Google Workspace
3. Meta Business Suite
4. Analytics tools

Communication Strategy & Actions

Short term (0–3 months):

Improve content clarity and accessibility
Increase posting frequency
Create structured editorial plan

Medium term (3–6 months):

Develop emotional storytelling campaigns
Produce short videos and human stories
Increase audience interaction

Long term (6–12 months):

Strengthen global community engagement
Expand digital campaigns
Increase fundraising and partnerships

Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools modules supported the selection of communication platforms and tools.

Storytelling modules helped improve emotional communication and message clarity.

Project planning modules supported the development of structured communication strategies.

Expected Results and KPIs

Short term:

- Improved content clarity
- Regular posting

Medium term:

- 30–40% increase in engagement
- Higher audience interaction

Long term:

- Increased international visibility
 - Growth in supporters and donors
 - Stronger participation in campaigns
-

Sustainability and Replicability

Sustainability:

The strategy uses existing digital tools and can be integrated into the organization's communication system.

Replicability:

The model can be adapted by other NGOs working in humanitarian aid and human rights at a European level.

Georgian Association of Children Mental Health (GACMH)

Organizational Profile

In contemporary societies, mental health is increasingly recognized as a fundamental component of overall well-being. However, in many contexts - including Georgia - mental health challenges among children and adolescents remain underdiagnosed, stigmatized, and insufficiently addressed. Within this landscape, the Georgian Association of Children Mental Health (GACMH) emerges as a critical actor, operating at the intersection of research, advocacy, and service development.

GACMH is a nonprofit organization dedicated to improving the mental health outcomes of children and young people through evidence-based approaches, professional capacity-building, and systemic change. By fostering collaboration between healthcare professionals, educators, policymakers, and families, the organization contributes to the development of a more inclusive and responsive mental health ecosystem.

This communication strategy seeks not merely to enhance visibility, but to reposition GACMH as a thought leader in child and adolescent mental health- transforming public discourse from silence and stigma to awareness, understanding, and action.

➤ Needs Assessment

Despite incremental progress in healthcare and social services, several structural and cultural barriers continue to shape the mental health landscape in Georgia:

- Deep-rooted stigma surrounding psychological disorders, particularly among younger populations
- Limited accessibility and uneven distribution of specialized mental health services
- Low levels of mental health literacy among parents, educators, and communities
- Insufficient integration of emotional support systems within educational institutions

Alongside these systemic challenges, GACMH faces communication-related constraints that limit its outreach and impact:

- Absence of a cohesive and strategically aligned content framework
- Underutilization of digital storytelling as a tool for emotional engagement

- Limited production of high-quality visual and video-based content
- Inconsistent audience engagement across digital platforms

Consequently, there is a pressing need for a communication strategy that bridges the gap between expertise and public understanding, translating complex mental health concepts into accessible and relatable narratives.

➤ **Communication Objectives**

The overarching goal of this strategy is to strengthen GACMH’s digital presence while fostering meaningful engagement with diverse audiences.

Specifically, the communication effort aims to:

- Enhance public awareness and trust in child and adolescent mental health services
- Actively contribute to the reduction of stigma through education and advocacy
- Establish an emotional and cognitive connection with audiences through strategic storytelling
- Engage parents, youth, and professionals in ongoing dialogue and participation
- Position GACMH as a leading authority and credible voice within the national mental health ecosystem

Ultimately, the strategy aspires to shift public perception—from avoidance and misunderstanding to openness, empathy, and proactive support.

➤ **Target Audiences**

The communication approach adopts a multi-layered stakeholder framework:

Primary audience:

- Parents and caregivers of children and adolescents
- Young people (16–30), particularly those navigating emotional and psychological challenges

Secondary audience:

- Mental health professionals (psychologists, psychiatrists)

- Educators and social workers
- Civil society organizations and sectoral partners

Tertiary audience:

- Institutional stakeholders, including government bodies and policymakers
- Donors and international organizations
- Media representatives and the general public

Each audience segment requires a differentiated communication strategy that balances emotional resonance with informational credibility.

➤ **Key Messages**

At the core of the communication strategy lies a unifying narrative:

“Mental health is not optional—it is essential.”

Supporting messages include:

- Seeking psychological support reflects resilience, not weakness
- Early intervention can fundamentally reshape life trajectories
- Breaking stigma begins with informed conversation
- Every child deserves not only care, but emotional security and understanding

The communication tone is grounded in empathy, authenticity, and empowerment, deliberately avoiding sensationalism or deficit-based narratives.

➤ **Communication Channels and Tools**

To ensure both reach and depth of engagement, the strategy integrates a diversified communication ecosystem:

Digital platforms:

- Social media (Instagram, Facebook, TikTok) as primary engagement channels
- Short-form video content to communicate complex ideas in accessible formats

- Website and blog content to provide in-depth educational resources

Professional and institutional channels:

- LinkedIn for strategic partnerships and knowledge-sharing
- Email newsletters for targeted stakeholder communication

Operational tools:

- Canva for consistent visual identity and content creation
- Meta Business Suite for content scheduling and performance analytics
- Google Workspace for coordination and editorial planning

This integrated approach ensures consistency, scalability, and data-informed decision-making.

➤ **Communication Strategy and Action Plan**

The strategy is structured around a three-phase engagement model:

1. Awareness

The initial phase focuses on increasing visibility and knowledge:

- Launching educational campaigns addressing key mental health topics
- Disseminating accessible, evidence-based information
- Utilizing short-form video content to reach younger audiences

2. Engagement

The second phase prioritizes interaction and community-building:

- Encouraging dialogue through interactive formats (Q&A sessions, polls)
- Sharing lived experiences and testimonials to humanize the issue
- Organizing webinars and digital events to foster deeper engagement

3. Conversion

The final phase translates engagement into tangible outcomes:

- Promoting participation in programs, trainings, and initiatives
- Strengthening volunteer involvement and stakeholder partnerships

- Developing long-term relationships with supporters and donors

Together, these phases create a continuous engagement cycle, reinforcing both awareness and action.

➤ **Training Pathway Alignment**

The effectiveness of the strategy is intrinsically linked to internal capacity development. Accordingly:

- Staff and volunteers will receive targeted training in digital communication and storytelling
- Knowledge acquired through digital tools and communication modules will be operationalized
- Storytelling methodologies will be systematically integrated into content production

This ensures that communication is not an external function, but an embedded organizational competency.

➤ **Expected Results and KPIs**

The impact of the strategy will be evaluated through a combination of quantitative and qualitative indicators:

- A 30–40% increase in social media engagement and reach
- Growth in audience size and interaction rates
- Increased participation in programs, trainings, and events
- Enhanced public awareness and improved attitudes toward mental health
- Expansion of partnerships and collaborative initiatives

However, beyond measurable metrics, the ultimate indicator of success remains:

The extent to which lives are positively transformed through improved mental health awareness and support.

➤ **Sustainability and Replicability**

Sustainability:

The strategy is designed to be resource-efficient and sustainable, relying on accessible digital tools, continuous content production, and internal capacity-building mechanisms.

Replicability:

Its flexible structure allows adaptation across different organizational contexts, making it applicable to other NGOs operating in the field of mental health both within Georgia and across Europe.

1. Organizational Profile

Official name, country, size, and type of organization

Equality Movement is a non-governmental, non-profit organization based in **Tbilisi, Georgia**. It operates at national level and cooperates with international human rights networks.

The organization is a **medium-sized human rights NGO**, with professional staff and a focus on advocacy combined with direct support services.

Website:

Equality Movement works in the field of **human rights and equality**, with a focus on LGBTQI+ rights, women's rights, anti-discrimination, and public awareness. An important part of its work is documenting human rights violations and advocating for social and institutional change.

Specialist services provided

Alongside advocacy, the organization provides **free direct support services**, including legal assistance, psychological counselling, social worker support, and access to HIV and STI testing and referrals. These services respond to immediate needs and support the well-being of people facing discrimination or violence.

Target groups

The organization mainly works with LGBTQI+ individuals and women in Georgia, as well as people affected by discrimination and hate crimes. Through advocacy and awareness-raising, it also addresses public institutions and the wider society.

Digitalisation and communication tools

Equality Movement has a **moderate level of digitalisation**, including a bilingual website, active social media channels, and online publications such as reports and public statements.

2. Needs Assessment

Main communication challenges

A review of Equality Movement's public communication shows that online activity is mainly focused on advocacy actions, public statements, and reactions to current events. While this ensures visibility on urgent issues, there is **no clearly structured long-term communication plan**, which leads to irregular and mostly reactive communication.

In addition, key aspects of the organization's work, such as available services and long-term impact, are not always explained in a clear and consistent way for broader audiences.

Organisational constraints

These challenges are linked to internal capacity limits. As a service- and advocacy-oriented NGO, priority is given to direct support and urgent human rights work. Communication tasks are therefore carried out alongside other responsibilities, rather than by a dedicated communication role. Safety and privacy considerations further limit the type of content that can be shared.

Missing digital competences

To strengthen its communication, the organization would benefit from improving skills in basic communication planning, ethical storytelling, social media management, visual content creation, and simple use of analytics tools.

3. Communication Objectives

Overall communication goal

The goal of this strategy is to **make Equality Movement's work clearer and more visible online**, so that audiences better understand its services, values, and impact.

Specific objectives

1. Explain services and activities more clearly using simple and accessible language.
2. Use basic storytelling to show impact while respecting safety and privacy.
3. Improve consistency through a simple editorial plan.
4. Increase engagement, particularly among younger audiences.

4. Target Audiences

The communication strategy addresses three main audience levels:

- **Primary targets:** LGBTQI+ individuals, women, and people who may need support services.
- **Secondary targets:** NGOs, activists, volunteers, and professionals working in related fields.
- **Tertiary targets:** institutions, donors, and European networks.

5. Key Messages

1. **Everyone has the right to live with dignity and without discrimination.**
2. **Support and protection are available and accessible.**
3. **Social change is possible through collective action and solidarity.**

6. Communication Channels and Tools

The communication strategy uses a **limited but well-chosen set of channels** that match Equality Movement's audiences, resources, and working context.

The **official website** acts as the main reference point for trustworthy information. It should clearly present services, rights-related information, official statements, and reports, and be the place where people can find reliable and updated content.

Facebook is used for advocacy messages, service-related updates, and communication with the local community, as it remains widely used in Georgia. **Instagram** supports more visual and narrative content, helping to reach younger users and humanise the organisation's work. **TikTok** plays a specific role in youth outreach through short, informative videos explaining rights, services, and key messages in an accessible way.

Secondary channels such as **newsletters** and **LinkedIn** are used for deeper engagement with partners, professionals, donors, and European networks.

To support communication work, the strategy relies on **low-cost and accessible tools** such as Canva for visual content, Google Workspace for collaboration, simple editorial planning sheets, and basic analytics tools to track reach and engagement.

7. Communication Strategy and Action Plan

This action plan translates objectives into realistic steps over time, allowing gradual improvement without overloading the organisation.

Short term (0-3 months): the focus is on structure and consistency. Key actions include setting up a simple editorial calendar, defining a basic visual style, and starting regular posting across main channels. Content focuses on explaining services, rights, and ongoing activities.

Medium term (3-6 months): the strategy evolves towards stronger engagement. This phase introduces simple storytelling, short-form video content, and thematic campaigns focused on key issues such as access to services, anti-discrimination, or community support.

Long term (6-12 months): the focus shifts to sustainability and visibility. The organisation works on strengthening its online community, developing partnerships, supporting fundraising or advocacy campaigns, and increasing visibility beyond the local level, including at European level.

8. Training Pathway Alignment

The communication strategy is closely linked to the competences developed through the **W.E.B. in Tech** training pathway. Knowledge gained on **digital tools and digital transition** directly influenced the choice of platforms, low-cost tools, and basic analytics.

The **social communication and storytelling** components of the training informed the definition of key messages, the focus on human-centred narratives, and the phased action plan. The emphasis on practical planning and digital organisation supported the use of editorial calendars and structured content planning.

Overall, the training provided the practical foundation needed to design a communication strategy that is realistic, ethical, and suitable for a Third Sector organisation.

9. Expected Results and KPIs

In the **short term**, success is measured through implementation indicators such as regular posting, use of an editorial calendar, and basic tracking of reach and impressions.

In the **medium term**, the strategy aims for a **30-40% increase in engagement**, including likes, comments, shares, and interaction with video content, especially among younger audiences.

In the **long term**, expected results include stronger visibility beyond the local level, increased trust in the organisation's work, growth in supporters or donors, and improved positioning within the human rights sector.

10. Sustainability and Replicability

Sustainability

The strategy is designed to continue over time by relying on **simple processes and low-cost tools** that can be managed by staff and volunteers. Communication activities are integrated into everyday work through reusable templates, basic planning tools, and shared responsibilities.

By transferring digital skills such as content planning, visual creation, and basic analytics to staff and volunteers, the organisation can maintain and adapt the strategy independently.

Replicability

The strategic model developed in this project is **flexible and adaptable**, making it suitable for other small and medium-sized European NGOs working in human rights or social inclusion. Its clear structure allows organisations to adjust objectives, audiences, and channels according to their own context while keeping the same strategic logic.

1. Organizational Profile – Georgian Girl Scouts Association “Dia”

The Georgian Girl Scouts Association “Dia” is a non-profit youth organization operating in Georgia. It is the official Girl Scouts organization of the country and is a member of the World Association of Girl Guides and Girl Scouts (WAGGGS).

It is a medium-sized national NGO that also belongs to a large international network.

The organization works in the field of youth development and girls’ empowerment, focusing on leadership, education, teamwork, and personal growth. Its main target group is girls and young women, as well as young volunteers and mentors.

In terms of digitalization, “Dia” has a moderate online presence. It mainly uses a Facebook page for communication, event sharing, and updates, and it is also visible through the WAGGGS international website.

Overall, “Dia” is a national youth organization that uses basic digital tools to support and promote its activity

2. Needs Assessment

One main issue is a limited and unstructured communication strategy. Although the organization uses Facebook, there is no clear evidence of a consistent editorial plan or regular content strategy. This can lead to irregular posting and less engagement with the audience. In addition, the organization’s online presence is relatively weak, as it mainly relies on one social media platform and has limited use of other digital tools or storytelling formats (such as videos, blogs, or structured campaigns).

Another challenge is related to organizational capacity. As a youth and volunteer-based NGO, “Dia” likely depends on volunteers who may have limited time and experience in managing communication activities. The absence of a dedicated communication or marketing team can make it difficult to maintain consistent and high-quality content.

Finally, there is a need for stronger digital competences within the team. These include skills such as:

Social media management and planning

Content creation (especially digital storytelling, photos, and videos)

Basic graphic design for promotional materials

Strategic communication planning and audience engagement

Overall, the organization needs more structured communication planning, stronger digital presence across platforms, and improved internal digital skills to increase its visibility and effectiveness.

3. Communication Objectives – Georgian Girl Scouts Association “Dia”

Overall Goal

The main goal is to **strengthen the digital presence of the Georgian Girl Scouts Association “Dia” to increase visibility, engagement, and participation of young girls and volunteers.**

Specific Objectives

- **Increase social media engagement** by sharing more regular and relevant content.
- **Improve digital storytelling** to better show the organization’s activities and impact.
- **Promote projects and events**, including international and European initiatives like W.E.B. in Tech.
- **Attract new members and volunteers** through clearer and more visible online communication.

4. Target Audiences – Georgian Girl Scouts Association “Dia”

Primary Targets

- Girls and young women in Georgia
- Local communities involved in youth activities

Secondary Targets

- Volunteers and youth leaders
- Educators and partner NGOs
- Youth development professionals

Tertiary Targets

- Government and policymakers
- Donors and funding organisations
- International partners (WAGGGS, European programmes)

5. Key Messages – Georgian Girl Scouts Association “Dia”

- Empowering girls and young women in Georgia to become confident leaders of tomorrow.
- Building skills, friendship, and teamwork through education, adventure, and community activities.
- Connecting Georgian girls to a global movement that promotes equality, growth, and active citizenship

6. Communication Channels and Tools – Georgian Girl Scouts Association “Dia”

Primary Channels

- Facebook – main platform for posts, events, and engagement
- Website / WAGGGS page – official information and visibility

Secondary Channels

- Email newsletters – updates for members and partners
- Messaging groups (e.g., WhatsApp) – internal communication and coordination
- International platforms (WAGGGS network) – sharing activities globally

Tools and Software

- Canva – creating posters, social media visuals, and promotional content
- Google Workspace – planning, documents, and team coordination
- Trello – organizing content and editorial planning
- Facebook Insights / analytics tools – tracking engagement and performance

7. Communication Strategy and Action Plan – Georgian Girl Scouts Association “Dia”

Short-Term (0–3 months)

- Create an editorial calendar and visual identity
- Start regular Facebook posts about activities

Medium-Term (3–6 months)

- Use storytelling (member stories, testimonials)
- Share short videos and thematic campaigns to increase engagement

Long-Term (6–12 months)

- Build a stronger online community

- Develop partnerships and digital campaigns
- Expand content with more professional storytelling formats

8. Training Pathway Alignment – W.E.B. in Tech

- This communication strategy is strongly connected to the competences developed during the W.E.B. in Tech training pathway.
- The Digital Tools and Digital Transition module helped in selecting practical tools such as Canva, Google Workspace, and Trello, which are used to plan, design, and manage communication activities more efficiently.
- The Social Communication and Storytelling module influenced the development of key messages and the focus on emotional storytelling, testimonials, and short-form video content to better engage the audience.
- Finally, the Digital Strategy and Audience Engagement module supported the structuring of the action plan, especially the focus on increasing social media interaction, building online communities, and improving long-term visibility.
- Overall, the training directly shaped the strategy by combining practical digital skills with communication planning and storytelling techniques.

9. Expected Results and KPIs – Georgian Girl Scouts Association “Dia”

The success of the communication plan will be measured through clear Key Performance Indicators. In the short term, the organization is expected to implement an editorial calendar and begin regular posting on Facebook, leading to more consistent visibility of its activities. In the medium term, a 30–40% increase in engagement is expected, including more likes, comments, shares, and higher participation in organizational activities. In the long term, the organization aims to increase its visibility beyond the local level, grow the number of members and volunteers, strengthen its position in the youth sector, and attract more interest from partners and potential supporters or donors.

10. Sustainability and Replicability – Georgian Girl Scouts Association “Dia”

The strategy is designed to remain effective over time because it relies on simple, low-cost tools such as Facebook, Canva, Google Workspace, and Trello, which can be easily maintained by volunteers and staff. Communication activities can be integrated into the organization’s daily work, such as posting regularly about events and sharing updates from ongoing projects. In addition, digital skills gained through training can be transferred within the team, ensuring that new volunteers can continue the communication work without needing external support.

In terms of replicability, the strategy is flexible and can be adapted by other small and medium-sized NGOs working in youth development or social inclusion across Europe. Its structure is simple, scalable, and based on widely available digital tools, making it easy to apply in different organizational contexts while maintaining the same focus on storytelling, engagement, and community building.

WEB IN PROJECT WORK TECH

Presented By:
Giulia Bellucci

Organization

Telefono Rosa is an Italian non-profit organization focused on preventing and combating gender-based violence.

It operates at a national level and provides support services such as psychological counseling, legal assistance, and emergency help for women experiencing violence.

The organization works in the field of women's rights, protection, and social support, targeting women in vulnerable and high-risk situations.

Its level of digitalization is medium, with a website and social media presence, but with potential for further development.

Needs Assessment

Telefono Rosa shows some communication challenges.

Main gaps include:

- Limited digital engagement and interaction
- Lack of structured content strategy
- Communication often focused on information rather than storytelling
- Need to reach younger audiences more effectively

Additional needs:

- More visual and video content
- Stronger emotional communication
- Better use of social media tools and analytics

Communication Objectives

Overall Goal:

Strengthen digital communication to increase awareness, accessibility, and support for women.

Specific Objectives:

- Improve online visibility and engagement
- Develop emotional and impactful storytelling
- Increase awareness about available services
- Reach younger and more diverse audiences

. Target Audiences

Primary:

- Women experiencing violence or vulnerability

Secondary:

- Volunteers and social workers
- NGOs and support organizations

Tertiary:

- Institutions and policymakers
- Donors and supporters
- General public

.Key Messages

- “You are not alone.”
- “Support and protection are always available.”
- “Breaking silence is the first step to freedom.”

Communication Channels & Tools

Primary Channels

- Instagram: awareness campaigns and storytelling
- Facebook: updates, services, and community reach
- Website: information, contacts, and support access

Secondary Channels

- Newsletter: updates and initiatives
- LinkedIn: institutional communication
- Messaging tools: direct support and coordination

Digital Tools

- Canva
- Google Workspace
- Meta Business Suite
- Analytics tools

Communication Strategy & Actions

Short term (0–3 months):

- Create content calendar
- Improve visual identity
- Start consistent posting

Medium term (3–6 months):

- Introduce storytelling and real-life stories
- Use short videos and reels
- Launch awareness campaigns

Long term (6–12 months):

- Build a strong online support community
- Increase engagement and trust
- Develop fundraising campaigns

Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools training supported the selection of platforms and content creation tools.

Storytelling modules helped define emotional communication and key messages.

Project planning modules supported the structuring of the strategy.

Expected Results and KPIs

Short term:

- Regular content publication
- Improved online presence

Medium term:

- 30–40% increase in engagement
- Higher interaction with users

Long term:

- Increased visibility and trust
- More women accessing support services
- Growth in community and supporters

Sustainability

The strategy uses low-cost tools and can be managed internally by staff and volunteers.

Replicability

The model can be adapted by other NGOs working on gender-based violence and social support across Europe.

SAVE THE CHILDREN
Communication Strategy Plan

1. Organizational Profile

Save the Children is one of the world's oldest and most established child-focused humanitarian organizations, founded in 1919 and operating in more than one hundred countries. Its mission is centered on ensuring children survive, learn and are protected, particularly in contexts affected by poverty, conflict, displacement and climate-related crises. The organization works through both immediate humanitarian interventions and long-term development programming.

Its work spans education, nutrition, healthcare, child protection and emergency response, while also engaging in policy advocacy at national and international level. Strategic communication supports these priorities by building awareness, strengthening trust among stakeholders, mobilizing resources and demonstrating impact through transparent storytelling and evidence-based reporting.

2. Needs Assessment

A communication needs assessment shows the importance of strengthening awareness around child hunger, inequality and children's rights issues, particularly in increasingly crowded digital information environments. The organization must maintain visibility while ensuring communications remain credible, ethical and audience-centered.

There is also a need to improve donor engagement communication, deepen advocacy messaging, strengthen crisis-response communication protocols and improve internal communication coordination across country offices. These needs justify an integrated and strategic communication approach.

3.1 Overall Goal

The overall goal is to develop a strategic communication framework that increases awareness, strengthens engagement, supports fundraising, influences policy and contributes to measurable mission impact through coordinated communication efforts.

3.2 Specific Objectives

Specific objectives include increasing public awareness of child rights issues, strengthening donor retention, improving stakeholder engagement, expanding digital advocacy reach and developing stronger systems for communication monitoring and evaluation.

4.1 Primary Targets

Primary audiences include donors, policymakers, volunteers and beneficiary communities. Communication with these audiences should emphasize trust, accountability, participation and measurable outcomes, as these stakeholders have direct influence on organizational support and impact.

4.2 Secondary Targets

Secondary audiences include media organizations, corporate partners, educators and youth advocates who can amplify campaign messages, support awareness initiatives and contribute to broader social mobilization around child rights issues.

4.3 Tertiary Targets

Tertiary audiences include the wider public, international agencies and academic or research communities. Communication for these groups should emphasize thought leadership, evidence and broad social relevance.

5. Key Messages

Key messages should consistently communicate that every child deserves safety, dignity and opportunity; child hunger is preventable; education transforms futures; and collective action can generate measurable change. Messages should balance urgency with hope and present both needs and solutions.

6.1 Primary Channels

Primary channels should include website communication, social media, email campaigns and advocacy content, all used in an integrated way to support awareness, engagement and donor communication.

6.2 Secondary Channels

Secondary channels such as webinars, newsletters, community events and media outreach can reinforce digital communication and deepen stakeholder engagement across audiences.

6.3 Tools and Software

Tools such as analytics dashboards, CRM systems, content scheduling tools and digital design platforms support campaign management, audience monitoring and communication effectiveness evaluation.

7. Communication Strategy and Action Plan

7.1 Short-Term (0–3 months)

Short-term priorities include conducting a communication audit, strengthening message consistency, developing editorial calendars and launching awareness campaigns focused on child hunger and child rights.

Immediate actions should also strengthen donor communication, increase digital storytelling output and establish baseline metrics for evaluating campaign performance.

7.2 Medium-Term (3–6 months)

Medium-term priorities include audience segmentation, expanding partnerships with media and community actors, and developing stronger advocacy-led communication initiatives.

During this phase, the organization should strengthen supporter engagement strategies and broaden campaign visibility across multiple channels.

7.3 Long-Term (6–12 months)

Long-term priorities include scaling successful campaign models, institutionalizing best communication practices and embedding stronger evaluation systems.

Sustainability planning should focus on long-term supporter communities, learning systems and replication across country offices.

8. Training Pathway Alignment – W.E.B. in Tech

Alignment with W.E.B. in Tech supports development of digital storytelling, campaign planning, analytics and communication technology skills, while linking communication practice with employability and innovation.

9. Expected Results and KPIs

Expected results include stronger engagement rates, improved donor retention, increased campaign reach, stronger advocacy visibility and greater stakeholder participation. KPIs should combine quantitative digital metrics with qualitative feedback and campaign evaluations.

10. Sustainability and Replicability

Sustainability depends on staff capacity, adaptable systems, partnerships and continuous learning. Because the framework is scalable, it can be replicated across country offices and adapted to other nonprofit communication contexts.

PROJECT WORK

Organization

ActionAid Italia is an international non-governmental organization based in Italy, working on social justice, human rights, gender equality, and poverty reduction.

It is a large NGO operating both nationally and internationally.

The organization focuses on human rights, women's rights, education, and social inclusion, supporting vulnerable communities and promoting systemic change.

Its target groups include women, children, and marginalized communities facing social and economic inequality.

ActionAid Italia has a high level of digitalization, with a strong website, active social media channels, online campaigns, and digital advocacy tools.

Needs assessment

ActionAid Italia has a strong digital presence, but some communication challenges remain.

Main gaps include:

- Need for more simplified and emotionally engaging storytelling
- Limited personalization of content for younger audiences
- High volume of information that may reduce clarity and engagement
- Need for stronger interactive digital campaigns

Additional needs:

- More short-form video content
- Stronger youth-oriented communication strategies
- Increased use of user-generated content

Communication Objectives

Overall Goal:

Strengthen digital communication to increase engagement, awareness, and participation in social campaigns.

Specific Objectives:

- Improve storytelling and emotional communication
- Increase engagement on social media platforms
- Strengthen youth participation in campaigns
- Enhance visibility of projects and advocacy actions

Target Audiences

Primary:

- Young people and students
- Women in vulnerable situations
- Activists and engaged citizens

Secondary:

- NGOs and civil society organizations
- Educators and researchers
- Volunteers and supporters

Tertiary:

- Institutions and policymakers
- Donors and funding bodies
- International networks and partners

Key Messages

“Social justice starts with participation.”

“Every voice can create change.”

“Equality and rights are global responsibilities.”

Communication Channels & Tools

Digital Tools

Canva: creation of visual campaigns, awareness posts, and storytelling content

Google Workspace: planning, collaboration, and content organisation

Trello: management of communication tasks and editorial calendar

Meta Business Suite: scheduling posts and managing social media channels

Analytics tools (Google Analytics, social insights): monitoring reach, engagement, and campaign performance

Communication Strategy & Actions

Short term (0–3 months):

- Create structured editorial calendar
- Improve visual identity consistency
- Increase frequency of social media content

Medium term (3–6 months):

- Develop storytelling campaigns
- Produce short videos and interviews
- Launch awareness and advocacy campaigns

Long term (6–12 months):

- Strengthen online community engagement
 - Increase digital participation in campaigns
 - Expand partnerships and fundraising activities
-

Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

The module on Digital Tools and Transformation supported the selection of platforms such as Canva, Google Workspace, and analytics tools.

The module on Social Communication and Storytelling was essential for building emotional and impactful messages.

Project management training helped define objectives, structure actions, and identify target audiences.

Expected Results and KPIs

Short term:

- Regular publication of digital content
- Structured communication planning

Medium term:

- 30–40% increase in engagement
- Higher interaction and participation in campaigns
- Growth in social media reach

Long term:

- Increased national and international visibility
 - Higher participation in initiatives and advocacy actions
 - Growth in donations and supporter base
-

Sustainability and Replicability

Sustainability:

The strategy is designed to be maintained using low-cost digital tools such as Canva, Google Workspace, and social media platforms. It can be integrated into the daily workflow of the organization and managed by internal staff and volunteers.

Replicability:

This communication model is flexible and can be adapted by other NGOs working in social justice, human rights, and gender equality across Europe, making it scalable and transferable.

PROJECT WORK – AMNESTY INTERNATIONAL ITALIA

1. Organizational Profile

Amnesty International Italia is a non-profit organization focused on the protection and promotion of human rights.

It operates at a **national and international level**, as part of a global network.

The organization works in the field of **human rights, freedom of expression, anti-discrimination, and social justice**, supporting individuals and communities facing violations.

Its target groups include activists, vulnerable populations, and global citizens.

The level of digitalization is **high**, with strong campaigns, social media presence, and digital advocacy tools.

2. Needs Assessment

Amnesty International Italia has a strong communication system but still faces some challenges.

Main gaps include:

- Complex and dense information
- Need for more accessible and simplified content
- Limited emotional storytelling for broader audiences
- Need to increase engagement with younger users

Additional needs:

- More short-form and visual content
 - Stronger interactive campaigns
 - Improved audience segmentation
-

3. Communication Objectives

Overall Goal:

Strengthen digital communication to increase awareness, engagement, and participation in human rights campaigns.

Specific Objectives:

- Simplify and improve storytelling
 - Increase engagement on social media
 - Reach younger audiences
 - Promote advocacy campaigns effectively
-

4. Target Audiences

Primary:

- Young people and activists
- Individuals interested in human rights

Secondary:

- NGOs and civil society organizations
 - Educators and students

Tertiary:

- Institutions and policymakers
 - Donors and international partners
-

5. Key Messages

- “Human rights belong to everyone.”
 - “Silence supports injustice.”
 - “Your voice can make a difference.”
-

6. Communication Channels & Tools

Primary Channels

- **Instagram** :campaigns and storytelling
 - **Facebook**:updates and awareness
- **Website**:official information and actions

Secondary Channels

- **Newsletter:** advocacy updates
- **LinkedIn:** institutional communication
 - **YouTube** campaign videos

Digital Tools

- Canva
 - Google Workspace
 - Meta Business Suite
 - Analytics tools
-

7. Communication Strategy & Actions

Short term (0–3 months):

- Simplify content and messaging
 - Increase posting frequency
- Create structured editorial calendar

Medium term (3–6 months):

- Develop storytelling campaigns
- Use short videos and visual content
 - Increase audience interaction

Long term (6–12 months):

- Strengthen online community
 - Increase campaign participation
 - Expand partnerships and advocacy
-

8. Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools modules supported platform selection and content creation.

Storytelling modules helped improve communication impact.

Project planning modules supported strategy development.

9. Expected Results and KPIs

Short term:

- Regular content publication
- Improved clarity of communication

Medium term:

- 30–40% increase in engagement
- Higher participation in campaigns

Long term:

- Increased visibility and advocacy impact
 - Growth in supporters and engagement
-

10. Sustainability and Replicability

Sustainability:

The strategy uses low-cost tools and can be maintained internally.

Replicability:

The model can be adapted by NGOs working in human rights and advocacy across Europe.



Communication Strategy

BY:

Natia Nadiradze

Project: W.E.B in Tech

Contents

.....	1
.....	1
Introduction	3
Needs Assessment.....	3
Communication Objectives	3
Target Audiences.....	3
Key Messages	4
Communication Channels and Tools	4
Communication Strategy and Action Plan	5
Training Pathway Alignment.....	6
Expected Results and KPIs	6
Sustainability and Replicability	6
References.....	7

Introduction – Organizational Profile

Georgia Red Cross Society is a voluntary, humanitarian, and autonomous non-governmental public organization. The organization was founded in 1918 and currently operates throughout Georgia. The organization aims to provide care and attention to the community, including senior citizens, people affected by crises, socially vulnerable populations, children, youth, and those in need of healthcare or emergency assistance. The organization's official website states that there are 15,000 volunteers, 39 branches, and 27 social day centers in the country. In terms of digitalization, the organization has a moderate online presence, with a website and active social media pages (mainly Facebook and Instagram). However, its communication lacks a fully structured strategy and consistent content planning.

Needs Assessment

Some of the communication problems the Georgia Red Cross Society encounters are the following:

- First, although the society maintains a web presence, its communication efforts have no strategy behind them, which results in infrequent posts and poor interaction with the audience.
- Second, one of the biggest gaps concerns the absence of an effective content strategy and compelling story-telling to ensure adequate communication about the social impact of the society's work.
- Third, some internal barriers, such as the scarcity of volunteers, time and the lack of communication specialists, make the management of digital platforms problematic.
- Lastly, it is necessary to enhance the following digital skills: creating high-quality content, building a proper social media strategy, analyzing data, and applying digital storytelling techniques.

This is the organization that is making a work that should be reached emotionally to all of the potential volunteers, so that they will easily decide to join them

Communication Objectives

This strategy has been developed in an attempt to enhance the digital presence of the Georgia Red Cross Society so as to foster increased awareness about the organization and its humanitarian activities. In order to accomplish this, the following objectives need to be achieved:

- Enhance the level of engagement through improved content management on the society's social media pages.
- Better convey the message regarding the social impact of the organization and engage the audiences emotionally through effective digital storytelling.
- Recruit new volunteers and other supporters of the organization, particularly youth, via improved communication.

- Raise awareness of different projects and programs implemented both locally and internationally by the Georgia Red Cross Society.

Target Audiences

Primary target audiences:

Young people aged 16–30 who may become volunteers; local communities in Georgia; vulnerable people who may need support; families interested in social responsibility.

Secondary target audiences:

Existing volunteers, educators, schools, universities, partner NGOs, community leaders, and healthcare or emergency response professionals.

Tertiary target audiences:

Government institutions, international organizations, donors, embassies, European networks, companies, and media representatives.

Key Messages

- **Small actions. Big impact.**
- **Be the help someone is waiting for.**
- **Humanity starts with you.**

Georgia Red Cross is there when people need support the most. Every volunteer can become a source of hope and care. Together, we can build stronger and more compassionate communities.

Messages are and should be emotional and easily reachable to each of us hearts.

Communication Channels and Tools

As for the primary channel should be used: **INSTAGRAM**, because the target we need is mostly the younger audience who is motivated to be a helping hands of others.

But we should not forget that for wider spread of information we can use – **Facebook** and **website** also for the blogs, updates, partners, contact information and etc., in order to make it viral what and why we do this.

Also, **TikTok** is a good idea, because short emotional videos will work on people. Even the scrolling time is when you are at home – maybe tired, so the emotional aspects are doubled and it becomes easy to catch the attention.

We should not forget **LINKEDIN**. What if businesses and wider organizations needs to support us financially, that is crucial. After the partnerships, **email newsletters** can be also activated for regular updates.

Additionally, **WhatsApp and Telegram** channels can be used for internal volunteer coordination and urgent updates.

In case of tools, we can use a lots of different opportunities for different needs. Those are:

Canva for visual design.

Google Drive / Google Docs for planning and collaboration.

Trello for editorial calendar management.

Meta Business Suite for scheduling posts, run ads and reach target audience.

Instagram and Facebook Insights for performance analysis.

Capcut for short video editing.

Communication Strategy and Action Plan

The communication across the different digital platforms (and not only) should be unfinished. But the main part to engage the awareness in this case should be continued for a year.

In the **short term (0–3 months)**, the main priority is to build a consistent and organized communication system. This includes creating an editorial calendar to ensure regular and planned posting about humanitarian activities, emergency response actions, and community support programs. A clear visual identity and tone of voice will be defined to reflect trust, care, and reliability. The organization will also start consistent activity on social media platforms such as Facebook and Instagram, focusing on informing the public about ongoing help, campaigns, and volunteer opportunities.

In the **medium term (3–6 months)**, the strategy will focus on making communication more human-centered and emotional, emphasizing the real impact of the organization's work. This will include storytelling based on real beneficiaries, volunteers, and field activities, showing how the Red Cross directly helps people in need. Short videos, photos from real interventions, and volunteer experiences will be shared to build emotional connection and trust. At this stage, the organization will also launch thematic awareness campaigns such as first aid education, disaster preparedness, and community support initiatives to increase public engagement and understanding of humanitarian work.

In the **long term (6–12 months)**, the goal is to build a strong and active digital community around humanitarian values. The organization will focus on long-term engagement with supporters, encouraging volunteering, donations, and participation in community actions. It will also develop digital fundraising campaigns to support people in crisis situations more effectively. Partnerships with schools, universities, media, and other organizations will help expand awareness and strengthen the humanitarian message across Georgia. Over time, communication will become more data-driven and impact-focused, ensuring that messages clearly reflect how the organization is directly helping people and saving lives.

Training Pathway Alignment

The communication strategy developed for the Georgia Red Cross Society is mainly connected to the most relevant modules of the W.E.B. in Tech training pathway that supported digital communication, content creation, and practical application. These were:

- **Digital Empowerment Foundations** provided the basic understanding of how digital tools and platforms can be used for social impact organizations. This was important for shaping a modern communication approach for an NGO.
- **Communication Tools for Work and Life** was directly applied in the selection and use of communication channels such as social media platforms, which are essential for sharing humanitarian activities and engaging the public. Also it has been essential in shaping the key messages and the overall communication tone. It helped focus the strategy on human-centered storytelling, especially highlighting real stories of people helped by the organization.
- **Career Guidance and Employability Skills** contributed to understanding how communication skills can support professional development, volunteering, and engagement within the NGO sector.
- **Productivity and Creativity Tools** supported the creation of structured content, visual materials, and an organized communication plan, helping to ensure consistency in messaging and design.

Expected Results and KPIs

- **Short-term results:**

Editorial calendar created.

Regular posting started.

Visual identity improved.

Volunteer-focused content published.

- **Medium-term KPIs:**

30–40% increase in engagement rate.

More comments, shares, and story interactions.

Growth in Instagram and Facebook followers.

Increase in volunteer registration clicks.

Higher reach for campaign posts.

- **Long-term KPIs:**

More volunteer applications.

More donations through the website.

Stronger visibility beyond the local level.

More partnerships with schools, universities, companies, and NGOs.

Improved public understanding of Georgia Red Cross impact.

Sustainability and Replicability

Sustainability:

The strategy can continue after the project because it uses low-cost tools such as Canva, Google Workspace, Meta Business Suite, and social media analytics. Volunteers and staff can follow the editorial calendar and reuse content templates. The organization can also train volunteers to create photos, videos, and short stories from the field.

Replicability:

This communication model can be adapted by other NGOs in Georgia or Europe. The structure is simple: define audiences, create key messages, choose digital channels, plan content, measure results, and improve over time. It is especially useful for organizations working in humanitarian aid, youth volunteering, social care, and community support.

References

<https://redcross.ge/>

<https://www.facebook.com/GeorgiaRedCross>

<https://ka.wikipedia.org/wiki/%E1%83%A1%E1%83%90%E1%83%A5%E1%83%90%E1%83%A0%E1%83%97%E1%83%95%E1%83%94%E1%83%9A%E1%83%9D%E1%83%A1%E1%83%AC%E1%83%98%E1%83%97%E1%83%94%E1%83%9A%E1%83%98%E1%83%AF%E1%83%95%E1%83%A0%E1%83%98%E1%83%A1%E1%83%A1%E1%83%90%E1%83%96%E1%83%9D%E1%83%92%E1%83%90%E1%83%93%E1%83%9D%E1%83%94%E1%83%91%E1%83%90>

<https://matsne.gov.ge/ka/document/view/33460?publication=1>

Project Work: Communication Strategy

Participant Name: aymane hajji

Organization: ASOCIAȚIA STUDENTILOR STOMATOLOGI DIN MOLDOVA

(ASSM) 1. Organizational Profile

The Association of Dental Students from Moldova (ASSM) is a non-governmental, non-profit organization. It is a medium-sized student NGO based in Chișinău, Moldova. The organization focuses on representing dental students, promoting oral health, and organizing clinical workshops and international exchange programs.

2. Needs Assessment

ASSM currently has a moderate level of digitalization. However, its communication is often reactive, focusing only on announcing upcoming events. There is a lack of a long-term editorial plan, and the organization needs better storytelling to showcase the impact of its social projects (like oral hygiene campaigns in schools).

3. Communication Objectives

Overall Goal: To strengthen the digital brand of ASSM and increase student engagement. **Specific Objectives:**

Explain the benefits of membership using simple, visual language.

Use storytelling to highlight student success stories and clinical workshops.

Increase social media engagement by 35% through interactive content.

4. Target Audiences

Primary: Dental students in Moldova and young dental professionals.

Secondary: Medical professors, partner clinics, and local dental associations.

Tertiary: International dental student federations and health institutions.

5. Key Messages

1. "Empowering the next generation of Moldovan dentists through education and unity".
2. "Professional growth starts with community and practice".
3. "Promoting oral health for a healthier Moldovan society".

6. Communication Channels and Tools

Primary: Instagram and TikTok for visual clinical tips and event highlights.

Secondary: Facebook for official announcements and LinkedIn for professional networking.

Tools: Canva for visual design, Google Workspace for team collaboration, and Meta Analytics to track reach.

7. Action Plan

Short Term (0-3 Months): Establish a consistent visual identity and a weekly editorial calendar.
Medium Term (3-6 Months): Launch a "Day in the Life of a Dental Student" video series (Short form videos).
Long Term (6-12 Months): Build a digital community for alumni and strengthen international partnership visibility.

8. Training Pathway Alignment

This strategy applies the "9 Pillars of Communication" learned during the **W.E.B. in Tech** training. It focuses on using low-cost digital tools (Canva) and ethical storytelling techniques to humanize the medical profession.

9. Expected Results and KPIs

Short Term: 100% consistency in weekly posting.

Medium Term: 30-40% increase in student interaction on Instagram and TikTok. **Long Term:** Higher attendance in workshops and increased international exchange applications.

10. Sustainability and Replicability

The strategy is sustainable as it relies on student volunteers using accessible digital tools. It is also replicable for other medical student associations in the region by adjusting the specific dental content.

1. Organizational Profile

Cittadinanzattiva is an Italian non-profit organization promoting active citizenship and the protection of citizens' rights.

It operates at a **national level**, with local branches across Italy.

The organization works in the fields of **healthcare, education, public services, and civic participation**, supporting citizens and communities.

Its target groups include citizens, students, and individuals facing social inequalities.

The level of digitalization is **medium**, with a website and social media presence.

2. Needs Assessment

Cittadinanzattiva faces several communication challenges.

Main gaps include:

- Complex and institutional communication style
- Limited engagement with younger audiences
- Need for more accessible and simplified content
- Lack of strong storytelling

Additional needs:

- More visual and interactive content
 - Better use of social media
 - Increased audience engagement
-

3. Communication Objectives

Overall Goal:

Strengthen digital communication to increase awareness, participation, and civic engagement.

Specific Objectives:

- Simplify communication
- Increase social media engagement
- Reach younger audiences
- Promote participation in civic initiatives

4. Target Audiences

Primary:

- Citizens and local communities
- Young people and students

Secondary:

- NGOs and associations
- Volunteers and activists

Tertiary:

- Institutions and policymakers
 - Donors and partners
-

5. Key Messages

- “Active citizens build better societies.”
 - “Rights must be protected and shared.”
 - “Participation is the key to change.”
-

6. Communication Channels & Tools

Primary Channels

- **Instagram:** awareness and engagement
- **Facebook:** updates and initiatives
- **Website:** official information

Secondary Channels

- **Newsletter:** updates and campaigns
- **LinkedIn:** institutional communication
- **Messaging platforms:** community coordination

Digital Tools

- Canva
- Google Workspace

- Meta Business Suite
 - Analytics tools
-

7. Communication Strategy & Actions

Short term (0–3 months):

- Create content calendar
- Simplify communication style
- Increase posting frequency

Medium term (3–6 months):

- Develop storytelling campaigns
- Use visual and interactive content
- Increase engagement

Long term (6–12 months):

- Build strong online community
 - Increase participation in initiatives
 - Strengthen partnerships
-

8. Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools modules supported content creation and platform selection.

Storytelling modules helped improve communication effectiveness.

Project planning modules supported strategy development.

9. Expected Results and KPIs

Short term:

- Regular content publication
- Improved visibility

Medium term:

- 30–40% increase in engagement
- Higher interaction

Long term:

- Increased participation in initiatives
 - Growth in community engagement
-

10. Sustainability and Replicability

Sustainability:

The strategy uses low-cost tools and can be managed internally.

Replicability:

The model can be adapted by NGOs working on civic engagement across Europe.

PROJECT WORK – BANCO ALIMENTARE

1. Organizational Profile

Banco Alimentare is an Italian non-profit organization focused on fighting food poverty and reducing food waste.

It operates at a **national level**, collaborating with local charities and volunteers across Italy.

The organization works in the field of **food security, social solidarity, and inclusion**, supporting families and individuals in vulnerable situations.

Its target groups include low-income families, volunteers, and partner organizations.

The level of digitalization is **medium**, with a website and social media presence.

2. Needs Assessment

Banco Alimentare shows some communication challenges.

Main gaps include:

- Limited emotional storytelling
- Communication often focused on data rather than personal stories
- Need for stronger engagement on social media
- Limited reach among younger audiences

Additional needs:

- More visual and video content
 - Stronger storytelling of impact
 - Increased digital engagement
-

3. Communication Objectives

Overall Goal:

Strengthen digital communication to increase awareness, engagement, and support for food solidarity initiatives.

Specific Objectives:

- Improve storytelling of social impact
 - Increase social media engagement
 - Attract new volunteers and donors
 - Promote campaigns and initiatives
-

4. Target Audiences

Primary:

- Families in vulnerable situations
- Individuals in need of support

Secondary:

- Volunteers and local organizations
- NGOs and partners

Tertiary:

- Institutions and donors
 - Companies and sponsors
-

5. Key Messages

- “Food is a basic right.”
 - “No one should be left behind.”
 - “Solidarity starts with sharing.”
-

6. Communication Channels & Tools

Primary Channels

- **Instagram:** storytelling and awareness
- **Facebook:** updates and community engagement
- **Website:** information and services

Secondary Channels

- **Newsletter:** updates on campaigns, food collections, and initiatives
 - **LinkedIn:** institutional communication and partnerships with companies
 - **WhatsApp/Telegram groups:** coordination with volunteers and local organizations
-

Digital Tools

- Canva
- Google Workspace
- Meta Business Suite
- Analytics tools

7. Communication Strategy & Actions

Short term (0–3 months):

- Create a structured content calendar
- Improve visual identity and consistency
- Start regular social media communication

Medium term (3–6 months):

- Develop storytelling campaigns focused on real beneficiaries and volunteers
- Use short videos and testimonials
- Promote awareness campaigns on food waste and poverty

Long term (6–12 months):

- Strengthen online community engagement
 - Increase volunteer participation and donations
 - Expand partnerships with companies and institutions
-

8. Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

The module on **Digital Tools and Transformation** supported the use of platforms such as Canva, Google Workspace, and social media tools.

The module on **Social Communication and Storytelling** helped develop emotional and impactful messages.

Project management training supported the creation of structured communication strategies and objectives.

9. Expected Results and KPIs

Short term:

- Regular content publication
- Improved online visibility and consistency

Medium term:

- 30–40% increase in engagement (likes, comments, shares)
- Higher participation in campaigns and initiatives
- Growth in audience interaction

Long term:

- Increased national visibility
 - Growth in volunteers and donors
 - Stronger impact on food solidarity awareness
-

10. Sustainability and Replicability

Sustainability:

The strategy is sustainable thanks to the use of low-cost digital tools such as Canva, Google Workspace, and social media platforms. It can be managed internally by staff and volunteers and integrated into daily communication activities.

Replicability:

This model can be adapted by other NGOs working in food security, social solidarity, and poverty reduction across Europe, making it scalable and transferable.

1. Organizational Profile

Medici Senza Frontiere Italia is a non-profit organization providing emergency medical assistance in crisis areas.

It is part of an **international NGO**, operating worldwide in contexts of war, epidemics, and natural disasters.

The organization works in the field of **healthcare, humanitarian aid, and human rights**, supporting vulnerable populations.

Its target groups include people affected by crises, global citizens, and supporters.

The level of digitalization is **high**, with strong online campaigns and social media presence.

2. Needs Assessment

The organization has strong communication but still faces some challenges.

Main gaps include:

- Complex and intense content that may overwhelm audiences
- Need for more accessible and simplified storytelling
- Limited engagement with younger audiences
- Need for more interactive formats

Additional needs:

- More short-form video content
 - Stronger emotional connection with users
 - Increased audience engagement
-

3. Communication Objectives

Overall Goal:

Enhance digital communication to increase awareness, engagement, and support for humanitarian action.

Specific Objectives:

- Simplify storytelling
- Increase social media engagement
- Reach younger audiences

- Promote campaigns and donations
-

4. Target Audiences

Primary:

- Global citizens
- Individuals interested in humanitarian issues

Secondary:

- NGOs and professionals
- Students and educators

Tertiary:

- Institutions and donors
 - International partners
-

5. Key Messages

- “Medical care is a human right.”
 - “No one should be left without care.”
 - “Humanity above all.”
-

6. Communication Channels & Tools

Primary Channels

- **Instagram:** storytelling and campaigns
- **Facebook:** updates and awareness
- **Website:** official information and reports

Secondary Channels

- **Newsletter:** updates and campaigns
- **LinkedIn:** institutional communication
- **YouTube:** documentaries and video storytelling

Digital Tools

- Canva
 - Google Workspace
 - Meta Business Suite
 - Analytics tools
-

7. Communication Strategy & Actions

Short term (0–3 months):

- Simplify communication tone
- Increase posting frequency
- Create structured editorial calendar

Medium term (3–6 months):

- Develop emotional storytelling campaigns
- Use videos and real stories
- Increase engagement

Long term (6–12 months):

- Strengthen global community
 - Increase participation and donations
 - Expand partnerships
-

8. Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools modules supported content creation and platform selection.

Storytelling modules helped improve emotional communication.

Project planning modules supported strategy development.

9. Expected Results and KPIs

Short term:

- Regular content publication
- Improved clarity

Medium term:

- 30–40% increase in engagement
- Higher interaction

Long term:

- Increased visibility and donations
 - Growth in community engagement
-

10. Sustainability and Replicability

Sustainability:

The strategy uses low-cost tools and can be integrated into existing communication systems.

Replicability:

The model can be adapted by humanitarian NGOs across Europe.

1. Organizational Profile

Centro Astalli is an Italian non-profit organization supporting refugees and asylum seekers.

It operates at a **national level**, providing services such as legal assistance, education, and social support.

The organization works in the field of **migration, human rights, and social inclusion**, helping vulnerable individuals integrate into society.

Its target groups include refugees, migrants, and marginalized communities.

The level of digitalization is **medium**, with a website and social media presence.

2. Needs Assessment

Centro Astalli faces some communication challenges.

Main gaps include:

- Limited digital engagement
- Need for stronger storytelling of beneficiaries' experiences
- Communication often focused on information rather than emotional impact
- Need to reach younger audiences

Additional needs:

- More visual and video content
 - Better use of social media
 - Increased interaction with the public
-

3. Communication Objectives

Overall Goal:

Strengthen digital communication to increase awareness, engagement, and support for refugee inclusion.

Specific Objectives:

- Improve storytelling and emotional communication
- Increase social media engagement
- Raise awareness on migration issues
- Promote participation and support

4. Target Audiences

Primary:

- Refugees and migrants
- Individuals interested in social justice

Secondary:

- NGOs and volunteers
- Educators and students

Tertiary:

- Institutions and policymakers
 - Donors and partners
-

5. Key Messages

- “Everyone has the right to dignity and protection.”
 - “Inclusion builds stronger communities.”
 - “Stories create understanding.”
-

6. Communication Channels & Tools

Primary Channels

- **Instagram:** storytelling and awareness
- **Facebook:** updates and community engagement
- **Website:** services and information

Secondary Channels

- **Newsletter:** updates and initiatives
- **LinkedIn:** institutional communication
- **YouTube:** video storytelling

Digital Tools

- Canva
- Google Workspace

- Meta Business Suite
 - Analytics tools
-

7. Communication Strategy & Actions

Short term (0–3 months):

- Create content calendar
- Improve visual identity
- Start regular posting

Medium term (3–6 months):

- Share personal stories and testimonials
- Use videos and visual content
- Increase engagement

Long term (6–12 months):

- Build a strong online community
 - Increase awareness and participation
 - Develop partnerships
-

8. Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools modules supported content creation and platform selection.

Storytelling modules helped develop impactful communication.

Project planning modules supported strategic development.

9. Expected Results and KPIs

Short term:

- Regular content publication
- Improved visibility

Medium term:

- 30–40% increase in engagement
- Higher interaction

Long term:

- Increased awareness and support
 - Growth in community and participation
-

10. Sustainability and Replicability

Sustainability:

The strategy uses low-cost tools and can be managed internally.

Replicability:

The model can be adapted by NGOs working in migration and social inclusion across Europe.

1. Organizational Profile

Fondazione Adecco per le Pari Opportunità is an Italian non-profit organization focused on promoting inclusion in the labor market.

It operates at a **national level**, supporting individuals facing barriers to employment.

The organization works in the fields of **gender equality, social inclusion, and employment**, helping vulnerable groups access job opportunities.

Its target groups include women, young people, migrants, and individuals at risk of exclusion.

The level of digitalization is **medium-high**, with a website and active communication channels.

2. Needs Assessment

The organization shows some communication challenges.

Main gaps include:

- Limited emotional storytelling
- Communication often focused on information rather than personal experiences
- Need for stronger engagement with younger audiences
- Lack of consistent content strategy

Additional needs:

- More visual and video content
 - Better storytelling of success stories
 - Increased social media interaction
-

3. Communication Objectives

Overall Goal:

Strengthen digital communication to increase visibility, engagement, and access to opportunities.

Specific Objectives:

- Improve storytelling of beneficiaries' experiences
- Increase social media engagement

- Reach vulnerable groups more effectively
 - Promote training and job opportunities
-

4. Target Audiences

Primary:

- Women and individuals facing employment barriers
- Young people and job seekers

Secondary:

- NGOs and social workers
- Educators and trainers

Tertiary:

- Institutions and policymakers
 - Companies and partners
-

5. Key Messages

- “Everyone deserves equal opportunities.”
 - “Work creates dignity and independence.”
 - “Inclusion strengthens society.”
-

6. Communication Channels & Tools

Primary Channels

- **Instagram:** storytelling and engagement
- **Facebook:** updates and opportunities
- **Website:** services and information

Secondary Channels

- **Newsletter:** updates and opportunities
- **LinkedIn:** professional communication and partnerships
- **WhatsApp groups:** direct communication with beneficiaries

Digital Tools

- Canva
 - Google Workspace
 - Meta Business Suite
 - Analytics tools
-

7. Communication Strategy & Actions

Short term (0–3 months):

- Create content calendar
- Improve visual identity
- Start regular posting

Medium term (3–6 months):

- Share success stories and testimonials
- Use videos and reels
- Promote opportunities and training

Long term (6–12 months):

- Build strong online community
 - Increase engagement and participation
 - Strengthen partnerships with companies
-

8. Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools modules supported content creation and platform selection.

Storytelling modules helped develop impactful narratives.

Project planning modules supported strategy development.

9. Expected Results and KPIs

Short term:

- Regular content publication
- Improved visibility

Medium term:

- 30–40% increase in engagement
- Higher interaction

Long term:

- Increased participation in programs
 - Growth in partnerships and opportunities
-

10. Sustainability and Replicability

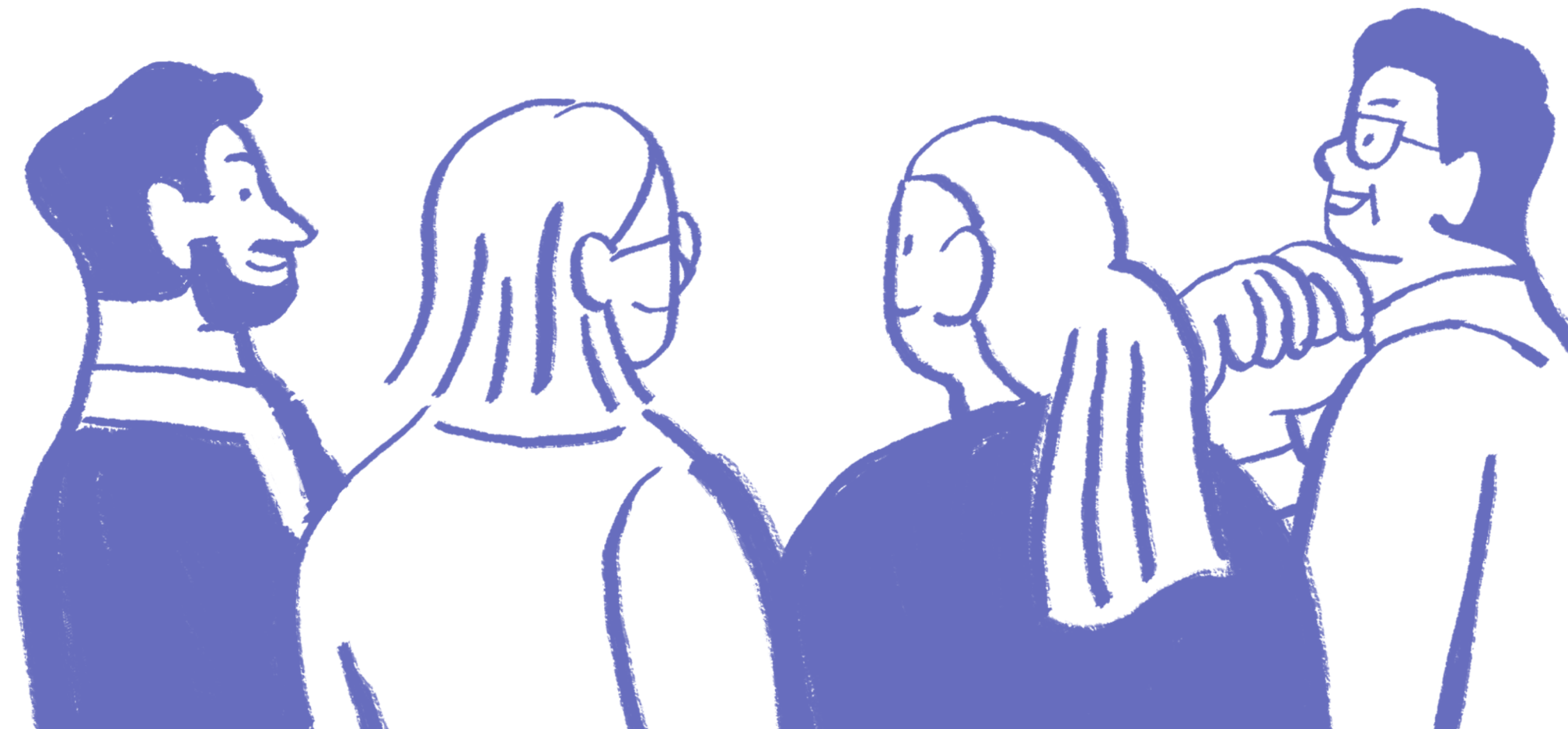
Sustainability:

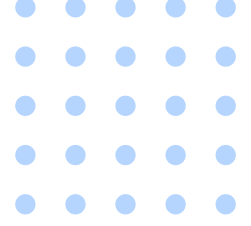
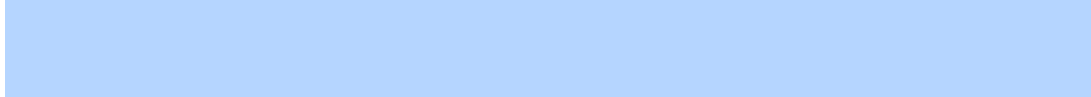
The strategy uses low-cost tools and can be managed internally.

Replicability:

The model can be adapted by NGOs working on employment and social inclusion across Europe.

Project Work – Swami Miani





Organization

Euromamme, based in Italy.

It is a small to medium-sized non-profit organization operating in the field of women's empowerment, family support, and social inclusion.

Euromamme is actively involved in the development of educational and social projects, including European initiatives such as W.E.B. in Tech, aimed at promoting digital skills and inclusion among women.



Needs

Assessment

The organization shows some gaps in digital skills. The team mainly uses basic digital tools, but lacks advanced competences in areas such as social media strategy, content creation, and digital marketing. Strengthening these skills would significantly improve the overall communication performance.

Communication Objectives

Overall Goal:

- Strengthen digital presence and increase engagement

Specific Objectives:

- Create a structured content plan
- Increase social media interaction
- Improve storytelling
- Promote projects and activities



Target Audiences

Primary:

- Women with low/medium digital skills
- Women seeking job opportunities

Secondary:

- Educators, volunteers, NGOs
- Partner organizations

Tertiary:

- Institutions and policymakers
- Donors and European networks

Key messages

- Digital skills empower women and create new opportunities.
- Inclusion starts with access, participation, and confidence.
- Supporting women means strengthening communities.





Communication Channels & Tools

Primary Channels

- Instagram: main channel for visual storytelling, reels, and community engagement
- Facebook: updates, events, and wider audience reach
- Website: official source for projects, information, and activities

Secondary Channels

- Newsletter: regular updates for partners and beneficiaries
- LinkedIn: professional networking and institutional visibility
- WhatsApp/Telegram groups: direct communication with participants

Digital Tools

- Canva: visual content creation (posts, infographics, campaigns)
- Google Workspace: planning, collaboration, and content organization
- Trello: task and editorial calendar management
- Meta Business Suite: content scheduling and social media management
- Analytics tools (Google Analytics, social insights): performance monitoring and engagement tracking

Communication Strategy Actions

Short Term (0–3 months)

- Create a content calendar
- Define a coherent visual identity
- Start regular social media posting (posts, stories)

Medium Term (3–6 months)

- Develop emotional storytelling content
- Collect testimonials from beneficiaries
- Produce short videos and reels
- Launch thematic awareness campaigns

Long Term (6–12 months)

- Build a strong online community
- Increase engagement and participation
- Launch digital fundraising campaigns
- Develop partnerships with NGOs and organizations



Training Pathway

The communication strategy developed for Euromamme is strongly connected to the skills and knowledge acquired during the W.E.B. in Tech training program.

In particular, the module on “Digital Tools and Digital Transition” was essential in selecting the most effective platforms and software, such as Canva, Google Workspace, and social media management tools. It helped in understanding how digital tools can improve efficiency and communication impact.

The module on “Social Communication and Storytelling” played a key role in defining the key messages and shaping the communication strategy. It supported the development of an emotional and inclusive narrative focused on women’s empowerment and digital inclusion.

Finally, the module on project planning and communication strategy helped structure the action plan, define target audiences, and set clear communication objectives.



Expected Results and KPIs

The effectiveness of the communication strategy will be measured through specific Key Performance Indicators (KPIs) across short, medium, and long-term goals.

Short Term

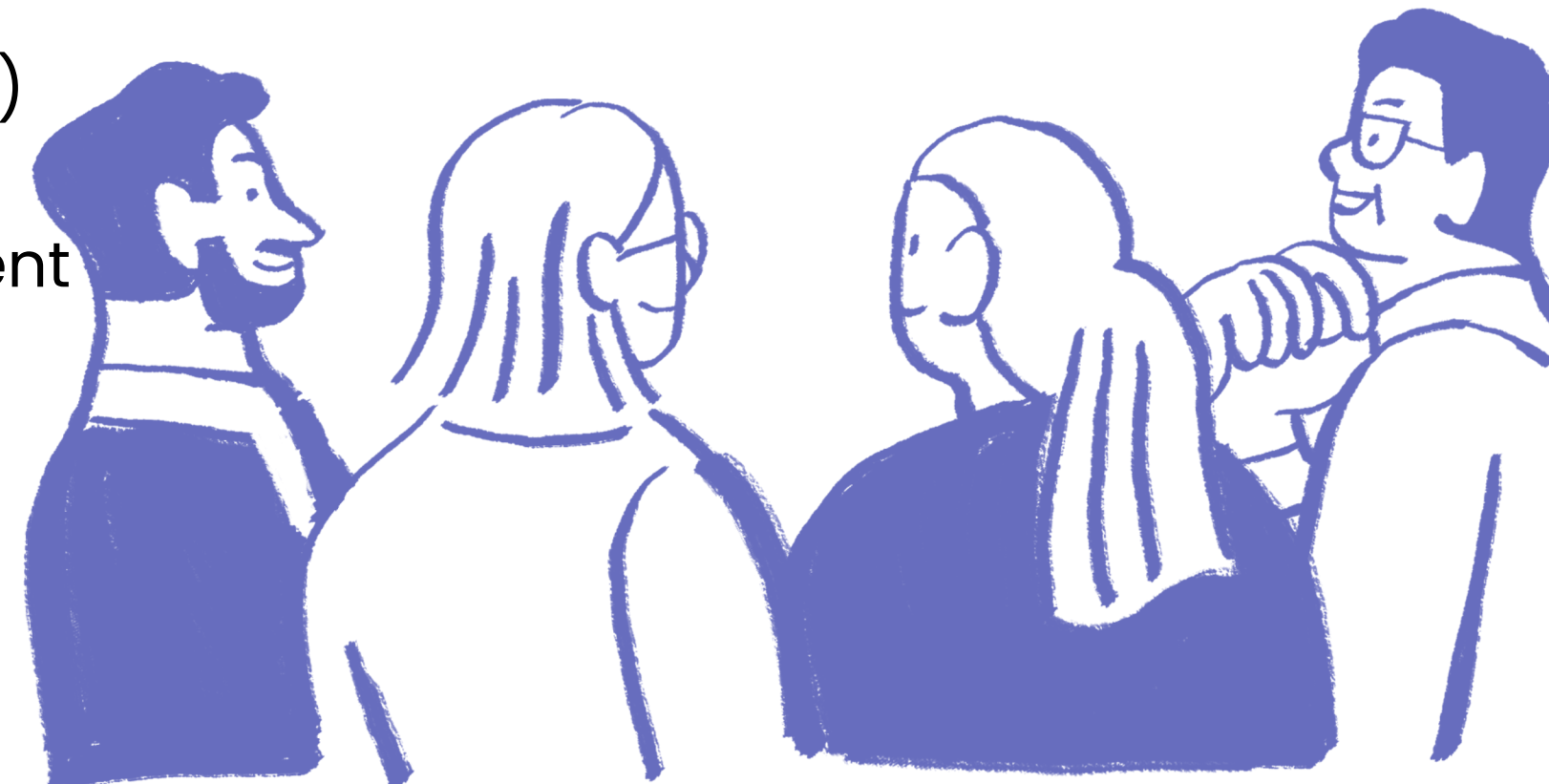
- Implementation of a structured content calendar
- Regular and consistent social media activity
- Initial increase in visibility and online presence

Medium Term

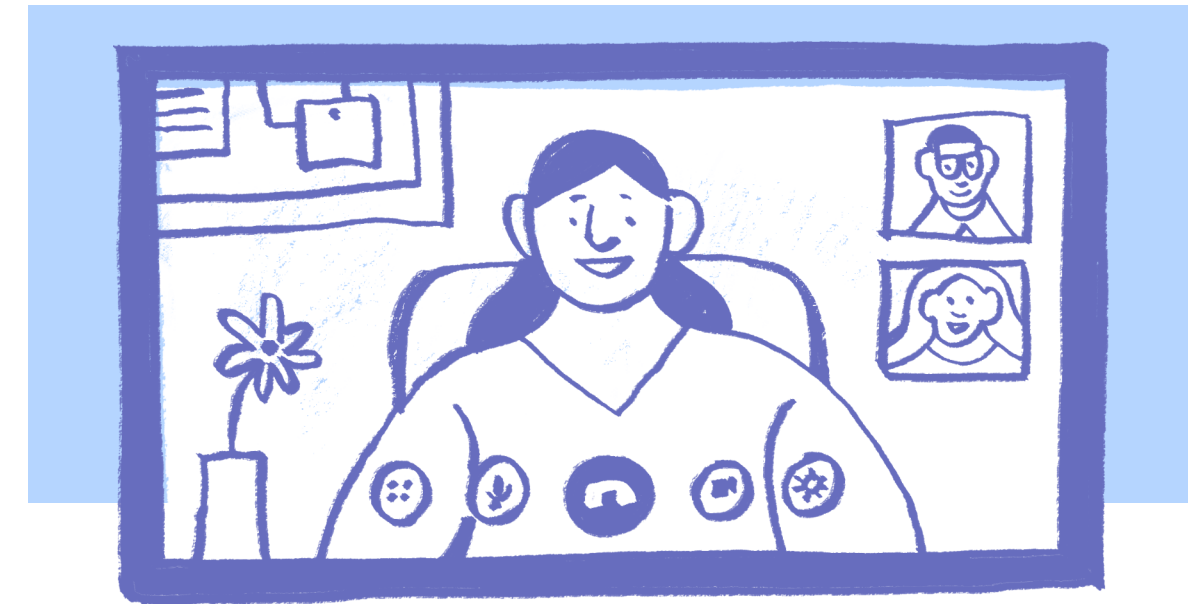
- 30–40% increase in engagement (likes, comments, shares)
- Higher participation in online content and campaigns
- Growth of audience interaction and community involvement

Long Term

- Increased visibility beyond the local level
- Growth in registrations to projects and activities
- Higher number of donations and partnerships
- Consolidation of Euromamme's digital presence



Sustainability and Replicability



Sustainability

The strategy is designed to be sustainable over time through the use of free and low-cost digital tools such as Canva, Google Workspace, and social media platforms. The communication activities are easy to integrate into the daily work of the organization. Additionally, knowledge transfer is a key element: training volunteers and staff ensures that internal capacities are strengthened, allowing the organization to independently maintain and update the communication strategy.

Replicability

The model developed for Euromamme is flexible and can be adapted to other small and medium-sized NGOs operating in similar social fields across Europe. Its structure (analysis, objectives, channels, and actions) can be easily replicated and customized depending on the target audience and organizational context.

PROJECT WORK

1. Organizational Profile

VIS (Volontariato Internazionale per lo Sviluppo) is an Italian non-profit organization focused on international cooperation and development.

It operates at a **national and international level**, implementing projects in different countries.

The organization works in the fields of **education, youth empowerment, human rights, and social development**, supporting vulnerable communities.

Its target groups include young people, students, and marginalized populations.

The level of digitalization is **medium**, with a website and social media presence.

2. Needs Assessment

VIS shows some communication challenges.

Main gaps include:

- Limited visibility compared to larger NGOs
- Need for stronger storytelling of international projects
- Low engagement on social media
- Lack of consistent content strategy

Additional needs:

- More visual and video content
 - Better audience targeting
 - Increased digital engagement
-

3. Communication Objectives

Overall Goal:

Strengthen digital communication to increase visibility and engagement in international development projects.

Specific Objectives:

- Improve storytelling of projects and impact
 - Increase social media engagement
 - Reach younger audiences
 - Promote participation in initiatives
-

4. Target Audiences

Primary:

- Young people and students
- Beneficiaries of development projects

Secondary:

- NGOs and educators
- Volunteers and supporters

Tertiary:

- Institutions and donors
 - International partners
-

5. Key Messages

- "Education empowers communities."
 - "Global development starts with local action."
 - "Young people can create change."
-

6. Communication Channels & Tools

Primary Channels

- **Instagram:** storytelling and project visibility
- **Facebook:** updates and community engagement
- **Website:** project information and reports

Secondary Channels

- **Newsletter:** updates and initiatives
- **LinkedIn:** institutional communication
- **YouTube:** video storytelling

Digital Tools

- Canva
- Google Workspace
- Meta Business Suite
- Analytics tools

7. Communication Strategy & Actions

Short term (0–3 months):

- Create content calendar
- Improve visual identity
- Start regular posting

Medium term (3–6 months):

- Develop storytelling on international projects
- Share videos and testimonials
- Increase engagement

Long term (6–12 months):

- Build global community
 - Expand partnerships
 - Increase visibility and participation
-

8. Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools modules supported content creation and platform selection.

Storytelling modules helped define impactful communication.

Project planning modules supported strategy development.

9. Expected Results and KPIs

Short term:

- Regular content publication
- Improved visibility

Medium term:

- 30–40% increase in engagement
- Higher interaction

Long term:

- Increased participation in projects
 - Growth in supporters and partnerships
-

10. Sustainability and Replicability

Sustainability:

The strategy uses low-cost tools and can be managed internally.

Replicability:

The model can be adapted by NGOs working in international cooperation across Europe.

SOS Children's Villages Georgia

In a world where childhood should be defined by safety, belonging, and opportunity, thousands of children still grow up without adequate parental care or emotional support. SOS Children's Villages Georgia stands at the intersection of compassion and structure, providing not only shelter but a **sense of family, stability, and future direction**.

Operating as part of the global SOS Children's Villages, the organization in Georgia focuses on ensuring that every child grows up in a **loving, secure, and supportive environment**. Beyond traditional care, it empowers young people to transition into independent life, contributing meaningfully to society.

This communication strategy aims to **amplify the organization's voice**, strengthen stakeholder engagement, and position SOS as not just a care provider—but a **life-shaping institution**.

Needs Assessment

Despite economic and social progress in Georgia, several structural challenges remain:

- Children separated from families due to **poverty, migration, or social instability**
- Limited access to **quality education and emotional support systems**
- Youth aging out of care facing **unemployment and social exclusion**

There is also a communication gap:

- Low public awareness of **alternative care models**
- Misconceptions about institutional vs. family-based care
- Limited engagement from **private sector and young donors**

SOS Children's Villages Georgia must therefore **communicate not only what it does—but why it matters now more than ever**.

Communication Objectives

The communication effort is designed to:

- Increase **public awareness and trust** in SOS programs
- Strengthen **emotional connection** with audiences
- Attract **donors, partners, and volunteers**
- Position SOS as a **leader in child protection and youth empowerment**
- Educate society on the importance of **family-based care systems**

Ultimately, the goal is to shift perception—from charity to **long-term social investment**.

Target Audiences

The communication strategy focuses on multiple layers of stakeholders:

- **Primary audience:**
 - Children and youth at risk
 - Families in vulnerable situations
- **Secondary audience:**
 - Donors (local and international)
 - Corporate partners (CSR-focused companies)
 - Government institutions
- **Tertiary audience:**
 - General public
 - Students and young professionals
 - Media and influencers

Each group requires a **tailored narrative**, balancing emotional storytelling with factual credibility.

Key Messages

At the heart of the strategy lies a simple but powerful idea:

“Every child deserves not just care—but a family, a future, and a voice.”

Supporting messages include:

- SOS builds **families, not institutions**
- Investing in children today creates **stronger societies tomorrow**
- Every contribution—time, funding, awareness—creates **real change**
- Youth leaving care are not vulnerable—they are **full of potential**

The tone combines **empathy, hope, and empowerment**, avoiding pity-based narratives.

Communication Channels and Tools

To maximize reach and engagement, a mix of traditional and digital channels is used:

- **Digital platforms:**
 - Social media campaigns (Instagram, Facebook, LinkedIn)

- Storytelling videos and short documentaries
- Website optimization and blog content
- **Offline tools:**
 - Community events and open days
 - School and university partnerships
 - Public awareness campaigns
- **Innovative tools:**
 - Interactive storytelling (real-life success journeys)
 - Influencer collaborations
 - CSR campaigns with businesses

The focus is on **human-centered communication**, where real stories create real impact.

Communication Strategy and Action Plan

The strategy follows a three-phase approach:

1. Awareness

- Launch emotional storytelling campaigns
- Share children's success stories
- Use social media to highlight daily impact

2. Engagement

- Encourage volunteering and participation
- Organize events and workshops
- Build partnerships with companies and universities

3. Conversion

- Turn awareness into donations and long-term partnerships
- Introduce sponsorship programs
- Develop loyalty among supporters

Each phase builds on the previous one, creating a **continuous engagement cycle**.

Training Pathway Alignment

Effective communication requires internal capacity. Therefore:

- Staff and volunteers receive **communication and storytelling training**
- Youth are empowered to **share their own stories**
- Digital skills are developed to strengthen online presence

This ensures that communication is not external only—but **embedded within the organization’s culture**.

Expected Results and KPIs

Success will be measured through both quantitative and qualitative indicators:

- Increase in **social media engagement and reach**
- Growth in **donor base and funding levels**
- Number of **new partnerships and collaborations**
- Higher **public awareness levels**
- Improved **youth outcomes (education, employment)**

The real KPI, however, remains:

How many lives are positively transformed.

Sustainability and Replicability

The strategy is designed to be:

- **Sustainable:**
 - Long-term donor relationships
 - Continuous content creation
 - Strong institutional partnerships
- **Replicable:**
 - Can be adapted to other regions in Georgia
 - Can serve as a model for similar NGOs
 - Scalable across the global SOS network

By combining emotional storytelling with strategic communication, SOS Children’s Villages Georgia can build not only awareness—but a **movement of support and social responsibility**.

1. Organizational Profile- World Vision

World Vision is a large international humanitarian NGO operating in over 100 countries, including Georgia. It focuses on helping children, families, and vulnerable communities through development programs, emergency aid, education, and child protection. It is a very large organisation and works globally. Its target groups include children in poverty, vulnerable families, and crisis-affected communities. It has a high level of digitalisation, using websites, social media, online fundraising platforms, newsletters, and global communication systems.

2. Needs Assessment

World Vision faces communication challenges such as information overload due to its global scale, difficulty in maintaining consistent messaging across countries, and the need to better localise content for different audiences. Some regions may also have limited storytelling capacity or fewer digital resources. The organisation needs stronger emotional storytelling, more localised content, and improved engagement with younger digital audiences. Key missing competences include advanced social media storytelling, short-form video production, and data-driven digital communication.

3. Communication Objectives

The overall goal is to strengthen World Vision's digital communication to increase awareness, engagement, and support for its humanitarian mission. Specific objectives include improving emotional storytelling to show real impact, increasing engagement on digital platforms, strengthening global fundraising campaigns, and improving visibility of local projects and emergency responses.

4. Target Audiences

Primary targets are vulnerable children and families supported by World Vision. Secondary targets include volunteers, donors, partner NGOs, and educators. Tertiary targets include governments, international institutions, corporate partners, and global funding organisations.

5. Key Messages

World Vision works to protect children, support families, and create lasting change in communities. Every child deserves safety, education, and a future full of opportunity. Together with partners and donors, World Vision transforms lives through long-term development and emergency support.

6. Communication Channels and Tools

Primary channels include the official website, Facebook, Instagram, and YouTube. Secondary channels include newsletters, email campaigns, LinkedIn, and donor platforms. Tools include

Canva for design, Hootsuite for scheduling, Google Workspace for coordination, and analytics tools to track engagement and donations.

7. Communication Strategy and Action Plan

In the short term, World Vision should improve consistency of posting and unify visual identity. In the medium term, it should focus on emotional storytelling, short videos, and campaign-based communication. In the long term, it should build strong global communities, expand digital fundraising, and strengthen partnerships through large-scale awareness campaigns.

8. Training Pathway Alignment

The strategy is aligned with digital communication training. Digital tools modules supported the choice of platforms like Canva and Google Workspace. Storytelling modules influenced the focus on emotional content and real-life impact stories. Strategy modules helped structure campaigns, audience segmentation, and engagement planning.

9. Expected Results and KPIs

In the short term, improved consistency and content quality are expected. In the medium term, engagement should increase by 30–40%, including likes, shares, comments, and donations. In the long term, World Vision should see increased global visibility, stronger donor engagement, and higher participation in campaigns and fundraising initiatives.

10. Sustainability and Replicability

The strategy is sustainable because it uses scalable digital tools and can be managed across countries with local adaptation. Training staff and volunteers ensures long-term continuity. It is also replicable, as other international NGOs can use the same model of storytelling, digital campaigns, and structured communication planning across different regions.

PROJECT WORK – LILA

1. Organizational Profile

LILA (Lega Italiana per la Lotta contro l'AIDS) is an Italian non-profit organization focused on HIV/AIDS prevention, sexual health, and human rights.

It operates at a **national level**, with local branches across Italy.

The organization works in the fields of **health education, prevention, and anti-discrimination**, supporting people living with HIV and promoting awareness.

Its target groups include young people, LGBTQIA+ communities, and individuals at risk.

The level of digitalization is **medium**, with a website and social media presence.

2. Needs Assessment

LILA faces several communication challenges.

Main gaps include:

- Sensitive topics that are difficult to communicate effectively
- Limited engagement among younger audiences
- Need for more accessible and stigma-free communication
- Lack of consistent digital storytelling

Additional needs:

- More visual and interactive content
 - Stronger social media strategy
 - Better use of digital campaigns
-

3. Communication Objectives

Overall Goal:

Strengthen digital communication to increase awareness, reduce stigma, and promote prevention.

Specific Objectives:

- Improve accessible and inclusive communication
 - Increase social media engagement
 - Reach younger audiences
 - Promote prevention campaigns effectively
-

4. Target Audiences

Primary:

- Young people and students
- LGBTQIA+ communities
- Individuals at risk

Secondary:

- NGOs and health professionals
- Educators and volunteers

Tertiary:

- Institutions and policymakers
 - Donors and partners
-

5. Key Messages

- “Prevention is empowerment.”
 - “Knowledge protects health.”
 - “No stigma, only awareness.”
-

6. Communication Channels & Tools

Primary Channels

- **Instagram:** awareness, education, and storytelling
- **Facebook:** updates and campaigns
- **Website:** information and services

Secondary Channels

- **Newsletter:** updates and prevention campaigns
- **LinkedIn:** institutional communication

- **YouTube:** educational videos

Digital Tools

- Canva
 - Google Workspace
 - Meta Business Suite
 - Analytics tools
-

7. Communication Strategy & Actions

Short term (0–3 months):

- Create content calendar
- Simplify communication tone
- Increase posting frequency

Medium term (3–6 months):

- Develop educational campaigns
- Use videos and visual content
- Promote prevention awareness

Long term (6–12 months):

- Build a strong online community
 - Reduce stigma through campaigns
 - Increase participation and outreach
-

8. Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools modules supported content creation and platform selection.

Storytelling modules helped improve inclusive and effective communication.

Project planning modules supported strategy development.

9. Expected Results and KPIs

Short term:

- Regular content publication
- Improved visibility

Medium term:

- 30–40% increase in engagement
- Higher interaction

Long term:

- Increased awareness and prevention impact
 - Growth in community engagement
-

10. Sustainability and Replicability

Sustainability:

The strategy uses low-cost tools and can be managed internally.

Replicability:

The model can be adapted by NGOs working in health education and prevention across Europe.

PROJECT WORK

Organization

ARCI is an Italian non-profit network promoting social, cultural, and civic participation.

It operates at a national level, with local associations across Italy.

The organization works in the fields of social inclusion, migration, human rights, and cultural activities, supporting diverse communities.

Its target groups include young people, migrants, and local communities.

The level of digitalization is medium, with websites and social media channels, but with varying levels of communication across local branches.

Needs Assessment

ARCI shows some communication challenges due to its decentralized structure.

Main gaps include:

- Lack of a unified communication strategy
- Inconsistent content across local branches
- Limited coordination between national and local communication
- Need for stronger digital storytelling

Additional needs:

- Improved social media strategy
- More engaging and visual content
- Better coordination tools

Communication Objectives

Overall Goal:

Strengthen digital communication to improve coordination, visibility, and community engagement.

Specific Objectives:

- Create a more unified communication strategy
- Improve storytelling across local branches
- Increase engagement and participation
- Promote cultural and social initiatives

. Target Audiences

Primary:

- Young people and local communities
- Migrants and marginalized groups

Secondary:

- NGOs and cultural organizations
- Volunteers and activists

Tertiary:

- Institutions and policymakers
- Donors and networks

.Key Messages

- “Participation builds stronger communities.”
- “Culture is a tool for inclusion.”
- “Diversity is a strength.”

Communication Channels & Tools

Primary Channels

- Instagram: community storytelling and events
- Facebook: local initiatives and updates
- Website: national and local information

Secondary Channels

- Newsletter: updates and coordination
- LinkedIn: institutional communication
- Messaging platforms: coordination between local groups

Digital Tools

- Canva
- Google Workspace
- Trello
- Meta Business Suite
- Analytics tools

Communication Strategy & Actions

Short term (0–3 months):

- Create shared communication guidelines
- Develop editorial calendar
- Improve coordination between branches

Medium term (3–6 months):

- Launch storytelling campaigns
- Share local experiences and projects
- Increase engagement

Long term (6–12 months):

- Build a strong national community
- Strengthen network identity
- Develop partnerships and campaigns

Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools training supported coordination and content creation.

Storytelling modules helped improve communication and engagement.

Project planning modules supported strategic development.

Expected Results and KPIs

Short term:

- Improved coordination
- Regular content publication

Medium term:

- 30–40% increase in engagement
- Stronger community interaction

Long term:

- Increased national visibility
- Stronger network identity
- Growth in participation

Sustainability

The strategy uses low-cost tools and can be managed by local and national teams.

Replicability

The model can be adapted by other network-based NGOs across Europe.

Project Work – Yasmine Nuzzolese

Organization

Save the Children Italia is a non-profit organization working to protect children's rights and improve their living conditions.

It is a large international NGO, operating both in Italy and globally.

The organization focuses on education, child protection, poverty reduction, and emergency response, supporting children and families in vulnerable situations.

Its digitalization level is high, with strong online communication, campaigns, and social media presence.

Needs Assessment

Save the Children Italia has an advanced communication system but still faces some challenges.

Main gaps include:

- Overload of information across platforms
- Need for more simplified and emotional storytelling
- Limited personalization for younger audiences
- Need for more interactive and engaging content

Additional needs:

- Increased use of short-form video content
- Stronger youth engagement strategies
- More user-generated content

Communication Objectives

Overall Goal:

Enhance digital communication to increase awareness, engagement, and support for children's rights.

Specific Objectives:

- Improve emotional storytelling
- Increase engagement on social media
- Reach younger audiences
- Promote campaigns and initiatives

Target Audiences

Primary:

- Children and families in vulnerable situations
- Young people and students

Secondary:

- Educators and NGOs
- Volunteers and supporters

Tertiary:

- Institutions and policymakers
- Donors and international partners

Key messages

- “Every child deserves a future.”
- “Children’s rights are human rights.”
- “Together we can change children’s lives.”

Communication Channels & Tools

Primary Channels

- Instagram: storytelling, campaigns, engagement
- Facebook: updates and awareness
- Website: official information and resources

Secondary Channels

- Newsletter: updates and campaigns
- LinkedIn: institutional communication
- YouTube: video storytelling

Digital Tools

- Canva
- Google Workspace
- Meta Business Suite
- Analytics tools

Communication Strategy Actions

Short term (0–3 months):

- Create editorial calendar
- Improve content clarity
- Increase posting frequency

Medium term (3–6 months):

- Develop storytelling campaigns
- Use videos and testimonials
- Increase interaction

Long term (6–12 months):

- Strengthen community engagement
- Expand campaigns
- Increase fundraising and partnerships

Training Pathway

The strategy is based on skills acquired during the W.E.B. in Tech program.

Digital tools modules supported content creation and platform selection.

Storytelling modules helped define key messages and emotional communication.

Project planning modules supported strategy development.

Expected Results and KPIs

Short term:

- Regular content publication
- Improved online visibility

Medium term:

- 30–40% increase in engagement
- Higher audience interaction

Long term:

- Increased visibility and participation
- Growth in supporters and donations

Sustainability and Replicability

Sustainability:

The strategy uses low-cost digital tools and can be managed internally.

Replicability:

The model can be adapted by NGOs working in children's rights and social inclusion across Europe.



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



**Co-funded by
the European Union**